

# The Influence of Promotion Strategy, Service Quality and Brand Image on Client Loyalty at PT Semangart Giri Putra

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## ABSTRACT

This study aims to analyze the effect of Promotion Strategy, Service Quality, and Brand Image on Client Loyalty at PT Semangart Giri Putra, a company engaged in construction services and project procurement. This research is motivated by the company's need to maintain long-term client relationships amid increasing competition in the construction industry. The variables examined in this study consist of Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3) as independent variables, and Client Loyalty (Y) as the dependent variable. The research employs a quantitative approach using a survey method. The sampling technique used was purposive sampling, with respondents consisting of clients who had previously collaborated with PT Semangart Giri Putra. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that Promotion Strategy, Service Quality, and Brand Image have a positive and significant effect on Client Loyalty. In addition, Brand Image plays an important role in strengthening the relationship between service performance and client loyalty.

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## 1. INTRODUCTION

The rapid development of globalization and digital technology has intensified competition in the business sector, including the construction services industry. Companies are required not only to deliver products or services but also to build trust, maintain long-term relationships, and foster customer loyalty. In the construction industry, success is not merely measured by the number of completed projects, but by the company's ability to sustain cooperation and retain loyal clients over time. Client loyalty plays a strategic role because it contributes to repeat orders and strengthens the company's reputation through recommendations, which are particularly important in project-based business environments.

In project-based industries such as construction, trust and reputation are fundamental elements in establishing sustainable cooperation. Loyal clients tend to continue collaboration and act as informal promoters who recommend the company to other potential clients. Therefore, building and maintaining client loyalty becomes a crucial strategy to ensure business continuity and long-term competitiveness.

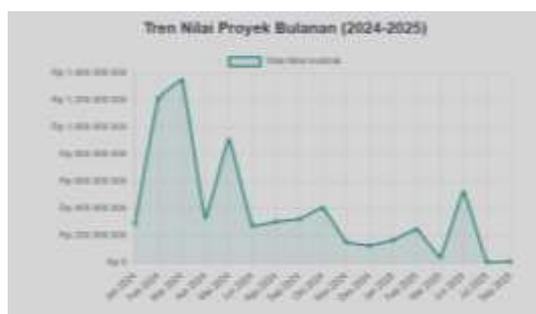
PT Semangart Giri Putra, a construction service company located in Cikarang, Bekasi, faces similar challenges amid increasing competition among contractors and rising client expectations. Preliminary observations indicate a decline in client loyalty, as several long-term clients have

discontinued cooperation and shifted to other construction service providers. This condition suggests weaknesses in the company's promotion strategy, service quality consistency, and brand image management, which have not yet been optimally developed.

Promotion strategy is one of the key factors influencing client loyalty. In service industries such as construction, promotion does not only involve advertising activities but also includes professional communication, attractive project presentations, and credible documentation of completed work. Research conducted by (Saputra et al. 2023) at PT Wika Beton demonstrates that targeted promotion has a positive effect on customer satisfaction and indirectly influences purchasing decisions. Professional promotion helps build trust and encourages clients to reuse the same services, indicating that promotion serves as a medium for establishing long-term relationships rather than merely introducing services (Saputra et al., 2025). However, PT Semangart Giri Putra still relies heavily on conventional promotion methods, such as word-of-mouth and personal networks, with limited utilization of digital promotion. As a result, market reach remains restricted, and the company is less recognized by potential new clients, particularly for medium- to large-scale projects.

Another important factor affecting client loyalty is service quality. In the construction industry, service quality extends beyond interpersonal aspects to include timeliness of project completion, compliance with technical specifications, effective communication, and responsiveness to client requests or complaints. Research by Kesuma et al. (2023) shows that service quality and corporate image have a direct influence on customer satisfaction and trust, which ultimately strengthens customer loyalty (Kesuma et al., 2021). In practice, PT Semangart Giri Putra still encounters issues such as project delays and insufficient communication with clients, which can lead to dissatisfaction and reduced trust. Therefore, improving service quality is essential to maintaining professional standards and ensuring sustainable client relationships.

Brand image also plays a critical role in differentiating companies within the highly competitive construction industry. A strong brand image reflects credibility, reliability, and high-quality work, which significantly influence client perceptions. Research conducted by Hidayatullah, Suharto, and Saoloan Samosir (2023) at PT Kawasan Berikat Nusantara indicates that brand image and service quality have a positive effect on customer satisfaction and loyalty. A positive brand image fosters professional perception, strengthens trust, and encourages clients to maintain long-term cooperation (Hidayatullah & Saoloan Samosir, n.d.). Nevertheless, PT Semangart Giri Putra has not yet maximized its brand image management, as indicated by limited publication of completed projects, lack of client testimonials, and minimal digital marketing activities, resulting in low public brand recognition.



**Data Source:** PT Semangart Giri Putra

**Figure 1.1** Service Sales Data of PT Semangart Giri Putra for the 2024–2025 Period

Internal company data from January 2024 to July 2025 shows that PT Semangart Giri Putra completed 52 construction service projects with a total contract value of Rp 6.679.422.470. These projects were distributed across various cooperation locations, including Dunia Fantasi, Ocean Dream Samudra, Sea World Ancol, Ecovention Ancol, Pulau Seribu, and the TIRTA area. Project activity during this period exhibited a fluctuating pattern. High project activity occurred in early to mid-2024 due to seasonal decoration and maintenance projects, such as Chinese New Year decorations, Jakarta Anniversary events, and Eid holiday activities. However, towards the end of 2024, project

volume declined, mainly due to limited digital promotion and ineffective communication strategies in expanding market reach.

From a contract value perspective, most projects ranged between Rp 20 million and Rp 400 million, with several large-scale projects indicating that the company is still trusted to handle medium- to large-scale construction work, particularly within the Taman Impian Jaya Ancol (TIJA) environment. Despite this technical capability, the number of new clients remains limited, while repeat cooperation from existing clients has decreased. This condition reflects a decline in client loyalty, which is likely influenced by suboptimal promotion strategies, inconsistent service quality, and a weak brand image.

Previous empirical studies further support the relationship between promotion strategy, service quality, brand image, and customer loyalty. Prabowo and Sitio (2022) found that brand image, promotion strategy, and service quality significantly affect customer loyalty through customer satisfaction as a mediating variable. Similarly, Mahatama and Wardana (2022) emphasized that brand image and customer commitment play an important mediating role in strengthening the effect of service quality on customer loyalty (Mahatama & Wardana, 2021). These findings indicate that promotion, service quality, and brand image are interconnected factors in creating sustainable customer loyalty.

However, most previous studies have focused on retail, banking, and hospitality industries, while research in the construction sector remains limited. This gap is significant because construction services are characterized by long-term, project-based relationships that differ from consumer-oriented service industries.

Based on these conditions, this study aims to fill the research gap by examining the influence of promotion strategy, service quality, and brand image on client loyalty at PT Semangart Giri Putra. The findings are expected to provide theoretical contributions to marketing management literature in project-based B2B industries and practical insights for company management in improving communication strategies, enhancing service quality, and strengthening brand image to foster sustainable client loyalty and long-term business growth.

## 2. RESEARCH METHOD

### Research Scope

This research was conducted at PT Semangart Giri Putra, a company operating in the construction services and project procurement sector located in Bekasi, Indonesia. The main focus of this study is to analyze the influence of three independent variables Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3) on Client Loyalty (Y). These variables were selected because they are considered to be directly related to clients' decisions to maintain long-term cooperation with the company.

PT Semangart Giri Putra was chosen as the research object due to its extensive experience in handling both government and private construction projects. In addition, the company is currently striving to strengthen its marketing communication, improve service quality, and enhance its corporate image amid increasingly intense competition in the construction industry. This condition makes the company relevant for examining how promotional strategies, service quality, and brand image influence client loyalty.

### Research Variables

Research variables are attributes or characteristics that vary among objects and become the focus of observation. This study consists of independent and dependent variables. The independent variables are Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3), which are assumed to influence changes in the dependent variable. The dependent variable in this study is Client Loyalty (Y), defined as the clients' willingness to continue using the services of PT Semangart Giri Putra.

The operational indicators for each variable are as follows:

1. Promotion Strategy: advertising, sales promotion, public relations, direct marketing, and personal selling (Sukardi et al., 2023).

2. Service Quality: tangibles, reliability, responsiveness, assurance, and empathy (Tobing et al., 2022).
3. Brand Image: brand association, brand reputation, brand trust, brand personality, and perceived quality (Millenia & Pantro Sukma, 2022).
4. Client Loyalty: repeat service usage, recommendations, intention to maintain business relationships, and client satisfaction (Ramadhani Jatmika & Abdurrahman, n.d.).

### **Data Source, Population, and Sample**

#### **Population**

According to Casteel and Bridier (2021), a population is the entire group of elements that become the main focus of a study and possess characteristics relevant to the research objectives. The population in this study includes all clients who have used the services of PT Semangart Giri Putra.

#### **Sample**

A sample is a subset of the population selected to represent the entire group and serve as the primary source of research data (Casteel & Bridier, 2021). This study employed a purposive sampling technique using a criterion-based approach, where samples were deliberately selected based on predefined criteria. The sample consists of clients who have directly interacted with PT Semangart Giri Putra and possess sufficient experience to evaluate promotion strategy, service quality, brand image, and client loyalty.

### **Data Collection Techniques**

#### **Questionnaire**

The primary data collection method used in this study was a questionnaire, as it is considered effective for obtaining primary data directly from respondents. The questionnaire was developed based on indicators of promotion strategy, service quality, brand image, and client loyalty. A five-point Likert scale was used, ranging from Strongly Disagree (1) to Strongly Agree (5).

The questionnaires were distributed to clients who met the sample criteria. The collected data were analyzed using the latest version of SPSS to conduct validity tests, reliability tests, and hypothesis testing.

#### **Documentation**

Documentation was used to collect secondary data, including company profiles, promotional activity records, sales data, and client testimonials. This technique was applied to support and validate the findings obtained from the questionnaire data.

### **Data Analysis Technique**

This study employs a quantitative research approach, as all collected data are numerical and analyzed using statistical methods to test the proposed hypotheses. Quantitative analysis was chosen because it allows objective, measurable, and scientifically testable examination of relationships among variables

### **Hypothesis Testing**

#### **Multiple Linear Regression Analysis**

To examine the influence of the independent variables on client loyalty, this study employed multiple linear regression analysis. The regression model is expressed as:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e \quad (1)$$

where:

Y = Client Loyalty  
 X1 = Promotion Strategy  
 X2 = Service Quality  
 X3 = Brand Image  
 a = Constant  
 b1, b2, b3 = Regression coefficients  
 e = Error term

#### t-test

The t-test was used to examine the partial effect of each independent variable on client loyalty. A significance value below 0.05 indicates a significant effect (Prasetyo et al., 2024).

#### F-test

The F-test was applied to examine the simultaneous effect of all independent variables on the dependent variable. A significance value below 0.05 indicates that the regression model is statistically significant.

#### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) measures the proportion of variance in client loyalty explained by promotion strategy, service quality, and brand image. A higher R<sup>2</sup> value indicates stronger explanatory power of the regression model (Prasetyo et al., 2024).

### 3. RESULTS AND DISCUSSIONS (10 PT)

#### Overview of the Research Object

PT Semangart Giri Putra is a company operating in the construction services and procurement sector, providing services ranging from planning and design to project implementation. The company acts as a partner for clients in handling various construction projects, including commercial buildings, public facilities, and projects in collaboration with government and private institutions. In its operations, the company emphasizes work quality, timeliness, and commitment to delivering results that meet client needs and expectations.

PT Semangart Giri Putra began its activities as a project-based work team in 2015 and was officially established as a legal entity in 2019. Over time, the company has handled various medium-to large-scale projects, such as the development of entertainment areas, commercial facilities, and building renovations. The company is supported by an experienced management team and workforce and upholds professionalism, commitment, and trust as core values in maintaining service quality and long-term client relationships. PT Semangart Giri Putra is headquartered at Jl. Teratai Raya No. 12, Waluya, Cikarang Utara, Bekasi, West Java.

#### Descriptive Analysis Test

Descriptive analysis was conducted to provide an overview of the data characteristics for each research variable, namely E-Service Quality (X1), E-System Quality (X2), E-Trust (X3), and E-Loyalty (Y). The descriptive statistics used in this study include the mean, maximum value, minimum value, and standard deviation. The results of the analysis are presented in the following table.

**Table 1. Descriptive statistics**

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
Promotion Strategy	44	14	40	31.64	6.803
Service Quality	44	9	39	31.27	9.756
Brand Image	44	8	29	23.34	6.682
Customer Loyalty	44	13	26	22.77	4.098

Source : Primary data processed using SPSS Statistics version 23, 2026

Based on Table 1 presents the descriptive statistics of the research variables based on data from 44 respondents. The promotion strategy variable shows a mean value of 31.64, with

scores ranging from 14 to 40 and a standard deviation of 6.803, indicating relatively varied respondent perceptions. Service quality has a mean of 31.27, with a minimum value of 9 and a maximum of 39, and a standard deviation of 9.756, reflecting a higher level of response variability. Brand image records a mean value of 23.34, with scores ranging between 8 and 29 and a standard deviation of 6.682, suggesting moderate variability. Meanwhile, customer loyalty has a mean of 22.77, with values ranging from 13 to 26 and a standard deviation of 4.098, indicating more consistent responses compared to the other variables.

**Table 2.** Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	7.453	0.442	
Promotion Strategy	0.107	0.028	0.178
Service Quality	0.137	0.020	0.327
Brand Image	0.327	0.028	0.534

**a. Dependent Variable: Customer Loyalty**

Source : Primary data processed using SPSS Statistics version 23, 2026

Based on the data above, the regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 7.453 + 0.107X_1 + 0.137X_2 + 0.327X_3 + e$$

1. The constant value of 7.453 indicates that when Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3) are equal to zero, the value of Customer Loyalty (Y) remains at 7.453.
2. The regression results for the Promotion Strategy (X1) variable show a positive coefficient with a value of  $b = 0.107$ , indicating that a 1% increase in Promotion Strategy will lead to an increase in Customer Loyalty (Y) of 0.107.
3. The Service Quality (X2) variable has a positive regression coefficient of  $b = 0.137$ , meaning that a 1% increase in Service Quality will result in an increase in Customer Loyalty (Y) of 0.137.
4. The Brand Image (X3) variable shows a positive regression coefficient of  $b = 0.327$ , indicating that a 1% increase in Brand Image will increase Customer Loyalty (Y) by 0.327.

Based on these results, it can be concluded that Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3) have a positive effect on Customer Loyalty (Y).

**Table 3.** Statistical T-test Results

Variable	T-hitung	T-tabel	Sig
(Constant)	16.843		0.000
Promotion Strategy	3.855	1.683	0.000
Service Quality	6.909	1.683	0.000
Brand Image	11.510	1.683	0.000

**a. Dependent Variable: Customer Loyalty**

Source : Primary data processed using SPSS Statistics version 23, 2026

Based on the table above, the following results are obtained:

The t-table value is determined as follows:  $Df = n - k$

$Df = 44 - 4 = 40$ , resulting in a t-table value of 1.68385.

If the  $p$ -value  $> \alpha = 0.05$ , it indicates that there is no significant partial effect between the independent and dependent variables. Conversely, if  $Sig. < 0.05$  and  $t$ -calculated  $> t$ -table, then  $H_0$  is rejected and  $H_1$  is accepted.

1. Based on the analysis results in the table above, the  $t$ -calculated value for Promotion Strategy (X1) is 3.855, which is greater than the  $t$ -table value (1.68385), with a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that Promotion Strategy (X1) has a positive and significant effect on Customer Loyalty (Y). Thus,  $H_1$  is accepted and  $H_0$  is rejected.
2. The analysis shows that the  $t$ -calculated value for Service Quality (X2) is 6.909, which exceeds the  $t$ -table value (1.68385), with a significance value of  $0.000 < 0.05$ . This indicates that Service Quality (X2) has a positive and significant effect on Customer Loyalty (Y). Therefore,  $H_2$  is

accepted and  $H_0$  is rejected.

3. Based on the analysis, the t-calculated value for Brand Image (X3) is 11.510, which is greater than the t-table value (1.68385), with a significance value of  $0.000 < 0.05$ . This result indicates that Brand Image (X3) has a positive and significant effect on Customer Loyalty (Y). Consequently,  $H_3$  is accepted and  $H_0$  is rejected.

**Table 4.** F simultan

Anova				
Model	Df	Mean Square	F	Sig
Regression	3	236.150	693.790	0.000
Residual	40	0.340	0.000	
Total	43		0.000	

**a. Dependent Variable: Customer Loyalty**

**b. Predictors: (Constant), Brand Image, Promotion Strategy, Service Quality**

Source : Primary data processed using SPSS Statistics version 23, 2026

The simultaneous F-test was conducted to examine whether Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3) jointly have a significant effect on Customer Loyalty (Y). The decision criterion used in this test is that if the significance value is less than 0.05, then the independent variables simultaneously have a significant effect on the dependent variable. Based on the results of the F-test, the calculated F-value is greater than the F-table value, with a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3) simultaneously have a positive and significant effect on Customer Loyalty (Y). Thus, the research hypothesis is accepted.

**Table 5.** Statistical F simultan

Anova				
Model	Df	Mean Square	F	Sig
Regression	3	236.150	693.790	0.000
Residual	40	0.340	0.000	
Total	43		0.000	

**a. Dependent Variable: Customer Loyalty**

**b. Predictors: (Constant), Brand Image, Promotion Strategy, Service Quality**

Source : Primary data processed using SPSS Statistics version 23, 2026

**Table 6.** Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.991	0.981	0.980	0.583

**a. Predictors: (Constant), Brand Image, Promotion Strategy, Service Quality**

**b. Dependent Variable: Customer Loyalty**

Source : Primary data processed using SPSS Statistics version 23, 2026

Based on the analysis above, the Adjusted R-square value indicates that 98% (0.980) of the variation in Customer Loyalty (Y) can be explained by Promotion Strategy (X1), Service Quality (X2), and Brand Image (X3), while the remaining 2% is explained by other variables outside the regression model.

## Discussion

### Discussion on the Effect of Promotion Strategy on Client Loyalty

The results of this study indicate that the promotion strategy has a positive and significant effect on client loyalty at PT Semangart Giri Putra. This finding suggests that the better the promotion strategy implemented by the company, the higher the level of client loyalty. This result reinforces the

assumption that promotion functions not only as a marketing communication tool but also as a means of building long-term relationships with service users. This finding is consistent with the study by Mustika and Napitupulu (2024), which states that promotion has a significant effect on customer loyalty through the formation of positive perceptions toward the company.

From a managerial perspective, these results indicate that PT Semangart Giri Putra needs to emphasize promotional strategies that highlight project track records, client testimonials, and the company's competitive advantages. Such promotional strategies not only increase opportunities to acquire new clients but also strengthen the loyalty of existing clients, as these promotions reflect the company's professionalism and credibility.

Based on the hypothesis testing results, it is known that Promotion Strategy has a positive and significant effect on client loyalty at PT Semangart Giri Putra. This finding shows that the better the promotion strategy applied by the company, the higher the level of user loyalty. In the context of construction service companies, promotion does not merely serve as a medium for introducing services but also as a tool for building trust and enhancing corporate credibility in the eyes of clients.

In addition, promotion plays a role in building perceived value experienced by clients. When clients feel that the benefits received are proportional to the costs incurred, a commitment is formed to continue using the company's services. This is in line with the study by Apriliani et al. (2023), which states that promotion can strengthen customer loyalty through increased satisfaction and brand image.

The results of this study are also supported by the research conducted by Ismail (2023), which found that promotion strategies have a positive effect on customer loyalty in service companies. The study explains that continuous promotional activities can strengthen the relationship between companies and customers, particularly when promotions emphasize added value and corporate professionalism.

Thus, the findings of this study reinforce the view that promotion strategy is one of the important factors in building client loyalty. For PT Semangart Giri Putra, an appropriate promotion strategy not only functions to attract new clients but also to retain existing clients through the creation of a professional and trustworthy corporate image.

### **Discussion on the Effect of Service Quality on Client Loyalty**

The results of this study indicate that service quality has a positive and significant effect on client loyalty at PT Semangart Giri Putra. These findings suggest that service quality is a primary factor in building and maintaining user loyalty, particularly in construction service companies that heavily depend on client trust and satisfaction. This finding is consistent with the study by Wilson (2019), which states that service quality has a significant effect on customer loyalty in the service industry in Indonesia.

Service quality in the context of PT Semangart Giri Putra is not only related to the final project outcome but also includes transparency in work processes, clarity of information, the company's ability to meet deadlines, and responsiveness in addressing on-site issues. When a company is able to provide stable and reliable services, clients tend to maintain cooperative relationships. This is in line with the study by Larasati et al. (2023), which states that service quality has a significant effect on customer loyalty because good service creates a sense of security and long-term satisfaction.

Good service quality reflects the company's ability to meet user needs and expectations in terms of timeliness, clarity of information, and workforce professionalism. When users experience consistent and reliable service, satisfaction is formed, which in turn encourages loyalty. The study by Yani and Sugiyanto (2022) proves that service quality has a direct effect on customer loyalty in trust-based service sectors.

In addition, service quality also serves as a differentiator between one company and another. Superior service increases the company's competitive value in the eyes of users. This is consistent with the research by Apizal et al. (2025), which states that service quality has a significant effect on customer loyalty in the banking services industry.

The implication of these findings is that PT Semangart Giri Putra needs to prioritize service quality improvement as a core strategy in maintaining client loyalty, particularly through enhancing human resource competencies and establishing effective communication systems with clients. The

results show that service quality has a positive and significant effect on client loyalty at PT Semangart Giri Putra. This finding indicates that service quality is a key factor in determining the sustainability of the relationship between the company and service users. In construction service companies, service quality is not only assessed based on final project results but also on the service process provided throughout project implementation.

Thus, the findings of this study confirm that service quality is a dominant factor in building client loyalty. PT Semangart Giri Putra must prioritize service quality in its business strategy, as high-quality service not only increases client satisfaction but also strengthens long-term loyalty.

### **Discussion on the Effect of Brand Image on Client Loyalty**

The results of the study indicate that brand image has a positive and significant effect on client loyalty at PT Semangart Giri Putra. This finding suggests that a positive brand image can enhance trust and user commitment to continue using the company's services. This result is consistent with the study by Sahlani and Ruswanti (2024), which states that brand image has a significant effect on customer loyalty in service companies.

A positive brand image makes it easier for clients to decide to continue cooperation, as the brand is perceived as a representation of quality and lower risk. This finding is consistent with the study by Ramadhan and Setiawan (2021) in the *Journal of Management Research*, which states that a strong brand image has a significant effect on customer loyalty because the brand functions as a quality assurance in consumer perception.

In addition, brand image plays a role in reducing clients' perceived risk when making cooperation decisions. Clients tend to choose companies with a good brand image because they are considered more reliable. This is in line with the study by Mustika and Napitupulu (2024), which states that brand image can strengthen customer loyalty through the formation of long-term positive perceptions.

Thus, the findings of this study confirm that brand image is a strategic asset that must be managed sustainably by PT Semangart Giri Putra. Efforts to maintain service quality and consistent brand communication will strengthen the company's positive image and encourage user loyalty.

Based on the hypothesis testing results, Brand Image is proven to have a positive and significant effect on client loyalty at PT Semangart Giri Putra. This finding indicates that a positive brand image can increase user trust and commitment toward the company. Brand image in construction service companies is closely related to reputation, project track records, and perceptions of corporate professionalism.

A good brand image creates confidence among clients that the company is capable of delivering high-quality and reliable services. When clients have a positive perception of the company's brand, they are more likely to reuse the company's services and recommend them to others. This is consistent with the study by Alexandro (2022), which states that brand image has a significant effect on customer loyalty because brand image reflects corporate quality and credibility.

This study is also supported by the research of Ramadhani and Nurhadi (2022), which found that a strong brand image can strengthen customer loyalty in companies. The study explains that brand image functions as a psychological assurance for customers when deciding to continue cooperation.

Thus, brand image is a strategic asset for PT Semangart Giri Putra. The company needs to maintain consistency in service quality and brand communication so that the positive image that has been formed can be continuously maintained and enhanced.

### **Discussion on the Simultaneous Effect of Promotion Strategy, Service Quality, and Brand Image on Client Loyalty**

The results of this study indicate that Promotion Strategy, Service Quality, and Brand Image simultaneously have a significant effect on client loyalty at PT Semangart Giri Putra. This finding suggests that client loyalty is not formed partially, but through the integration of various marketing elements that are interrelated and mutually reinforcing. Therefore, client loyalty is the result of a continuous and integrated marketing process. This finding is consistent with the study by Yunita and

Mahadewi (2025), which states that promotion, service quality, and brand image simultaneously have a significant effect on client loyalty.

To understand the contribution of each variable in forming client loyalty, further discussion focuses on the role of promotion strategy. Promotion strategy serves as the initial point of interaction between the company and users, particularly in building awareness and interest in the services offered. Effective promotion not only conveys information but also shapes users' initial perceptions of the company's value. This is in line with the study by Astianita and Lusia (2022), which found that well-designed promotional strategies can increase customer loyalty, especially when supported by adequate service quality.

However, the initial interest generated by promotion is not sufficient to build long-term loyalty without being supported by real user experiences. Therefore, service quality becomes the subsequent factor that determines the sustainability of the relationship between the company and users. In the context of construction service companies, service quality is reflected in professionalism, timeliness, and the company's ability to meet user needs. The study by Mahsyar (2023) proves that service quality has a significant effect on customer loyalty, both directly and through customer satisfaction. This finding reinforces the results of this study that service quality at PT Semangart Giri Putra is an important factor in maintaining client loyalty.

In addition to service experience, user loyalty is also influenced by long-term perceptions of the company. At this stage, brand image serves as a representation of the company's reputation and credibility in the minds of users. A positive brand image can strengthen user trust and encourage commitment to continue using the company's services. Prasatya and Sukaatmadja (2024) state that brand image has a significant effect on customer loyalty, either directly or through customer satisfaction as a mediating variable. Thus, brand image strengthens the long-term relationship between PT Semangart Giri Putra and its users.

Overall, promotion strategy, service quality, and brand image do not operate independently, but complement each other in forming client loyalty. Promotion strategy functions to attract and introduce services, service quality ensures a positive user experience, and brand image strengthens trust and long-term commitment. This pattern of interrelationship is consistent with the study by Prabowo et al. (2024), which emphasizes that the integration of service quality and corporate image can sustainably enhance customer loyalty.

Therefore, the findings of this study confirm that a holistic marketing approach is a relevant and effective strategy for increasing client loyalty at PT Semangart Giri Putra. The company needs to manage promotion strategy, service quality, and brand image in an integrated manner to maintain client loyalty and enhance competitiveness in the increasingly competitive construction service industry.

#### 4. CONCLUSION

Based on the results of data analysis and research discussion, it can be concluded that Promotion Strategy, Service Quality, and Brand Image, both partially and simultaneously, have a positive and significant effect on Client Loyalty. The company's promotion strategy has been proven to enhance client loyalty, particularly when promotional activities are delivered in an informative, credible, and realistic manner that reflects the actual conditions of the company. Service quality also plays an important role in shaping client loyalty. Professional, timely, and responsive services, supported by effective communication, are able to increase client satisfaction and trust. Furthermore, a positive and strong brand image is proven to have the greatest influence on client loyalty, as a good corporate image is capable of fostering trust and strengthening clients' commitment to establish long-term cooperation. Overall, the results of this study indicate that client loyalty at PT Semangart Giri Putra is not formed by a single factor, but rather by a combination of effective promotion strategies, consistent service quality, and a positive and sustainable corporate brand image.

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