

Analysis of the Effect of Price, Product Quality, and Promotion on Customer Loyalty with Customer Satisfaction as an Intervening Variable in the Langgano Warkop Business in Mojoagung District

Ajie Pandu Suarga^{1*}, Indah Respati Kusumasari²
Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia
Corresponding Author: Ajie Pandu Suarga suargaajie@gmail.com

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ABSTRACT

This study was motivated by sales fluctuations at Warkop Langgano Mojoagung, specifically a decrease in the number of purchases by 18.3% in February. This decline was caused by the rainy season, lack of sales promotion, and the absence of online services such as Grabfood or Gofood. Although prices are affordable and product quality is good, a lack of service and facilities can reduce customer satisfaction, potentially decreasing their loyalty. Customers. The purpose of this study is to analyze how price, product quality, and promotion impact customer satisfaction and loyalty at Warkop Langgano Mojoagung. This study uses an unlimited population and a sample of 123 respondents based on the Slovin formula. The method used is quantitative, with primary and secondary data, and analysis using SPSS at a significance level of 0.05. The results of the study indicate that customer satisfaction at Warkop Langgano Mojoagung is influenced by price, product quality, and promotion. In addition, these three factors contribute significantly to customer loyalty, both directly and through customer satisfaction. Customer satisfaction functions as a mediator that connects the influence of price, product quality, and promotion on customer loyalty.

INTRODUCTION

In the era of globalization, the diverse needs and lifestyles of Indonesians are driving the growth of the culinary business, especially cafés and warkop that are increasingly creative and modern. Today, cafés are not only a place to enjoy coffee, but also a location to socialize and take pictures, attracting more consumers. Competition in the culinary industry is getting tougher, with many businesses offering similar products but with variations in price and service. Business people need to create attractive strategies, including competitive pricing. Price, according to Sukmawati (2017), is the value charged for the product, which must be monitored to remain relevant in the market. Product quality is also an important factor in consumer satisfaction and loyalty. Quality products can meet consumer expectations (Kristanto, 2019; Tjiptono and Candra, 2017). In addition, effective promotion can increase consumer buying interest, helping companies communicate the advantages of their products (Roselina, 2019).

Customer loyalty, as an indicator of satisfaction, is critical to business continuity. Customer satisfaction, which is determined by a comparison between expectations and performance, drives repeat purchases (Gegahertz & Ngatno, 2020). The company's efforts in increasing satisfaction will contribute to customer loyalty. Research shows a significant relationship between price, product quality, and customer satisfaction on loyalty. Warkop Langgano, located in Jombang, relies on competitive prices, good quality, and a cozy atmosphere to attract visitors. With innovation and attention to customer satisfaction, Warkop Langgano strives to maintain its position in a competitive market. The sales data for Warkop Langgano in 2023 are as follows.

Table 1 Warkop Langgano Sales Data Per-cup) in 2023

No	Month	Quantity Sold	Presentation
1	January	1.953	
2	February	1.595	18,3%
3	March	2.263	41,8%
4	April	3.000	32,5%
5	May	2.915	2,8%
6	June	3.120	9,3%
7	July	3.937	26,1%
8	August	3.410	13,3%
9	September	4.200	23,1%
10	October	4.100	2,3%
11	November	3.893	5,0%
12	December	3.920	0,6%
Total in One Year (2023)		35.198	175,10%

Warkop Langgano Mojoagung experienced sales fluctuations throughout the year, with a significant drop in February (1,595 sales, -18.3%). This decline was influenced by the rainy season, lack of promotion, and the absence of online services. Although prices are affordable and product quality is good, inadequate

service can reduce customer loyalty. Facilities such as wifi and the condition of tables, chairs and toilets were also complaints from customers. In contrast, the highest sales occurred in September (4,200 sales, +23.1%) thanks to the long holiday and promotions from reviewers, which attracted consumers from outside the sub-district. However, Warkop Langgano also faces stiff competition from other coffee shops nearby, which makes consumers more careful in their choices based on price, quality, and promotions. This can affect customer loyalty and satisfaction.

LITERATURE REVIEW

Previous research is an important reference in this study, helping researchers find relevant sources. The following are some of the studies that serve as references:

1. Christopher and Budi Prabowo (2023): With customer satisfaction acting as an intervening variable, this study examines how pricing, brand image, and product quality affect the loyalty of Yamaha Nmax customers in the Cangkruk'an Max Surabaya neighborhood. Despite having different titles, the same factors are the focus of this study, which also looks at the relationship between customer happiness and loyalty as an intervening variable.
2. Risa (2019): By examining the effects of price perception, sales promotion, and electronic service quality on Gojek customer loyalty in Yogyakarta, this study highlights the connection between customer happiness and loyalty. In contrast to earlier research that using survey methods, this study employs associative approaches.
3. Olivia (2020): This study examines the effect of product quality and promotion on customer loyalty through customer satisfaction in Maybelline consumers in Semarang. This research is relevant to the current research, but differs in the object under study, namely the Langgano Coffee Shop Business in Jombang.
4. Rina Sukmawati (2017): This study focuses on the effect of product quality, price, and service on customer satisfaction at the Garden Café of the Yogyakarta State University Student Cooperative. Although both are in the culinary field, this research takes different objects, showing similarities in context but different in specific focus.

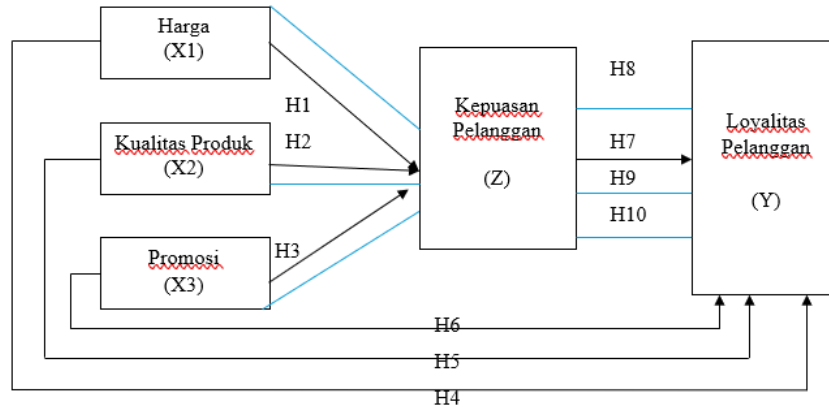


Figure 2 Framework of Thought

METHODOLOGY

Type of Research

Data from the company in question is gathered for this investigation using quantitative methodologies. The foundation of quantitative research, according to Sugiyono (2018:13), is positivistic or concrete data, research data expressed as numerical values that will be computed using statistics as a test method. Every study uses two different kinds of data: primary and secondary. Secondary data comes from data sets that have already been gathered to complete research data, whereas primary data comes from information gathered from employees via questionnaires. This study uses primary data collected via questionnaires.

Variable Measurement

The measurement scale serves as a standard for determining how long the interval in the measuring device is. Quantitative data is produced by the use of a measuring device (Sugiyono, 2020:92). This measuring scale typically measures variables using a Likert scale. "A Likert scale is used to measure the attitudes, views, and perceptions of individuals or groups toward social phenomena," Sugiyono (2020:146) says. The following scores are used on an interval scale in the data measurement technique:

Table 2 Questionnaire Number

No	Answer	Code	Score
1	Strongly Disagree	STS	1
2	Disagree	TS	2
3	Neutral	N	3
4	Agree	S	4
5	Srongly Agree	SS	5

Responses related to the measurement of these variables are expressed through scoring on a scale of 1 to 5 on each answer in the questionnaire, where

the number 5 reflects the highest assessment while the number 1 reflects the lowest assessment.

Population

Population according to Handayani (2020) is the total of every element to be studied that has the same characteristics, it can be an individual from a group, event, or something to be examined. Meanwhile, according to Sugiyono (2017: 8) which claims that a population is a category for generalization made up of items or people with particular traits, attributes, and properties chosen by researchers to be examined and from which conclusions are then made. This concept serves as the foundation for the author's population estimation. Thus, Warkop Langgano Mojoagung Business's clients make up the study's population.

Sample

Samples according to Sugiyono (2017: 81) are part of the number of population characteristics. Sampling is done as a representative who represents the population. In this study, the population is very large, unlimited and the population cannot be known by researchers. Because the population is not known with certainty, to determine the sample using the *slovin* formula according to Sugiyono (2017: 65). As follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{35.198}{1 + 35.198 (0,09)^2} = 123,025 \text{ rounded up to 123 respondents}$$

Data Collection

Sugiyono (2017: 194) says that data collection has several ways to be done, namely through questionnaires, observations, interviews, and a combination of the three. The research technique used in this study was obtained by distributing questionnaires. Likert scale is a measurement scale that has categories or levels, the values contained in the Likert scale are relative or not absolute values. The scale criteria used in the questions used by researchers are as follows:

$$Class\ Interval = \frac{High\ Value - Low\ Value}{Number\ of\ Classes} = \frac{5 - 1}{5} = 0.8$$

Table 3 Interval Class

Interval Value	Catgory	Score
4,20 < x ≤ 5,00	Strongly agree	5
3,40 < x ≤ 4,20	Agree	4
2,60 < x ≤ 3,40	Neutral	3
1,80 < x ≤ 2,60	Disagree	2
1,00 < x ≤ 1,80	Strongly disagree	1

Data Analysis Technique

1. Validity Test

A method for evaluating the appropriateness of data gathered by researchers and data derived from study objects is validity (Sugiyono 2019: 176). The estimated r value and the r table value are compared in order to perform the significance test. The validity of an item or statement is assessed using the correlation coefficient significance test at a significance threshold of 0.1.

- a. If $r_{xy} > r$ table and the value is positive, then the item or statement is declared valid, and
- b. if $r_{xy} < r$ table and the value is negative, then the item or statement is invalid.

The formula used to measure whether the data is valid or not is through the Validity Test:

$$r_{xy} = \frac{n(\sum X)(\sum Y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} + \{n \sum y^2 - (\sum y)^2\}}}$$

2. Reliability Test

Reliability test according to Sugiyono (2019: 121) aims to measure the extent of reliability, accuracy, precision, and consistency of indicators contained in the questionnaire. Therefore, in good research, it is not only important to ensure the validity of the questionnaire, but also its reliability, so that it can be trusted and provide consistent results when tested in various time periods. The method used to test reliability is through the calculation of Cronbach's Alpha reliability coefficient, with the following criteria:

- a. If the Alpha Cronbach (α) value is > 0.60 , then the questions or statements contained in the questionnaire are considered reliable or reliable.
- b. If the Alpha Cronbach (α) value < 0.60 , then the questions or statements in the questionnaire are considered unreliable or unreliable.

The following is a reliability measurement using the Cronbach's alpha method is 0.60, namely:

$$r_{ii} = \left(\frac{K}{k-1} \right) \left(\frac{\sum \delta^2}{\delta 1^2} \right)$$

Classical Assumption Test

1. Normality Test

Normality testing, according to Ghozali (2021:196), is used to determine whether the confounding variables or residual variables follow a normal distribution in the regression model. This can be done using Kolmogorov-Smirnov (KS), and if the Kolmogorov-Smirnov significance value is greater than 0.05, the regression model is said to be good (Wibowo, 2021). By looking at the data distribution on the diagonal axis in the P Plot graph, you can determine the following normality:

- a. If the distribution approaches the diagonal line or follows the direction of the diagonal line. Then the data is considered to follow a normal distribution.
- b. Data is considered not to follow a normal distribution if the distribution approaches the diagonal line or does not follow the direction of the diagonal line.

2. Linearity Test

A linearity test utilizing the SPSS statistical tool at a significance level of 0.05 is used to ascertain whether the connection between the dependent and independent variables is linear. Navianti and associates (2023) According to the linearity test criterion, there is a linear relationship between the variables if the linear deviation significance value is higher than 0.05. According to Navianti et al. (2023), it won't be linear if the significance value is less than or equal to 0.05.

Statistical Test

1. The t tests

The t-test, also known as hypothesis testing, is essentially used to quantify the degree to which the independent variable influences the dependent variable. A significance level of $\alpha = 5\%$ or 0.05 is used for this (Ghozali, 2018: 97). The following significant values are used to make decisions:

- a. a value more than 0.05 suggests that the hypothesis may be partially accepted, and
- b. a value less than 0.05 suggests that the hypothesis may be partially rejected.

2. Test Coefficient of Determination (R^2)

By including independent variables such as organizational commitment, work environment, and job satisfaction, the multiple linear regression model's ability to explain the variation of the dependent variable is evaluated using the coefficient of determination (R^2) test (Ghozali 2018:97). According to the coefficient of determination, the more closely the independent variable approaches one, the more it can explain the dependent variable; conversely, the closer the independent variable approaches one, the less it can explain the dependent variable. The coefficient of determination has a value between 0 and 1. With SPSS, researchers calculated the study's coefficient of multiple determination.

RESEARCH RESULT

Validity Test

The validity test is used to test whether or not the questionnaire used by researchers to obtain research data is valid. In this validity test, correlation analysis was used with SPSS *software* with *Sig. (2-Tailed)* when running *pearson-correlated*. If the calculated r value of each question item $>$ r table, namely 0.1779 ($df = n-2 = 123-2 = 120$) with a significance value of $\alpha = 0.05$, the question item is

said to be valid. Based on the validity test results above, it can be seen that all questionnaire question items have a value of $r_{count} > r_{table}$ (0.1779) with a significance value < 0.05 so that the whole is said to be valid.

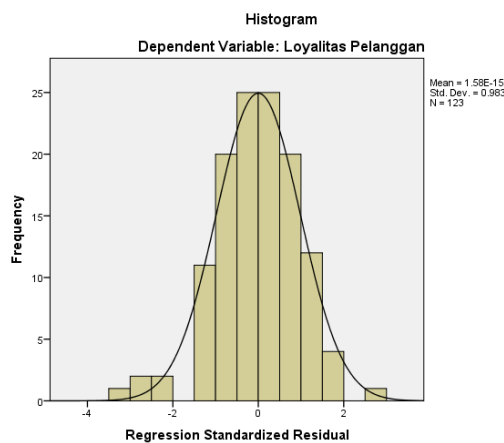
Reliability Test

To ascertain the study questionnaire's authenticity, reliability testing is carried out. Cronback Alpha is a statistical test used for reliability testing. The research tool is regarded as reliable if the Cronback Alpha value is greater than 0.06. It may be inferred from the reliability test results displayed in the above table that every question pertaining to the variables in the questionnaire is dependable and capable of gathering consistent data.

Normality Test

The normality test, sometimes referred to as the Kolmogorov-Smirnov (K-S) nonparametric statistical test, is used to determine if the research variables have a normal distribution. If the significance value is less than 0.05, the residuals do not have a normal distribution; if it is larger than 0.05, the residuals do.

Picture 2 Normality Test Kolmogorov-Smirnov (K-S)



Based on the picture above, the *Regression Standardized Residual* histogram forms a bell-like curve and is symmetrical so that the normality test is normally distributed.

Linearity Test

To ascertain whether there is a significant linear relationship between the two variables in this study, a linearity test must be conducted. Ghazali (2018:167) states that the linearity test is used to assess the suitability of the model specifications. SPSS is used to conduct this test at a significance level of 0.05.

Table 4 Linearitas Test

No.	Variable	Sig deviation from linearity	Sig	Keterangan
1.	Price (X1)	0,138	0,05	Linearity
2.	Product Quality (X2)	0,079	0,05	Linearity
3.	Promotion (X3)	0,778	0,05	Linearity
4.	Customer Satisfaction (Y)	0,560	0,05	Linearity

Based on the table of linearity test results above, it can be seen that the overall significance value of the relationship between the independent and dependent variables is > 0.05 , so it can be said to have a linear form.

The Test t

The decisions that follow can be read from the preceding table, which is the outcome of substructure analysis 2:

- a. Price, product quality, promotion, and customer satisfaction all have an impact on customer loyalty, and this hypothesis can be accepted if the computed t value is higher than the t table.
- b. On the other hand, the hypothesis is rejected if the computed t value is less than the t table, indicating that price, product quality, promotion, and customer happiness have no bearing on loyalty.

Price, product quality, promotion, and customer happiness all have significance values < 0.05 with a computed t value $> t$ table (1.97976), according to the above table, indicating that all.

1. Partial test of the effect of price variable (X1) on customer loyalty variable (Y)
 With a significant value of 0.033 < 0.05 for the price variable (X1) and a t value of 2.153 $> t$ table (1.97976), H4 is appropriate. It is clear from Warkop Langgano that price has a big impact on customer loyalty. With a calculated t value of 2.153 higher than the t table (1.97976) and a significance value of 0.033 lower than 0.05, the price variable (X1) shows that H4 is accepted. This illustrates how Warkop Langgano Mojoagung customers' loyalty is significantly impacted by price.
2. Partial test of the effect of product quality variables (X2) on customer loyalty (Y)
 With the calculated t value of 9.622 being higher than the t table (1.97976), the product quality variable (X2) produces a significant value of 0.000 < 0.05 , indicating that H5 is approved. This illustrates how Warkop Langgano Mojoagung's product quality significantly affects patronage.
3. Partial test of the effect of promotional variables (X3) on customer loyalty (Y)
 The promotion variable obtained a significance value of 0.038 < 0.05 with a t value of 2.003 $> t$ table (1.97976) which means that H6 is accepted. It can be interpreted that promotion has a significant effect on customer loyalty at Warkop Langgano Mojoagung.

4. Partial test of the effect of customer satisfaction variables (Z) on customer loyalty (Y)

The significance value of $0.003 < 0.05$ is displayed by the customer satisfaction variable (Z), and the t-count value of 2.997 is higher than the t-table (1.97976). This shows that H7 is approved. This indicates that at Warkop Langgano Mojoagung, customer loyalty is significantly impacted by customer satisfaction.

Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.613	.497	1.888

a. Predictors: (Constant), Kepuasan Pelanggan, Harga, Kualitas Produk, Promosi

b. Dependent Variable: Loyalitas Pelanggan

Figure 3 Koefisien Determinasi Test

Based on the test results above, the R Square value is 0.613 or 61.3%. These results can be interpreted that the price, product quality, promotion, and customer satisfaction variables can explain the customer loyalty variable by 61.3%, while the remaining 38.7% is explained by other variables. The value used as the *error of terms* ϵ which is an element of variation in the customer loyalty variable that cannot be explained by the price, product quality, promotion, and customer satisfaction variables is $e_2 = \sqrt{1 - 0613} = 0,622$.

DISCUSSION

The Effect of Price on Customer Satisfaction

Path analysis shows that price (X1) has a positive effect of 0.168 on customer satisfaction (Z). This means that an increase of one unit of price can increase customer satisfaction. The t test yields a significance value of 0.028 (less than 0.05) and a calculated t of 2.226, which exceeds the t table of 1.97976, confirming the significant effect of price on customer satisfaction. The first hypothesis is proven correct, indicating that proper pricing can ensure customer satisfaction.

The Effect of Product Quality on Customer Satisfaction

With a value of 0.359, product quality (X2) has a stronger impact on customer satisfaction (Z). Customer satisfaction can be raised by one unit of product quality improvement. The substantial effect is confirmed by the t test results, which display a calculated t of 3.397, which is also higher than the t table of 1.97976, and a significance value of 0.001 (less than 0.05). The second hypothesis has been validated, indicating that a high-quality product has a substantial impact on consumer satisfaction.

The Effect of Promotion on Customer Satisfaction

The impact of promotion (X3) on customer satisfaction (Z) is 0.441. The t test yields a t count of 4.709, which is higher than t table 1.97976, and a significant value of 0.000 (less than 0.05). This demonstrates that consumer satisfaction is

significantly impacted by promotions. The third hypothesis has been validated, indicating that effective marketing may guarantee client contentment.

The Effect of Price on Customer Loyalty

Path analysis shows that price (X1) has a positive effect of 0.157 on customer loyalty (Y). A one-unit increase in price can increase customer loyalty. The t test shows a significance value of 0.033 (smaller than 0.05) and a calculated t of 2.153 which exceeds the t table of 1.97976, confirming that the effect is significant. This, the fourth hypothesis stating that price has a significant effect on customer loyalty is proven true, confirming that the right pricing can ensure customers remain loyal.

The Effect of Product Quality on Customer Loyalty

The analysis results also show that product quality (X2) has a greater effect on customer loyalty (Y), with a value of 0.490. An increase of one unit of product quality can increase customer loyalty. The t test shows a significance of 0.000 (less than 0.05) and t count of 2.416, which is greater than t table 1.97976, indicating a significant effect. Thus, the fifth hypothesis stating that product quality has a significant effect on customer loyalty is also proven, concluding that good product quality can ensure customers remain loyal.

The Effect of Promotion on Customer Loyalty

According to path analysis, consumer loyalty (Y) is positively impacted by promotion (X3) by 0.105. This implies that increasing promotion by one unit can boost client loyalty. A substantial effect is indicated by the t test's significance value of 0.038, which is less than 0.05. Additionally, the t count of 2.003 is higher than the t table of 1.97976. As a result, the sixth hypothesis – that promotion has a major impact on customer loyalty – is validated, leading to the conclusion that effective promotion may guarantee client loyalty.

The Effect of Customer Quality on Customer Loyalty

Customer loyalty (Y) is significantly impacted by customer quality (Z) at a 0.295 level. The substantial effect is confirmed by the t test for customer quality with a significance value of 0.003 (less than 0.05) and a t count of 2.997 that is higher than the t table of 1.97976. At Warkop Lenggano, customer satisfaction has a large influence on loyalty, proving the seventh hypothesis – that customer quality has a significant effect on customer loyalty.

The Effect of Price on Customer Loyalty through Customer Satisfaction

The test indicates that the t count is 1.9636 (higher than 1.6636) and that the mediation coefficient of 0.20656 has a significant impact. This illustrates how customer happiness can operate as a mediator in the link between pricing and customer loyalty. Appropriate pricing makes customers pleased and increases their likelihood of staying loyal. The eighth hypothesis, which states that price has a major impact on consumer satisfaction and, in turn, customer loyalty, has been proven correct.

The Effect of Product Quality on Customer Loyalty through Customer Satisfaction

The analysis results show that the t count of 1.9636 (greater than 0.1634746) and the mediation coefficient of 0.595905 are significant. This indicates that customer satisfaction can mediate the effect of product quality (X2) on customer loyalty (Y). With good product quality, customers feel satisfied, which encourages them to buy again, thereby increasing loyalty. Hypothesis nine which states that product quality has a significant effect on customer loyalty through customer satisfaction at Warkop Lenggano is proven correct.

The Effect of Promotion on Customer Loyalty through Customer Satisfaction

With a t count of 1.9636 (more than 0.0287820) and a mediation coefficient of 0.235095, the analysis also shows a significant effect. This illustrates how customer happiness might operate as a mediator in the relationship between promotion (X3) and customer loyalty (Y). Customers are happier and remain loyal to the goods when a campaign is successful. It has also been shown that promotions have a major impact on customer happiness and loyalty, which is the eleventh hypothesis.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The following findings may be made from studies on how pricing, product quality, and marketing affect customer loyalty at the Warkop Langgano company in Mojoagung District, with customer satisfaction acting as an intervening variable:

1. Warkop Langgano Mojoagung's price (X1) significantly affects consumer satisfaction (Z).
2. Customer satisfaction (Z) is significantly impacted by product quality (X2) Warkop Langgano Mojoagung.
3. Customer satisfaction (Z) is significantly impacted by promotion (X3) Warkop Langgano Mojoagung. Price (X1) has a significant effect on customer loyalty (Y) Warkop Langgano Mojoagung.
4. Customer loyalty is significantly impacted by product quality (Y). Mojoagung Warkop Langgano.
5. Customer loyalty is significantly impacted by promotions (Y) Mojoagung Warkop Langgano.
6. Customer loyalty (Y) is significantly impacted by customer satisfaction (Z). Warkop Mojoagung Langgano
7. Through customer satisfaction (Z), price (X1) significantly affects customer loyalty (Y). Warkop Mojoagung Langgano
8. Through customer pleasure (Z), product quality (X2) significantly influences customer loyalty (Y). Mojoagung Warkop Langgano.
9. Through customer satisfaction (Z), promotion (X3) significantly affects client loyalty (Y). Mojoagung Warkop Langgano.

Recommendation

Based on the results of the discussion and conclusions in this study, the following suggestions can be given:

For Warkop Lenggano which is the focus of research, the company has shown a good ability to provide satisfaction to customers. The results showed that all independent variables had a significant effect on the dependent variable, both individually and through the intervening variable, namely customer satisfaction. Therefore, Warkop Lenggano, should maintain this achievement by implementing the right pricing strategy, maintaining a positive brand image, and consistently improving the quality of Warkop Lenggano products. With these steps, customers will feel satisfied and remain loyal.

ADVANCED RESEARCH

Future researchers who plan to conduct studies with similar themes or objectives are expected to be more varied in exploring the various factors that influence customer loyalty, not only limited to price, product quality, and promotion.

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