

**THE EFFECT OF PRICE PERCEPTION, PRODUCT QUALITY, QUALITY ON
CUSTOMER SATISFACTION MEDIATED BY CUSTOMER LOYALTY AT
COFFESHOP DELAPAN METER MOJOKERTO**

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ABSTRACT

The results of the study indicate that based on the results of the t-test, the price perception variable has a positive and significant effect on customer satisfaction. The two product quality variables have a positive and significant effect on customer satisfaction. The three service quality variables have a positive and significant effect on purchase satisfaction.

The four price perception variables have a positive and significant effect on customer loyalty. The five product quality variables have a positive and significant effect on customer loyalty. The six service quality variables have a positive and significant effect on customer loyalty. The indirect effect also shows that loyalty as a mediating variable is able to mediate the effect of price perception on customer satisfaction positively and significantly with a t statistic value > 1.97 and a p value < 0.05. In addition, customer loyalty as a mediating variable is able to mediate the effect of product quality on customer satisfaction positively and significantly on customer satisfaction positively and significantly with a statistical value > 1.97 and a p value of 0.026 < 0.05. And customer loyalty as a mediating variable is able to mediate the effect of service quality on customer satisfaction positively and significantly on customer satisfaction positively and significantly with a statistical value > 1.97 and a p value of < 0.05.

INTRODUCTION

Business competition between companies will continue to increase and become tight. In the era of globalization, the development of the business world is also increasingly rapid. With the development of modern society, consumer behavior in purchasing products and services is becoming increasingly diverse. Many products and services are now emerging with their own advantages and uniqueness. Various industries such as fashion, design, handicrafts, film, and cooking are trying to show their presence. This change is marked by an increase in the lifestyle and mindset of the people of Mojokerto City. This results in consumers having many choices in purchasing the products or services offered. With this situation, business actors must also strive to meet the progress of society

and technology. As a result, consumers have more choices when purchasing the products and services offered.

This study aims to determine the influence of price perception, product quality, service quality on customer satisfaction mediated by customer loyalty at the Delapan Meter Mojokerto Coffeeshop. In addition, the benefits of this study are to determine whether price perception, product quality, service quality have a significant positive effect on customer satisfaction at the Delapan Meter Mojokerto Coffeeshop and whether the variables of price perception, product quality and service quality have an effect on customer loyalty.

According to (Asnawi, 2022:59) price perception is a marketing game in which there is an element of strategy if the price has been set by a company very high then the goods will be difficult to reach by the market or the selling value will be low. Price perception indicators consist of price affordability, payment flexibility, discounts and price competitiveness. According to (Intakoris, 2023) that the conventional understanding of quality is performance as a direct illustration of a product, reliability, ease of use, aesthetics and so on. In addition, products can also be defined as consumer perceptions described by producers through their production or operational results. According to (Davis in Sholichah, 2020) that service quality is a dynamic condition related to products, services, people, processes, and the environment that are able to meet or exceed consumer expectations. Customer satisfaction is a customer's response to their needs being met, with a feeling of satisfaction and pleasure (Raymond, 2020). According to (Siregar in Hasna, 2022:3) consumer loyalty is a customer's commitment to a company or distributor's brand based on positive values in long-term transactions.

Based on the research results presented, the researcher determined the title "The Influence of Price Perception, Product Quality, Service Quality, on Customer Satisfaction Mediated by Customer Loyalty at the Delapan Meter Coffeeshop, Mojokerto".

RESEARCH METHODS

1. Types of research

According to Sugiyono (2019), quantitative research is an empirical research approach where data collected can be measured numerically. This research tends to use scientific methods with statistical analysis to test hypotheses and answer research questions.

2. Population

According to Sugiyono (2022) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. population is not only the number of objects or subjects studied, but all the characteristics or properties possessed by the objects and subjects. In this study, the population was all consumers at the Delapan Meter Mojokerto Coffeeshop which was taken from January to March 2025 as many as 3,500 consumers

3. Sample

According to (Sugiyono, 2022) a sample is a part of a population taken in a certain way or procedure to represent the population being studied. Meanwhile, according to (Sudaryana, 2022:34) a sample is part of the size and characteristics of a population. The population in this study is all consumers of the Delapan Meter coffee shop. The researcher considered using the sample criteria in this study by using the formula (Hair, 2019), which states that the number of samples taken depends on the number of indicators multiplied by 5 to 10. So the number of samples in this study was 200 respondents with the sampling technique used, namely the simple random sampling technique.

4. Data Analysis Techniques.

a. *Partial Least Square (PLS) Analysis*

According to (Muniarti in Nugroho, 2021: 36), the Partial Least Square (PLS) test is a variance-based structural equation approach, or Structural Equation Modeling (SEM). Partial Least Square (PLS) is a variance-based Structural Equation Modeling (SEM) equation modeling technique designed to perform multiple regression on data problems.

b. *Structural Equation Modeling (SEM) Analysis*

Structural Equation Modeling(SEM) or structural equation modeling is a second generation multivariate analysis technique that allows researchers to test the relationship between complex variables, both recursive and non-recursive, to obtain an overview (Gozali in Suryani, 2022).

c. *Measurement Model (Outer Model)*

The outer model analysis in PLS-SEM is to see the validity and reliability of the predictor or research instrument items in measuring latent variables. The analysis seen is (convergent validity, discriminant validity and reliability) (Hardisman, 2021:2).

1) Validity Test

Validity test is a test to determine whether each question given by the researcher to the respondent can measure according to the dimensions of the variables used (Muhtarom, 2022:130). In the validity test, there are 2 tests that can be used in the PLS system, including:

1. *Convergent validity*

This test is used to determine the suitability of each indicator relationship with its latent variables. This measurement is considered sufficient if the factor loading value is above 0.7 and the Average Variance Extracted (AVE) value is above 0.5.

2. *Discriminant validity*

Measurement of reflective indicators (Indicator Reflection) based on cross loading (comparing) with its latent variables. With a cross loading value above 0.7 and a Fornell Larcker criterion or HTMTI value where the value of the variable to the variable itself is also the value of the variable to other variables. The diagonal value or top value must not be smaller than the other values.

2) Reliability Test

Reliability testing is used to see the extent to which a measuring instrument produces relatively the same results when retested at the same value (Hair in Prasmawati, 2020:101). There are two measurement models in reliability testing, including:

1. *Composite Reliability (Cr)*

An indicator that measures a variable with a reliable value ≥ 0.7 . Although it is not an absolute standard.

2. *Cronbach's Alpha*

A reliable measure with a value between zero and one. It is also said that the reliability test can be said to be reliable if the value obtained is above 0.7. However, if the resulting value is > 0.6 it is still acceptable.

3) Collinearity Statistics (VIF)

The collinearity statistic is used to see whether or not there is multicollinearity, with the provision that the collinearity statistic variance inflation factors (VIF) value < 5 means that there is no multicollinearity and a VIF value < 3 is considered better or ideal.

4) Fit Model

According to (Henseler in Yudanto, 2020) the fit model is used as a test by measuring the suitability of the model in smart-PLS by looking at the Standardized Root Mean Square Residual (SMR) value for the observed correlation difference and the model that states the matrix correlation. The expected value < 0.10 will be said to be a fit criterion. The value (NFI) ranges from 0-1, the closer to 1 the model is said to be more fit. While RMS Theta is said to be fit if it approaches zero.

d. *Structural Model Analysis (Inner Models)*

This model describes the causal relationship between latent variables built based on the substance of the theory (Hair, 2019) evaluated using R^2 for the dependent construct, the path coefficient value or t-values of each path for the significance test between constructs in the structural model. The R^2 value is used to measure the level of variation in changes in the independent variable to the dependent variable. The path coefficient value or inner model shows the level of significance in hypothesis testing.

1. R-square

If the R-square value is 0.25-0.50, the research model is declared weak, while if the R-square value is 0.50-0.75, the model is said to be quite good, while if the R-square value is higher than 0.75, the model is said to be quite good (Hair in Amin, 2020:21)

2. Mediation test

The mediation test functions to mediate between the independent variable and the dependent variable and also leads to the mediating variable.

e. Hypothesis testing

According to (Sugiyono, 2019:99) a hypothesis is a temporary answer to the formulation of a research problem, therefore the formulation of the problem is usually arranged in the form of a question sentence. Hypothesis testing is testing a hypothesis by conducting a T test, the T-statistic value must be greater than > 1.64 for the hypothesis and have a P-value < 0.05 then the hypothesis is accepted.

RESULTS AND DISCUSSION

1. Hypothesis Testing

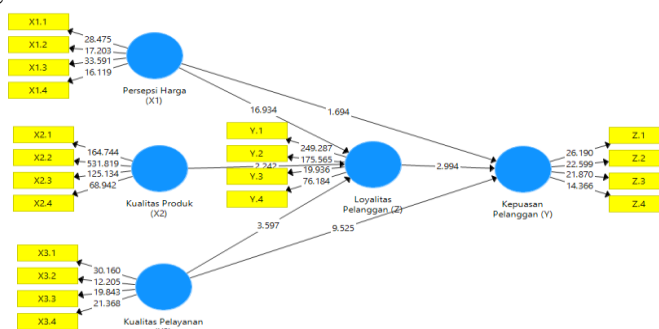


Figure 1 PLS diagram

Based on the image above which shows the relationship between the independent variables and the dependent variables and the indicators of each variable with the research variables and the relationship between the variables of price perception, product quality, service quality to customer satisfaction mediated by customer loyalty at the Delapan Meter Mojokerto Caffeshop.

2. Measurement Model (Outer Model)

a. Validity test

1) Convergent validity

The convergent validity test is used as a measure of the indicators in each variable by looking at the outer loading value, where if the outer loading value is > 0.07 then it is declared valid. The following are the test results using SmartPLS 3 software:

Table 4.7 outer loading results

Indicator	Outer Loading Results	Rate Of Thumb	Information
X1.1	0.823	0.700	Valid
X1.2	0.740	0.700	Valid
X1.3	0.852	0.700	Valid
X1.4	0.724	0.700	Valid
X2.1	0.988	0.700	Valid
X2.2	0.993	0.700	Valid
X2.3	0.983	0.700	Valid
X2.4	0.942	0.700	Valid
X3.1	0.814	0.700	Valid
X3.2	0.744	0.700	Valid
X3.3	0.745	0.700	Valid
X3.4	0.770	0.700	Valid
Y.1	0.973	0.700	Valid

Y.2	0.970	0.700	Valid
Y.3	0.768	0.700	Valid
Y.4	0.949	0.700	Valid
Z.1	0.806	0.700	Valid
Z.2	0.760	0.700	Valid
Z.3	0.763	0.700	Valid
Z.4	0.720	0.700	Valid

Data source : processedSmartPLS 3(2025)

Based on the test results above, it can be seen that the variable indicators that have an outer loading value > 0.700 are declared valid, while the outer loading value > 0.50 is declared sufficient or can be said to be valid because it is close to 0.700, as shown in table 4.7 of the outer loading results.

2) Discriminant validity

Discriminant validity testing is done in two ways, the first is by looking at the cross loading value and the second is by looking at the Average Variance Extracted (AVE) value, using the first method through cross loading, if the indicator's cross loading value meets discriminant validity. The following are the test results using SmarPLS 3 software:

Table 4.8 Cross Loading

Item	Customer satisfaction	Quality of Service	Production Quality	Customer Loyalty	Price Perception
X1.1	0.701	0.550	0.322	0.507	0.823
X1.2	0.595	0.735	0.502	0.512	0.740
X1.3	0.913	0.626	0.502	0.545	0.852
X1.4	0.545	0.803	0.319	0.703	0.724
X2.1	0.507	0.505	0.988	0.428	0.510
X2.2	0.526	0.483	0.993	0.407	0.517
X2.3	0.517	0.464	0.983	0.411	0.500
X2.4	0.527	0.470	0.942	0.311	0.526
X3.1	0.536	0.814	0.325	0.736	0.727
X3.2	0.472	0.744	0.315	0.691	0.566
X3.3	0.594	0.745	0.459	0.494	0.738
X3.4	0.556	0.770	0.430	0.544	0.598
Y.1	0.973	0.638	0.507	0.553	0.867
Y.2	0.970	0.635	0.502	0.545	0.873
Y.3	0.768	0.657	0.409	0.752	0.687
Y.4	0.949	0.635	0.528	0.566	0.833
Z.1	0.426	0.707	0.262	0.806	0.579
Z.2	0.340	0.635	0.197	0.760	0.451
Z.3	0.775	0.609	0.396	0.763	0.663
Z.4	0.425	0.493	0.377	0.720	0.474

Data source : processedSmartPLS3 (2025)

Based on the results in table 4.8 cross loading above shows that the cross loading value <0.9 then each variable has good discriminant validity (valid). Because it can be said to be valid if the Heterotrait Monotair Of Correlation (HTMT) value <0.9.

Average Variance Extracted (AVE)

In addition to looking at the cross loading value, namely by comparing the Average Variance Extracted (AVE) of each variable with the correlation between variables, if the AVE value is greater than the correlation that occurs, it can be said that the variable has a

good correlation. It is recommended that this measurement must be worth more than 0.5. The following are the test results below:

Table 4.9 Average Variance Extracted (AVE) Value

Variables	Average Variance Extracted (AVE)	Information
Price Perception (X1)	0.618	Valid
Product Quality (X2)	0.945	Valid
Service Quality (X3)	0.591	Valid
Customer Satisfaction (Y)	0.845	Valid
Customer Loyalty (Z)	0.582	Valid

Data source : processed SmartPLS 3 (2025)

Based on the results of table 4.9 above, it shows that the AVE value for each variable of price perception, product quality, service quality, customer satisfaction and customer loyalty tested has an AVE value >0.5, so it can be said that all variables in this study meet the discriminant validity criteria measured by the AVE test.

b. Reliability test

Reliability test can be seen through the results of Cronbach's alpha value to measure the upper and lower and composite reliability for the actual reliability of a construct or variable. It is said to be reliable or not the answers from respondents to the questionnaire if the composite reliability value (greater) >0.700.

1) Composite Reliability

Table 4.10 Composite reliability values

Variables	Composite Reliability (rho_A)	Composite reliability (rho_c)	Information
Price Perception (X1)	0.805	0.866	Reliable
Product Quality (X2)	0.986	0.998	Reliable
Service Quality (X3)	0.773	0.852	Reliable
Customer Satisfaction (Y)	0.938	0.956	Reliable
Customer Loyalty (Z)	0.770	0.848	Reliable

Data source : processed SmartPLS 3 (2025)

Based on the results in table 4.10 above, it is known that the variables of price perception, product quality, service quality, customer satisfaction, and customer loyalty in this study have a composite reliability value of > 0.700, which means that all variables in this study are reliable.

2) Cronbach's alpha

Table 4.11 Cronbach's alpha value

Variables	Cronbach's alpha	Information
Price Perception (X1)	0.793	Reliable
Product Quality (X2)	0.984	Reliable
Service Quality (X3)	0.769	Reliable
Customer Satisfaction (Y)	0.935	Reliable
Customer Loyalty (Z)	0.762	Reliable

Data source : processed SmartPLS 3 (2025)

Based on table 4.11, the results of the Cronbach's alpha value test show that each variable in this study has a Cronbach's alpha value > 0.700, which means that all variables in this study are reliable.

3. Structural model (inner model)

a. Coefficient of determination

The R-Square value criteria are said to be "weak" if the R-Square value is 0.25<0.5 and the R-Square value criteria are said to be "Moderate" if the R-Square value is 0.5 <0.75 and the R-

Square value criteria are said to be "strong" if the R-Square value is 0.75. The following are the test results using SmartPLS 3 software:

Table 4.12 R-Square Values

Variables	R-Square	Information
Customer satisfaction (Y)	0.814	Strong
Customer loyalty (Z)	0.678	Moderate

Data source : processed SmartPLS 3 (2024)

The results in table 4.12 above show that the Customer Satisfaction variable (Y) has a value of 0.814 or 81.4% which is included in the strong category, so that in order to increase customer satisfaction, the independent variables of price perception, product quality and service quality must be maintained. The customer loyalty variable has a value of 0.678 or 67.8% which is included in the moderate category, so that in order to maintain and increase customer loyalty, the independent variables of price perception, product quality, and service quality must be maintained so that loyalty becomes a strong category.

b. *Path coefficient*

This model testing is a direct test between two variables, namely the independent variable and the dependent variable without going through the mediating variable to see the direction of the relationship. The influence interval between variables can be said to have a positive effect if the original sample value is > 0 , but if the original sample value is < 0 then it is stated negatively.

Table 4.13 Path Coefficient

Influence of Variables	Original Sample	Direction of relationship
Price perception (X1) – Customer Satisfaction (Y)	1,047	Positive
Price Perception (X1) – Customer Loyalty (Z)	0.225	Positive
Product Quality (X2) – Customer Satisfaction (Y)	0.103	Positive
Product Quality (X2) – Customer Loyalty (Z)	0.147	Positive
Service Quality (X3) – Customer Satisfaction (Y)	0.247	Positive
Service Quality (X3) – Customer Loyalty (Z)	0.809	Positive
Customer Satisfaction (Y) – Customer Loyalty (Z)	0.335	Positive

Data source : processed SmartPLS 3 (2025).

Based on the results in table 4.13 above, it shows that the direction of the relationship between variables in the inner model, so that: the first relationship shows a positive relationship between price perception and Customer Satisfaction which explains that when price perception increases by 1 unit, Customer Satisfaction will also increase by 1.047 units. The second relationship shows a positive relationship between price perception and Customer Loyalty which explains that when price perception increases by 0.225 units, Customer Loyalty will also increase by units. The third relationship shows a positive relationship between product quality and Customer Satisfaction which explains that when product quality increases by 1 unit, Customer Satisfaction also increases by 0.103 units. The fourth direction relationship shows a positive relationship between product quality and Customer Loyalty which explains that when product quality increases by 1 unit, Customer Loyalty also increases by 0.147 units. The fifth direction relationship shows a positive relationship between service quality and customer satisfaction which explains that when service quality increases by 1 unit, customer satisfaction also increases by 0.247 units. The six-way relationship shows that there is a positive relationship between service quality and customer loyalty, which explains that when service quality increases by 1 unit, customer loyalty also increases by 0.809 units.

The seventh directional relationship shows that Customer Loyalty with Customer Satisfaction explains that when Customer Loyalty increases by 1 unit, Customer Satisfaction also increases by 0.335 units.

4. Hypothesis testing

The variable criteria can be stated as a significant influence, both direct and indirect influence as seen with the t-statistic value > 1.97 can be stated as a significant influence, but if

the t-statistic value < 1.97 then it is stated that it has no significant influence on the direct and indirect influence can be influenced by the p value, if the p-value $0 < 0.05$ (5%) then the direct and indirect influence is stated as significant.

Table 4.14 hypothesis testing

Variables	T – Statistics (/0/STD/DV/)	P Value	Information
Price perception (X1) – Customer Satisfaction (Y)	16,424	0,000	Positive and significant
Price Perception (X1) – Customer Loyalty (Z)	2,685	0.004	Positive and significant
Product Quality (X2) – Customer Satisfaction (Y)	2,362	0.019	Positive and significant
Product Quality (X2) – Customer Loyalty (Z)	2,901	0.015	Positive and significant
Service Quality (X3) – Customer Satisfaction (Y)	3,438	0.001	Positive and significant
Service Quality (X3) – Customer Loyalty (Z)	8,693	0,000	Positive and significant
Customer Satisfaction (Y) – Customer Loyalty (Z)	3,262	0.001	Positive and significant

Data source : processed SmartPLS 3 (2024)

After testing with SmartPLS 3 on 200 respondents to answer the truth of the hypothesis, the results obtained were that:

- 1) Price perception has a positive and significant effect on customer satisfaction because the significant value of p-value $0.000 < 0.05$ and t-statistic $16.424 > t$ table 1.97 so that the hypothesis is correct and accepted.
 - 2) Price perception has a positive and significant effect on customer loyalty because the significant value of p-value $0.004 < 0.05$ and t-statistic $2.685 > t$ table 1.97 so that the hypothesis is correct and accepted.
 - 3) Product quality has a positive and significant effect on customer satisfaction because the significant value of p-value $0.019 < 0.05$ and t-statistic $2.362 > t$ table 1.97 so that the hypothesis is correct and accepted.
 - 4) Product quality has a positive and significant effect on customer loyalty because the significant value of p-value $0.015 < 0.05$ and t-statistic $2.901 > t$ table 1.98 so that the hypothesis is correct and accepted.
 - 5) Service quality has a positive and significant effect on customer satisfaction because the significant value of p-value $0.001 < 0.05$ and t-statistic $3.438 > 1.97$ so that the hypothesis is correct and accepted.
 - 6) Service quality has a positive and significant effect on customer loyalty because the significant value of p-value $0.000 < 0.05$ and t-statistic $8.693 > 1.97$ so that the hypothesis is correct and accepted.
 - 7) Customer satisfaction has a positive and significant effect on customer loyalty because of the valuesignificant p-value $0.000 < 0.05$ and t-statistic $3.262 > 1.97$ so the hypothesis is correct and accepted.
5. Mediation test

Mediation testing is used to show the relationship between independent variables and dependent variables on mediating or intervening variables. This indirect effect is obtained by calculating the effect of the dependent variable on the mediating variable, by multiplying the mediating variable by the independent variable (Hair et al., 2020). The connecting or mediating variable in this study is Customer Loyalty as a mediating variable.

Table 4.15 Results of the mediation test

Variables	<i>T statistic</i>	<i>P Value</i>	Information
Price perception – customer satisfaction – customer loyalty	3,086	0.002	Positive and significant
Product quality – customer satisfaction – customer loyalty	2,239	0.026	Positive and significant
Service quality – customer satisfaction – customer loyalty	2,288	0.023	Positive and significant

Data source : processed *SmartPLS 3* (2024)

Based on the results of table 4.15, the results of the mediation test show that the variable of price perception towards customer satisfaction through Customer Loyalty has a t statistic value of 3.086, which means that the relationship is significant, and has a p-value of 0.002, which means it is positive. While the variable of product quality towards customer satisfaction through customer loyalty has a t statistic value of 2.239, which means that the relationship is significant, and has a p-value of 0.026, which is positive. And the variable of service quality towards product satisfaction through customer loyalty has a t statistic value of 2.288, which means that the relationship is significant, and has a p-value of 0.23, which is positive.

CONCLUSION

Based on the results of the analysis and discussion related to the problems and objectives of the research, it can be concluded that:

1. Price perception has a positive and significant effect on customer satisfaction at the Delapan Meter Cafeshop, Mojokerto.
2. Price perception has a positive and significant effect on customer loyalty at the Delapan Meter Cafeshop, Mojokerto.
3. Product quality has a positive and significant effect on customer loyalty at Cafeshop Delapan Meter Mojokerto.
4. Product quality has a positive and significant effect on customer loyalty at Cafeshop Delapan Meter Mojokerto.
5. Service quality has a positive and significant effect on customer satisfaction at the Eight Meter Cafeshop, Mojokerto.
6. Service quality has a positive and significant effect on customer loyalty at the Delapan Meter Cafeshop, Mojokerto.
7. Customer loyalty has a positive and significant effect on employee customer satisfaction at the Delapan Meter Cafeshop, Mojokerto.

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