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The Effect of Product Quality, Price and Promotion to Customer Satisfaction and Loyalty in You Coffee and Resto in Jagakarsa

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A B S T R A C T

This study was aimed to analyse the effect of product quality, price, promotion on customer satisfaction and the effect of customer loyalty at You Coffee and Resto Jagakarsa, Jakarta, Indonesia. 125 sample were selected by purposive sampling in You Coffee and Resto. Data were collected by questionnaires and Structural Equation Model (SEM) were applies as an analysis technique. The results analysis showed that product quality, price, promotion have positive and significant effect on the customer satisfaction and customer loyalty. product quality, price and promotion need to be increased in order to improve satisfaction and loyalty Customer.

1. Introduction

The national food and beverage industry has made a major contribution to economic growth in Indonesia. Providing satisfaction to consumers in meeting their needs, wants and expectations is the most important thing for companies to face competition. One of the ways to grab market news is to get as many customers as possible. Security and security are also factors in getting consumers. Successful companies will get consumers in large numbers who can provide satisfaction for consumers. Satisfied consumers will become loyal consumers of products by word of mouth

Promoting on target is the task of the

marketing field, a promotional mix is needed in order to determine what kind of promotion should be carried out appropriately to get consumers. After getting consumers, marketers must also pay attention to customer satisfaction. The company's success in marketing is strongly supported by efforts to build communication with consumers through marketing strategies and maintain the quality of its products so that consumers are tempted to make purchases. In addition, it also needs to be supported by human resources in developing quality product quality. This is expected to develop into a strategic business concept that can provide sustainable satisfaction.



Promotion is a one-way flow of information or persuasion designed to direct a person or organization to actions that create exchange in marketing (Private and Irawan, 2001). Sukotjo and Radix (2010) state that promotion is an activity to communicate information from sellers to consumers or other parties in the sales channel to influence attitudes and behavior. Through advertising, a company directs persuasive communication to target buyers and society through the so-called mass media such as newspapers, magazines, tabloids, radio, television, and direct mail.

You Coffee and Resto is a restaurant in the Jagakarsa area, Jakarta, Indonesia. As a restaurant located in a residential area, there are still many obstacles faced by You Coffee and Resto, especially in marketing. These constraints will affect customer satisfaction and their impact on customer loyalty. Promotions carried out by You Coffee and Resto include canvassing, social media, and online. It can be concluded that the use of elements of the marketing mix (product, price, promotion, place) can obtain effective performance in the market, thereby affecting customer satisfaction and loyalty perceptions. From the results of previous research, it is also stated that promotion has a significant positive effect on customer satisfaction and loyalty. According to research Yulianto (et al., 2017) states that promotion has an impact on customer satisfaction and loyalty. When customers get information that can create an atmosphere or situation where consumers are willing to choose and have quality products. When consumers already own and feel compatible with the quality of the product, it creates satisfaction and loyalty to the quality of the product purchased. This study aims to analyze the effect of quality, price, and product promotion on customer satisfaction and loyalty at You Coffee and Resto.

2. Literature Review

Marketing management

Marketing is a whole system that deals with business activities that aim to plan, determine prices to promote, and distribute goods or services that will satisfy the needs of buyers, both actual and potential. Marketing has an important role in society because marketing involves various aspects of life, including the economic and social fields. Marketing management functions include consumer research, product development, promotion-communication, distribution, pricing and service delivery.

Marketing mix elements

According to Kotler and Armstrong (2012), the marketing mix is an element that can be optimized by a company to influence demand for its products. These elements consist of product, price (discount), distribution process, promotion (advertising, personal selling), facilities (store location and environment), human element (employee and other consumer appearance), and process.

Product quality

Products are anything that provides value to satisfy consumer needs and desires. In principle, a product is everything that consumers receive in the process of exchanging with producers, in the form of basic benefits, physical products, and their packaging, and the elements that accompany them. Meanwhile, product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations.

According to Tjiptono (2016), product quality includes efforts to meet consumer needs or expectations and quality is an ever-changing condition (which is considered current quality



may be less quality in the future). Quality is a characteristic or product characteristic in order to meet consumer needs and expectations. Consumers are not just customers who come once to try, but those who come back and forth to buy. To meet the expectations and needs of customers, the products offered must be of high quality in relation to consumer purchasing actions.

Products have been seen as the main criterion for diners to judge restaurant performance (Ramanathan, 2015). One example is a study on luxury restaurants in Spain and it indicated that "respondents rated the product as the most important restaurant element" (Ramanathan 2015). Furthermore, 'low prices and high products, evaluated using food temperature, presentation, freshness and menu variation, can be important factors for a restaurant's success in satisfying customers' (Ramanathan, 2015). Then it has been found that 'diners consider the presentation of food on a plate very important to their dining experience' (Ramanathan, 2015)

Product prices

Price is one part of the marketing mix which is important in product marketing. Price is the amount of money needed to obtain some combination of a product and service that accompanies it as stated by Stanton in Angiopora (1999: 174). Tjiptono (1997: 147) states that from a consumer's point of view, price is often used as an indicator of the value of how the price is related to the perceived benefits of a good or service. According to Kotler et al. (2000) price has its own uniqueness in the marketing mix, one of which is because the price is a marketing mix that can change flexibly, besides that price is the only element in the marketing mix that generates revenue, other elements generate costs. The price tag is influenced by product features, channels,

and marketing communications which require more time. Pricing strategies may differ from market to market for various reasons such as political, economic, social, technological, environmental and legal power. Hence, it is these forces that have an effect on the pricing constituents of the marketing program by controlling for the effects on marketing, distribution, and transportation costs, market structure and demand; Tariffs, taxes and other financial trade barriers from different countries influence pricing strategies.

According to Monroe (2005) states that price is an economic sacrifice made by customers to obtain a product or service. In addition, price is one of the important factors for consumers in making a decision to make a transaction or not (Engel, Blackwell and Miniard, 1996). Prices are said to be expensive, cheap or mediocre for each individual, it does not have to be the same, because it depends on the individual's perceptions based on the environment and individual conditions (Schifman and Kanuk, 2001).

Promotional mix

Swastha and Irawan (2008) state that the promotional mix is the best combination of strategies from advertising variables, personal selling, and other promotional tools, all of which are designed to achieve the goals of the sales program. According to Kotler (2008) the promotion mix consists of advertising, personal selling, sales promotion, public relations, and direct marketing. According to Lupiyoadi (2014), commonly known promotional tools are advertising, personal selling, sales promotion, public relations or public relations, word of mouth (WoM), direct marketing and marketing publication.



Consumer satisfaction

Currently, the attention to consumer satisfaction and dissatisfaction has been getting bigger because basically, the goal of a company is to create a sense of satisfaction in consumers. The higher the level of customer satisfaction, it will bring greater the profits for the company, because consumers will reuse the company's products. However, if the level of satisfaction felt by consumers is small, then there is a possibility that these consumers will move to competitive products.

According to Lupiyoadi (2001), consumer satisfaction is the level of feeling where a person states the results of a comparison of the performance of a product or service received as expected. According to Kotler and Armstrong (2008), consumer satisfaction is the level at which the perceived performance of the product is in accordance with buyer expectations. Consumer satisfaction with a product or service is actually something that is difficult to obtain if the service company or industry does not really understand what consumers expect. Products or services of the same quality, it can provide different levels of satisfaction for different consumers. Therefore, a company must always pay attention to the quality of products and services provided to consumers. Consumer satisfaction is the consumer's response to the mismatch between the level of prior importance and the actual performance he feels after use (Rangkuti, 2002: 30).

Customer loyalty

Loyalty is the attitude aimed by consumers towards the provision of products or services. A consumer will show a loyal attitude if a company is able to provide satisfaction to its customers. A loyal customer is a consumer who always buys back from the same provider or service provider

and chooses a positive attitude towards the service provider in the future (Griffin, 2007; 4).

From the restaurant context, customer loyalty can be explained as the motivation of visitors to visit certain restaurants and recommend them to family, friends, and other people in the future (Giese, 2002). Second, in this study, what is meant by customer loyalty is the desire of customers to revisit the restaurant and their willingness to recommend the restaurant to their friends (Giese, 2002). Third, customer loyalty in this study can be defined in general as a positive affective reaction to a favorable assessment of the consumption experience in a restaurant (Liu, 2014).

Customer loyalty has an important role in a company, maintaining them means improving financial performance and maintaining the viability of the company, this is the main reason for a company to attract and retain them. Efforts to get loyal customers cannot be done all at once, but through several stages, from finding potential customers to obtaining partners (Hurriyati, 2008). In the process of becoming a truly loyal customer, the consumer will go through several stages. This process must be very well understood by marketers because each stage has special needs. Griffin (2007: 35) states that, by recognizing each stage and meeting the special needs of each stage, companies have opportunities.

3. Methods

This research is a descriptive study and the data collection process uses interviews and questionnaires. The form of the questionnaire is a self-administered interview, where the respondents give their own answers independently. The choice of how to interview like this is done so that respondents feel more flexible



in filling out the questionnaire and can provide more informative results in research.

The sampling technique used in this study was the purposive sampling method, namely the sampling technique for data sources with certain considerations (Sugiyono, 2010). The criteria for the inclusion of participants in this study were customers who had become restaurant customers for more than 1 year. In this study, participants who met the inclusion criteria were as many as 125 people. Analysis of research data using the Structural Equation Model (SEM). To speed up the processing and testing of data, it is carried out with the help of the AMOS variable application program.

4. Results

Respondent characteristics

This respondent's descriptive data provides simple information about the condition of the respondent who is the object of the research. Respondents in this study were tabulated by gender, age, and education level (Table 1).

Based on table 1, the characteristics of the respondents consisted of the majority of women (54%), aged between 30-39 years (30%), and had a bachelor's degree (52%).

Perception analysis of research variables

The results of the analysis of the distribution of answers to the questionnaire for each research variable can be presented as follows:

Perception level of product quality variables

The results of the descriptive analysis of respondents' answers to each indicator of the product variable are presented in the following table:

Table 2 shows that most respondents

answered strongly (44.0%). The results above indicate that the highest product quality is the reliability indicator of 65 (52%) and the lowest in the tangible indicator of 48 (38%).

Perceived level of price variables

The results of the descriptive analysis of respondents' answers to each indicator of the price variable are presented in the following table:

Table 3 shows that most of the respondents answered agree (42.1%). The results above show that the highest price on the discount indicator is 58 (46%) and the lowest is on the affordable price indicator at 49 (39%).

The results of the perceived level of the promotion variable

The results of the descriptive analysis of the respondents' answers to each indicator of the promotional variables are presented in the following table:

Table 4 shows that most of the respondents answered strongly agree (46.2%). The results above show that the highest promotion is on the marketing indicators of word of mouth by 63 (50%), and the lowest is on the indicators of events and experiences by 54 (43%).

Perception level of consumer satisfaction variable

The results of the descriptive analysis of the respondents' answers to each indicator of the consumer satisfaction variable are presented in the following table:

Table 5 shows that most respondents answered strongly (44.6%). The results above show that the highest customer satisfaction is on the indicators of service quality and product quality at 52% and the lowest is on the indicators of convenience at 31%.



Perception level of consumer loyalty variables

The results of the descriptive analysis of the respondents' answers to each indicator of the customer loyalty variable are presented in table 6.

Table 6 shows that most respondents answered agree (46%). The results above show that the highest customer loyalty is on the indicator of history with the company at 46% and the lowest is on emotional bonds at 38%.

H1: Product quality has a positive and significant effect on customer satisfaction at You Coffee and Resto. Based on the results of SEM analysis, it can be seen that product quality has a positive and significant effect on customer satisfaction. This is evidenced by the C.R value of 2.286 and a significant value of 0.02 (<0.05). The results of this study have conformity to the previous research theory, namely from the research of Nurmila Vitriana (2011) which states that there is a significant effect of product quality on customer satisfaction, so that the quality of the products offered affects customer satisfaction. Consumers will feel satisfied if they already know the function and form of the product to be purchased and accepted. The quality of a product is the main indicator for satisfied consumers

Consumers are usually always looking to buy a quality product in order to feel satisfied after enjoying the product. On average, the level of respondents' perceptions related to the product quality variable has a value of 44% where respondents in this case, namely consumers at You Coffee and Restaurant, strongly agree about the quality of the products at You Coffee and Restaurant. Consumers perceive the many product choices offered according to their hopes and desires, thus making them choose You Coffee and Resto as their restaurant of choice. So that the first hypothesis which states that product

quality has a positive and significant effect on customer satisfaction at You Coffee and Resto can be **accepted**.

H2: Price has a negative and significant effect on consumer satisfaction at You Coffee and Resto. The results of this data analysis show that price has a positive and significant effect on customer satisfaction at You Coffee and Resto. This is evidenced by the C.R value of 2.098 and a significance value of 0.03 (<0.05). Based on the results of the analysis, it shows that the price variable has an influence on customer satisfaction. Particularly regarding the price discount/discount, it can be seen from the value of the highest respondent's level of perception on the price variable, which is 46%. This also gives an indication that applying the right price to You Coffee and Restaurant is an important factor in consumer satisfaction. This means that the second hypothesis is accepted, that is, the better the application of prices, the higher customer satisfaction.

H3: Promotion has a positive and significant effect on customer satisfaction at You Coffee and Resto. The results of this data analysis show that promotion has a positive and significant effect on customer satisfaction at You Coffee and Restaurant, this is evidenced by the C.R value of 2.664 and a significance value of 0.04 (<0.05). Based on the level of respondents' perceptions regarding the promotion variable of the word of mouth method which has an average value of 50%, which means that consumers feel attracted to information obtained from word of mouth such as information from colleagues, friends, friends, and family who have previously had experience visiting You Coffee and Resto.

H4: Product quality has a positive and significant effect on post-purchase customer loyalty at You Coffee and Resto. Based on the results of the data analysis, it can be seen that



product quality has a positive and significant impact on customer loyalty at You Coffee and Resto. This is evidenced by the C.R value of 2.873 and a significance value of 0.05 (<0.05). Loyalty also depends on product quality. Judging from the level of respondents' perceptions regarding the variable product quality and consumer loyalty, they are satisfied with the quality of the food served at You Coffee and Resto, besides that the atmosphere and comfort factors at You Coffee and Restaurant are also considered satisfying so they feel loyal and willing to visit again. at a later time. The results of this study are supported by previous research conducted by Fauzan (2015) regarding the analysis of the effect of product quality on consumer loyalty.

H5: Price has a negative and significant effect on customer loyalty at You Coffee and Resto. Based on the results of hypothesis testing, it is known that price has a positive and significant effect on consumer satisfaction at You Coffee and Resto. With a C.R value of 2.311 and a significance value of 0.04 (<0.05). Consumer satisfaction at You Coffee and Resto is also determined by consumer behavior on price perceptions. Consumers will assess or evaluate the level of price or price offered of products or services to the company. Prices that are considered in accordance with the quality and quality are a satisfaction for consumers. So that the assessment of the price of goods or services is considered by consumers so that they feel satisfied. Based on Nguyen Minh Tuan (2012) and Imam Suroso (2013), the results of this study also show that price has a significant effect on consumer loyalty. In this study, it is proven that prices that meet consumer expectations are the main element in providing consumer loyalty.

H6: Promotion has a positive and significant effect on customer loyalty at You Coffee and Resto. Based on the results of hypothesis testing,

it is known that promotion has a positive and significant effect on consumer satisfaction at You Coffee and Restaurant, with a C.R value of 2.073 and a significance value of 0.05 (<0.05). In general, promotion is defined as a one-way flow of information or persuasion designed to direct a person or organization to actions that create exchanges in marketing (Swastha, 2007). Promotion is a marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brands and products. According to Kotler and Armstrong (2011), promotion is an activity that communicates product advantages and persuades target customers to buy it. Based on the average respondent's answers to promotions, the average respondent is satisfied with interesting advertisements about You Coffee and Restaurant, besides that the existence of promos in the form of vouchers and discounts given makes respondents interested and decide to visit You Coffee and Restaurant.

H7: Customer satisfaction has a positive and significant effect on customer loyalty at You Coffee and Resto. Based on the results of hypothesis testing, it is known that customer satisfaction has a positive and significant effect on customer loyalty at You Coffee and Restaurant with a C.R value of 3.405 and a significance value of *** (<0.05). If the customer has bought and his expectations are met, customer satisfaction will be created. Consumer satisfaction is the level of a person's feelings after comparing the performance of the product he feels with his expectations (Kotler and Keller, 2016: 153). If consumers are satisfied, they are likely to buy back (Kotler and Keller, 2016: 155). The higher the consumer's stability in deciding to buy, the higher the consumer loyalty. Based on the respondents' average answers regarding customer satisfaction, the average respondent is



attracted to You Coffee and Restaurant, because the price is in accordance with their hopes and desires. In addition, affordable prices and good product quality are also factors considered by respondents in choosing You Coffee and Resto. The results of this study support the research results of Imam Suroso (2013) that customer satisfaction has a direct effect on customer loyalty. Similar to previous studies, customer satisfaction also has the greatest influence on customer loyalty compared to other variables. This explains that after visiting You Coffee and Resto consumers experience satisfaction because consumers feel that the benefits have been fulfilled and even exceed consumer expectations at the beginning.

H8: Product quality has a positive and significant effect on consumer satisfaction mediated by customer satisfaction at You Coffee and Resto housing. This is evidenced by the test value of the single test which shows significant results with a t value of 2.213 (greater than 1.96). Based on the average respondent's answers regarding consumer satisfaction caused by product quality, the average respondent is attracted to You Coffee and Restaurant, because the quality and facilities at You Coffee and Restaurant are what they want. In addition, many and attractive product variations are also a factor considered by respondents to You Coffee and Restaurant, which means that the quality of the products offered by You Coffee and Restaurant increases customer satisfaction, resulting in customer loyalty and vice versa. The theory that supports the results of research conducted by researchers is the theory put forward by Loudon and Bitta in Utami (2017: 93), namely that the product is one of the factors of consumer satisfaction, and the theory put forward by Kotler & Keller (2016: 200), namely after post-purchase if what is obtained is in accordance with

consumer expectations, then the consumer is satisfied. Based on these two theories, it can be concluded that customer satisfaction mediates the effect of the product on consumer loyalty.

H9: Price has a negative and significant effect on customer loyalty mediated by customer satisfaction at You Coffee and Resto. This is evidenced by the t-test value with the single test which shows a significant result of 2.073 (greater than 1.96). Consumer satisfaction partially mediates the effect of price on customer loyalty because the path coefficient values range from 20% to 80% based on the VAF method. Price is basically a basic theory of the marketing mix and consumer behavior. Both can be used when looking at price perceptions of consumer satisfaction for a product or service. Perceived prices for consumers have a relationship with consumer satisfaction when consumers begin to perceive the price for a product or service. When consumers are familiar with the goods or services they want or need. Consumers will start looking for information about the price of a product or service. The search for information is what is known as a psychological process in consumer behavior, namely perception. Before deciding to buy a product or service, consumers will perceive whether the price of a product or service is affordable at a low price or a discount (promo) or a bonus (merchandise) (Ali Hasan, 2013). After that, new consumers are satisfied with a product or service. The application of the pricing strategy at You Coffee and Resto is right on the target market segment. The application of this price is still relevant to the ability of consumers to buy so that consumers do not object to it even though the price offered tends to be higher. Consumers will tend to buy products based on their needs and the ability to buy by looking for the best price alternatives in order to obtain maximum satisfaction.



H10: Promotion has a positive and significant effect on customer loyalty mediated by customer satisfaction at You Coffee and Resto. This is evidenced by the test value with the single test which shows significant results with a value of 2.021 (greater than 1.96). Based on the average respondents' answers regarding promotions, they visit You Coffee and Restaurant because they are satisfied with advertisements that provide interesting information about You Coffee and

Restaurant, of course with the promos or discounts given to them. This is relevant to the results of research conducted by Annisa Faradina and Budhi Satrio (2016) regarding the Effect of Promotion and Service Quality on Customer Satisfaction at Rumah Cantik Alamanda. Where the results of these studies indicate that promotion has a positive and significant effect on loyalty through customer satisfaction.

Table 1. Characteristics of respondents

Characteristics	Total	Percentage (%)
Gender		
Male	58	46
Female	67	54
Age		
< 20 y.o	24	19
20 – 29 y.o	45	36
30 – 39 y.o	37	30
40 – 49 y.o	11	9
> 50 y.o	8	6
Education		
High school	34	27
Diploma	12	10
Bachelor degree	65	52
Postgraduate degree	14	11

Table 2. Perceptual levels of product quality variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) R		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Reliability	KP1	1	1	5	4	6	5	48	38	65	52	125
Responsiveness	KP2	2	2	6	5	11	9	49	39	57	46	125
Certainty	KP3	3	2	5	4	13	10	49	39	55	44	125
Empathy	KP4	3	2	4	3	13	10	55	44	50	40	125
Tangible	KP5	1	1	7	6	13	10	56	45	48	38	125
Total		10	1.6	27	4.3	56	9.0	257	41.1	275	44.0	625

Table 3. The level of perception of price variables



Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) R		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Affordable prices	HR1	2	2	6	5	26	21	49	39	42	34	125
Price compatibility with product quality	HR2	1	1	8	6	25	20	50	40	41	33	125
Price match with benefits	HR3	3	2	6	5	26	21	53	42	37	30	125
Discounted price	HR4	4	3	2	2	23	18	58	46	38	30	125
Price suitability according to ability	HR5	0	0	11	9	23	18	53	42	38	30	125
Total		10	1.6	33	5.3	123	19.7	263	42.1	196	31.4	625

Table 4. Results of the perceived level of promotion variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) R		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Advertising	PR1	3	2	5	4	13	10	46	37	58	46	125
Sales promotion	PR2	1	1	7	6	14	11	48	38	55	44	125
Events and experiences	PR3	2	2	3	2	19	15	47	38	54	43	125
Direct marketing	PR4	3	2	4	3	5	4	54	43	59	47	125
Word of mouth	PR5	1	1	6	5	6	5	49	39	63	50	125
Total		10	1.6	25	4.0	57	9.1	244	39.0%	289	46.2	625

Table 5. Perception level of consumer satisfaction variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) R		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
	KK1	4	3	5	4	16	13	50	40	50	40	125
Price	KK2	2	2	9	7	13	10	36	29	65	52	125
Service quality	KK3	1	1	6	5	14	11	39	31	65	52	125
Product quality	KK4	1	1	8	6	9	7	47	38	60	48	125
Emotional factor	KK5	6	5	6	5	36	29	38	30	39	31	125
Total		14	2,2	34	5,4	88	14,1	210	33,6	279	44,6	625



Table 6. Results of descriptive analysis of customer loyalty variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) R		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Product satisfaction	LK1	1	1	6	5	24	19	47	38	47	38	125
Emotional bonds	LK2	3	2	4	3	22	18	49	39	47	38	125
Trust	LK3	0	0	6	5	16	13	56	45	47	38	125
Convenience	LK4	2	2	5	4	23	18	50	40	45	36	125
History with the company	LK5	1	1	7	6	26	21	57	46	34	27	125
Total		7	1.1	28	4.5	111	17.8	259	41.4	220	35.2	625

5. Conclusion

Based on the analysis test results from this research data, several conclusions can be drawn, namely as follows:

1. Product quality directly has a positive and significant effect on consumer satisfaction in You Coffee and Resto. Increasingly increasing quality product variants and the suitability of quality and service owned by the company will further increase customer satisfaction at You Coffee and Resto.
2. Promotion directly has a positive and significant effect on customer satisfaction in You Coffee and Resto. The more promotions that are set, discounted prices, vouchers, and promotions on social media, customer convenience is always improved, so customer satisfaction will increase.
3. Price directly has a positive and insignificant effect on customer satisfaction at You Coffee and Resto. Applying the appropriate price is one important factor with the results obtained, the quality of the product obtained, and the suitability of price with benefits. This will make consumers feel satisfied with all the things offered. This means that the hypothesis is rejected, that the better the application of the appropriate price will create satisfaction that will be felt by

consumers. Then the price has a positive and significant effect on customer satisfaction.

4. Product quality directly has a positive and significant effect on customer loyalty of You Coffee and Resto. The more you have quality products and the ability to provide good service, the more convincing and increasing customer loyalty.
5. Promotion directly has a positive and significant effect on customer loyalty of You Coffee and Resto. With the ability of marketing personnel to give special attention, care, information, courtesy, and swiftness to solve problems and prioritize customer interests, customer loyalty will increase.
6. Price directly has a positive and significant effect on customer loyalty of You Coffee and Resto. Giving prices according to benefits, it can make customers more loyal and recommend products to others.
7. Consumer satisfaction mediates the effect of product quality on consumer loyalty. The influence of good and quality product quality can have a good impact, so consumers will become loyal through customer satisfaction. Consumer satisfaction mediates the effect of product quality on customer loyalty. Then the higher the quality of the products offered



by You Coffee and Resto, the higher customer satisfaction and customer loyalty. So product quality has a positive and significant effect on customer loyalty through customer satisfaction.

8. Price indirectly has a positive and significant effect on customer loyalty at You Coffee and Resto through customer satisfaction. Price has an indirect effect on customer satisfaction through customer satisfaction. The effect of the price that is in accordance with the capabilities of consumers and the quality and benefits obtained and felt goodwill increase customer satisfaction which will later continue to customer loyalty by making repeated purchases and will also inform others. And it can be said that the price offered is proportional to what consumers get at You Coffee and Resto. So price indirectly has a positive and significant effect on customer loyalty through customer satisfaction.
9. Promotion indirectly has a positive and significant effect on customer loyalty at You Coffee and Resto through customer satisfaction. The existence of periodic promotions has an influence on consumer satisfaction so as to make consumers loyal to You Coffee and Resto.
10. Customer satisfaction has a direct impact on customer loyalty, You Coffee, and Resto. The higher the customer satisfaction, the stronger the loyalty. Product quality has a significant effect on customer loyalty at You Coffee and Resto through customer satisfaction.

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