

The Effect of Price, Product Quality on Loyalty Through Customer Satisfaction

Author's Details:

Ahmad Sauqi¹, Karim Budiono², Saiful Amin³, Fitria Siska Yuni Utami⁴

Abstract:

This study aims to determine whether there is a direct and indirect effect of price and product quality on loyalty and whether there is an effect of satisfaction as an intervening variable. The population is shredded product customers at UD. Dian Bahari Situbodo. The sample is 40 respondents. Purposive sampling technique and path analysis as the data analysis method used. The test consists of validity, reliability, normality, multicollinearity, heteroscedasticity, Sobel test, coefficient of determination test, and t test. The results of this study indicate that price has an effect on satisfaction but does not affect customer loyalty. Meanwhile, product quality has no effect on satisfaction but does affect loyalty. Because customer loyalty has an influence on customer satisfaction. Price affects customer loyalty through customer satisfaction. While product quality has no effect on customer loyalty through customer satisfaction.
Keywords: Price, Quality, Loyalty, Abon, Situbondo.

Introduction

The world is increasingly advanced, especially in the development of information technology which makes a lot of changes in all sectors. Currently the business sector goes hand in hand with existing technology. The changes in question are like the mindset of people who continue to develop, with advanced and increasingly sophisticated technology and lifestyles that cannot be separated from the influence of existing globalization. In addition, increasingly competitive business competition has made every industry, from new pioneers to big brands, compete to produce new innovations. The influence of the development of this era has led to the emergence of many new products that offer their various advantages in a more creative way. This increasingly competitive market competition makes every business person must improve their performance from all sectors in order to compete in the market.

The quality of a product is an important thing to create, maintain and develop. Quality is the totality of usability characteristics of a product or service that rely on its ability to satisfy stated or implied needs.(Kotler, 2009). A business is not just the appearance or taste offered for each product, but how the product is processed, made of what kind of material, to the sophistication of the tools used in making the product.

Good product quality will certainly have an impact on the relatively high selling price. Price is a monetary value determined by the company in exchange for goods or services traded with something else that is held by a company to satisfy customer desires. Price is a marketing tool used by an organization (marketing objectives).(Limakrisna, 2012).

Good quality and appropriate prices can make consumers continue to make several purchases on a regular basis which then forms a character of loyalty for customers. In general, customer loyalty can be interpreted as someone's loyalty to a product, an item or service offered by the seller. Customer loyalty is also formed because of customer satisfaction with the product. Customer satisfaction is usually more memorable on the first experience when a customer makes a transaction. This is because the expected expectations are in accordance with those obtained in the first experience. Based on this, it can be concluded that customer satisfaction is a fulfillment of customer expectations. Satisfaction is a person's assessment of the perceived product performance (or outcome) in relation to expectations. If the performance of the product does not meet expectations, the customer is dissatisfied and disappointed. Vice versa, if the product's performance is in line with expectations, the customer will be satisfied with the product's performance that exceeds expectations.(Kotler, 2009).

UD. Dian Bahari is an individual owned business located in Panarukan, Situbondo Regency, East Java. This business has been established since 2017 and is still actively developing today. UD. Dian Bahari is engaged in the culinary field with superior products offered in the form of shredded food. The high level of competition with other industries requires UD. Dian Bahari is looking for ways to be more developed than before. This is also due to the ongoing covid pandemic, resulting in a decrease in the amount of turnover

obtained as well as a massive reduction in human resources, namely by 50%. What can be done is to maintain price stability, quality, and customer loyalty by continuing to meet the satisfaction desired by customers.

This study aims to determine the direct effect of price and product quality variables on satisfaction and loyalty and also to determine the indirect effect of price and product quality on loyalty through the satisfaction variable. The population in this study is UD. Dian Bahari customers, with purposive sampling technique we set 40 respondents. This study found a finding in the form of a price variable (X1) which affects customer loyalty (Y2) through customer satisfaction (Y1), while the variable product quality on customer loyalty (Y2) through customer satisfaction (Y1) does not have an effect. Based on the results of the analysis, the price variable makes customers loyal to the shredded products offered because customers are satisfied with the relatively cheap prices of similar companies. While on the product quality variable, customers do not need to feel satisfied (customer satisfaction) on shredded products at UD. Dian Bahari to form customer loyalty.

Literature Review

Theoretical basic

Marketing management is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.(Kotler, 2009). The price that is used as a marketing tool is the sum of all the values provided to customers to get a profit from using or owning a product.(Kotler, 2009). Product broadly is anything that includes everything that can be offered to someone to satisfy their needs or wants.(Kotler, 2009). loyalty is defined as non random purchase expressed over time by some decision making unit".(Griffin, 2002). Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected performance (or results).(Kotler, 2009).

Relevant previous research

Several previous relevant studies are as follows: Analysis of the Effect of Service Quality, Product Quality, Price, and Location on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Study on Customers of Kedai Singgah Coffee Shops in Malang).(D A, Supangkat; R, 2020). The results show that service quality, product quality, price and location affect customer loyalty.

The Effect of Service Quality, Product, Price, and Location on Customer Loyalty with Customer Satisfaction as an Intervening Variable at UD Eva Group Mataram.(Rahmadani, 2019). The results aimed at this study are the quality of service, product, price, and location affect customer loyalty. So that UD Eva Group Mataram cares more and pays attention to the quality of their services to get loyal customers.

Analysis of the Effect of Product Quality, Price, and Service Quality on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable at the Brem Mekar Sari Wonogiri Factory.(Shera, 2019). The results of this study are product quality does not have much effect on consumer loyalty, while price and service quality affect consumer quality.

The Effect of Service Quality, Price and Product Quality on Consumer Satisfaction at the Raja Oci Restaurant Manado.(Tombeng et al., 2019). The result of this research is that there is a significant influence between service quality, price and product quality on consumer satisfaction at Raja Oci Manado Restaurant.

The Effect of Product Quality, Price, Service, and Location on Customer Loyalty (Study at H. Slamet Soekarno Hatta Fried Duck Restaurant, Malang City).(Puspitasari D, 2018). The results of this study indicate that there is a partial effect between product quality variables on loyalty, partially there is also no influence between price and service variables on loyalty. Simultaneously there is an influence between product quality, price and service variables on customer loyalty. The dominant variable in this study is product quality.

The Effect of Price and Product Quality on Customer Loyalty through Satisfaction as a Mediation Variable (Study on Tofu Baxo Buyers, Mrs. Pudji Ungaran)".(Aldiona & Waloejo, 2018). The results of data analysis in this study are the price and product quality have a positive influence on customer loyalty.

The Effect of Product Quality on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable (Case Study on Rifa Culinary Kendal)".(Widayatma, Cindi, 2018).The results of this study indicate that product quality affects consumer loyalty with customer satisfaction. With this research, it is hoped that Rifa

Culinary Kendal will always evaluate its products by maintaining and paying attention to the quality of the ingredients in order to keep getting satisfaction from consumers.

The Effect of Price, Product Quality, and Location on Customer Loyalty through Satisfaction as an Intervening Variable at the Jember Mie Pangsit Depot".(Iriyanti et al., 2016). The results of this study there is a positive and significant relationship between price, product quality, and location on customer loyalty through satisfaction as an intervening variable.

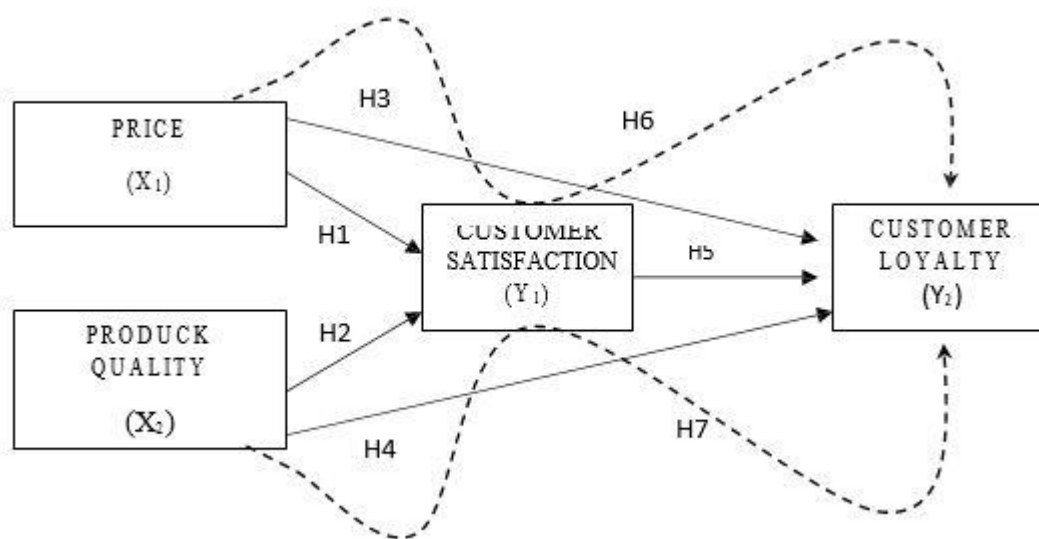
Service Quality Towards Customer Loyalty through Customer Satisfaction as an Intervening Variable (Case Study on Dunkin' Donut Customers in Surabaya and Sidoarjo)".(Amelia & Dewi, 2016). The results of this study indicate that there is an influence between service quality on customer loyalty through customer satisfaction as an intervening variable.

The Effect of Product Quality on Customer Loyalty with Satisfaction as an Intervening Variable".(Andreas & Yuniati, 2016). The results of this study indicate that, the higher the level of product quality served by Mrs. Rusli's restaurant, the higher customer satisfaction will certainly increase customer loyalty.

Conceptual Framework

The conceptual framework is composed of theoretical reviews which are the main sources of research. In this study, the focus is on discussing price and product quality, which can determine customer satisfaction opportunities and thereby lead to customer loyalty to UD shredded products. Dian Bahari.

Figure 1. Conceptual Framework



Information:

————→ Influence directly
 - - - - - → Indirect influence

Hypothesis

Based on the theoretical study and research framework, the hypotheses of this research are as follows:

H1: It is suspected that the price (X₁) has a direct effect on customer satisfaction (Y₁)

H2: It is suspected that product quality (X₂) has a direct effect on customer satisfaction (Y₁)

H3: It is suspected that price (X₁) has a direct effect on customer loyalty (Y₂)

H4: It is suspected that product quality (X₂) has a direct effect on customer loyalty (Y₂)

H5: It is suspected that customer satisfaction (Y₁) has a direct effect on customer loyalty (Y₂)

H6: It is suspected that price (X₁) has an indirect effect on customer loyalty (Y₂) through customer satisfaction (Y₁)

H7: It is suspected that product quality (X₂) has an indirect effect on customer loyalty (Y₂) through customer satisfaction (Y₁)

Methods

Population, sample and sampling technique

The population is the whole or the totality of the object under study.(Neolaka, 2014). The population used in this study were customers who purchased shredded products at UD. Dian Bahari. The sample is part of the population element that is used as the object of research, the sample is also often referred to as an example or representative of the population whose characteristics will be disclosed which is then used to estimate the characteristics of the population.(Neolaka, 2014). Sampling is determined as follows: If in a study you are going to perform multivariate analysis (eg correlation or multiple regression), use a sample size of at least 10 times the number of variables used in the study.(Roscoe, 1975). It can be seen from the variables in this study as many as 4 variables, so $10 \times 4 = 40$ people. Respondents used are final consumers and retailers in UD. Dian Bahari. The sampling technique used in this study is a purposive sampling technique, which means the technique of determining the sample with certain considerations and criteria for consumers. Purposive sampling is included in Non-Probability Sampling, Non-Probability Sampling which can be interpreted as a technique used for sampling that does not provide equal opportunities or opportunities for every member of the population or each element.

Types of research, identification of research variables and operational definitions of variables

The type of research used includes survey research, it can be said that this research gets information from respondents by giving a list of questions (questionnaires).

The independent variables in this study are: Price (X1) and Product Quality (X2). The dependent variable is Customer Loyalty (Y2) and the intervening variable is Customer Satisfaction (Y1).

Price variable indicators are: product price affordability; the suitability of the price offered with the quality of the product; price competitiveness among other businesses; Price compatibility with benefits must be balanced. Product quality variable indicators are: Performance; Durability; Conformity with specifications; features; reliability; aesthetics; and impression of quality. Indicators of satisfaction variables are: Conformity of customer expectations are satisfied or not; interest in visiting again; willingness to recommend. Loyalty variable indicators are: Repeat purchase; Referrals and Retention.

Data collection methods and data sources.

Collecting data in this study by means of observation, interviews, questionnaires and literature study. The data sources come from primary data and secondary data.

Data analysis method

The data analysis method in this study begins with the Data Instrument Test, namely the validity test by comparing the results of r arithmetic with r tables. Then continued the reliability test by comparing the value of Croanbach Alpha. We continue with the Classical Assumption Test in which there is a Normality test by looking at the Kolmogrov-Smirnov, followed by Multicollinearity by looking at the value of VIF (Variance Inflation Factor). The next stage is path analysis, followed by calculating the coefficient of determination, t test and finally the Sobel test.

Findings

Here we will write down the findings of this study, we will write them briefly in the form of a table display and a brief explanation.

Table 1. Respondents by Gender

Gender	Total	Percentage (%)
Male	2	5%
Female	38	95%
Total	40	100%

Source: Primary Data, 2022

Table 2. Respondents by Age

Age	Total	Percentage (%)
20-25 year	1	27,5
26-30 year	7	17,5
31-35 year	3	7,5
36-40 year	4	10
41-45 year	3	7,5
46-50 year	9	22,5
≥ 51 year	3	7,5
Total	4	100%

Source: Primary Data, 2022

Table 3. Respondents Based on Purchase Frequency

Purchase Frequency	Total	Percentage (%)
2kali	7	17,5%
3 kali	14	35%
4 kali	10	25%
>4 kali	9	22%
Total	40	100%

Source: Primary Data, 2022

Next, the results of the validity test, reliability test, normality test, multicollinearity test and heteroscedasticity test will be written.

Table 4. Price Validity Test Results (X1)

No.	Variable	Indicator	R.Count	R.Table	Description
1.	X1	X1.1	0,827	0,312	Valid
2.		X1.2	0,718	0,312	Valid
3.		X1.3	0,793	0,312	Valid
4.		X1.4	0,827	0,312	Valid

Source: Primary Data, 2022

Table 5. Product Quality Validity Test Results (X2)

No	Variable	Indicator	R.Count	R.Table	Description
1	X2	X2.1	0,809	0,312	Valid
2		X2.2	0,645	0,312	Valid
3		X2.3	0,593	0,312	Valid
4		X2.4	0,567	0,312	Valid
5		X2.5	0,673	0,312	Valid
6		X2.6	0,655	0,312	Valid
7		X2.7	0,845	0,312	Valid

Source: Primary Data, 2022

Table 6. Customer Satisfaction Validity Test Results (Y1)

No	Variable	Indicator	R.Count	R.Table	Description
1.	Y1	Y1.1	0,849	0,312	Valid
2.		Y1.2	0,836	0,312	Valid
3.		Y1.3	0,881	0,312	Valid

Source: Primary Data, 2022

Table 7. Customer Loyalty Validity Test Results (Y2)

No	Variable	Indicator	R.Count	R.Table	Description
1.	Y2	Y2.1	0,851	0,312	Valid
2.		Y2.2	0,789	0,312	Valid
3.		Y2.3	0,882	0,312	Valid

Source: Primary Data, 2022

The results of the test of price validity, product quality, satisfaction and loyalty show valid results where all indicator items from each variable show the calculated r value is greater than r table. Next we continue with the following Reliability test.

Table 8. Reliability Test Results

Research Variable	Cronbach's Alpha	Standart reliability	Description
Price (X1)	0,796	0,70	Reliability
Product Quality (X2)	0,815	0,70	Reliability
Customer Satisfaction (Y1)	0,810	0,70	Reliability
Customer loyalty (Y2)	0,793	0,70	Reliability

Source: Primary Data, 2022

Based on the table above, it can be seen that the results of the reliability test show that all variables have an Alpha coefficient that is sufficient to meet the criteria, to then be said to be reliable, namely > 0.70 so that the items in each variable concept are feasible to be used as measuring tools. We will continue with the classical assumption test, namely the normality test as follows.

Figure 2. Normality Test Results

Source: Primary Data, 2022

Based on the picture above, the normal plot graph shows that the points spread around the diagonal line and the distribution is not far from the diagonal line. This shows that the graph of the pattern is normally distributed, so the regression model fulfills the assumption of normality. We continue with the multicollinearity test as follows.

Table 9. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2,170	2,002	0,138	-1,084	0,286		
	Price	0,107	0,104	0,396	1,025	0,312	0,520	1,924
	Product Quality	0,243	0,076	0,471	3,182	0,003	0,605	1,653
	Customer Satisfaction	0,472	0,112	0,138	4,208	0,000	0,748	1,337

Source: Primary Data, 2022

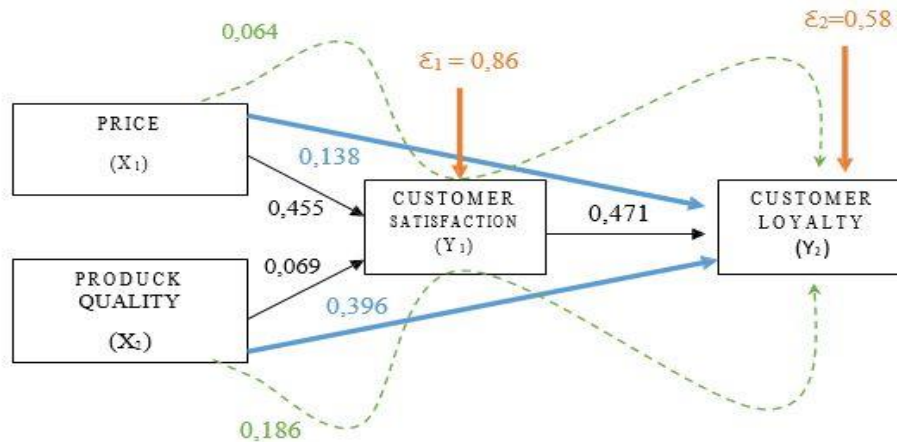
Based on the table above, the output "Coefficients" in the "Collinearity Statistics" section is known to be the Tolerance value of the price variable (X1) is $0.520 > 0.10$; product quality variable (X2) is $0.605 > 0.10$; customer satisfaction variable is $0.748 > 0.10$. From the explanation above, it can be concluded that these variables have a variable value greater than 0.10. So it can be concluded that there is no multicollinearity in the regression model. The VIF value in this study for the price variable (X1) was $1.924 < 10.00$; product quality (X2) is $1.653 < 10.00$ and for customer satisfaction is $1.337 < 10.00$. So it can be concluded that there is no multicollinearity in the regression model. Here we will continue the heteroscedasticity test.

Table 10. Heteroscedasticity Test Results

Correlations						
			Unstandardized Residual	Price	Quality	Satisfaction
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1,000	-0,135	-0,058	-0,072
		Sig. (2-tailed)		0,405	0,724	0,661
		N	40	40	40	40

Source: Primary Data, 2022

Based on the table above, it can be seen the significant value in the heteroscedasticity test. For the price variable (X1) is $0.405 > 0.05$; product quality variable is $0.724 > 0.05$; and the variable of customer satisfaction is $0.661 > 0.05$. From the description above, it can be concluded that there is no heteroscedasticity because the sig value > 0.05 . Next we will continue on the path analysis by displaying a path diagram image.

Figure 2. Path Diagram

Source: Primary Data, 2022

This section will explain the calculation of the comparison of the direct effect between variables and the indirect effect of X_1 , X_2 on Y_2 through Y_1 . With the following criteria: a. 0 : No effect b. 0-0.25 : Very weak influence c. 0.25 – 0.5: Sufficient influence d. 0.5 – 0.75 : Strong influence e. 0.75 – 0.99 : Very strong influence f. 1: Perfect influence.

The results of the calculation of direct influence: The effect of X_1 on Y_2 : from these results can be obtained a value of 0.138. So this can indicate that the effect of price X_1 on customer loyalty Y_2 is very weak, because the value of the influence is between 0-0.25. Effect of X_2 on Y_2 : from these results can be obtained a value of 0.396. So this can indicate that the influence of product quality X_2 customer loyalty Y_2 is sufficient, because the influence value is between 0.25-0.5. Effect of X_1 on Y_1 : from these results can be obtained a value of 0.455. So this can indicate that the effect of price X_1 on customer satisfaction Y_1 is sufficient, because the influence value is between 0.25-0.5. Effect of X_2 on Y_1 : from these results can be obtained a value of 0.069. So this can indicate that the influence of product quality X_2 on customer satisfaction Y_1 is very weak, because the influence value is between 0-0.25. The effect of Y_1 on Y_2 : from these results, a value of 0.471 can be obtained. So this can indicate that the influence of customer satisfaction Y_1 customer loyalty Y_2 is sufficient, because the influence value is between 0.25-0.5.

The results of the calculation of the indirect effect: The effect of X_1 through Y_1 on Y_2 : it is known that the direct effect given by X_1 to Y_2 is 0.138. While the indirect effect of X_1 through Y_1 on Y_2 is the multiplication between the beta value of X_1 against Y_2 with the beta value of Y_1 against Y_2 , namely: $0.455 \times 0.471 = 0.214$. Then the total effect given is $= (0.455 \times 0.471) + 0.138 = 0.352$. Based on the results of these calculations indicate that the price of X_1 to Y_2 through customer satisfaction Y_1 and the total effect is sufficient, because the influence value is between 0.25-0.5. Effect of X_2 through Y_1 on Y_2 : it is known that the direct effect given by X_2 on Y_2 is 0.396. While the indirect effect of X_2 through Y_1 on Y_2 is the multiplication between the beta value of X_2 against Y_2 and the beta value of Y_1 against Y_2 , namely: $0.069 \times 0.471 = 0.032$. Then the total effect given is $= (0.069 \times 0.471) + 0.396 = 0.428$. Based on the results of these calculations indicate that the price of X_2 on Y_2 through customer satisfaction Y_1 and the total effect is sufficient, because the value of the effect is between 0.25-0.5.

The results of the Coefficient of Determination (R^2) are as follows:

Table 11. Results of the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,814 ^a	0,663	0,635	0,99469

Source: Primary Data, 2022

Based on the Model Summary table in the R Square column it is 0.663 or 66.3%. This can indicate that the contribution of the price variable (X1), product quality (X2) on customer satisfaction (Y1), is 66.3%, and the remaining 33.7% is the contribution of other variables not examined. The following continues the comparison of t count and t table.

Table 12. Comparison of t count and t table

No	Variable	Sig	TCount	Ttable	Description
1.	Price	0,312	1,025	2,02809	No Influence
2.	Quality	0,03	3,182	2,02809	There is Influence
3.	Satisfaction	0,000164	4,208	2,02809	There is Influence

Source: Primary Data, 2022

Based on the table above, it can be concluded that the price variable (X1) is of significance > 0.05 and $t_{count} < t_{table}$, so it can be stated that there is no effect of the price variable (X1) on customer loyalty (Y2). Meanwhile, the product quality variable (X2) and customer satisfaction (Y1) are of significance < 0.05 and $t_{count} > t_{table}$, so it can be stated that there is an influence on customer loyalty.

In the Sobel test of the X1 price variable, the t-count value is 2.108953, while it is known that $t_{table} = 2.02809$ (from the total sample of respondents, namely 40). So it can be concluded that $t_{count} > t_{table}$, it means that the price (X1) has an effect on customer loyalty (Y2) through customer satisfaction (Y1).

In the Sobel test of product quality variable X2, the t-count value was 0.36351 while it was known that $t_{table} = 2.02809$ (from the total sample of respondents, namely 40). So it can be concluded that $t_{count} < t_{table}$, it means that product quality (X2) has no effect on customer loyalty (Y2) through customer satisfaction (Y1).

Conclusion

Based on the results of the analysis, we can conclude that the price variable (X1) which affects customer loyalty (Y2) through customer satisfaction (Y1), while there is no influence, namely the product quality variable on customer loyalty (Y2) through customer satisfaction (Y1). With the results of the analysis, for the price variable in UD. Dian Bahari has made customers loyal to the shredded products offered because customers are satisfied with the relatively cheap prices of similar companies. While on the product quality variable, customers do not need to feel satisfied (customer satisfaction) on shredded products at UD. Dian Bahari to build customer loyalty. Therefore UD. Dian Bahari is expected to pay more attention to the quality of their products in order to make customers feel satisfied so that it will lead to a stronger customer loyalty character, or pay more attention to the criticism and suggestions given by each customer, and make this a reference for changes for the better in the future. Criticisms and suggestions given by customers will be very helpful for UD. Dian Bahari in increasing customer satisfaction so that UD. Dian Bahari can also provide the best quality shredded products for customers. If UD. Dian Bahari does not pay attention and make changes in terms of the quality of their products, it will have an impact on the number of dissatisfied customers and make the character of customer loyalty decrease or look for other shredded products that can provide product quality according to customer desires.

For UD. Dian Bahari is expected to pay more attention to the quality of their products to be even better according to the price offered. If the price offered for a shredded product has a higher tariff and is marketed to the elite or focused on middle and upper customers. Then the probability of UD. Dian Bahari to reach a wider market share is getting bigger. With the expansion of the market share will appear increased consumer satisfaction so that it will lead to good customer loyalty and directed to a wider market share. Future researchers are expected to be able to understand and develop more details and use other variables such as service quality, in order to get better and more accurate research results.

References

- Aldiona, O. A. A., & Waloejo, H. D. (2018). The Influence Of Price And Product Quality On Loyalty Through Satisfaction As A Mediation Variable (Case Study On Buyer Know Baxo Ibu Pudji Ungaran). *Journal of Business Administration Ilmu*, 7(3), 98–106. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/20934>
- Amelia, K., & Dewi, N. (2016). The Effect of Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Study on Dunkin Donuts Customers in Surabaya and Sidoarjo). *BISMA (Business and Management)*, 9(1), 43–55. <https://doi.org/10.26740/BISMA.V9N1.P43-55>
- Andreas, C., & Yuniati, T. (2016). INFLUENCE OF PRODUCT QUALITY ON CUSTOMER LOYALTY WITH SATISFACTION AS INTERVENING VARIABLE. *Journal of Management Science and Research*.
- D A, Supangkat; R, A. (2020). Analysis of the Effect of Service Quality, Product Quality, Price and Location on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Study on Customers of Kedai Singgah Coffee Shops in Malang). *Management Research Journal*.
- Griffin, J. (2002). *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta:Erlangga.
- Iriyanti, E., Qomariah, N., & Suharto, A. (2016). The Effect of Price, Product Quality and Location on Customer Loyalty through Satisfaction as an Intervening Variable at the Jember Mie Pangsit Depot. *Indonesian Journal Of Management And Business*, 2(1). <https://doi.org/10.32528/JMBI.V2I1.59>
- Kotler, P. K. L. K. (2009). *Marketing Management* (13th ed.). Jakarta:Erlangga.
- Limakrisna, N. H. S. (2012). *Marketing Management Theory And Applications In Business*. Jakarta:Mitra Wacana Media.
- Neolaka, A. (2014). *Research Methods and Statistics*. Bandung:Remaja Rosdakarya.
- Puspitasari D, A. (2018). *Effect of Product Quality, Price, Service and Location on Customer Loyalty (Study on Fried Duck Restaurant H. Slamet Soekarno Hatta Malang City)*.
- Rahmadani, F. I. M. S. (2019). The Effect of Service Quality, Product, Price and Location on Customer Loyalty With Customer Satisfaction As Intervening Variable At Ud. Eva Group Mataram. *Valid Scientific Journal*. <http://www.journal.stieamm.ac.id/index.php/valid/article/view/88>
- Roscoe. (1975). *Fundamental research statistics for the behavioural sciences* (2nd ed.). New York:Hold Rinehart & Winston.
- Shera, D. (2019). *Analysis of the effect of product quality, price, and service quality on consumer loyalty with customer satisfaction as an intervening variable at the Wonogiri blossom bloom factory*. <http://eprints.ums.ac.id/79057/>
- Tombeng, B. ., Roring, F. ., & Rumokoy, F. S. (2019). The Effect Of Quality Of Service, Price And Product Quality On Consumer Satisfaction At Raja Oci Manado Restaurant. *EMBA Journal : Journal of Economic Research, Management, Business and Accounting*, 7(1). <https://doi.org/10.35794/EMBA.V7I1.22918>
- Widayatma, Cindi, P. (2018). The Effect of Product Quality on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable (Case Study on Rifa Culinary Kendal). *Serat Acitya (Scientific Journal)*. <http://jurnal.untagsmg.ac.id/index.php/sa/article/view/941>