

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty with Customer Engagement as Mediation: a Study at “Kopi Dari Hati”, Madiun

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ARTICLE INFO

Keywords: Service Quality, Customer Satisfaction, Customer Engagement, Customer Loyalty

Received : 14, October

Revised : 26, October

Accepted: 25, November

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ABSTRACT

The purpose of this research is to examine the methods used by Kopi Dari Hati in Madiun to engage their customers in relation to the following: service quality, customer satisfaction, and customer loyalty. One hundred clients made up the sample for the study. Test results were analyzed using the SmartPLS 4.0 tool, which included assessing the outer and inner models as well as doing hypothesis testing. One study found no significant relationship between service quality and customer loyalty, another found no significant relationship between customer satisfaction and customer loyalty either. However, the studies did find that customer engagement had a positive and significant effect on customer loyalty. The studies also found that service quality had a positive and significant effect on customer engagement, customer satisfaction had a positive and significant effect on customer engagement as well. Lastly, the studies found that customer engagement in Madiun City's Kopi Dari Hati mediated the relationship between service quality and customer loyalty. (7) In Madiun City, the mediation effect of Kopi Dari Hati's customer participation between consumer enjoyment and loyalty is evident.

INTRODUCTION

Changes in consumer lifestyles have an impact on changes in consumer behavior, one of which is using free time or fulfilling the need for refreshment, by visiting coffee shops (Tsalatsa, 2021). Coffee shops are not only considered as a place to enjoy coffee, but also as a place to work, socialize or just relax. This shows a cultural change in Indonesian society, where coffee is no longer an everyday drink.

The existence of coffee shops has also become part of the lifestyle in Madiun City, reflecting a shift in consumer preferences towards quality experiences and comfortable environments. Factors such as the increasing interest in quality coffee, the need for a fun place to socialize, as well as growing lifestyle trends, have all contributed to the growth of coffee shops in Madiun City. Apart from that, support from the local government in promoting the coffee industry and tourism has also accelerated this development. Coffee shop entrepreneurs face the main challenge, namely to acquire and retain loyal customers.

Loyal consumers are an invaluable asset for any firm looking to stay in business. They are more inclined to repurchase products and services and even to promote them to others, which may boost the market and the company's image. In the future, a loyal customer is one who is likely to buy from the same company again and who also goes out of their way to suggest it to others (Zlín et al., 2016).

Service quality is one aspect that might affect the amount of client loyalty (Pritandhari, 2015). Service quality is the gap between how customers view the services provided and what the company expects (Afthanorhan et al., 2019). Superior customer service has the potential to increase repeat business, strengthen consumer attachment to the brand, and inspire satisfied consumers to spread the news about your business (Wahyuni, 2017).

Customer loyalty is strongly influenced by service quality, according to previous studies, (Dalimunthe & Arianty, 2024; Dewi et al., 2021; Rafi & Nugroho, 2022) Customers are more inclined to remain loyal patrons of a business whose offerings they find constantly satisfying. Customer loyalty may not be significantly affected by service quality, according to certain research (Bara & Prawitowati, 2020; Octavia, 2019; Tanjung & Rahman, 2023). This difference shows that there are still research gaps that form the basis for further research.

After price, client satisfaction is a key component in determining brand loyalty (Wicaksono, 2022). Customer satisfaction may be defined as the extent to which a product or service delivers on or beyond expectations (Setyawati, 2023).

Previous research shows that customer happiness has a major impact on brand loyalty, which supports the idea that happy consumers have a positive influence on brand loyalty (Aprileny et al., 2020; Nguyen et al., 2020; Jatmika & Abdurrahman, 2023) In other words, the level of consumer happiness is closely related to the degree of customer satisfaction. Satisfying a large number of devoted customers. According to many studies (Rendiansyah & Putra, 2024;

Zahara, 2020), customer happiness does not significantly impact customer loyalty. This variation highlights the existence of an unfilled research need, which in turn motivates more studies.

Customer loyalty may also be affected by customer involvement. (Cayadi, 2021). Customer engagement entails a method of involving consumers through interactive dialogue and experiences to effectively support them, hence influencing their purchase decisions (Do et al., 2020).

Previous study indicates that customer participation significantly enhances consumer loyalty (Fauziyah et al., 2023; Rachmawati & Utami, 2021). This implies that more customer interaction correlates positively with enhanced customer loyalty. In other words, the level of consumer happiness is closely related to the degree of customer satisfaction (Sutrisno, 2023).

Customers' active participation has the potential to mediate the connection between service excellence, customer happiness, and customer loyalty. (Dhasan & Aryupong, 2019). To enhance customer loyalty, a firm must prioritize service quality and client engagement aspects. Prior research has demonstrated that service quality significantly influences consumer engagement (Safitri & Lestari, 2023), in the sense that the degree to which a customer is involved with a service or product is proportionate to the degree to which they are served. The results show that happy customers are more likely to get involved (Fabaitya et al., 2023). Customers will be more engaged as a consequence of efforts to increase their happiness.

Customer engagement influences the link between customer pleasure and customer loyalty, according to previous research (Hapsari et al., 2017). The results of this study demonstrate that consumer participation moderates the connection between customer satisfaction and customer loyalty. So, it's clear that focusing on customer happiness and engagement is key for any business that wishes to boost customer loyalty.

THEORETICAL REVIEW

Customer Loyalty

According to Yulistiana et al (2018) long-term customer loyalty is demonstrated by loyal consumers' attitudes and actions, such as their regular and repeated purchases of a company's products. There are three indicators of customer loyalty, (Hapsari et al., 2017) : 1) Repurchase 2) Customer retention or resilience 3) Recommend services to others

Service Quality

Service quality is the gap between the expectations a company has for its services and customers' perceptions of the services provided (Afthanorhan et al., 2019). Service quality is typically measured using five key indicators, (Tjiptono & Chandra, 2016) : 1) Physical Evidence 2) Reliability 3) Responsiveness 4) Guarantee 5) Empathy

Customer Satisfaction

Customer satisfaction is an individual's assessment of a service or product's performance in relation to their expectations (Sintya et al., 2018). Customer satisfaction indicators include, (Handoko, 2017) : 1) Matching expectations 2) Interested in visiting again 3) Willingness to recommend

Customer Engagement

Customer Engagement is a mutually beneficial reciprocal relationship between customers and companies, which builds trust through interactions outside of purchasing activities (Do et al., 2020). Customer engagement indicators include: Bara & Prawitowati (2020) 1) Identification 2) Attention 3) Enthusiasm 4) Absorption 5) Interaction.

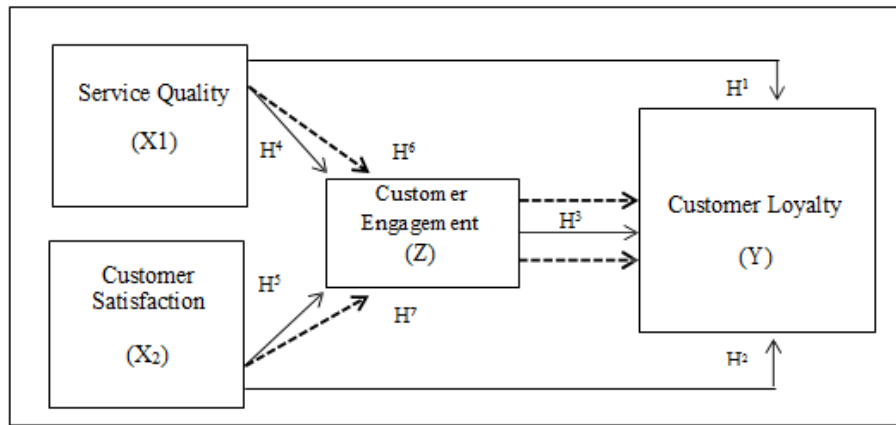


Figure 1. Conceptual Framework

Table 1. Hypotesis

H1	:	Service quality has a positive and significant impact on customer loyalty.
H2	:	Customer satisfaction positively and significantly influences customer loyalty.
H3	:	Customer engagement has a strong and positive effect on customer loyalty.
H4	:	Service quality has a positive and significant effect on customer engagement
H5	:	Customer satisfaction positively and significantly affects customer engagement.
H6	:	Service quality has a positive and significant impact on customer loyalty, with customer engagement acting as a mediating factor.
H7	:	Customer satisfaction has a positive and significant impact on customer loyalty, with customer engagement acting as a mediating factor.

METHODOLOGY

This study employs a quantitative research technique. We use non-probability sampling methods, particularly purposeful sampling, because we think the population is infinite. One hundred patrons of Kopi Dari Hati's wares make up the sample. With a scale from 1 (strongly disagree) to 5 (strongly agree), a questionnaire is used to gather data. Once the data is collected, Analysis is performed using SEM-PLS. Some ways to evaluate service quality are as follows: 1) Physical evidence 2) Reliability 4) Guarantee 4) Reaction Time 5) Kindnes. The indicators of customer satisfaction consist of the following: 1) Conformity with expectations ; 2) Enjoyable experience ; 3) Satisfaction with the product ; 4) Satisfaction with service (5) Satisfaction with price. The following are some measures of customer engagement: 1) identification/sense of belonging ; 2) Attention/awareness of the brand ; 3) Enthusiasm / enthusiasm for using the product/service ; 4) Absorption/participation or involvement and 5) Interaction/awareness provides input or ideas

RESULTS

This study employs SmartPLS 4.0 statistical software, using SEM-PLS techniques for path analysis. Most of the people who filled out the survey were either female (52%), young (22–26 years old) (62%), or had an income between 1,000,000 and 2,000,000 IDR (32%). Students represented 68% of the respondents, while 12% were self-employed. Most participants had purchased coffee from Kopi Dari Hati in Madiun twice within the last three months.

Sem-Pls Analysis

The Partial Least Squares (PLS) methodology was applied in this study using the SmartPLS 4 software. The measuring model, sometimes referred to as the outer model, is assessed to ascertain the validity and reliability of the study model. Convergent and discriminant validity are tests for validity, whereas Cronbach's alpha and composite reliability are tests for reliability.

There are three main steps to ensure convergent validity when evaluating the relationship between constructs and latent variables. First, loading factors must be larger than 0.5 and t-statistics must be greater than 1.96 in order for an indicator to be considered legitimate. Second, to guarantee consistency, composite reliability or Cronbach's alpha values greater than 0.7 are used to assess construct reliability. Finally, to demonstrate how much variance originates from each construct, the Average Variance Extracted (AVE) needs to be higher than 0.5.

Table 2. Convergent Validity Test

Variable	Indicator	Loading Factor	Conclusion
Service quality	X1.1	0,794	Valid
	X1.2	0,864	Valid
	X1.3	0,849	Valid
	X1.4	0,812	Valid
	X1.5	0,857	Valid
Customer satisfaction	X2.1	0,869	Valid
	X2.2	0,750	Valid
	X2.3	0,815	Valid
	X2.4	0,835	Valid
	X2.5	0,837	Valid
Customer loyalty	Y.1	0,775	Valid
	Y.2	0,824	Valid
	Y.3	0,876	Valid
	Y.4	0,875	Valid
	Y.5	0,862	Valid
	Y.6	0,868	Valid
Customer engagement	Z.1	0,796	Valid
	Z.2	0,834	Valid
	Z.3	0,845	Valid
	Z.4	0,852	Valid
	Z.5	0,815	Valid

Every indication for every research variable has a loading factor more than 0.6, according to the convergent validity test findings obtained from SmartPLS 4.0. All of the study's hypotheses must be correct.

Table 2 displays the appropriate value of the AVE for each variable. All variables surpass the cutoff value of 0.5 according to the data analysis. At 0.718, customer loyalty (variable Y) is the most highly AVE-valued variable.

Table 3. Fornell-Larker Criterion Processing Values

	Service quality	Customer satisfaction	Customer loyalty	Customer Engagement
Service quality	0,836			
Customer satisfaction	0,779	0,822		
Customer loyalty	0,721	0,768	0,847	
Customer Engagement	0,774	0,786	0,871	0,829

According to the data in the table, the service quality variable stands out among the others in terms of its \sqrt{AVE} , which is 0.836 for the AVE as an individual. This has an effect on consumer engagement (0.829), loyalty (0.847),

and happiness (0.822). The study's measuring instrument satisfies the criterion for discriminant validity, to sum up.

Table 4. Cross loading trial

	X1	X2	Y	Z
X1.1	0,794	0,647	0,655	0,662
X1.2	0,864	0,678	0,624	0,681
X1.3	0,849	0,666	0,594	0,658
X1.4	0,812	0,607	0,526	0,614
X1.5	0,857	0,653	0,600	0,609
X2.1	0,679	0,869	0,715	0,698
X2.2	0,598	0,750	0,555	0,604
X2.3	0,573	0,815	0,536	0,587
X2.4	0,667	0,835	0,693	0,676
X2.5	0,675	0,837	0,630	0,651
Y.1	0,591	0,648	0,775	0,689
Y.2	0,695	0,739	0,824	0,742
Y.3	0,571	0,609	0,876	0,769
Y.4	0,622	0,678	0,875	0,776
Y.5	0,505	0,538	0,862	0,679
Y.6	0,665	0,674	0,868	0,763
Z.1	0,749	0,712	0,703	0,796
Z.2	0,559	0,586	0,739	0,834
Z.3	0,715	0,647	0,763	0,845
Z.4	0,604	0,643	0,741	0,852
Z.5	0,559	0,662	0,658	0,815

The research has demonstrated its validity by the Convergent Validity and Discriminant Validity tests, according to the results of the prior computations.

Table 5 Reliability Test

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Service quality	0,892	0,893
Customer satisfaction	0,879	0,886
Customer loyalty	0,921	0,923
Customer Engagement	0,886	0,887

According to the data in the table, the composite reliability and Cronbach's alpha for all of the variables are higher than 0.6. This indicates that all constructions meet the minimal criteria for dependability.

Table 6. Processing Path Coefficient Values

	Service quality	Customer satisfaction	Customer loyalty	Customer Engagement
Service quality			0,028	0,411
Customer satisfaction			0,204	0,465
Customer loyalty				
Customer Engagement			0,689	

1. The correlation between service quality and customer loyalty is favorable ($p = 0.028$).
2. A positive directionality with a score of 0.411 indicates that service quality influences customer involvement.
3. With a value of 0.204, customer satisfaction has a favorable influence on customer loyalty.
4. The direction of effect of customer satisfaction on customer involvement is positive, with a value of 0.465.
5. The correlation between consumer involvement and loyalty is robust, with a score of 0.689.

Bootstrapping Analysis

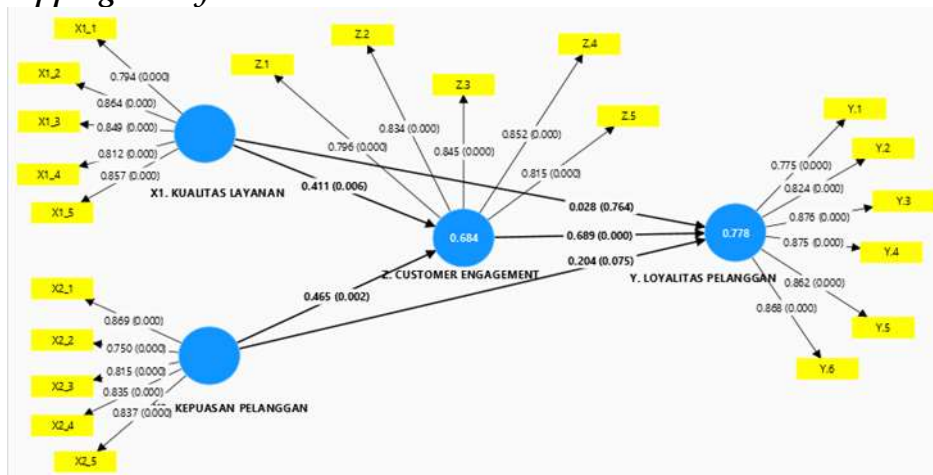


Figure 2. Results of Outer Loading data processing

Table 7. Hypothesis path a coefficient value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
X1. SERVICE QUALITY > Y. CUSTOMER LOYALTY	0,028	0,020	0,095	0,300	0,764
X1. SERVICE QUALITY > Z. CUSTOMER ENGAGEMENT	0,411	0,409	0,148	2,776	0,006
X2. CUSTOMER SATISFACTION > Y. CUSTOMER LOYALTY	0,204	0,217	0,115	1,781	0,075
X2. CUSTOMER SATISFACTION > Z. CUSTOMER ENGAGEMENT	0,465	0,468	0,147	3,160	0,002
Z. CUSTOMER ENGAGEMENT > Y. CUSTOMER LOYALTY	0,689	0,686	0,104	6,616	0,000

1. H1: Service quality has little bearing on customer loyalty. The hypothesis is rejected since the t-statistic for service quality is less than 1.96 ($0.300 < 1.96$), and the p-value is 0.764, which is more than 0.05.
2. H2: client happiness has no discernible beneficial impact on client loyalty. The hypothesis is rejected since the p-value of 0.075 is greater than the 0.05 significance level and the t-statistic for customer satisfaction is less than 1.96 ($1.781 < 1.96$).
3. H3: Customer loyalty is significantly and positively influenced by customer engagement. The hypothesis is accepted by the t-statistic for customer engagement, which is greater than the critical value of 1.96 ($6.616 > 1.96$) and the p-value of 0.000, which is less than 0.05.
4. H4: Customer engagement is substantially and positively influenced by service quality. The t-statistic for service quality exceeds the critical value of 1.96 ($2.776 > 1.96$), and the p-value is 0.006, which is less than 0.05. Consequently, the hypothesis is acceptable.
5. H5: Customer engagement is significantly and positively influenced by customer satisfaction. The hypothesis is supported by the fact that the t-statistic for customer satisfaction exceeds the t-table value of 1.96 ($3.160 > 1.96$) and the p-value is 0.002, which is less than 0.05.

Table 8. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Service Quality > Customer Engagement > Customer Loyalty	0.283	0.281	0.110	2.569	0.010
Customer Satisfaction > Customer Engagement > Customer Loyalty	0.320	0.320	0.111	2.883	0.004

1. H6: How engaging with customers influences the correlation between service quality and loyalty. per the results of the H test⁶ The p-values were less than 0.05, the t-statistic was 2.569, which is more than 1.96 according to the t table, and the path coefficient was 0.283. Kopi Dari Hati Madiun's sixth hypothesis (H6) states that the link between service quality and customer loyalty is significantly mediated by customer involvement.
2. H7: The effect of customer involvement on customer satisfaction in order to develop loyalty. The results of the H7 test show that: the path coefficient is 0.320, the t-statistic is 2.883, which is higher than the t-table value of 1.96, and the p-value is 0.004, which is lower than the significance level of 0.05. Customer involvement at Kopi Dari Hati Madiun is a key mediator between customer pleasure and loyalty, according to the seventh hypothesis (H7).

DISCUSSION

The influence of service quality on customer loyalty

There is no statistically significant correlation between product quality and consumer loyalty, according to the results of the first hypothesis (H1) test. Regardless of how good the service is, this study found that consumer loyalty to Madiun's Kopi Dari Hati has no correlation with it. This conclusion is supported by studies published in (Bara & Prawitowati, 2020; Octavia, 2019; Tanjung & Rahman, 2023), which state that customer loyalty is unrelated to service quality.

Customer satisfaction impact on customer loyalty

The findings of testing hypothesis 2 (H2) indicate that customer happiness and loyalty are not significantly related. Hence, we may dismiss hypothesis H2. Consistent with previous studies, these results show that there is no correlation between happy customers and repeat business (Rendiansyah & Putra 2024; Zahara 2020).

The impact of customer engagement on customer loyalty

The results of the test for hypothesis 3 (H3) showed that consumer interaction significantly increases customer loyalty, lending credence to the acceptance of H3. These results align with prior research (Bara & Prawitowati 2020; Fauziyah et al 2023; Rachmawati & Utami 2021) has demonstrated a robust correlation between active consumer participation and continued patronage.

The relationship between service quality and customer engagement

The previously rejected fourth hypothesis (H4) was later shown to have a positive and statistically significant correlation with customer participation and service quality. Additionally, research by Panjaitan (2017), Safitri & Lestari (2023), and Harimurti & Suryani (2019) has demonstrated a strong and positive relationship between customer involvement and service quality.

Customer Satisfaction impact on customer engagement

Tests showing a positive and statistically significant correlation between happy customers and engaged customers lead us to believe that H5 is true. Background studies by Fabaitya et al. (2023), Bara & Prawitowati (2020), and Ngo & Nguyen (2016) all indicated a positive and statistically significant relationship between consumer engagement and customer happiness.

The Role of Customer Engagement as a Mediator in the Connection Between Service Quality and Customer Loyalty.

H6 is accepted as true since it demonstrates that customer engagement significantly mediates the relationship between service quality and customer loyalty. Amir et al. (2022) and Dhasan & Aryupong (2019) found that customer engagement mediates the link between service quality and customer loyalty.

Customer Engagement Function in Mediating Customer Satisfaction Effect on Customer Loyalty

Acceptance of H7 is based on evidence that customer satisfaction significantly affects customer loyalty as a result of engagement. The results corroborate those of other studies showing that engagement with customers considerably reduces the correlation between satisfied customers and continued business (Hapsari et al., 2017; Thakur, 2016).

CONCLUSIONS AND RECOMMENDATIONS

Providing exceptional service has little impact on the loyalty of customers. It is clear from this study's findings that customer loyalty to Kopi Dari Hati Madiun has nothing to do with service excellence. Customer satisfaction and loyalty do not have a strong correlation. The findings of this experiment indicate that customer satisfaction is not a major factor in promoting customer loyalty. There appears to be no correlation between the degree of customer satisfaction and the strength of client loyalty. The level of client loyalty is positively impacted by customer involvement. A customer's degree of loyalty is dependent on their amount of interaction, as this test shows. Therefore, client loyalty is directly

proportional to the degree of customer involvement, and vice versa. The level of involvement from customers is positively impacted by service quality. Service quality is one of the factors that defines the extent of client loyalty, as this test demonstrates. After receiving excellent service, customers will have a stronger affinity for a brand. Customer happiness has a positive and substantial effect on customer engagement. This test shows that customer satisfaction determines the level of consumer engagement. Customers' happiness with Kopi Dari Hati Madiun products will have a direct correlation to the amount of engagement they experience. Involvement from customers plays a significant mediating effect between service quality and loyalty. This study found that client engagement mediated the relationship between service quality and customer loyalty. Customers who are happy with the service they receive are more inclined to take part, which bodes well for the brand's future loyalty. Participation from customers plays a significant moderating role in the link between satisfaction and loyalty. Findings from this experiment suggest that consumer participation may mediate the relationship between satisfied customers and brand loyalty. Loyalty rises as a result of increased participation from satisfied consumers.

Research shows that Kopi Dari Hati Madiun may enhance customer comfort by meeting or exceeding customer expectations through infrastructure and facility improvements. Furthermore, it is recommended that Kopi Dari Hati Madiun can set varying prices based on location and customer demographics and maintain a balance of price affordability. Aside from that, it is recommended that Kopi Dari Hati Madiun improve product quality, create an attractive menu concept and create the characteristics of Kopi Dari Hati Madiun so that customers always remember Kopi Dari Hati Madiun if they need coffee products

FURTHER STUDY

The results of future studies may be more reliable if they used a bigger sample size than the one that was used in the prior study. Additionally, conducting longitudinal research may provide insights into how respondents' behaviors regarding this issue evolve over time, from the present to the future.

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