

## The Influence of Product Quality, Service Quality and Price on Customer Loyalty at Skuy Burgerin Shop in Bukittinggi with Customer Satisfaction as Mediation Variable



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**ABSTRACT:** This study aims to explain the effect of product quality, service quality and price on customer satisfaction and loyalty at Skuy Burgerin in Bukittinggi. At the present time, fast food businesses are starting to grow in Indonesia. Skuy Burgerin is an original burger outlet made in Indonesia. The sample used in this study was 165 respondents who were customers of the Skuy Burgerin Shop in Bukittinggi. The sampling technique used non-probability sampling, namely purposive sampling. The analytical technique used is the Structural Equation Model (SEM) method using AMOS software version 22. The results show that there is a positive and significant effect of product quality, service quality and price on customer satisfaction and customer loyalty at Skuy Burgerin in Bukittinggi.

**KEYWORDS:** product quality, service quality, price, customer satisfaction, and customer loyalty.

### PRELIMINARY

At the present time, fast food businesses are starting to grow in Indonesia. Apart from being an alternative choice of places to eat, many fast-food restaurants are also the choice of places to gather with family, friends, and relatives. Since this rapid development, culinary entrepreneurs have been challenged to be able to adapt to the times, where the quality of services and products must be maintained or improved so that consumers are not disappointed with the products or services in each restaurant, and it is hoped that consumers will repurchase the products offered (Makarawung, 2020).

Skuy Burgerin is an authentic burger shop made in Indonesia, located on Jalan Hafid Jalil, Tengah Jua, subdistrict Aur Birugo Tigo Baleh, Bukittinggi, West Sumatra. The existence of burgers that are increasingly in demand by the public has encouraged domestic producers to create their own burgers with a distinctive taste that other burger manufacturers do not have. In the midst of competition in the burger market in Indonesia, especially in the increasingly stringent city of Bukittinggi, burger producers are of course competing to provide quality products, service quality, and prices to please their customers so that consumers are satisfied and loyal to these burger producers.

Consumer loyalty in general can be interpreted as a person's loyalty to a product, including certain goods and services. Loyalty is an attitude and behavior, such as repeating subscriptions and purchases and recommending positively, thus influencing actual consumers and potential consumers (Widyastuti and Mu'afiah, 2015). According to Santoso (2019), consumer loyalty is very important for companies that maintain the continuity of their business and their business activities. Loyal customers are those who are so satisfied with a particular product or service that they have the enthusiasm to introduce it to anyone they know. Consumer loyalty can be formed because of customer satisfaction (Oliver, 1999). When a customer is satisfied with the product or service received from a company providing the goods or service, it is very likely that the customer will make a repeat purchase (Mulia, 2021). In this study, there are 3 things to learn to make someone satisfied and loyal to the Skuy Burgerin shop: product quality, service quality, and price.

### LITERATURE REVIEW

#### Customer Loyalty

According to Aldina et al., (2021) loyalty is a condition where customers have a positive attitude towards a brand, are committed to the brand, and intend to continue their purchases in the future. Furthermore, according to Delimat et al. (2019) customer loyalty is a relationship between the company and the customer in which satisfaction is created so that it provides a good basis for repurchasing the same item and forming a word of mouth recommendation that is profitable for the company.

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If consumers get benefits from previous purchases, it indicates that they will repurchase. Consumers will recommend other people buy certain products if they feel satisfied with the product, this happens because product quality, service, and product performance are as expected. Therefore, companies should continue to innovate so that product performance remains good and continues to improve (Sasongko, 2021).

### **Customer Satisfaction**

Customer satisfaction is an important factor in various business activities. According to Hadian & Rahmat (2019), satisfaction is defined as pleasant fulfillment. That is, consumers feel that consumption fulfills some needs, desires, goals, or so on, and this fulfillment is pleasurable. Thus, satisfaction is the consumer's feeling that consumption produces a result contrary to the standard of pleasure versus displeasure. According to Dhisasmito & Kumar (2020), the satisfaction felt by customers can increase the intensity of their buying. In order for satisfaction to affect loyalty, it is necessary to add/increase satisfaction, so that it can combine personal satisfaction. According to Albari & Kartikasari (2019), customer satisfaction is a measure of a person's emotions after comparing performance or perceived results with his expectations.

According to Aldina et al., (2021), customer satisfaction increases profits because it creates customer loyalty and repurchase intention. If the customer has a deep experience after buying a product or service provided by the company, then customer loyalty will increase. Research conducted by Dhisasmito & Kumar (2020) reveals that there is a positive and significant effect of consumer satisfaction on loyalty. Based on that, the hypothesis can be made as follows:

**H1: Customer satisfaction has a positive and significant effect on customer loyalty.**

### **Product Quality**

Product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Every company that wants to be able to meet the needs and desires of customers will try to make quality products, which are displayed both through the outer characteristics (design) of the product and the core of the product itself (Delima et al., 2019).

In many marketing activities, including in the fast food business, customer satisfaction is an important factor for the success of the business and has the possibility to influence customer loyalty in the future (Woen & Santoso 2021). Ahsan & Lumandono (2021) argue that product quality is the ability of a particular product or brand to carry out the expected functions and, as an ingredient, to meet basic human needs. Quality products have an important role in forming customer satisfaction. The higher the quality of the product provided, the greater the satisfaction felt by customers. Research conducted by Albari & Kartikasari (2019) shows product quality has a positive and significant influence on customer satisfaction. Based on that, the hypothesis can be made as follows:

**H2: Product quality has a positive and significant effect on customer satisfaction.**

Research conducted by Albari & Kartikasari (2019) shows that product quality contributes the most to loyalty. This is also proven by research conducted by Woen & Santoso (2021), which shows that product quality has a positive and significant effect on customer loyalty. Based on that, the hypothesis can be made as follows:

**H3: Product quality has a positive and significant effect on customer loyalty.**

### **Service Quality**

According to Ahsan & Lumandono (2021) service quality can be interpreted as an effort to meet consumer needs and desires as well as accuracy in delivering them to balance consumer expectations.

Customer satisfaction is the degree to which a customer feels happy or disappointed after comparing the services or products received with what they expected. Several researchers have succeeded in proving the positive effect of service quality on customer satisfaction, which can be seen in Albari & Kartikasari (2019) and Dhisasmito & Kumar (2020). Based on that, the hypothesis can be made as follows:

**H4: Service quality has a positive and significant effect on customer satisfaction.**

According to Kristantyo (2021), service quality is the main factor influencing customer loyalty because customers who are satisfied with their personal values and experience a positive mood towards service will have high loyalty to the company. The results of this hypothesis are based on the results of previous research conducted by Albari & Kartikasari (2019), which tested the hypothesis that the service quality variable has a positive and significant effect on customer loyalty. Based on that, the hypothesis can be made as follows:

**H5: Service quality has a positive and significant effect on customer loyalty.**

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## Price

Price is the amount of money charged for an item or service or the amount of money exchanged by consumers for the benefits of using or owning the product or service (Ahsan & Lumandono, 2021). More broadly, price is the sum of all the values that customers give up to gain the benefits of having or using a product or service.

One of the factors that influence customer satisfaction is not only in terms of service but can also be influenced by the price proposed by the seller, therefore, price is one of the key factors for customers to want to carry out transactions (Anindya et al., 2022). Errors in determining the price will have an impact that is not good for the company. If it is too expensive, the customer will be disappointed and not return. It may not even be a transaction because the price is too expensive. Vice versa. If the company sets a very low price. The customer is happy, but it will have an impact on the company's losses. The results of this hypothesis are based on the results of previous research conducted by Albari & Kartikasari (2019), Dhisasmito & Kumar (2020) and Woen & Santoso (2021) which tested the hypothesis that the price variable has a positive and significant effect on consumer satisfaction. Based on that, the hypothesis can be made as follows:

**H6: Price has a positive and significant effect on customer satisfaction.**

Reasonable prices have a direct and positive effect on customer loyalty. This empirical finding also supports the findings of Albari & Kartikasari (2019), who previously proved that fair pricing, both directly and through satisfaction as a variable mediator, has a positive effect on customer loyalty. Based on that, the hypothesis can be made as follows:

**H7: Price has a positive and significant effect on customer loyalty.**

## Research Framework

Based on the literature review and hypotheses described above, the research framework can be structured as shown in Figure 1.

## RESEARCH METHODOLOGY

The type of research used in this research is quantitative research, which is survey-based. Survey research is a research method that aims to obtain an overview of the characteristics of the population described by the sample. In general, the unit of analysis in survey research is the individual. Survey research is thus research that takes samples from one population and uses a questionnaire as the main data collection tool (Adiyanta 2019).

This research was conducted in Bukittinggi, West Sumatra. The population in this research is all customers who are visitors to the skuy burgerin shop in the city of Bukittinggi, West Sumatra. Sampling was carried out using a non-probability sampling technique. In this study, the authors used a sampling technique, namely purposive sampling. Purposive sampling is a sampling technique that involves giving the sample directly to respondents whose criteria have been determined in the research, because that person is able to provide the desired information. The considerations in selecting the sample in this study are:

- a. Respondents are female and male who live in the city of Bukittinggi, West Sumatra, and are millennials with an age range of 18 to 40 years.
- b. Visiting the Skuy Burgerin Shop in the last 1-2 weeks.
- c. Have purchased the burger menu two times or more at the Skuy Burgerin Shop Bukittinggi, West Sumatra.

The sample used in this study was composed of 165 respondents. Data collection was carried out by surveying respondents using a list of questions in the form of a combination of digital (a Google form) and hard copy/prints for direct visitors. A questionnaire is a data analysis technique that is carried out by providing a set of questions or statements for respondents to answer (Sugiyono, 2015). The analysis technique used is the Structural Equation Model (SEM) method using AMOS version 22 software. To get a good model, the test must fulfill the procedure that must be done first, which is in accordance with the criteria of Goodness-of-Fit.

## ANALYSIS RESULTS

Before the research was carried out, the instrument used to collect the actual data was first tested (instrument test) to determine its level of validity and reliability.

The purpose of the validity test is to measure the legitimacy or validity of a questionnaire. A questionnaire is said to be valid if the questions on it are able to reveal something that will be measured by the questionnaire (Ghozali, 2017). The correlation coefficient values for both the dichotomous item scores and the polytomous item scores for each item are compared with the correlation coefficient values in the r-table at a certain alpha, for example,  $\alpha = 0.05$ . If the correlation coefficient of the item scores with a total score that is greater than the correlation coefficient of the r-table, the item correlation coefficient is significant, and the item is empirically valid. The reliability test according to Sekaran & Bougie (2017), the reliability of a measurement is an

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indication of the stability and consistency with which the instrument measures concepts and helps assess the accuracy of a measurement. The combined item reliability coefficient for polytomous item scores is calculated using the alpha coefficient (Ghozali, 2017). This study uses a reflective model evaluation, so the criteria used to see internal consistency is composite reliability with criteria  $> 0.6$  (Henseler, Ringle, and Sinkovics 2009). If the variable has a value  $> 0.6$ , it is declared reliable and is considered very good to be used as input in the data analysis process to test the research hypothesis. Validity and reliability tests were carried out on 30 respondents. According to Utari (2018), in instrument trials with a minimum of 30 people, the value distribution will be closer to the normal curve. The results of the validity test and reliability test can be seen in Table 1.

Test the validity of formal data using AMOS version 22 and the entire list of questions that represent each variable being tested. According to Ghozali (2017), data is said to be valid if the factor loading value is  $> 0.5$ . The results of the validity test in Table 1 show that all question indicators representing 5 variables are valid with a value of  $> 0.5$ . Ghozali (2017) states that the test results are said to be reliable if they have a construct reliability value of  $> 0.7$ . The results of this test indicate that the C.R value for each variable is greater than 0.7.

**Table 1. Validity Test and Reliability Tests Results**

Variable	Point	Factor Loading	Result	Construct Reliability	Result
Product Quality	The appearance of the burger menu presented by Skuy Burgerin is interesting	0,845	Valid	0,9048	Reliable
	Skuy Burgerin products have various menu variations	0,737	Valid		
	The taste of the burger menu produced by the Skuy Burgerin shop is appetizing	0,723	Valid		
	The burger menu presented by Skuy Burgerin is clean, healthy and nutritious	0,836	Valid		
	Skuy Burgerin's burger menu has the freshness of food and can be seen in the color, texture, and aroma	0,790	Valid		
	The Skuy Burgerin shop always serves a burger menu with the right temperature	0,762	Valid		
Service Quality	Skuy Burgerin has the ability to provide services as promised, in a reliable, accurate, and consistent	0,717	Valid	0,8948	Reliable
	Skuy Burgerin has the ability to provide fast service to customers and hear and resolve customer complaints	0,743	Valid		
	Skuy Burgerin has employees who provide polite and trustworthy services.	0,819	Valid		
	Skuy Burgerin provides sincere and individual or personal attention given to consumers by trying to understand consumer desires	0,801	Valid		
	The condition of the place to buy (representative) Skuy Burgerin and the equipment is very complete, and the staff is skilled and has good communication skills in serving consumers.	0,882	Valid		
Reliable	The price of the Skuy Burgerin burger menu offered is affordable	0,746	Valid	0,8957	Reliable
	The price of the burger menu offered by the Skuy Burgerin shop is in accordance with the quality	0,801	Valid		
	The price for the burger menu from the Skuy Burgerin shop is reasonable for the quality.	0,809	Valid		
	The price of the Skuy Burgerin burger menu offered is competitive with its competitors.	0,672	Valid		
	The price for the Skuy Burgerin burger menu is in accordance with market prices	0,760	Valid		
	The price of Skuy Burgerin's burger menu products is in accordance with the existing quality	0,811	Valid		

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<b>Consumer Satisfaction</b>	Overall, I am satisfied with the Skuy Burgerin burger menu product	0,815	Valid	0,9673	Reliabel
	The burger menu offered by Skuy Burgerin meets my expectations	0,838	Valid		
	am willing to repurchase Skuy Burgerin burger menu products in the future	0,852	Valid		
	like to recommend Burger Menu products to friends or family	0,821	Valid		
	Overall, I am satisfied with the handling of the complaints and suggestions system at Skuy Burgerin	0,886	Valid		
	am satisfied with Skuy Burgerin's decision in handling customer complaints	0,859	Valid		
	Overall, I am satisfied with Skuy Burgerin's decision in handling customer complaints	0,843	Valid		
<b>Consumer Satisfaction</b>	Are you satisfied with the return of the Skuy Burgerin product, if you are not satisfied you can take steps to return the product in an extreme way or file a lawsuit against Skuy Burgerin	0,844	Valid	0,9673	Reliabel
	Are you satisfied with the warranty given by Skuy Burgerin?	0,871	Valid		
	Are you satisfied with Skuy Burgerin? Do a product recall immediately for all products on the market, both those with problems and those without problems related to consumer safety and health.	0,803	Valid		
	Are you willing to do word-of-mouth information sharing about Skuy Burgerin products?	0,848	Valid		
	Are you satisfied with the quality control severity of one or more defects in a Skuy Burgerin product or service that may cause it to be unacceptable (or damaged)	0,843	Valid		
<b>Consumer Loyalty</b>	am willing to say positive things about Skuy Burgerin shop to others	0,718	Valid	0,8378	Reliabel
	bought another product at the Skuy Burgerin shop.	0,765	Valid		
	am willing to refer the Skuy Burgerin shop to others	0,698	Valid		
	I am not easily influenced by competitors' pull, even though competitors offer various advantages such as discounts and others, and I still buy Skuy Burgerin products	0,819	Valid		

**Table 2 Goodness of Fit Index Test Results**

<i>Goodness of fit index</i>	<i>Cut-off value</i>	<b>Research Model</b>	<b>Model</b>
Probability	> 0.05	0,000	Marginal Fit
CMIN/DF	< 2.0	1,381	Good Fit
GFI	> 0.90	0,813	Marginal Fit
RMSEA	< 0.08	0,048	Good Fit
AGFI	> 0.90	0,784	Marginal Fit
TLI	> 0.90	0,953	Good Fit
CFI	> 0.90	0,957	Good Fit

Based on the overall goodness of fit measurement in Table 2 above, there is an index that indicates the marginal fit of the research model. Nevertheless, the model proposed in this study is still acceptable because the value, CMIN/DF, RMSEA, CFI and CFI meet the fit criteria.

The results of hypothesis testing can be seen in Table 3 below. From data processing, it can be seen that there is a positive relationship between variables if CR shows a value above 1.96 and below 0.05 for the p value (Ghozali, 2017). In Table 3, the results of the regression weight test can be seen, which explains the influence of the coefficients between related variables.

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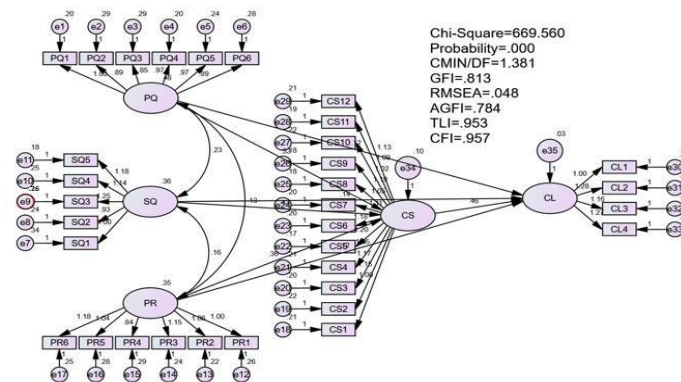


Figure 2. Structural Equation Model Results

Table 3. Hypothesis Test Results

No	Hypothesis	Estimate	C.R.	P	Result
1	Satisfaction has a positive and significant effect on customer loyalty;	0,457	4,718	0,000	Supported
2	Product quality has a positive and significant effect on customer satisfaction;	0,330	5,482	0,000	Supported
3	Product quality has a positive and significant effect on customer loyalty;	0,119	2,156	0,031	Supported
4	Service quality has a positive and significant effect on customer satisfaction;	0,431	5,545	0,000	Supported
5	Service quality has a positive and significant effect on customer loyalty;	0,139	2,044	0,041	Supported
6	Price has a positive and significant effect on customer satisfaction;	0,355	5,458	0,000	Supported
7	Price has a positive and significant effect on customer loyalty.	0,124	2,125	0,034	Supported

results of the regression weight analysis show that:

**a. Effect of Consumer Satisfaction on Consumer Loyalty**

The estimated parameter value of the regression weight coefficient is 0.457. This shows that the influence of consumer satisfaction on consumer loyalty is positive. This means that better customer satisfaction will increase consumer loyalty. Testing the relationship between the two variables shows a CR value of 4.718 > 1.96 and a probability value of 0.000 (p < 0.05), so that hypothesis 1 which states that customer satisfaction has a positive and significant effect on customer loyalty is accepted.

**b. Effect of Porduk Quality on Consumer Satisfaction.**

The estimated parameter value of the regression weight coefficient is 0.330. This shows that the effect of product quality on consumer satisfaction is positive. This means that the better the quality of the product, the greater the consumer satisfaction. Testing the relationship between the two variables shows a CR value of 5.482 > 1.96 and a probability value of 0.000 (p < 0.05), so hypothesis 2 which states product quality has a positive and significant effect on customer satisfaction is accepted.

**c. Effect of Product Quality on Consumer Loyalty.**

The estimated parameter value of the regression weight coefficient is 0.119. This shows that the effect of product quality on consumer loyalty is positive. This means that the better the product quality, the more customer loyalty will increase. Testing the relationship between the two variables shows a CR value of 2.156 > 1.96 and a probability value of 0.031 (p < 0.05), so that hypothesis 3 which states product quality has a positive and significant effect on customer loyalty is accepted.

**d. Effect of Service Quality on Consumer Satisfaction.**

The estimated parameter value of the regression weight coefficient is 0.431. This shows that the effect of service quality on customer satisfaction is positive. This means that the better the quality of the service, the greater the customer satisfaction. Testing the relationship between the two variables shows a CR value of 5.545 > 1.96 and a probability value of 0.000 (p < 0.05), so hypothesis 4 which states service quality has a positive and significant effect on customer satisfaction is accepted.

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### **e. Effect of Service Quality on Consumer Loyalty.**

The estimated parameter value of the regression weight coefficient is 0.139. This shows that the effect of service quality on consumer loyalty is positive. This means that the better the quality of service it will increase consumer loyalty. Testing the relationship between the two variables shows a CR value of 2.044 > 1.96 and a probability value of 0.041 ( $p < 0.05$ ), so hypothesis 5 which states service quality has a positive and significant effect on customer loyalty is accepted.

### **f. Effect of Price on Consumer Satisfaction**

The estimated parameter value of the regression weight coefficient is 0.355. This shows that the effect of price on consumer satisfaction is positive. This means that the better the price, the greater the consumer satisfaction. Testing the relationship between the two variables shows a CR value of 5.458 > 1.96 and a probability value of 0.000 ( $p < 0.05$ ), so that hypothesis 6 which states that price has a positive and significant effect on customer satisfaction is accepted.

### **g. Effect of Price on Consumer Loyalty**

The estimated parameter value of the regression weight coefficient is 0.124. This shows that the effect of price on consumer loyalty is positive. This means that the better the price, the greater the consumer loyalty. Testing the relationship between the two variables shows a CR value of 2.125 > 1.96 and a probability value of 0.034 ( $p < 0.05$ ), so that hypothesis 6 which states that price has a positive and significant effect on customer loyalty is accepted.

## **DISCUSSION**

Based on the SEM analysis research that has been done, the results show that product quality has a positive and significant influence on customer satisfaction. So that the better the quality of the products offered, it will lead to satisfaction from consumers at the Skuy Burgerin Shop in Bukittinggi. In line with previous research by Albari & Kartikasari (2019) which stated that product quality variables had a positive and significant effect on customer satisfaction. The quality of the products offered to consumers plays an important role in increasing consumer satisfaction. Products with good quality according to consumer expectations will lead to higher consumer satisfaction.

Product quality also has a positive and significant influence on consumer loyalty. The higher the quality of the products owned by the Skuy Burgerin Shop in Bukittinggi, the more loyal consumers will be in making repurchases. This is in line with research by Albari & Kartikasari (2019) which shows that product quality has a positive and significant effect on customer loyalty. Product quality is very important for companies to get and retain consumers who will buy again. Product quality that is considered good and can meet expectations is able to make consumers stay with the company. Vice versa, if consumers judge that the product quality is not able to meet their expectations, they will look for other products that are considered to have better quality.

Service quality has a positive and significant effect on consumer loyalty. In line with previous research by Albari & Kartikasari (2019) which proved the positive effect of service quality on customer satisfaction. The better the service quality is perceived by consumers, the higher the satisfaction will be. Service quality is an important thing that must be considered by the company because it reflects the expectations of consumers. If consumers get services that match or even exceed their expectations, then the quality of the service will be considered good and will create satisfaction.

The effect of service quality on consumer loyalty also shows a positive and significant effect. The better perceived service quality from consumers will be able to retain consumers to come and make purchases again at the Skuy Burgerin Shop in Bukittinggi. In line with previous research by Albari & Kartikasari (2019) which showed that service quality has a positive and significant effect on customer loyalty. Service quality is an important element in achieving consumer loyalty. Service quality has a special advantage, where there is interaction between employees and consumers. When consumers can receive services that are of value and meet their expectations, they can create a sense of comfort and generate customer loyalty by making repurchases.

The test results show that price has a positive and significant effect on consumer satisfaction. In line with previous research by Albari & Kartikasari (2019) which proved that price has a positive and significant influence on consumer satisfaction. This means that the better the company is at applying the price offered for its products, the greater the satisfaction felt by consumers. Consumers will compare prices with the performance of the product or service they get. The prices set by Kedai Skuy Burgerin are considered to be in accordance with the quality of the products and services that consumers obtain, which makes consumers feel happy and satisfied when making purchases.

The effect of price on consumer loyalty also shows positive and significant results. This means that the better the price of the product is perceived by consumers, the more loyal they can be. In line with previous research by Albari & Kartikasari (2019) which proved that fair pricing has a positive effect on customer loyalty. The prices offered by Kedai Skuy Burgerin are considered affordable by consumers, thereby increasing consumer loyalty. Consumers feel that the price they pay when purchasing the

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product is in accordance with the quality of the product they expect, so they continue to repurchase Kedai Skuy Burgerin and do not look for other alternatives.

Consumer satisfaction has a positive and significant effect on the resulting consumer loyalty. The higher the satisfaction felt by consumers for their experience in making purchases at Kedai Skuy Burgerin, the higher consumer loyalty can be. This is in line with previous research by Dhisasmitho & Kumar (2020) which revealed that there is a positive and significant effect of consumer satisfaction on loyalty. Consumer satisfaction is a factor in the realization of loyal consumers or loyal customers to the company. Consumers who achieve a high level of satisfaction will form a bond with the company and eventually build loyalty. Higher satisfaction from consumers, makes them loyal, makes them make repeat purchases, and makes them recommend to others.

### CONCLUSION

The results of the research that has been done allow it to be concluded that all the hypotheses proposed can be accepted. Customer satisfaction has a positive and significant influence on customer loyalty. Product quality, service quality, and price have a positive and significant impact on customer satisfaction and loyalty.

Thus, the business manager of Kedai Skuy Burgerin who runs the food and beverage business is expected to be able to maintain the quality of the products offered to consumers, improve service for the better and set prices according to consumers' purchasing power. This will create satisfaction for consumers when they visit stores and make them return to visit and purchase products. Forming loyal consumers will provide benefits for the company in maintaining its existence in the long term.

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