

Impact of Price, Location, Facilities, and Product Quality on Customer Loyalty Through Customer Satisfaction (Case Study of Rujak Simpang Jodoh Pasar VII Tembung Business)

Panca Syahputra^{1*}, Aqwa Naser Daulay², Budi Harianto³

Universitas Islam Negeri Sumatera Utara, Indonesia

Email: Pancasyahputra61@gmail.com aqwanaserdaulay@uinsu.ac.id budiharianto@uinsu.ac.id

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ABSTRACT

The research aims to analyze and test the impact of price, location, facilities, and product quality on customer loyalty through customer satisfaction. The novelty of this study is that it has more variables to be studied than its predecessors. This type of research is quantitative research with 100 samples and uses a method to analyze SEM-PLS with the help of Smart PLS 4.1.0.3 software. The test used is the outer model test, the inner model test and the hypothesis test, as well as the mediation test. Based on the validity test results and reliability test is declared valid and reliable. Research results show that facilities have a significant influence on customer loyalty, for price, location, product quality have no significant impact on client loyalty. Price variables, facilities, product quality have a significant influence on customer satisfaction, whereas location on client satisfaction has no significant impact. For customer satisfaction on customer loyalty has a significant influence. Mediation tests on client satisfaction variables influence the price, facilities, and quality of products on customer loyalty, whereas for location on client loyalty there is no influence to be mediated by customer satisfaction.

Keywords: Price, Location, Facilities, Product Quality, Customer Loyalty, and Satisfaction

INTRODUCTION

Preserving customer loyalty is vital in today's highly competitive business environment, where customer expectations and interests must be met. To satisfy customers, traders need to pay attention to the elements they consider important. This is a positive consumer experience of a product or service that will encroach on consumer emotions and make them feel satisfied. Customer satisfaction should be the primary focus of any effort to increase customer loyalty, according to research (Gultom et al., 2020), positive customer experiences have a long-term effect in building consumer confidence in goods or services, which drives increased client loyalty. The product centric concept a trader must think about how to process the resources he has, such as the process of product development then distribution of the product as well as promotion to the consumer so that the product

he produces is purchased and sought by consumers (Ichsan et al., 2020). According to Kotler and Armstrong quoted on (Nurrofi, 2021). Affordable prices and good quality will ultimately satisfy consumers and bring new customers, which aims to generate loyal customers. For consumers, price is the first thing to notice before deciding to buy goods or services. The price of a referral serving as of March 3, 2024 is Rs.20,000, the price may vary depending on the price of raw materials obtained. The reference traders who chose the location of the sale on the side of the street right on the left and right of the crossroads located on the junction of Jodoh Market VII Tembung kecamatan Percut Sei Tuan district of Deli Serdang. Maintaining customer loyalty is becoming more and more difficult for traders. This is because consumers will be more careful, and smarter in the process of choosing a product. Current customers are well aware of product specifications and product



knowledge that forces traders to raise awareness of consumer health and safety issues. (Hastalona et al., 2019). In research (Munte, 2016). The traders picked a location next to the other reference traders and were right at the crossroads of crowded roads. Reference materials can be dirty because of the dusty dust generated by passing vehicles due to exposure to dust and vehicle pollution, both of which can damage the quality of the product. This can cause a buyer who is interested in buying a reference to lose interest and cancel his plans to buy the reference. Before starting a business, a trader pays attention to the accuracy of the selection of the location of the sale of goods. The location or place of business is one of the components of the marketing mix that is expected to contribute to the success of marketing programmes. The phenomenon that occurs with merchants referring to the bride is that the trading location is on the side of the road and there is no adequate parking location and makes customers have to park on the road side that can cause congestion. According to Tjiptono

(2016) quoted from (Amelia & Safitri, 2021). Facilities are the real resources required before a customer can receive a product or service. According to Kotler (2019), the quality of a product or service is determined by its ability to meet the needs of consumers explicitly or implicitly. This view states that an important factor in customer satisfaction is the quality of the products and services provided; alternatively, it can be said that food and beverage quality provides a basis for client satisfaction. The obvious problems of the facilities and the quality of the product, given the location of the merchandise on the side of the road and near the well can cause odor and unpleasant air that disturbs customers. Meanwhile for the facilities due to the lack of supporting sales locations, minimizing facilities such as tables and chairs for buyers to wait or eat on site. Referral traders still need sustained efforts to increase customer loyalty. Based on the results of interviews with reference traders, sales turnover data for the last 5 months from November 2023 to March 2024 were found.

Table 1. Amount of sales turnover of Rujak traders in the market VII Tumbung in November 2023 – March 2024

No	Period	Average sales turnover (Rp)
1	November 2023	26,888,889
2	December 2023	30,222,222
3	January 2024	28,707,407
4	February 2024	23,277,778
5	March 2024	22,400,000

Source: Rujak Trader Simpang Jodoh Market VII Tumbung, 2024

Based on the above table it can be seen that the highest sales turnover in December 2023 is Rs. 30,222,222 and the lowest in March 2024 with the amount of Rs. 22,400,000 with the average sales turnovers for the last 5 months Rs. 26,299,259. This indicates that the turnover of sales of Rujak Siva Jodoh Market VII Tumbung from November 2023 – March 2024, has fluctuated, low customer loyalty can cause this to happen. According to research (Hanifa et al., 2019), there is no significant influence between price and customer loyalty. According to (Sholikhah & Hadita, 2023) price versus client loyalty cannot be significantly mediated by customer satisfaction. (Mutammam et al.,

2019) Research findings show that customer loyalty is not significantly affected by product quality. (Budiono, 2021) Stating location variables have no impact on customer loyalty. (Annas et al., 2019) Stating facilities have no influence on client loyalty and Facilities have a positive but statistically insignificant effect on customer satisfaction, according to research (Zulfa et al. 2022).

Landing Theory Customer Loyalty

Customer loyalty is a goal of establishing a business. If customer loyalty decreases, business turnover can be a problem. It's because having a loyal customer shows that

an undertaking has found a balance. achieving a balance between customer demand and production. Tjiptono describes customer loyalty as a means of refining or buying back orining a favorite business reputation in the future. (Hakunta & Sujianto, 2022). Then there are six indicators of customer loyalty namely; Repeate purchase, Likes the product offered, Chooses the product due to customer satisfaction with the product, Retention/confidence as the best product to use the product repeatedly, Reverall/Customer's willingness to recommend the product. (Hakunta & Sujianto, 2022).

Kotler and Keller (2007) affirm that how well a product benefits in relation to expectations determines the level of consumer satisfaction or dissatisfaction. When the benefits or results of a product do not meet the expectations of the customer, they feel dissatisfied. When the results meet or exceed their expectations, the customer is satisfied. Customer satisfaction measures how happy a customer is with a particular outcome or behavior (IrawanLubis et al., 2023). As far as customer satisfaction indicators can be divided into several assessments according to (D. D. Kurniawan & Soliha, 2022) i.e.; satisfaction of the product or service as a whole, recommending to other parties, Customer will come back.

According to Kotler, the price is the amount of money that a buyer or customer has to pay for a product to cover the cost of production, distribution, and basic sales, as well as the return that represents venture and risk.

price

If the price is too high, then the product will be difficult to reach the desired target market or customer satisfaction will decrease. (Adawiyah et al., 2022). Here are some price indicators according to (Stanton, 1984) in (Rahayu, 2021): price availability, price compatibility with product quality, price competitiveness with benefit, benefit matching with price.

Location

A location is where an enterprise operates. Ideally, entrepreneurs should have a

good location for their business, a location preferred by both suppliers and customers. One of the keys to business success according to Straub and Attner in (Izzuddin & Muhsin, 2020), is location. Thus, it can be concluded that the survival of a business in the future is heavily influenced by its location. Customers also attach great importance to the location of the business. The fact that a supplier of goods or services is located close to a customer's home or workplace is one of the reasons why the location is important to them. Indicators of location are as follows (Tjiptono & Chandra, 2016): Access, Visibility, Traffic, Large Parking Places, Expansion

Facilities

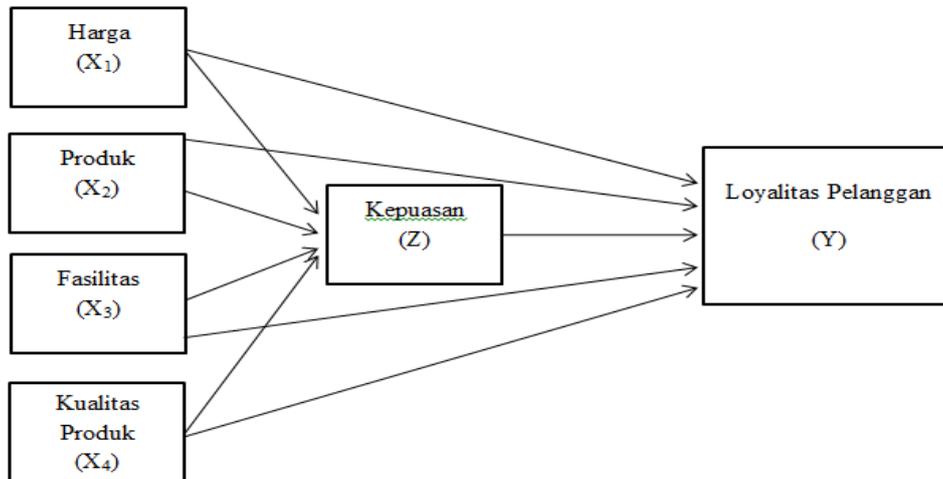
(Kotler & Keller, 2015) defines facilities as something that is inherent in physical equipment and is offered by traders to support customer comfort. Provision of tangible goods to facilitate the performance of visitors in their activities is known as facilities. All available facilities, including condition, furniture, exterior and interior design, as well as hygiene, must be taken into account, especially those that are directly or substantially related to the experience or impression of the customer. It's important to satisfy a customer, because an unsatisfied customer will leave the business and become a customer of another business. This will result in a decline in sales, which in turn will reduce profitability (D. D. Kurniawan & Soliha, 2022). Facilities indicators according to Tjiptono (2014: 184) are special planning, room planning, furniture and equipment,(Muhtarom et al., 2022).

Product Quality

According to Philip Kotler in a research journal (M & Ali, 2017), product quality is the sum of everything that can be supplied to the market in order to satisfy the needs or desires of customers for high quality goods. Customers will face more product choices due to increasing competition, and even though prices and quality differ, they will always look for the value considered best among the various options. Product innovation becomes crucial because every entrepreneur must have the advantages

that distinguish them from other entrepreneurs. According to (AL AMIN et al., n.d.). As important

consists of five components: durability, reability, aesthetics, quality impression, and perceived



as innovation is in the world of business competition, some management teachers have uttered the motto “Innovate or Die” (berinovasi atau mati). The product quality indicator

quality.(Saridewi & Nugroho, 2022).

Figure 1. Conceptual Framework

METHOD

The approach taken to research is a quantitative approach. The method of gathering data in this study is through lifting. The type of questionnaire (Angket) used is a Likert scale questionnaire. The method used for analysis is SEM-PLS (Structural Equation Model-Partial Least Square) with the help of Smart PLS 4 software. The survey was conducted in Deli Serdang district, according to the Central Statistical Agency of Deli Sardang District in 2022, with a population of 1,953,986. The population in this study is the entire consumer reference bucket bride market VII Tembung who is domiciled in Deli district Serdang. Here is the determination of the sample number with the Slovin formula: $n = N / (1 + (N \times e^2))$

Known : n: 1.953.986
 e^2 : 10%
 Untill : n: 1.953.986 /
 $(1(1.953.986 \times (10\%^2))$
 $(1(1.953.986 \times 0,01)$
 n: 1.953.986 /
 n: 99.994 → 100
 responden
Description : n = Number of
 samples

Research Conceptual Framework

N = Population
 E = The error

tolerance limit is 10%.

Based on the calculations therefore, the number of respondents in this study is 100 respondents customer referral booth of the market booth VII booth who are > 17 years of age and have purchased the reference booth market Booth VII Booth. Sampling using random sampling is a simple random sample-taking that requires each unit of the population to have the same chance to make it a sample. (Maidiana, 2021).

RESULT AND DISSCUSSION

Outer Model (Measurement Model)

Measurement of the evaluation model is carried out to ensure its reliability and validity. Some criteria used in this study to measure the model include Average Variance Extracted (AVE) > 0.50, Cronbach's alpha > 0.70, Composite Reliability > 0.70 and convergent validity and discriminant indicated with outer loading values to be met > 0.70. (Hair et al, 2021). In addition, there are tests performed against this study are the Fornell Lacker and Heterotrait Monotrait Ratio (HTMT) tests, the HTMT tests carried out because they were more

accurate or sensitive in detecting discriminant validity. The Fornell-Lacker condition is that the root value of the variable AVE is higher than the correlation between the variables and the criterion of the HTMT is a variable HTMT value smaller than 0.90 (Hair et al., 2019). Reflective measurement models are used to show

measurements against variables such as price, location, facilities, product quality, customer loyalty and satisfaction. To find out whether each indicator has met the requirements such as convergence validity and construction realism, then a test as shown in table 2 is required.

Table 2. Outer Loading, Composite reliability dan Average Variance Extracted

Variable	Indikator	Outer Loading	Cronbach's Alpha	Composite Reliability		AVE
				(rho_a)	(rho_c)	
Price	X1.1	0.737	0.715	0.730	0.840	0.636
	X1.3	0.809				
	X1.4	0.844				
Location	X2.1	0.773	0.735	0.767	0.846	0.648
	X2.4	0.767				
	X2.5	0.871				
	X3.1	0.800				
	X3.2	0.755				
Facilitation	X3.3	0.789	0.848	0.863	0.892	0.623
	X3.4	0.882				
	X3.5	0.710				
product quality	X4.1	0.734	0.716	0.718	0.842	0.640
	X4.3	0.864				
	X4.4	0.797				
Customer loyalty	Y3	0.844	0.802	0.806	0.883	0.716
	Y4	0.852				
	Y5	0.842				
Survey	Z1	0.842	0.864	0.871	0.902	0.648
	Z2	0.848				
	Z3	0.799				
	Z4	0.797				
	Z5	0.735				

source: Smart PLS versi 4.1.0.3, 2024

Based on the outer loading value test in table 2, it is known that all variables are said to be valid because each variable has a loading factor value > 0.70 . Next, the test results in table 2 are known that each variant has an AVE value above 0.50. In the validity test composite reliability (Cr) above 0.70 and the Cronbach's alpha value is above 0.70, so it can be concluded that the indicators of the price variable (X1), location (X2), facilities (X3), product quality (X4), satisfaction (Z) and customer loyalty (Y) can be reliable.

Table 3. Fornell-Lacker

Variabel	FASILITIES	PRICE	SURVEY	PRODUCT QUALITY	LOCATION	CUSTOMER LOYALTY
FASILITIES	0.789					
PRICE	0.207	0.798				
SURVEY	0.483	0.606	0.805			
PRODUCT QUALITY	0.428	0.548	0.651	0.800		



LOCATION	0.185	0.453	0.451	0.409	0.805	
CUSTOMER						
LOYALTY	0.542	0.454	0.738	0.540	0.390	0.846

Sourcer: Smart PLS versi 4.1.0.3, 2024

The validity of discrimination must be assessed using the Fornell-Lacker criteria. A method of assessment called discriminatory validity verifies that variables are theoretically different and have been proven through empirical and statistical testing. According to the Fornell and Lacker criteria, the average root deviation (AVE) of a variable must be higher than the correlation between its variables.

Table 4. Discriminant validity- (HTMT)

VARIABLE	FASILITIES	PRICE	SURVEY	PRODUCT QUALITY	LOCATION	CUSTOMER LOYALTY
FASILITIES						
PRICE	0.277					
SURVEY	0.547	0.755				
PRODUCT QUALITY	0.552	0.763	0.817			
LOCATION	0.237	0.593	0.549	0.541		
CUSTOMER LOYALTY	0.644	0.592	0.872	0.71	0.466	

source: Smart PLS versi 4.1.0.3, 2024

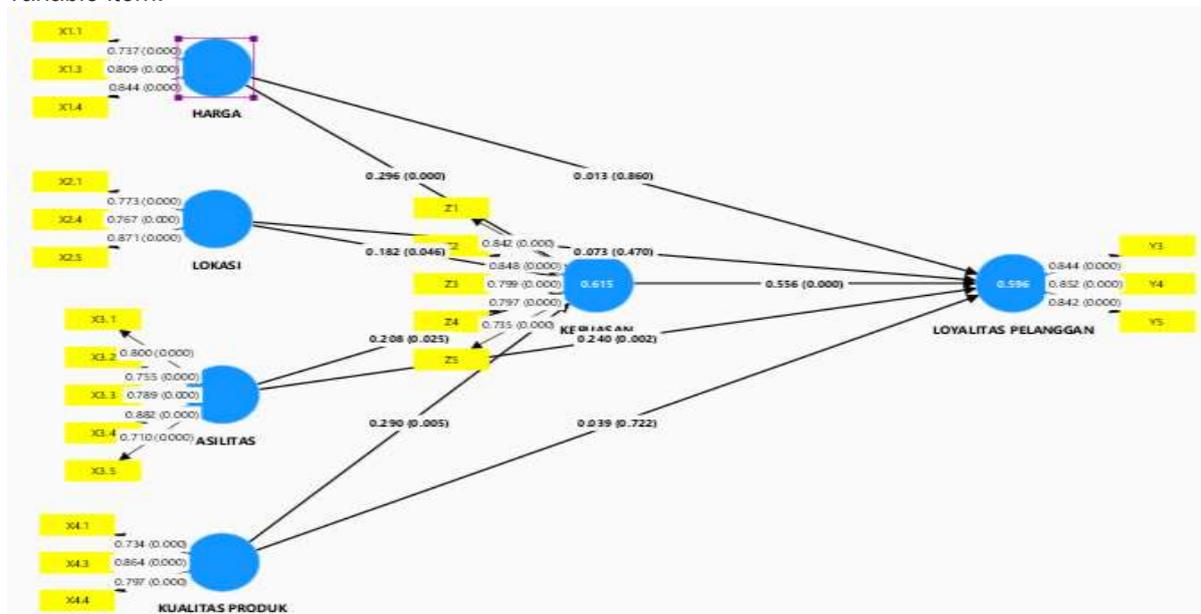
Because HTMT is considered to be more sensitive or accurate in detecting discriminatory validity, Hair et al. (2019) advocated HTMT. According to him, discriminatory validity is achieved when the recommended value of the pair of variables is less than 0.90. With regard to the measurement item, the variable shares its variation with the measuring item more strongly than the other variable item.

Table 4 shows that each variable is eligible because its HTMT value is less than 0.90.

Internal Model (Structural Model Evaluation)

An internal model is an analytical structural model used to predict causal consequences between a latent variable and a non-measured variable directly.

Figure 2. Structural Model



Source: Smart PLS versi 4.1.0.3, 2024

Evaluation of structural models is associated with verification of the influence of

hypotheses between research variables. Three steps are taken in examining the evaluation of

structural models: first, the Inner VIF (Variance Inflated Factor) metric is used to ensure that there is no multicollinearity between variables. If the inner value of VIF is less than 5, then there does not occur multicollinearity among variables (Hair Jr et al., 2021). Second, use statistical t values or P-values to test the hypothesis between variables. There is a significant relationship between variables if t statistics count more than 1.96 (t table) or p-value test results less than 0.05. Next, the result and the 95% confidence interval for the parameter

coefficient of the calculated path. The direct influence of the factor on the structural level with the criterion (f square 0.02 low, medium 0.15, and height 0.35) is represented by the third value that is the value of f square Hair et al. (2021). And the f square mediation effect is produced by squaring the mediation coefficient, and is called the statistics ϵ . According to (Lachowicz et al., 2018) stated the low mediation influence is 0.01 mediation medium is 0.075 and the high mediation is 0.175.

Table 5. Inner VIF test

VARIABLE	FASILITIES	PRICE	SURVEY	PRODUCT QUALITY	LOCATION	CUSTOMER LOYALTY
FASILITIES			1.227			1.388
PRICE			1.572			1.824
SURVEY						2.39
PRODUCT QUALITY			1.739			1.966
LOCATION			1.320			1.361
CUSTOMER LOYALTY						

Source: Smart PLS versi 4.1.0.3, 2024

It is important to determine whether there is a multicollinearity between variables, i.e. the statistical measurement of the Inner VIF, before evaluating the structural model hypothesis. Based on the estimates, low values

are obtained on multicollinearity among variables because the inner value of the VIF is less than 5. This result supports a robust (i.e. non-biased) parameter estimate in SEM PLS.

Table 6. Hipotesis test

Hipotesis	path coefficient	P values	95 % Interval of belief path coefficient		F square
			Bottom line	Upper boundary	
FASILITIES -> SURVEY	0.260	0.001	0.101	0.414	0.131
FASILITIES -> CUSTOMER LOYALTY	0.240	0.002	0.095	0.392	0.103
PRICE-> SURVEY	0.325	0.000	0.152	0.475	0.160
PRICE -> CUSTOMER LOYALTY	0.013	0.860	-0.137	0.148	0.000
SURVEY -> CUSTOMER LOYALTY	0.556	0.000	0.383	0.736	0.320
PRODUCT QUALITY -> SURVEY	0.308	0.005	0.119	0.544	0.131
PRODUCT QUALITY -> CUSTOMER LOYALTY	0.039	0.722	-0.179	0.251	0.002
LOCATION-> SURVEY	0.130	0.146	-0.048	0.303	0.031
LOCATION-> CUSTOMER LOYALTY	0.073	0.470	-0.110	0.286	0.010

Source: Smart PLS versi 4.1.0.3, 2024

Table 7. Mediation test

Hipotesis	path coefficient	P value	95 % Interval of belief path coefficient		Upsilon V
			Batas Bawah	Batas atas	



FASILITAS -> KEPUASAN -> LOYALITAS PELANGGAN	HARGA -> KEPUASAN -> LOYALITAS PELANGGAN	KUALITAS PRODUK -> KEPUASAN -> LOYALITAS PELANGGAN	LOKASI -> KEPUASAN -> LOYALITAS PELANGGAN
0.144	0.181	0.171	0.072
0.004	0.000	0.011	0.202
0.053	0.084	0.061	-0.024
0.250	0.274	0.326	0.200
0.020	0.032	0.029	0.005

Source: Smart PLS versi 4.1.0.3, 2024

The client satisfaction hypothesis has a positive and significant influence in mediating the effect of the facility on customer loyalty. However, at the structural level customer satisfaction is still low with the value (upsilon $V = 0,020$) as the mediation variable between facility and customer loyalty. 2. The hypothesis is accepted based on the result of the mediating coefficient value (0,181) and p value ($0,000 < 0,05$), then the client's satisfaction hypothetic has a negative and significant effect on mediating price influence on client loyalty

accepted. But at the structure level customer satisfying is still lower than the value of mediation (upilon $V = 0,032$) as the variable mediation between price and client loyalitet.

Fit Model Evaluation

According to Menurut Hair et al (2019), PLS is a variance-based SEM analysis designed to evaluate model theory, which focuses on predictive research. There are several measurements including the R square and SRMR, made to show that the proposed model is acceptable.

Table 8. R-Square

Variable	R-square	R-square adjusted
SURVEY	0.582	0.564
CUSTOMER LOYALTY	0.596	0.574

Source: Smart PLS versi 4.1.0.3, 2024

According to (Chin, 1998) the magnitude of the endogenous variable variance that can be explained by exogena and/or other endogena variables in the model is statistically expressed by the R-Square metric. The qualitative R-square interpretation values are

0.19 (low impact), 0.33 (moderate impact), and 0.66 (pengaruh besar). According to the results of the data in table 8, the size of the influence of price variables, location, facilities and product quality on customer satisfaction was 58.2% (moderate influence).

Table 9. Uji SRMR

SRMR	Saturated model	Estimated model
	0.086	0.086

Sourcer: Smart PLS versi 4.1.0.3, 2024

SRMR is a standardized Root Mean Square Residual known as SRMMR. The metric which is the difference between the data correlation matrix and the correlations matrix of the estimated model is used by Yamin (2022) to measure the matching of the model. SRMR values less than 0.08 on Hair et al. (2021) suggest a fit model, whereas SRMRI values in the range of 0.08 to 0.10 according to Karin Schmelleh dkk. (2003) indicate a corresponding match. The model is quite consistent with the data shown with a model estimate of 0.086. Empirical data can clarify how model variables

Price (X1) Effect on Customer Satisfaction (Z)

Based on the test results of line coefficient values (0,325) and p-value ($0,000 < 0,05$), there is a positive and significant price influence on customer satisfaction. That means customer satisfaction is significantly influenced by the price. At a large 95% confidence gap, the influence of the price on customer satisfaction is between 0.152 and 0.475. On a structural level, the existence of prices has a moderate/moderate influence on



the improvement of client satisfaction (f square = 0.160). The findings also have similarities with research (Arsyad, 2022) that found that prices have a significant and positive influence on consumer satisfaction.

Location (X2) Effect on Customer Satisfaction (Z)

Based on test values of line coefficients (0,130) and p-value (0,146 < 0,05). This shows that there is no significant impact of location on customer satisfaction, meaning client satisfaction is not significantly affected by location. Although no significant influence of location presence has a low impact on the structural level (F square 0.031) on customer satisfying. The findings are also supported by research (Izzuddin & Muhsin, 2020) stating that location does not significantly affect customer satisfaction.

Facility (X3) Effect on Customer Satisfaction (Z)

Based on the findings of line coefficient values (0,260) and p-value (0,001 < 0,05), there is a positive and significant effect of the facility on customer satisfaction. That means customer satisfaction is significantly affected by the facility. At a large 95% confidence interval the effect of facility on satisfaction is between 0.101-0.414. However, the existence of product quality to improve customer satisfaction has a low influence on the structural level (f square = 0.131). The facility variable is considered very important where when there is a policy or further action of the reference venture of the market seventh square will increase to 0.414. This finding is also in line with research (J. Kurniawan et al., 2022) that proves that facilities have a positive impact on customer satisfaction.

Impact of Product Quality (X4) on Customer Satisfaction (Z)

Based on the findings of line coefficient values (0,308) and p-value (0,005 < 0,05), there is a positive and significant impact on product quality on customer satisfaction. That means customer satisfaction is significantly influenced by the quality of the product. The range of 0.119 to 0.544 represents a 95% confidence interval for the relationship between product quality and

customer satisfaction. However, at the structural level, the impact of product quality on the improvement of customer satisfaction is low (f square = 0.131). The product quality variable is assessed as very important where when there is a policy or further action of the reference venture of the 7th quarter market will increase to 0.544. The findings are also in line with research (Afnina & Hastuti, 2018) that the impact of product quality on customer satisfaction is significant.

Price Effect on (X1) Customer Loyalty (Y)

Based on test values of line coefficient (0,013) and p-value (0,860 < 0,05). This indicates that prices have no significant influence on customer loyalty, which means that customers are not much affected by the price. Prices have a positive influence, although not significantly, on customers' loyalty; that is, when prices rise, client loyalty is likely to increase, while the increase is not statistically significant. Price changes could have happened, but the impact is not so great. These findings are also supported by research (Hanifa et al., 2019) stating that customer satisfaction is not significantly affected by price. Analysis findings on Table 2 indicators X1.4, prove that among other indicators related to customers are satisfied and satisfied with the price offered traders reference stock market VII Tembung according to the benefits obtained.

Location (X2) Effect on Customer Loyalty (Y)

Based on the findings of coefficient values (0,073) and p-value (0,470 < 0,05). This indicates no significant influence of location on customer loyalty, which means the loyalty of customers is not significantly affected by location. Although insignificant location has a positive impact on customer loyalty, it means that when a change in location becomes overrepresented then client loyalty gradually increases, but the increase is not statistically significant. The change of location could have happened, but the impact is not so great. The findings are also supported by research (Annas et al., 2019) stating that location has no influence on customer loyalty. The results of analysis on table 2 indicator X2.5, showed that

among other indicators related to the customer agreement and satisfaction due to the location of the reference venture warehouse market VII is near the shopping center or crowd.

Facility (X3) Effect on Customer Loyalty (Y)

Based on the findings of coefficient values (0,240) and p-value ($0,002 < 0,05$), there is a positive and significant influence of the facility on customer loyalty. This means that the loyalty of the client is significantly affected by the facility. At a large 95% confidence gap, the facility's influence on customer loyalty ranges from 0.095 to 0.392. Nevertheless, the existence of facilities in improving customer loyalty has a low influence in the structural level ($f \text{ square} = 0.103$). The existence is considered very important where when there is a policy or further action of the referral venture of the market VII threshold will increase customer loyalty to 0.392. These findings are also in line with research (Amelia & Safitri, 2021) showing that Facilities have a positive and significant influence on Loyalty

Impact of Product Quality (X4) on Customer Loyalty (Y)

Based on the findings of coefficient values (0,039) and p-value ($0,722 < 0,05$). This shows that there is no significant impact on product quality on customer loyalty, which means that customer loyalty is not significantly affected by product quality. Although price quality is insignificant, it has a positive impact on customer loyalty, meaning that when there is improvement in product quality, then customer loyalty gradually increases, but the improvement is not statistically significant. This means that product quality improvement does not affect customers loyalty statistically. Product quality changes and improvements may occur but the impact is not so great. These findings are also supported by research (Amelia & Safitri, 2021) stating that product quality does not significantly affect customer loyalty. The results of analysis on table 2 indicator X4.3, showed that among other indicators related to the customer agreed and satisfied due to the

product reference box of the market VII word gives the impression of high quality.

Effect of Customer Satisfaction (Z) on Customer Loyalty (Y)

Based on the findings of coefficient values (0,073) and p-value ($0,470 < 0,05$). This shows no significant influence on customer satisfaction on customer loyalty, meaning customer loyalty is not significantly affected by satisfaction. Although not significant customer satisfactions have a positive impact on customer loyalties, which means customer satisfactionen rises then customer loyalitet gradually increases, but the improvement is not statistically significant.

This means that the increase in customer satisfaction does not affect customer loyalty statistically. These findings are also supported by research (Sari & Lestariningsih, 2021) proving that Customer Satisfaction has proved to have no significant influence in a positive direction on Customer Loyalty. The results of the analysis on table 2 indicator Z2, showed that among other indicators related to the customer agreed and satisfied after consuming the reference to the market VII Tembung. Impact of Price (X1), Location (X2), Facilities (X3), Product Quality (X4) on Customer Loyalty (Y), Mediated Customer Satisfaction (Z) According to the results of the mediation test, customer satisfaction is significant in mediating the influence of price on customer loyalty with a mediation path coefficient value (0,181) and a p value of ($0,000 < 0,05$) and a value ($\text{upsilon V} = 0,032$) which means that the existence of a price on client loyalty mediated by client satisfaction belongs to a low structural level. This finding has similarities with research (Nofindri et al., 2021) on price variables that have a significant influence on consumer loyalty and consumer satisfaction as an intervening variable. Further findings on the client satisfaction mediation test are significant in mediating the influence of the facility on customer loyalty with the path coefficient value of mediation (0,144) and the p value value of ($0,004 < 0,05$) and the value ($\text{upsilon V} = 0,020$) which means the variable facility against client loyalty mediated customer

satisfaction belongs to low in the structural level. This finding is similar to a study (Kusuma Wardani et al., 2022) that the Customer Satisfaction variable mediates the relationship between Service and Facility and Customer Loyalty. In a mediation test, the customer satisfaction variables are significant in mediating the influence of product quality on customer loyalty with a mediated path coefficient value (0,171) and a p value of (0,011 < 0,05) and a value (upsilon V = 0,029) which means that the facility variable on client loyalty is mediated by client satisfaction belonging to a low structural level. This finding has similarities with research (Hirawan & Razak, 2019) that the relationship between product quality on customer loyalty through satisfaction as an intervening variable has a significant positive effect whereas for the mediation test on the satisfaction variable is not able to significantly mediate the influence of location on client loyalty seen with the result of the path coefficient value of mediation (0,072) and the P value of (0,202 < 0,05). This finding has been consistent with Research (Annas et al., 2019) stating that customer satisfaction does not have a significant influence on the intervening variable in relation to location on customer loyalty.

CONCLUSION

Based on the discourse and analysis of the fabric, the researchers have come to the following conclusions:

1. Price variables (X1), Location (X2), Facilities (X3), Quality of Service (X4), Customer Loyalty (Y), and Customer Satisfaction (Z) in the validity and reliability test external models can be considered valid and reliable because all values above 0.7.
2. Inner Model R-Square test impact price variable (X1) location (X2) facility (X3) quality of service (X4) customer loyalty (y) can be said to be moderate due to the value of the R-square of 59.6%, and the price variabel (x1), location (x2), Facility (x3), Service quality (x4), customer satisfaction

(z) is said to have a moderate impact due to R-square value of 58.2%.

3. Test mediation: Price variable(x1) has a significant impact on customer loyalty (y), mediated by customer satisfactions. (Zable variable) facilities (x2) have a significant effect on client loyalty that is not influenced by customer confidence (Y) relationship (Zu) quality (Yu).
4. Hypothesis test: customer loyalty is not significantly affected by price, location, or facilities. Customer satisfaction has a significant impact on customer loyalty, while product quality does not have a significant effect on client loyalty. Price and location also have a significant influence on customer satisfaction and customer loyalty. Facilities also have a significant impact on customer satisfaction and customer loyalty.

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