

The Effect of Product Quality and Service Quality on Loyalty with Customer Satisfaction as A Mediation Variable (A Study at Wizzmie Jimbaran Restaurant)

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ABSTRACT

This study aims to determine and analyze the effect of product quality and service quality on loyalty, with customer satisfaction as a mediating variable. This study was conducted at the Wizzmie Jimbaran Restaurant in Badung Regency. The sample size was 95 people. Data collection was conducted using questionnaires. The data analysis technique used was SEM-PLS. The results of this study indicate that product quality, service quality, and customer satisfaction have a positive and significant effect on loyalty. Product quality and service quality have a positive and significant effect on customer satisfaction. Customer satisfaction can mediate the effect of product quality and service quality on loyalty. The results of this study can provide an overview for management that increasing loyalty depends not only on product quality but also on the quality of service provided to customers.

INTRODUCTION

The development of the culinary industry in Indonesia has experienced significant growth in recent years. This situation has led to increasingly fierce competition among businesses, requiring companies to provide the best products and services to customers. To navigate these situations, entrepreneurs must be able to make quick and sound decisions to ensure the success of their businesses. As economic actors, they must be able to protect their markets and win the competition. To remain competitive, companies must understand the needs and desires of their customers. Understanding customer needs and desires and providing information are key to developing marketing strategies to satisfy customers and compete in the market. Paying attention to customer needs and desires, protecting their interests, and providing satisfactory service are key factors for business success in an increasingly competitive environment. Therefore, to create added value and impress customers, companies need to convince them through performance that matches the quality of their products and services.

Companies strive not only to attract new customers but also to maintain the loyalty of existing customers. Loyalty is crucial because loyal customers not only generate recurring revenue but can also become promoters through positive word-of-mouth recommendations. Therefore, it is important to understand the factors that shape customer loyalty, because this greatly influences business continuity and growth. Loyalty is a primary goal for many companies because loyal customers tend to make repeat purchases, recommend products to others, and are more resilient to competitors' offers. Loyalty is a customer's sense of devotion to something that makes them happy after consuming a product or service. This makes them more likely to return to the same product or service again. This demonstrates that consumers who become loyal customers have a positive response to the company itself.

Product quality is a key factor in competition among businesses offering products to customers. Customers always want quality products at a reasonable price, although some argue that expensive products are better. Product quality is also a major factor influencing customers' initial perceptions of a restaurant. Quality products, in terms of taste, presentation, and consistency, can create satisfaction, which then directly impacts loyalty.

Product quality is the features and characteristics of a product or service that have the ability to satisfy stated needs (Asnawi, 2021). Meanwhile, Yunita (2021) states that product quality is a set of characteristics of goods and services that have the ability to meet needs. This is understood as a combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product. In addition to product quality, service quality can also be a key factor in business success.

Service quality is a form of consumer assessment of the level of service received compared to the level of service expected. If the service received or experienced matches expectations, then the service quality is perceived as good and satisfactory. Established satisfaction can encourage consumers to make repeat purchases and eventually become loyal customers (Kotler, 2019).

However, loyalty is not solely determined by factors such as product quality and service quality directly, but is also influenced by customer satisfaction as a mediating variable. Satisfaction is a person's feeling of pleasure or disappointment arising from comparing a product's perceived performance or outcome to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. Furthermore, if performance exceeds expectations, customers will be highly satisfied and delighted. Customer satisfaction is a customer's response or feedback, expressed in the form of feelings or assessments regarding the use of a product, in which their expectations and needs are met (Kotler and Keller, 2019).

This phenomenon demonstrates Wizzmie's popularity as a restaurant, offering a wide variety of noodle dishes. Furthermore, its comfortable atmosphere and attractive decor make it a perfect place to gather, relax, or discuss things. Wizzmie Jimbaran faces several challenges, including inconsistent product quality and taste due to the surge in customers. This results in variations in the doneness and spiciness of each noodle portion, even though the spiciness level is the same. Furthermore, the food delivery service is also less than satisfactory, with long wait times making customers uncomfortable. Despite the affordable noodle prices, some menu items were perceived as lacking in quantity.

According to the author's Google reviews, several customers expressed dissatisfaction with the quality of the products at Wizzmie Jimbaran. The results of customer Google reviews regarding the unsatisfactory product quality can be seen in Figure 1 below



Figure 1. Customer Reviews on Google Regarding Unsatisfactory Product Quality

Source: Google Reviews

According to Figure 1, which presents several customer reviews, it can be seen that there have been a number of complaints regarding the quality of the products and service at Wizzmie Jimbaran Restaurant. Some of these reviews include the following. According to Gd. Anom, his first visit left him with a fairly good impression overall. However, on his second and third visits, there was an inconsistency in the spiciness level. He ordered mie goyang with chili level 1, but the spiciness level was equivalent to level 4. This ultimately prevented him and his child from enjoying the dish because it was too spicy.

The customer was disappointed because he had complained to the server, but received no response.

However, some customers also stated that the product quality at Wizzmie Jimbaran Restaurant was quite good, had a delicious taste, and was satisfying. Google Review results showing positive assessments of product quality can be seen in Figure 2 below.



Figure 2. Google Review Results

Source: Google Reviews

Based on Figure 2, which presents several customer reviews, it can be seen that there have been a number of complaints regarding the quality of the products and service at Wizzmie Jimbaran Restaurant. Some of these reviews include the following.

Overall, these positive reviews indicate that the products offered are of good quality, taste good, and price affordable, with good service and a very comfortable atmosphere. However, there are several aspects that need improvement, particularly regarding wait times and cleanliness of the facilities, to increase overall customer satisfaction.

Furthermore, some customers reported that the service quality at Wizzmie Jimbaran Restaurant was unsatisfactory, as the staff were consistently slow and unfriendly, resulting in long waits for their orders. Google Review results showing positive ratings for service quality are shown in Figure 3 below.



Figure 3. Google Review Results Showing Positive Ratings for Service Quality

Source: Google Reviews

Based on Figure 3, which presents several customer reviews, it can be seen that there are a number of complaints regarding the quality of service at Wizzmie Jimbaran Restaurant. Some of these reviews include the following.

In general, these negative reviews indicate issues with service quality, such as speed of service, accuracy of order delivery, and employee responsiveness to customer complaints. Furthermore, product quality is also a major concern, especially for beverages.

However, some customers also stated that the service quality at Wizzmie Jimbaran Restaurant is quite good, including speed of service, accuracy of order delivery, and employee responsiveness. The Google Review results which show a positive assessment of service quality can be seen in Figure 4.



Figure 4. The Google Review Results Which Show a Positive Assessment of Service Quality

Source: Google Reviews

Based on Figure 4 above, representing several customer reviews, the following can be explained:

In general, these positive reviews indicate good service quality, such as speed of service, accurate order delivery, friendly staff, and a comfortable atmosphere. Furthermore, product quality is a key concern, particularly for beverages. Furthermore, the products offered are consistently tasty and enjoyable. This study aims to explore the effects of product quality and service quality on loyalty, with customer satisfaction as a mediating variable (A Study at Wizzmie Jimbaran Restaurant).

LITERATURE REVIEW

Product Quality

Product quality is the features and characteristics of a product or service that have the ability to satisfy stated needs (Asnawi, 2021). Meanwhile, Yunita (2021) states that product quality is a set of characteristic features of goods and services that have the ability to meet needs. This is understood as a combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product. Various studies have found a positive and significant effect of product quality on loyalty (Yosefina, 2022; Ardiansyah, 2023 & Permana & Astuti, 2024).

H₁: *There is a positive and significant effect of product quality on loyalty at Wizzmie Jimbaran Restaurant.*

Service Quality

Service quality is a customer's assessment of a company's ability to provide services that meet customer expectations. Good service can create a sense of comfort, increase satisfaction, and build long-term relationships with customers. Service quality is not only assessed from the service outcome, but also from the service process received by customers. Service quality is a consumer's assessment of the level of service received compared to the level of service expected. If the service received or perceived matches expectations, then the service quality is perceived as good and satisfactory. This satisfaction can encourage consumers to make repeat purchases and eventually become loyal customers (Kotler, 2019). Several studies show that service quality has a positive and significant influence on loyalty (Anggraini, 2022; Yosefina, 2022; Cipta, 2023; and Ester & Tandela, 2025).

H₂: *There is a positive and significant influence of service quality on loyalty at Wizzmie Jimabaran Restaurant.*

Definition of Loyalty

Loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future despite circumstances and marketing efforts that could potentially cause customer switching (Kotler and Keller, 2016). This definition is reinforced by Tjiptono (2014), who states that customer loyalty means customer loyalty to a brand and supplier based on a highly positive attitude toward long-term purchasing.

Customer Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment arising from comparing a product's perceived performance or outcome to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. Furthermore, if performance exceeds expectations, customers will be highly satisfied and delighted. Customer satisfaction is a customer's response or reaction, expressed in the form of feelings or assessments regarding the use of a product, where their expectations and needs are met (Kotler and Keller, 2019). Various studies have found that customer satisfaction has a positive and significant effect on loyalty (Anggraini, 2022; Sholikhah & Hadita, 2023; and Permana & Astuti, 2024). Furthermore, customer satisfaction mediates product quality and service quality, which have a positive and significant effect on loyalty.

H₃: *There is a positive and significant effect of customer satisfaction on loyalty at Wizzmie Jimabaran Restaurant.*

H₄: *There is a role for customer satisfaction in mediating product quality and service quality, which have a positive and significant effect on loyalty.*

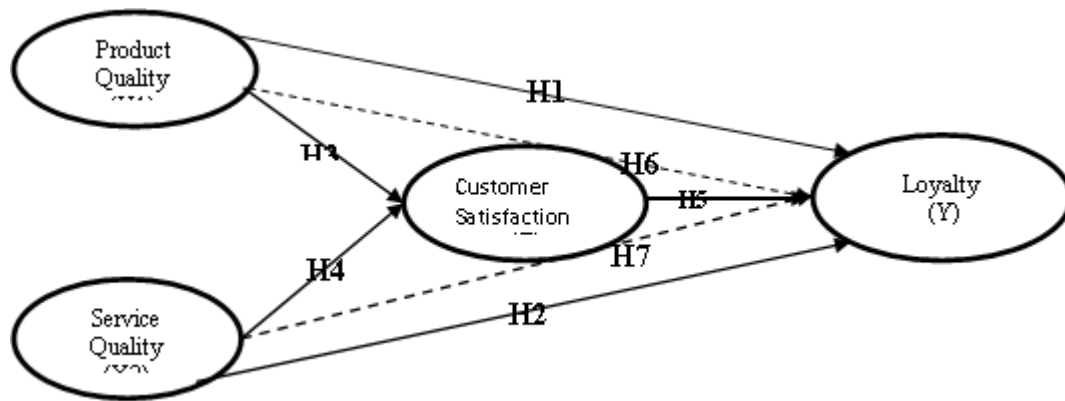


Figure 5. Conceptual Research Framework

METHODOLOGY

This research is an associative quantitative study aimed at determining the influence of exogenous variables (product quality and service quality) on the endogenous variable (loyalty), with customer satisfaction as a mediating variable. This study uses an explanatory quantitative approach, where numerical data is collected through questionnaires and analysis to test previously formulated hypotheses. The population in this study is customers visiting the Wizzmie Jimbaran restaurant. The sampling technique used is purposive sampling, meaning that customers who visit and enjoy food and drinks at the Wizzmie Jimbaran restaurant who meet the requirements will be sampled, with a total of 95 respondents.

Operational Definition of Research Variables

Product quality in this study refers to customer perceptions of the product's ability to meet their needs and expectations, in terms of taste, portion size, cleanliness, and consistency. At Wizzmie, the indicators used to measure product quality are performance, features, reliability, and durability.

Service quality in this study refers to the ability of the Wizzmie Jimbaran restaurant to provide satisfactory service through reliability, responsiveness, assurance, empathy, and physical appearance. The indicators used to measure service quality are as follows: Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Tjiptono and Candra 2019).

Customer satisfaction in this study refers to the level of customer satisfaction or disappointment after comparing expectations with actual experiences at the Wizzmie Jimbaran restaurant. The indicators used to measure customer satisfaction are: Product, Price, Promotion, Location, Employee Service, Facilities, and Atmosphere.

Loyalty in this study refers to the customer's commitment to repeat purchases and recommend the Wizzmie Jimbaran restaurant to others. The indicators used to measure loyalty are: Loyalty to the product, Resistance to negative influences, and Total Referrals.

RESEARCH RESULT**Validity Test****Table 1. Instrument Validity Test Results**

No	Variable	Item	Coefficient Korelasi	Description
1	Product Quality	X1.1	0,896	Valid
		X1.2	0,973	Valid
		X1.3	0,973	Valid
		X1.4	0,926	Valid
2	Service Quality	X2.1	0,926	Valid
		X2.2	0,946	Valid
		X2.3	0,921	Valid
		X2.4	0,958	Valid
3	Customer Satisfaction	X2.5	0,875	Valid
		Z.1	0,909	Valid
		Z.2	0,897	Valid
		Z.3	0,915	Valid
		Z.4	0,908	Valid
		Z.5	0,917	Valid
		Z.6	0,853	Valid
4	Loyalty	Z.7	0,880	Valid
		Y.1	0,952	Valid
		Y.2	0,958	Valid
		Y.3	0,913	Valid

Source: SPSS Output Results, 2026

Based on Table 1 above, it is known that all instrument items can be declared valid. This is because all correlation coefficients are greater than 0.30. Therefore, all questions are considered valid and suitable for use.

Reliability Test**Table 2. Instrument Reliability Test Results**

No	Variable	Cronbach's Alpha	Description
1	Product Quality	0,957	Reliabel
2	Service Quality	0,957	Reliabel
3	Customer Satisfaction	0,958	Reliabel
4	Loyalty	0,924	Reliabel

Source: SPSS Output Results, 2026

Based on Table 2 above, it is known that the Cronbach's alpha value for all variables in this study is greater than 0.6. Therefore, the results obtained in this calculation are all reliable because they are above the reliability limit.

Convergent Validity

Table 3. Convergent Validity Test Results

	Customer Satisfaction	Service Quality	Product Quality	Loyalty
X1.1			0.889	
X1.2			0.974	
X1.3			0.971	
X1.4			0.930	
X2.1		0.930		
X2.2		0.949		
X2.3		0.921		
X2.4		0.959		
X2.5		0.866		
Y.1				0.965
Y.2				0.970
Y.3				0.890
Z.1	0.898			
Z.2	0.901			
Z.3	0.906			
Z.4	0.917			
Z.5	0.913			
Z.6	0.858			
Z.7	0.888			

Source: Smart-PLS Output Results, 2026

Based on the convergent validity test results in Table 3 above, all convergent validity values are >0.7. Therefore, the data in this study can be declared valid.

Discriminant Validity: Latent Variable Correlation

Table 4. Discriminant Validity Test Results: Latent Variable Correlation

	Customer Satisfaction	Service Quality	Product Quality	Loyalty
Customer Satisfaction	0.897			
Product Quality	0.816	0.925		
Service Quality	0.754	0.708	0.943	
Loyalty	0.889	0.889	0.840	0.943

Source: Smart-PLS Output Results, 2026

Based on the results of the discriminant validity test in Table 4 above, it is known that all discriminant validity values for the correlation of latent variables in each variable are greater than 0.7. Therefore, it can be concluded that the data in this study are valid and will be analyzed further.

Discriminant Validity with AVE**Table 5. Convergent Validity Test Results AVE**

	Average (AVE)	Variance	Extracted
Customer Satisfaction	0.805		
Product Quality	0.857		
Service Quality	0.888		
Loyalty	0.888		

Source: Smart-PLS Output Results, 2026

Based on the results of the convergent validity test in Table 5, it is known that all average variance extracted (AVE) values are more than 0.5, thus it can be stated that the data in this study is valid.

Composite Reliability**Table 6. Cronbach's Alpha Reliability Test Results**

	Cronbach's Alpha
Customer Satisfaction	0.960
Product Quality	0.958
Service Quality	0.958
Loyalty	0.936

Source: Smart-PLS Output Results, 2026

Based on the Cronbach's alpha reliability test results in Table 6 above, all Cronbach's alpha values for each variable are greater than 0.7. Thus, the data in this study can be declared reliable.

Table 7. Composite Reliability Test Results

	Composite Reliability
Customer Satisfaction	0.967
Product Quality	0.968
Service Quality	0.969
Loyalty	0.960

Source: Smart-PLS Output Results, 2026

Based on the composite reliability test results in Table 7 above, it can be seen that all composite reliability values for each variable are greater than 0.7. Therefore, the data in this study are reliable.

Measurement Model Evaluation Results (Inner Model)

The inner model measurement was conducted to test the direct and indirect effects, as well as to examine the magnitude of the influence using the coefficient of determination (R-Square) analysis, F-Square analysis, and Q-Square analysis. The structural model, or inner model, was evaluated by examining the percentage of explained variance, namely by examining the R² (R-Square of the exogenous variable) for the dependent latent construct using the Stone-Geisser Q-Square test and also by observing the magnitude of the structural path coefficient. Potential mediation will be confirmed after further mediation analysis using the bootstrapping method.

R-Square (R2)

Table 8. R-Square Test Results

	R-square	R-square adjusted
Customer Satisfaction	0.686	0.680
Loyalty	0.836	0.831

Source: Smart-PLS Output Results, 2026

Based on the R-Square test results in Table 8 above, the R-Square value for the product quality and service quality variables on customer satisfaction is 0.686, indicating an influence of $0.686 \times 100\% = 68.6\%$. The R-Square value for the product quality and service quality variables on loyalty is 0.836, indicating an influence of $0.836 \times 100\% = 83.6\%$.

F-Square

Table 9. F-Square Test Results

	Customer Satisfaction	Service Quality	Product Quality	Loyalty
Customer Satisfaction				0.219
Product Quality	0.506			0.296
Service Quality	0.222			0.246
Loyalty				

Source: Smart-PLS Output Results, 2026

Based on the F-Square test results in Table 9 above, it can be seen that the F-Square value that has a strong effect (with an F-Square > 0.35) is service quality on customer satisfaction. Meanwhile, those with a moderate effect (with an F-Square between 0.35 and > 0.15) are service quality on loyalty, product quality on loyalty, product quality on customer satisfaction, and customer satisfaction on loyalty.

Q-Square Predictive Relevance (Q2)

Q-Square Predictive Relevance (Q2) is used to measure how well the observed values generated by the estimated model and its parameters align. A Q-Square value > 0 indicates the model has predictive relevance (Q2). Conversely, a Q-Square value < 0 indicates the model has no predictive relevance (Q2). A Q-Square value > 0.35 is considered a strong model, > 0.15 to 0.02 is considered a moderate model, and < 0.02 is considered a weak model.

The Q-Square calculation can be seen as follows:

$$Q2 = 1 - (1 - R12) (1 - R22)$$

$$Q2 = 1 - (1 - 0.686) (1 - 0.836)$$

$$Q2 = 1 - (0.314) (0.164)$$

$$Q2 = 1 - (0.051)$$

$$Q2 = 0.949$$

Based on the calculation results above, the Q-Square value is 0.949, which is greater than 0. Therefore, it can be concluded that the research model has excellent predictive relevance.

Hypothesis Testing**Table 10. Results of the Direct Influence Test Uji Pengaruh Langsung**

		Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction -> Loyalty		0.338	0.335	0.097	3.499	0.000
Service Quality -> Customer Satisfaction		0.542	0.544	0.064	8.465	0.000
Service Quality -> Loyalty		0.368	0.369	0.104	3.539	0.000
Product Quality -> Customer Satisfaction		0.359	0.358	0.071	5.063	0.000
Product Quality -> Loyalty		0.302	0.303	0.075	4.015	0.000

Source: Smart-PLS Output Results, 2026

The results of the direct effect test indicate that all proposed hypotheses are supported. Customer satisfaction has a positive and significant effect on customer loyalty ($\beta = 0.338$; $t = 3.499$; $p < 0.05$). Service quality significantly influences both customer satisfaction ($\beta = 0.542$; $t = 8.465$; $p < 0.05$) and customer loyalty ($\beta = 0.368$; $t = 3.539$; $p < 0.05$). Likewise, product quality has a positive and significant effect on customer satisfaction ($\beta = 0.359$; $t = 5.063$; $p < 0.05$) and customer loyalty ($\beta = 0.302$; $t = 4.015$; $p < 0.05$). Overall, these findings demonstrate that improvements in service quality and product quality enhance customer satisfaction, which in turn strengthens customer loyalty.

Table 11. Results of the Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value s
Kualitas Layanan -> Kepuasan Pelanggan -> Loyalitas	0.183	0.181	0.054	3.412	0.001
Kualitas Produk -> Kepuasan Pelanggan -> Loyalitas	0.122	0.121	0.046	2.650	0.008

Source: Smart-PLS Output Results, 2026

- 1) The p-value of the service quality variable on loyalty through customer satisfaction is 0.001, compared to a significant level of 0.05. Because the p-value is <significant ($0.001 < 0.05$) with a beta value of 0.183 and a t-statistic value of 3.412 compared to a t-table of 1.96. Because the t-statistic value is >t-value ($3.412 > 1.96$), it can be concluded that customer satisfaction can mediate the effect of service quality on loyalty. Thus, the hypothesis is accepted.

- 2) The p-value of the product quality variable on loyalty through customer satisfaction is 0.008 compared to a significant level of 0.05. Because the p-value is <significant ($0.008 < 0.05$) with a beta value of 0.122 and a t-statistic value of 2.650 compared to a t-table of 1.96. Because the t-statistic value > t-value ($2.650 > 1.96$), it can be concluded that customer satisfaction is able to mediate product quality on loyalty. Thus, the hypothesis is accepted.

DISCUSSION

The Effect of Product Quality on Loyalty

Based on the data analysis, the p-value for the product quality variable on loyalty was 0.000, compared to a significance level of 0.05. Since the p-value is <significant ($0.000 < 0.05$), the beta value is 0.302 and the t-statistic is 4.015, compared to the t-table of 1.96. Since the t-statistic is >t-value ($4.015 > 1.96$), it can be concluded that product quality has a positive and significant effect on loyalty. Therefore, the hypothesis is accepted. This indicates that product quality is an important factor in shaping customer loyalty. Products that meet customer expectations in terms of taste, appearance, and consistency will provide a positive experience, encouraging repeat purchases.

These research results align with research conducted by Yosefina (2022), which showed that product quality has a significant positive effect on customer loyalty. Research by Permana & Astuti (2024) shows that product quality has a significant influence on Wizzmie customer loyalty. Furthermore, research conducted by Ardiansyah (2023) indicates that taste and quality of food ingredients are the most dominant factors in shaping loyalty.

The Influence of Service Quality on Loyalty

Based on the results of data analysis, the p-value for the service quality variable on loyalty was 0.000, compared to the significance level of 0.05. Because the p-value is <significant ($0.000 < 0.05$), with a beta value of 0.368 and a t-statistic of 3.539, compared to the t-table of 1.96, it can be concluded that service quality has a positive and significant effect on loyalty. Therefore, the hypothesis is accepted. This indicates that good service can increase customer satisfaction when visiting a restaurant. Customers who are served quickly, friendly and responsively tend to have a greater desire to be loyal and return to use the same service in the future.

The results of this study align with research conducted by Anggraini (2022), which showed that friendly, fast, and professional service increases customer desire to return. Research conducted by Febriyani & Cipta (2023) showed that service quality significantly influences customer loyalty. Furthermore, research by Yosefina (2022) and Ester & Tandela (2025) also showed that service quality has a significant positive effect on customer loyalty.

The Influence of Customer Satisfaction on Loyalty

Based on the data analysis, the p-value for the customer satisfaction variable on loyalty was 0.000, compared to a significance level of 0.05. This is because the p-value is <significant ($0.000 < 0.05$), with a beta value of 0.338 and a t-statistic of 3.499, compared to a t-table of 1.96. Since the t-statistic value is greater than the t-value ($3.499 > 1.96$), it can be concluded that customer satisfaction has a positive and significant effect on loyalty. Therefore, the hypothesis is accepted. This indicates that customers who are satisfied with the quality of the products and services they receive will become loyal customers.

The results of this study align with research conducted by Anggraini (2022), which showed that customer satisfaction has a significant influence on loyalty. Research conducted by Sholikhah & Hadita (2023) also showed that customer satisfaction has a significant influence on loyalty. Furthermore, research conducted by Permana & Astuti (2024) also proved that satisfaction is a mediating factor that strengthens the relationship between service quality and loyalty.

The Effect of Product Quality on Customer Satisfaction

Based on the results of data analysis, the p-value for the product quality variable on customer satisfaction was 0.000, which is significantly higher than the 0.05 threshold. Because the p-value < significant ($0.000 < 0.05$) with a beta value of 0.359 and a t-statistic value of 5.063 compared to the t-table of 1.96. Because the t-statistic value > t-value ($5.063 > 1.96$) it can be concluded that product quality has a positive and significant effect on customer satisfaction. Thus the hypothesis is accepted. This shows that the better the quality of the product offered, the level of customer satisfaction will also increase.

The results of this study align with research conducted by Yosefina (2022), which showed that product quality significantly influences customer satisfaction. This is in line with research conducted by Sholikhah & Hadita (2023), which showed that product quality significantly influences customer satisfaction. Furthermore, research conducted by Permana & Astuti (2024) demonstrated that product quality significantly influences customer satisfaction. Research conducted by Alfareza (2024) also demonstrated that food quality, such as taste and presentation, directly impacts customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

Based on the data analysis, the p-value for the service quality variable on customer satisfaction was 0.000, compared to a significance level of 0.05. This is because the p-value is <significant ($0.000 < 0.05$), with a beta value of 0.542 and a t-statistic of 8.465, compared to a t-table of 1.96. Since the t-statistic value > t-value ($8.465 > 1.96$), it can be concluded that service quality has a positive and significant effect on customer satisfaction. Therefore, the hypothesis is accepted. This indicates that the better the service provided to customers, the higher the level of customer satisfaction.

The results of this study align with research conducted by Febriani & Cipta (2023), which showed that service quality influences customer satisfaction. Research conducted by Fitaning & Yunitarini (2024) also showed that service quality has a strong influence on customer satisfaction in culinary establishments. Similar findings were reported by Permana & Astuti (2024), who demonstrated that service quality is a significant factor driving customer satisfaction.

The Effect of Product Quality on Loyalty Through Customer Satisfaction as a Mediating Variable

Based on the data analysis, the p-value of the service quality variable on loyalty through customer satisfaction was 0.001, compared to a significance level of 0.05. Because the p-value is < significance ($0.001 < 0.05$), with a beta value of 0.183 and a t-statistic value of 3.412, compared to a t-table of 1.96. Since the t-statistic value is > t-value ($3.412 > 1.96$), it can be concluded that customer satisfaction can mediate the effect of product quality on loyalty. Thus, the hypothesis is accepted. This indicates that good quality not only influences loyalty directly but also indirectly through customer satisfaction. Products that meet expectations lead to satisfaction, and this satisfaction strengthens the customer's intention to remain loyal to the brand. Without satisfaction, the relationship between product quality and loyalty will not be optimal. Therefore, customer satisfaction acts as a bridge that explains how product quality can encourage the formation of customer loyalty. The results of this study align with research conducted by Alfareza (2024), which showed that customer satisfaction mediates the relationship between product quality and loyalty. Research conducted by Permana & Astuti (2024) also demonstrated that product quality significantly influences customer satisfaction, which in turn increases customer loyalty.

The Effect of Service Quality on Loyalty Through Customer Satisfaction as a Mediating Variable

Based on the data analysis, the p-value for the product quality variable on loyalty through customer satisfaction was 0.008, compared to a significance level of 0.05. Since the p-value is < significance ($0.008 < 0.05$), the beta value is 0.122 and the t-statistic is 2.650, compared to a t-table of 1.96. Since the t-statistic is > t-value ($2.650 > 1.96$), it can be concluded that customer satisfaction mediates the relationship between service quality and loyalty. Therefore, the hypothesis is accepted. This indicates that customer satisfaction plays a significant role as a mediating variable in the relationship between service quality and customer loyalty. These findings align with research by Permana & Astuti (2024), which found that service quality influences customer loyalty primarily through satisfaction. Furthermore, research by Anggraini (2022) also demonstrated similar results, indicating that satisfaction is a strong mediating variable between service and loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data analysis and discussion outlined in the previous chapter, the conclusions of this study are as follows:

- 1) Product quality has a positive and significant effect on loyalty. This means that if the product quality is good, it can encourage customers to repurchase and recommend the product to others.
- 2) Service quality has a positive and significant effect on loyalty. This means that if the service provided to customers creates a good experience, it can increase customers' desire to remain loyal and use the same product.
- 3) Customer satisfaction has a positive and significant effect on loyalty. This means that the higher the level of customer satisfaction, the higher the level of loyalty to the company.
- 4) Product quality has a positive and significant effect on customer satisfaction. This means that the better the quality of the product, such as taste, product consistency, and presentation, the higher the level of customer satisfaction.
- 5) Service quality has a positive and significant effect on customer satisfaction. This means that if the service provided is fast, friendly, and the employees are capable of providing good service, it can increase customer satisfaction.
- 6) Customer satisfaction mediates the effect of product quality on loyalty. This means that good product quality will increase customer satisfaction and ultimately foster customer loyalty. Thus, customer satisfaction acts as a variable that strengthens the relationship between product quality and loyalty.
- 7) Customer satisfaction mediates the effect of service quality on loyalty. This means that good service quality increases customer satisfaction, and this satisfaction can encourage customers to remain loyal and make repeat purchases.

ADVANCED RESEARCH

The variables used in this study to analyze and identify loyalty are limited to product quality, service quality, customer satisfaction, and loyalty. Meanwhile, there are other variables that could be combined in constructing the research model to obtain more accurate results.

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