Institute for Advanced Science,
Social and Sustainable Future

MORALITY BEFORE KNOWLEDGE

Customer loyalty in the culinary product market: The role of satisfaction in mediating the relationship between service quality, product value, and pricing

Satunggale Kurniawan[1],*, Muhammad Afifi Rahman[2]

[1] Department of Public Administration Science, Wijaya Putra University, Surabaya, East Java, 60227, Indonesia;

[2] Department of Management, Wijaya Putra University, Surabaya, East Java, 60227, Indonesia.

*Correspondence: satunggalekurniawan@uwp.ac.id

ABSTRACT

Background: This study aims to analyze the influence of service quality, product quality, price, and customer satisfaction on customer loyalty in the cooking spices industry, with a case study of Lilik Rochim (LLR) Cooking Spices consumers in Sidoarjo. Increasingly tight competition in this industry requires producers to understand the factors that influence customer loyalty in order to maintain market share. **Methods:** This study uses a quantitative approach with a survey method involving 90 respondents who are LLR Cooking Spices customers. The collected data were analyzed using multiple linear regression to identify the relationship between the independent variables (service quality, product quality, price, and customer satisfaction) with the dependent variable (customer loyalty). **Findings:** The results of the study indicate that service quality, product quality, and price have a positive and significant influence on customer loyalty. In addition, customer satisfaction acts as a mediator that strengthens the relationship between service quality, product quality, price, and customer loyalty. Thus, improving service quality, providing high product quality, and setting competitive prices can increase customer satisfaction, which ultimately has an impact on increasing customer loyalty. **Conclusion:** These findings have strategic implications for cooking spices producers in designing effective marketing policies to increase customer loyalty. **Novelty/Originality of this article:** This study uniquely examines the mediating role of customer satisfaction in linking service quality, product quality, and price to customer loyalty within the context of the Indonesian cooking spices industry.

KEYWORDS: lilik rochim cooking spices (LLR); loyalty custome; price; product; satisfaction customers; quality service.

1. Introduction

In the era of globalization, the business world continues to expand, including the cooking spice sector. Competition in this industry is becoming increasingly intense as more players enter the market. This situation demands that every producer be more creative and innovative, while also implementing appropriate strategies and policies to maintain their existing customers and secure their market position amid the fierce competition. Nowadays, we cannot deny the growing demand for instant spices.

Service quality is one of the key factors influencing customer satisfaction and loyalty. High-quality service can enhance customer satisfaction, which in turn fosters greater loyalty

to the company. Research by Pratama et al. (2019) demonstrates that service quality has a significant impact on both satisfaction and loyalty. In addition, product quality also plays an important role in shaping customer satisfaction and loyalty. High-quality products tend to meet or exceed customer expectations, thereby increasing satisfaction and strengthening loyalty (Hidayat et al., 2024; Kosasih et al., 2024; Lina, 2022). A study conducted by Wijayanti & Wahyono (2015) found that product quality positively influences customer satisfaction and loyalty.

Abdurrahman (2015) defines price simply as the amount of money used as a medium of exchange to obtain goods or services. Price requires careful consideration because it involves several dimensions (Tjiptono, 2015), including its role as a signal of product value, its visibility as a clear and tangible aspect, and its function as a primary determinant of demand. Customer satisfaction is the result of customers' evaluation of goods or services they have received, reflecting the degree to which their expectations are met or unmet (Citra et al., 2024; Nguyen & Nagase, 2020; Sudaryono, 2016). According to Manap (2016), customers may experience one of three general levels of satisfaction: if performance falls below expectations, customers will feel dissatisfied; if performance meets expectations, they will feel satisfied; and if performance exceeds expectations, they will feel highly satisfied or delighted.

Sumarwan et al. (2018) define customer loyalty as the tendency of customers to repeatedly purchase a product because they are satisfied with the brand or product they use or consume. Continuous and repeated purchases of the same product and brand indicate strong customer loyalty (Närvänen et al., 2020; Naini et al., 2022; Wu & Huang, 2023). From a behavioral perspective, loyal customers are those who consistently purchase goods and services, recommend them to others, engage in regular repurchases, and demonstrate resistance to competitors' influence (Bakır et al., 2024; Bhatnagar, 2022; Harisandi & Purwanto, 2022; Ismail, 2022).

Price is another factor that influences purchasing decisions and customer loyalty. Competitive and reasonable prices that align with customers' perceived value can enhance both satisfaction and loyalty. Research by Hidayat (2020) confirms that price has a significant effect on customer satisfaction and loyalty

Customer satisfaction is an important mediator between factors such as service quality, product quality, and price in relation to customer loyalty. Satisfied customers tend to be more loyal and have a higher likelihood of making repeat purchases. A study by Khair et al. (2023) confirmed that customer satisfaction plays a mediating role in the relationship between service quality and price with customer loyalty. In the context of the cooking spice industry, particularly for Lilik Rochim (LLR) Cooking Seasoning products in Sidoarjo, it is essential to understand how service quality, product quality, price, and customer satisfaction influence customer loyalty. By understanding these factors, companies can formulate effective strategies to enhance customer loyalty and strengthen their competitiveness in an increasingly dynamic market.

The purpose of this study is to analyze the influence of service quality, product quality, price, and customer satisfaction on customer loyalty among consumers of Lilik Rochim (LLR) Cooking Seasonings in Sidoarjo. The findings are expected to contribute to the development of more effective marketing strategies to increase customer loyalty. Previous studies have provided important insights into this area. Research by & Crompton (2013) found that service quality has a positive and significant correlation with customer loyalty. Similarly, Ogba & Tan (2012) revealed a positive effect of brand or product image on loyalty. In addition, Bei & Chiao (2001) and Malik et al. (2012), found that price has a positive and significant effect on loyalty. Furthermore, research by Ramaz et al. (2014) demonstrated that customer satisfaction positively and significantly influences loyalty, as satisfaction represents a motivational driver that encourages individuals to pursue goal-directed behavior. Consumers tend to remain loyal to a brand when they consistently derive satisfaction from it.

This study is guided by several research questions. Specifically, it aims to (1) describe the relationship between service quality, LLR seasoning products, price, and customer

satisfaction in relation to customer loyalty at Lilik Rochim (LLR) Sidoarjo Cooking Seasonings; (2) determine whether service quality significantly influences customer loyalty; (3) examine the extent to which LLR seasoning products affect customer loyalty; (4) analyze whether price plays a significant role in shaping customer loyalty; and (5) assess whether customer satisfaction directly influences customer loyalty.

1.1   Loyalty customer

According to Tjiptono & Chandra (2016), customer loyalty is the commitment of customers to a brand, product, or company, as reflected in their attitudes and repeat purchasing behavior. Customer loyalty, also referred to as consumer loyalty, is closely related to brand loyalty and, in certain contexts, the two terms can even be used interchangeably. Loyal customers often generate substantial profits. They tend to remain supportive even when service errors occur, show lower price sensitivity, and engage in positive word-of-mouth about the business. As a result, customer loyalty serves as a primary source of sustainable growth, strong profitability, and long-term corporate assets. In conclusion, customer loyalty can be defined as a commitment to continuously support and repurchase products or services from the same brand or company. This commitment is reflected in consistent repeat purchases, even when market conditions or external factors provide opportunities for customers to switch to competing brands or companies.

1.2   Factors that influence loyalty customer

According to Hasan (2015), several factors influence customer loyalty. First, customer satisfaction is a strong predictor of loyalty, encompassing positive recommendations, repeat purchase intentions, and other supportive behaviors. Second, product or service quality is closely linked to loyalty, as high-quality offerings not only increase sales and market dominance but also foster stronger consumer commitment. Third, brand image serves as a key determinant of loyalty by shaping a more positive perception of the company. Fourth, perceived value—defined as the balance between benefits received and costs incurred—plays a significant role in loyalty formation. Fifth, trust reflects customers' perception of a company's reliability, reinforced through the consistent fulfillment of expectations. Sixth, customer relationships are built on the perception of a fair and reciprocal exchange of costs and benefits, which further strengthens loyalty. Seventh, switching costs act as barriers that discourage customers from moving to alternative suppliers or distributors, thereby reinforcing loyalty. Finally, dependability extends beyond the creation of superior customer value to include overall organizational performance and public recognition, both of which directly affect customer loyalty.

1.3   Satisfaction customer

Satisfaction is a motivational drive that directs individuals toward achieving fulfillment (Ramaz et al., 2014). Consumers tend to remain loyal to a brand when they consistently experience satisfaction with it. To enhance customer satisfaction, companies need to develop appropriate marketing strategies that attract consumers to the products offered. When a product successfully provides satisfaction, consumers are more likely to remain loyal to the brand and limit their purchases of competing products (Aryani & Rosinta, 2010).

2. Methods

2.1   Type and approach study

The type of research employed in this study is descriptive research. A quantitative approach was used, as suggested by Sugiyono (2018), who defines quantitative methods as approaches based on positivist philosophy, aimed at describing phenomena and testing

hypotheses formulated by the researcher. Quantitative research involves the use of numerical data extensively, ranging from data collection and processing to the presentation of results, which are predominantly expressed in numerical form.

2.2 Variables and definition operational variables

A research variable is an attribute, characteristic, or marker of individuals, objects, or activities that demonstrates variation under certain conditions determined by the researcher for study, from which conclusions can then be drawn (Sugiyono, 2018). In this study, the variables used consist of independent variables—service quality, LLR seasoning products, price, and customer satisfaction—and a dependent variable, namely customer loyalty.

2.3 Definition operational variables

Service quality is the consumer's perception of the activities carried out by CV LLR to fulfill customer expectations. The indicators of service quality, according to Tjiptono (2015), include: (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) tangibles. The LLR seasoning product refers to the overall customer perception of LLR cooking spices as a brand owned by CV LLR. Price is defined as the monetary value charged to customers by CV LLR in exchange for the benefits of the products or services offered. The indicators of price, as described by Kotler & Armstrong (2014), include; (1) price affordability, (2) price conformity, (3) price competitiveness, and (4) price–benefit alignment.

Customer satisfaction is the perception that customer desires and needs are well-fulfilled. The indicators of customer satisfaction, according to Tjiptono (2015), include: (1) perceived quality, (2) perceived value, and (3) customer expectations. Customer loyalty is the customer's intention to continue using the products or services offered by CV LLR. The indicators of loyalty, as defined by Griffin (2013), include; (1) repeat purchases, (2) providing information and recommendations to others, and (3) engaging in persuasive actions to influence others.

2.4 Location of the study

This study was conducted in the Kediri, Jember, and Banyuwangi areas, which are known to consume LLR cooking spices. According to Sugiyono (2018), a population is defined as a general area consisting of objects or subjects that possess certain qualities and characteristics determined by researchers to be studied and from which conclusions are drawn. Similarly, Hendryadi (2019) explains that there are generally two types of populations in research; limited (finite) and unlimited (infinite). A finite population refers to a population whose members can be counted. However, in certain cases, a finite population may be so large that, for the purpose of statistical inference or generalization, it is treated as if it were infinite. In contrast, an infinite population is one in which the total number of members cannot be calculated by the researcher. Such populations are therefore referred to as infinite or unlimited. In this study, the researcher employed an infinite population, since the actual size of the population is unknown. The general population under investigation consists of loyal customers who consume LLR cooking spices.

2.5 Sampling and sampling techniques

A sample is a subset of the population that is expected to represent the population in a study. According to Sugiyono (2018), in this research the sampling technique used is simple random sampling. Sugiyono (2018) defines simple random sampling as the process of selecting sample members from a population randomly, without considering the strata within that population. When the population size is unknown, Hair et al. (2010) recommend a minimum sample size of five times the number of question items in the questionnaire. In

this study, the indicators consist of four independent variables and one dependent variable, with a total of 21 indicators. Thus, the questionnaire contains 21 items. Following Hair et al.'s (2010) recommendation, the minimum sample size required is 21×5=105 respondents. Accordingly, this study determined a sample of 105 consumers of LLR cooking spices.

2.6 Collection methods and instruments study

Data can be interpreted as raw material that requires processing in order to produce information or descriptions, both qualitative and quantitative, that reflect facts. In general, there are three common methods of data collection; interviews, observations, and documentation (Martono, 2014). In this study, the researcher employed survey and documentation methods. The types of data used are primary and secondary data. Primary data were obtained through surveys by directly distributing questionnaires to consumers of LLR cooking spices in Kediri, Jember, and Banyuwangi.

The research instrument is a tool used to assist in data collection. In this study, the instrument utilized was a questionnaire, which consisted of a list of statements distributed to LLR cooking spices consumers in the aforementioned cities. Respondents' answers were then assigned scores using a Likert scale, which measures an individual's attitude or perception toward a particular event or statement presented in the questionnaire (Suryani & Hendryadi, 2015). This study applied a cross-type Likert scale, where respondents were required to mark (X) their chosen answer in the designated column. Each response was assigned a score based on a five-point Likert scale, where a score of 1 indicated Strongly Disagree (STS), 2 indicated Disagree (TS), 3 indicated Neutral (S), 4 indicated Agree (S), and 5 indicated Strongly Agree (SS).

2.7 Data validity techniques

According to Sugiyono (2018), the validity of quantitative data can be tested through validity and reliability tests, which are used to assess whether the questionnaire items completed by respondents are appropriate for data collection. The validity test is conducted to determine the feasibility of each statement item in measuring a variable. In this study, the validity test was carried out using the correlation coefficient (r-count). The r-count value from the SPSS output for each item was compared with the r-table value, with the degree of freedom (df) = n – 2 at a significance level of 5% ($\alpha = 0.05$). If the r-count value was greater than the r-table value, the item was considered valid; conversely, if the r-count value was smaller than the r-table value, the item was considered invalid. In addition, the significance value (sig. 2-tailed) was also examined. If the significance value was less than 0.05, the item was considered valid, whereas if it was greater than 0.05, the item was deemed invalid.

The reliability test was used to measure the stability and consistency of respondents' answers to the questionnaire items. Reliability in this study was tested using Cronbach's Alpha, with a threshold of 0.60. If the Cronbach's Alpha value was greater than 0.60, the instrument was considered reliable. Conversely, if the value was below 0.60, the instrument was deemed unreliable.

3. Results and Discussion

3.1 Data validity test results

The validity test was conducted to determine the feasibility of each statement item in measuring the research variables. The testing technique in this study employed the correlation coefficient (r-count). The r-count values obtained from the SPSS output for each statement item were compared with the r-table values, where the degree of freedom (df) = n – 2 at a significance level of 5% ($\alpha = 0.05$).

The validity of each questionnaire item was assessed using the Pearson Product-Moment correlation between the item score and the total score. If the r-count was greater than the r-table and the significance value (Sig. 2-tailed) was less than 0.05, the item was considered valid; otherwise, the item was deemed invalid. The results of the questionnaire validity test, analyzed using IBM SPSS Statistics 26 for Windows.

3.1.1 Validity test loyalty customer

The measurement model for testing the validity of the customer loyalty variable is presented in Table 1. Based on the analysis results shown in Table 1, all questionnaire indicator items meet the standardized estimate requirement, with loading factor values greater than 0.50. Therefore, it can be concluded that all questionnaire statement items for the customer loyalty variable are declared valid.

Table 1. Validity test loyalty customer

Indicator	Item	rCount	Information
Purchase Repeat	P1	0.684	Valid
	P2	0.756	Valid
Recommend	P3	0.742	Valid
Persuasive Action	P4	0.589	Valid

3.1.2 Validity test quality service

The measurement model for testing the validity of the service quality variable is presented in Table 2. Based on the analysis results shown in Table 2, all questionnaire indicator items meet the standardized estimate requirement, with loading factor values greater than 0.50. Therefore, it can be concluded that all questionnaire statement items for the service quality variable are declared valid.

Table 2. Validity test quality service

Indicator	Item	rCount	Information
Physical Evidence	P1	0.629	Valid
	P2	0.582	Valid
	P3	0.599	Valid
Reliability	P4	0.519	Valid
	P5	0.683	Valid
	P6	0.558	Valid
Responsiveness	P7	0.694	Valid
	P8	0.601	Valid
	P9	0.669	Valid
Guarantee	P10	0.549	Valid
	P11	0.622	Valid
	P12	0.68	Valid
Empathy	P13	0.7	Valid
	P14	0.658	Valid
	P15	0.581	Valid

3.1.3 Validity test product LLR seasoning

The measurement model for testing the validity of the LLR seasoning product variable is presented in Table 3. Based on the analysis results shown in Table 3, all questionnaire indicator items meet the standardized estimate requirement, with loading factor values greater than 0.50. Therefore, it can be concluded that all questionnaire statement items for the LLR seasoning product variable are declared valid.

Table 3. Validity test product LLR seasoning

Indicator	Item	rCount	Information
Brand Identity	P1	0.691	Valid
	P2	0.638	Valid
	P3	0.687	Valid
Benefit	P4	0.634	Valid
	P5	0.698	Valid
	P6	0.625	Valid
Evaluation Overall	P7	0.693	Valid

3.1.4 Price validity test

The measurement model for testing the validity of the price variable is presented in Table 4.13. Based on the analysis results shown in Table 4, all questionnaire indicator items meet the standardized estimate requirement, with loading factor values greater than 0.50. Therefore, it can be concluded that all questionnaire statement items for the price variable are declared valid.

Table 4. Price validity test

Indicator	Item	rCount	rTable	Information
Price Affordability	P1	0.68	0.207	Valid
	P2	0.621	0.207	Valid
Price Match	P3	0.666	0.207	Valid
Price Competitiveness	P4	0.669	0.207	Valid
Price and Benefit Match	P5	0.751	0.207	Valid

3.1.5 Validity test satisfaction customer

The measurement model for testing the validity of the customer satisfaction variable is presented in Table 5. Based on the analysis results shown in Table 5, all questionnaire indicator items meet the standardized estimate requirement, with loading factor values greater than 0.50. Therefore, it can be concluded that all questionnaire statement items for the customer satisfaction variable are declared valid.

Table 5. Validity test satisfaction customer

Indicator	Item	rCount	rTable	Information
Purchase Repeat	P1	0.802	0.207	Valid
	P2	0.775	0.207	Valid
Recommend	P3	0.696	0.207	Valid
Persuasive Action	P4	0.675	0.207	Valid

3.2 Reliability Test

The reliability test is used to measure the consistency of a measurement instrument. In this study, reliability was tested using Cronbach's Alpha. The criteria used are that if the Cronbach's Alpha value is greater than 0.60, the variable can be considered reliable. The formula for calculating reliability is as follow Table 6.

Table 6. Reliability test

Variables/Indicators		Grain Variants	Number of Item Variants	Total Variant	CA
Customer	P1	1.014	3,824	7.295	0.635
Loyalty	P2	0.836			
	P3	0.981			
	P4	0.993			
Quality Service	P1	1.084	12,637	73,371	0.887

	P2	0.768			
	P3	0.675			
	P4	0.804			
	P5	0.738			
	P6	0.760			
	P7	1.106			
	P8	0.855			
	P9	0.768			
	P10	0.663			
	P11	0.981			
	P12	0.747			
	P13	1.006			
	P14	0.864			
	P15	0.819			
Product LLR seasoning	P1	0.738	5.869	18.200	0.790
	P2	0.760			
	P3	1.106			
	P4	0.855			
	P5	0.768			
	P6	0.663			
	P7	0.981			
Price	P1	0.675	4.083	9.370	0.706
	P2	0.804			
	P3	0.738			
	P4	0.760			
	P5	1.106			
Satisfaction Customer	P1	0.740	3.412	7.544	0.730
	P2	1.027			
	P3	0.904			
	P4	0.742			

3.5 Discussion

Based on the results of the analysis, the discussion provides detailed information about the findings of the study and the influence of each independent variable on the dependent variable. The independent variables in this study are Service Quality (X1), LLR Seasoning Products (X2), Price (X3), and Customer Satisfaction (X4), while the dependent variable is Customer Loyalty (Y). Hypothesis testing between the independent and dependent variables was conducted using the results of SPSS 26 analysis.

The statistical results of the t-test for the service quality variable yielded a t-value of 2.653 with a significance level of 0.006. Since the significance value is smaller than 0.05 (0.006 < 0.05), this study successfully proves the first hypothesis, which states that "service quality has a positive influence on customer loyalty."

Service quality is a key factor influencing customer loyalty. Satisfied customers, marked by positive personal experiences and perceptions of the services received, tend to exhibit high loyalty to the company. Conversely, customer disloyalty is often the result of poor service or a decline in service quality compared to customer expectations.

The quality of service provided to consumers must function to deliver maximum satisfaction. Therefore, service delivery should be carried out in accordance with its intended function. The quality of services offered by each company naturally has specific objectives. In general, the goal of providing high-quality service is to ensure customer satisfaction, which in turn generates greater benefits for the company, including maximizing profits.

The results of this study are consistent with previous research conducted by Starini (2013) on the influence of service quality on customer loyalty, with satisfaction as mediating variable (a study at Toko Basuki Jaya Yogyakarta). The findings demonstrated that service quality has a positive and significant effect on customer loyalty.

The statistical results of the t-test for the customer satisfaction variable yielded a t-value of 1.394 with a significance level of 0.003. Since the significance value is smaller than 0.05 (0.003 < 0.05), this study successfully proves the second hypothesis, which states that "LLR seasoning products have a positive effect on customer loyalty."

The statistical results of the t-test for the customer satisfaction variable yielded a t-value of 1.923 with a significance level of 0.001. Since the significance value is smaller than 0.05 (0.001 < 0.05), this study successfully proves the third hypothesis, which states that "price has a positive effect on customer loyalty."

This finding indicates that price exerts a positive influence on consumer loyalty. When prices are perceived positively, consumer loyalty also tends to increase. Among the various factors affecting consumer loyalty, price plays a particularly important role. Price is closely associated with consumers' perceptions, as it reflects the overall elements of the retail mix in shaping their transaction experience and evaluation. The pricing level at a store can influence consumers' perceptions of other elements within the retail mix. For example, higher prices are often perceived as a reflection of better product and service quality, which ultimately affects consumers' decisions when choosing where to shop.

Several factors must be carefully considered when setting prices, including the target market, competitors, production costs, pricing rules within the retail mix, product characteristics, and legal considerations. Price determination carries important implications for a company's competitive strategy. The pricing objectives must be consistent with the company's chosen competitive positioning.Price is also a critical factor influencing consumer loyalty. Whether a product or service is considered cheap or expensive is relative; however, excessively high prices that are not balanced with adequate quality can lead to customer dissatisfaction. Therefore, in setting prices, business owners must align pricing with the quality of the products or services offered. In addition, entrepreneurs should compare their fixed prices with those of similar products or services provided by competitors to ensure that the price set is neither excessively high nor disproportionately low. In the Islamic economic context, price increases are viewed in relation to shifts in supply and demand. The extent of a price increase depends largely on the degree of change in supply or demand, underscoring the importance of fairness and balance in pricing practices.

The statistical results of the t-test for the customer satisfaction variable yielded a t-value of 3.150 with a significance level of 0.002. Since the significance value is smaller than 0.05 (0.002 < 0.05), this study successfully proves the fourth hypothesis, which states that "customer satisfaction has a positive effect on customer loyalty." Customer satisfaction is a crucial determinant in marketing, while customer dissatisfaction resulting from poor service can lead to long-term damage to the company.

In highly competitive markets, customer satisfaction and customer loyalty are closely interrelated. This means that when companies make efforts to enhance customer satisfaction, customer loyalty also increases. Conversely, when satisfaction decreases, customer loyalty will automatically decline. Thus, customer satisfaction is a key factor driving customer loyalty.

Furthermore, the results of this study indicate that service quality, LLR seasoning products, price, and customer satisfaction collectively exert a positive and significant influence on customer loyalty. This is evidenced by the statistical results of the F-test, which yielded an F-value of 9.647 with a significance level of 0.000. Since the significance value is smaller than 0.05 (0.000 < 0.05), the study successfully proves the fifth hypothesis, which states that "service quality, LLR seasoning products, price, and customer satisfaction (X1–X4) collectively have a positive effect on customer loyalty (Y)."

4. Conclusions

This study aims to examine whether service quality, LLR seasoning products, price, and customer satisfaction have an influence on customer loyalty. The research was conducted

on CV. LLR Cooking Spices in Kediri City, Jember, and Banyuwangi, with a total sample of 90 respondents. Based on the data analysis, the following conclusions were drawn. First, service quality has a positive effect on customer loyalty at LLR Cooking Spices. Second, LLR seasoning products positively influence customer loyalty. Third, price has a positive impact on customer loyalty. Fourth, customer satisfaction also positively affects loyalty to LLR Cooking Spices. Finally, service quality, LLR seasoning products, price, and customer satisfaction collectively have a simultaneous and significant influence on customer loyalty.

Based on the conclusions and the limitations of this research, several suggestions can be proposed for future studies. First, it is recommended that future researchers expand the range of literature and references, as this study relied on a limited number of sources. Moreover, certain relationships between variables have not yet been empirically proven and therefore require further investigation. Second, future research is encouraged to include additional variables that may influence customer loyalty, such as product quality, brand image, and promotional mix, as these factors are also likely to play a significant role in shaping customer loyalty.

Acknowledgement

Author Contribution

All authors contributed equally to the conception, design, analysis, and writing of this manuscript.

Funding

Ethical Review Board Statement

Not available.

Informed Consent Statement

Not available.

Data Availability Statement

Not available.

Conflicts of Interest

The authors declare no conflict of interest.

Open Access

References

Abdurrahman, N. H. (2015). *Marketing Strategy Management.* Pustaka Setia.
Armstrong, K., & Kotler, P. (2015). *Marketing an Introducing.* Pearson Education, Inc.

Aryani, D., & Rosinta, F. (2010). Pengaruh kualitas layanan terhadap kepuasan pelanggan dalam membentuk loyalitas pelanggan. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, *17*(2), 3. https://doi.org/10.20476/jbb.v17i2.632

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, *27*(3), 785-804. https://doi.org/10.1016/S0160-7383(99)00108-5

Bakır, M., Atalık, Ö., & Itani, N. (2024). Service quality and repurchase intentions in the airline industry: a multiple mediation analysis through customer citizenship behaviour. *Current issues in tourism*, 1-22. https://doi.org/10.1080/13683500.2024.2410935

Bei, L. T., & Chiao, Y. C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of consumer satisfaction, dissatisfaction and complaining behavior*, *14*, 125-140. https://www.jcsdcb.com/index.php/JCSDCB/article/view/110

Bhatnagar, S. B. (2022). Why are some customers more loyal than others? The impact of positive psychological capital on loyalty, satisfaction, and trust. *Journal of Promotion Management*, *28*(5), 584-624. https://doi.org/10.1080/10496491.2021.2009610

Citra, H., Wahyuni, S., & Rafasya, R. (2024). Juridical review of customer satisfaction linked to consumer protection law in pharmacy management. *JCH (Jurnal Cendekia Hukum)*, *9*(1), 115-124. https://e-jurnal.stih-pm.ac.id/index.php/cendekeahukum/article/view/813

Griffin, G. (Ed.). (2013). *Research methods for English studies*. Edinburgh University Press.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis (7th Edition).* Pearson

Harisandi, P., & Purwanto, P. (2022). The effects of price, brand image, and product quality on customer loyalty and repurchase (a study case on customers of Walls products). *IDEAS: Journal of Management & Technology*, *2*(1), 22-33. http://dx.doi.org/10.33021/ideas.v2i1.3739

Hasan, A. (2015). *Tourism Marketing.* Center for Academic Publishing Service.

Hendryadi. (2019). *Metode Penelitian.* Lembaga Pengembangan Manajemen dan Publikasi Imperium.

Hidayat, D. R. (2020). Pengaruh Kualitas Pelayanan Dan Harga Yang Dimediasi Oleh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Jurnal Manajemen Sains dan Organisasi*, *1*(1), 16-27. https://doi.org/10.52300/jmso.v1i1.2370

Hidayat, M. A., Rasyid, A., & Pasolo, F. (2024). Service quality on customer loyalty: Mediation of customer satisfaction. *Advances in Business & Industrial Marketing Research*, *2*(3), 150-163. https://doi.org/10.60079/abim.v2i3.158

Ismail, I. J. (2022). I trust friends before I trust companies: The mediation of WOM and brand love on psychological contract fulfilment and repurchase intention. *Management Matters*, *19*(2), 167-186. https://doi.org/10.1108/MANM-02-2022-0033

Khair, H., Tirtayasa, S., & Yusron, M. (2023). The effect of service quality and price on customer loyalty through customer satisfaction on Laundry Medan. com the city of Medan. *Jurnal Ekonomi*, *12*(01), 560-568. https://www.ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1023

Kosasih, O., Hidayat, K., Hutahayan, B., & Sunarti. (2024). Achieving Sustainable Customer Loyalty in the Petrochemical Industry: The Effect of Service Innovation, Product Quality, and Corporate Image with Customer Satisfaction as a Mediator. *Sustainability*, *16*(16), 7111. https://doi.org/10.3390/su16167111

Kotler, P., & Amstrong, G. (2014). *Principles of marketing 15Eth.* Pearson Prentice Hall.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (*15th ed.*). Pearson Education.

Lina, R. (2022). Improving product quality and satisfaction as fundamental strategies in strengthening customer loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, *2*(1), 19-26. https://doi.org/10.37481/jmeb.v2i1.245

Martono, N. (2014). *Analisis isi dan analisis data sekunder. Edisi Revis I, 2.* Rajawali Pres.

Naini, N. F., Santoso, S., Andriani, T. S., Claudia, U. G., & Nurfadillah, N. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of consumer sciences*, *7*(1), 34-50. https://doi.org/10.29244/jcs.7.1.34-50

Närvänen, E., Kuusela, H., Paavola, H., & Sirola, N. (2020). A meaning-based framework for customer loyalty. *International Journal of Retail & Distribution Management*, *48*(8), 825-843. https://doi.org/10.1108/IJRDM-05-2019-0153

Nguyen, T. L. H., & Nagase, K. (2020). Total quality management: a mediating factor in the relationship between customer expectations and satisfaction. *International Journal of Management and Marketing Research*, *13*(1), 1-13. https://ssrn.com/abstract=3736225

Ogba, I. E., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of technology management in China*, *4*(2), 132-144. https://doi.org/10.1108/17468770910964993

Pratama, E. H., Santoso, A., & Girahani, E. (2019). Pengaruh Kualitas Layanan Pada Warung Internet I-Cafe Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Di Kota Blitar. *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomi*, *1*(2), 179-188. https://doi.org/10.30737/jimek.v1i2.311

Ramaz, P. T. D., Mandiri, P., & Jaka, D. I. (2014). P*engaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan PT. D'Ramaz Putra Mandiri Di Jakarta*. Media Manajemen Jasa.

Starini, H. (2013). *Pengaruh Kualitas Pelayanan terhadap Loyalitas Konsumendengan Kepuasan sebagai Variabel Mediasi (Studi Pada Toko Basuki JayaYogyakarta).* Universitas Negeri Yogyakarta.

Sugiyono. (2018). *Educational Research Methods Approach Quantitative.* Alfabeta.

Suryani, S., & Hendryadi, H. (2015). A developing model of relationship among service quality, consumer satisfaction, loyalty and word of mouth in Islamic Banking. *Al-Iqtishad: Jurnal Ilmu Ekonomi Syariah*, *7*(1), 45-58. http://dx.doi.org/10.15408/aiq.v7i1.1357

Suyanto, D. B. (2014). *Qualitative Data.* Prenada Media GroupaCipta.

Tjiptono, F. (2015). *Marketing Strategy.* Andi Offset.

Wijayanti, I. W., & Wahyono, W. (2015). Pengaruh Kualitas Pelayanan, Persepsi Harga dan Nilai Pelanggan terhadap Loyalitas Konsumen melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Management Analysis Journal*, *4*(1). https://doi.org/10.15294/maj.v4i1.7212

Wu, Y., & Huang, H. (2023). Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—mediated by consumer trust. *Sustainability*, *15*(5), 4432. https://doi.org/10.3390/su15054432

Biographies of Authors

Satunggale Kurniawan, Department of Public Administration Science, Wijaya Putra University, Surabaya, East Java, 60227, Indonesia.
- ▪ Email: satunggalekurniawan@uwp.ac.id
- ▪ ORCID: 0009-0002-3452-1325
- ▪ Web of Science ResearcherID: N/A
- ▪ Scopus Author ID: 57223960772
- ▪ Homepage: https://scholar.google.com/citations?user=TCfX78AAAAAJ&hl=id

Muhammad Afifi Rahman, Department of Management, Wijaya Putra University, Surabaya, East Java, 60227, Indonesia.
- ▪ Email: muhammadafifirahman@uwp.ac.id
- ▪ ORCID: 0009-0001-3188-5193
- ▪ Web of Science ResearcherID: N/A
- ▪ Scopus Author ID: 57223979372
- ▪ Homepage: https://scholar.google.com/citations?user=0so_NxwAAAAJ&hl=en