

Analysis of The Influence of Product Quality and Price on Customer Loyalty Through Customer Satisfaction as An Intervening Variable in Restaurants Hisana Fried Chicken Surabaya

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Abstract. Every entrepreneur in the culinary field is required to compete competitively in terms of improving product quality and managing price factors to be able to create consumer satisfaction which can affect loyalty. The research location was conducted at one of the Hisana Fried Chicken outlets in the Surabaya area. The criteria for the consumer sample are those who are over 17 years of age and also have at least become Hisana customers, with a minimum of 2 (two) previous purchases in the last 1 (one) month. The number of samples is 100 respondents. The statistical analysis calculation method uses the SPSS program in processing and evaluating the results of the questionnaire to test the quality of the data, while to process and evaluate the results of the path analysis test, hypothesis to evaluate the 'goodness of fit indices' model using the Structural Equation Modeling (SEM) method with the AMOS program. The results of data processing show (1) product quality has a positive and significant effect on consumer satisfaction (2) product quality has a positive and significant effect on consumer loyalty (3) price has a significant negative effect (opposite) on customer satisfaction (4) price has a significant effect negatively (contrary) to consumer loyalty (5) customer satisfaction is positive but does not have a significant effect on customer loyalty.

Keywords: Product Quality; Price; Satisfaction; Loyalty

I. INTRODUCTION

Along with the times, more and more catering businesses have sprung up, both old 'players' and new businesses. Thus, it can be seen that the business world sector has become an arena of fierce and never-ending competition for the companies that play a role in it, including restaurants.

In general, customers like a product because of the benefits provided by the product (customer value) as explained by Christina Ariadne (2017: 134), which consists of the following:

1. The importance of the use situation
2. Product category effectiveness in related situations
3. The relative effectiveness of the brand in the situation concerned

Product quality is a vital factor that influences the creation of customer satisfaction. Product quality is a determinant of consumer satisfaction after purchasing and using a product. Product quality is a form with a complex satisfaction value (Hidayat, 2009). Price is also a vital factor in determining whether consumers will buy or not. According to research conducted by Dapkevilius, Melnikas (2009: 19) states that price and product quality greatly affect the level of customer satisfaction.

Customer satisfaction will be the main factor as the company's goal to maintain the viability of the company in the business market and be able to increase

excellence in competition. If you want to get customer loyalty, the first thing you need to do is create satisfaction. Satisfaction is a fulfillment response from customers (Umar, 2008: 14). Customers are said to be satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded (Tjiptono, 2008). Customer loyalty has a causal relationship with product quality. The occurrence of brand loyalty to consumers is due to the influence of customer satisfaction or dissatisfaction with the brand which accumulates continuously in addition to the perception of product quality. Rewards of loyalty, long term and cumulative. So that the longer the loyalty of a customer, the greater the profit the company gets from one related customer (Griffin, 2005:11).

This study aims to determine the effect of product quality and price on consumer loyalty through customer satisfaction as an intervening variable at the Hisana Fried Chicken Surabaya restaurant chain.

Referring to the description of the background of the problem above, the problems that can be formulated are:

1. Will Product Quality have a significant effect on Customer Satisfaction?
2. Will Product Quality have a significant effect on Consumer Loyalty?
3. What is the Price will have a significant effect on consumer satisfaction?

4. What will the price be significant effect on Consumer Loyalty?
5. Will customer satisfaction have a significant effect on consumer loyalty?

II. THEORETICAL FRAMEWORK

Product quality

Product quality is a potential strategic tool to beat competitors. So, only companies with the best product quality will grow rapidly and in the long term these companies will be more successful than other companies. Product quality according to Suharno and Sutarto (2010: 160) is a means to position the product in the market. Quality is the performance of a product in meeting the needs and desires of consumers. Meanwhile, according to Kotler and Armstrong (2005:

283) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes.

Kotler and Keller (2009: 143) define product quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.

According to research by Dita Amanah (2010), product quality is the product's ability to carry out its functions with indicators as follows:

1. Shape
2. Privileges
3. Reliability
4. Quality of performance
5. Durability
6. Ministry
7. Beauty

Price

Price is also an important factor in an effort to attract the attention of consumers, if the price that has been set is not too expensive or not too cheap then the customer can conclude that the price is appropriate or reaches a reasonable limit with the previously expected price. Price communicates the intended value positioning of the company's product to the market. Products that are well designed and marketed can be sold at high prices and generate large profits (Kotler and Keller, 2009: 12).

According to Peter and Olson (2000: 232) the pricing strategy becomes something that needs attention when entering the following three situations, including:

1. When the price of a new product is being set.
2. When considering making long-term changes to an established product.
3. When considering making short-term price changes.

Factors to consider in setting prices include costs, profits, competitive practices and changes in market demand. There are at least six steps in pricing, namely choosing a pricing objective, determining demand, cost estimates, cost analysis, competitor

prices and bids, selecting a pricing method and selecting a final price. (Kotler and Keller, 2007:84). According to Prasastono et al. (2017), the condition of the cheap or high price of a product is very relative depending on the perception of each customer, for that the company must always monitor the prices set by competitors, so that the prices set by the company are not too high, so as to create customer loyalty.

Consumer Satisfaction

According to Kotler and Keller (2009: 138) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of the performance (or results) of a product and their expectations. This statement implies a subjective assessment of each individual in viewing and feeling a related product. Meanwhile, according to Tjiptono & Chandra (2011: 292) the word satisfaction comes from the Latin "satis" (meaning sufficient enough) and 'facio' (to do or make). So it can be concluded that satisfaction is an effort to fulfill something or make something adequate. Satisfaction itself is a picture or a person's feelings about what has been achieved or obtained. The existence of a sense of satisfaction experienced by customers will produce a good meaning, namely customers will make repeat purchases.

Customer satisfaction will be the main factor as the company's goal to maintain the viability of the company in the business market and be able to increase excellence in competition. If you want to get customer loyalty, the first thing you need to do is create satisfaction. The creation of customer satisfaction will provide important benefits, namely the relationship between companies and customers is good and customer loyalty is created. This is supported by research by Edward Makwei (2014) which states that customer satisfaction can increase customer loyalty. After consuming a product, customers will have feelings of satisfaction or dissatisfaction with the product or service they consume (Sangadji and Sopiah, 2013: 190).

Indicators of customer satisfaction that refer to the research of Deng, Lu, Wei, and Zhang (2010), include:

1. The choice of a service provider is a wise one.
2. Do the right thing by subscribing to a service provider.
3. Overall, the service provided is satisfactory.

Consumer Loyalty
According to Tjiptono (2008: 77) Loyalty is a customer's commitment to brands, services, suppliers which is reflected in the form of consistent repeated purchases. To increase company loyalty, it must increase customer satisfaction and maintain the level of satisfaction for each customer in the long term, so the company can add value to what is offered. Griffin (2005:5) further states that the concept of customer loyalty is more associated with behavior than with attitudes. If someone is a loyal customer, he or she exhibits buying behavior which is defined as a non-

random purchase expressed from time to time by several purchasing decision-making units.

Benefits derived from consumer loyalty to the company According to (Kotler, Hayes and Bloom, 1998 in Buchari Alma, 2002: 217) there are six reasons why companies must maintain and retain existing customers, including the following:

1. Existing customers have greater prospects of providing benefits to the company.
2. The costs incurred by the company in maintaining and maintaining existing customers are much smaller than finding new customers.
3. Customers who trust an institution in a business matter tend to also trust in other business matters.
4. If an old company has many old customers, then the company will benefit because of efficiency. Old customers are used to it, of course there are no more demands, the company just takes care of and maintains them.
5. Old customers certainly have had many positive experiences related to the company, thereby reducing psychological and socialization costs.
6. Old customers will try to defend the company related to friends and the environment.

Griffin (2005) in Sangadji & Sopiah (2013: 105) states that loyal customers have the following characteristics:

1. Make purchases regularly
2. Make purchases across all product lines
3. Recommend products to other parties
4. Demonstrate immunity from the attractiveness of similar products from competitors

Research by Tjiptono (2000: 107-108) suggests several characteristics of loyal consumers, including:

1. Make consistent repeat purchases; Consumers buy back the same product offered by the company.
2. Recommend company products to others; Consumers communicate by word of mouth regarding the product to others.
3. Consumers do not easily switch to competitor products; Consumers are not interested in offering similar products from competitors.

III. RESEARCH METHODOLOGY

Conceptual Framework

This study aims to answer the research problem, namely to analyze the significant effect of product quality on consumer satisfaction, to analyze the significant effect of product quality on consumer loyalty, to analyze the significant effect of price on consumer satisfaction, to analyze the significant effect of price on consumer loyalty, to analyze the significant influence between consumer satisfaction on consumer loyalty.

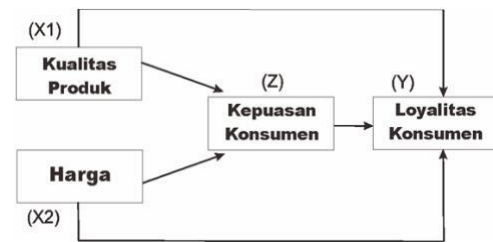


Figure 1. Conceptual Framework

Research Hypothesis

- H1 : There is a positive relationship between product quality and customer satisfaction
- H2 : There is a positive relationship between product quality and loyaltyconsumer
- H3 : There is a positive relationship between price andconsumer satisfaction
- H4 : There is a positive relationship between price andconsumer loyalty
- H5 : There is a positive relationship between customer satisfaction and customer loyalty

Variable Identification

- 1) Independent variables are variables that cause changes in the dependent variable. In this study, the independent variables are product quality (X1) and price (X2).
- 2) The dependent variable is the variable which is the impact of the dependent variable. In this study, the dependent variable is consumer loyalty (Y)
- 3) The intervening variable is an intermediary variable that mediates the dependent and independent variables. In this study, the intervening variable is consumer satisfaction (Z).

Variable Operational Definitions

1. Product Quality (X1)

Product quality is a set of characteristics of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and care and other attributes of a product.

The indicators for product quality used in this study refer to the theory of Gaspersz (2008: 119) which explains that the dimensions of product quality include 8 dimensions, including the following:

- A. Product performance (X1,1) is the main operating characteristic of the core product and can be defined as the appearance of an actual product.
- B. Reliability (X1,2), namely the level of consistency of the reliability of a product in its operational processes in the minds of consumers. The reliability of a product is also a measure of the probability that a

product will not be damaged or fail within a certain period of time.

- C. Additional features (X1,3) are secondary or complementary characteristics which can be defined as the level of completeness of the attributes that exist in a product.
- D. Conformance with specifications (X1, 4) namely the extent to which the design and operating characteristics meet predetermined standards and can be defined as the level at which all units produced are identical and meet the promised target specifications.
- E. Durability (X1,5) relates to how long the product can continue to be used and can be defined as a measure of the expected operating life of the product under normal and/or severe conditions.
- F. Service Capability (X1,6) includes speed, competence, comfort, ease of repair and satisfactory complaint handling and can be defined as a measure of the ease of repairing a damaged or failed product.
- G. Product beauty (X1,7) to the five senses and can be defined as the attributes attached to a product, such as color, model or design, shape, taste, aroma and others.
- H. Perceived quality (X1.8), namely perceived quality. When applied to measuring the quality of food and beverages, perceived quality is the basic quality of food and beverages.

2. Price (X2)

Fair prices are an ideal form of product prices that are acceptable and satisfying to consumers on average.

The indicators regarding price in this study refer to research by Dita Amanah (2010), namely as follows:

- A. The price level of products sold (X2,1)
- B. Product price discounts in various promotional programs (X2,2)

3. Consumer Satisfaction (Z)

Consumer satisfaction is defined as an assessment and evaluation by consumers of a product or service with the assumption that what is received is in accordance with what is needed and expected.

The customer satisfaction indicators used in this study refer to research by Tjiptono (2012: 453) where the important aspects that need to be examined in the customer satisfaction measurement framework are:

- A. General or overall satisfaction (Z,1)
- B. Confirmation of expectations (Z,2)
- C. Comparison with the ideal situation (Z,3)

4. Consumer Loyalty (Y)

Consumer loyalty is a deeply held commitment to re-patronize or re-purchase a product consistently in the future, even though situational influences and marketing efforts from competing companies have the potential to cause behavior change.

The loyalty indicators used in this study refer to the research of Deng, Lu, Wei, and Zhang (2010), which consists of:

- A. Continuous use of a particular service provider (Y, 1)
- B. Recommend a particular service provider to others (Y, 2)
- C. Loyalty to a particular service provider; If other people are recommended by other services, the customer's preferences will not change (Y,3)

Sampling Procedure

In this study, the population is consumers of Hisana Fried Chicken whose average number is not estimated or infinite. Where the selected consumer criteria are as follows:

1. Male/female over 17 years of age
2. Have at least become a Hisana customer, with a previous purchase intensity of at least 2 (two) times in the last 1 (one) month.

The sample is part or representative of the population being studied (Rusiadi, 2014: 31). Determining the number of samples is determined by using several methods, including using the formula proposed by Djarwanto and Subagyo (2005: 139) that is, if the population is large and the number is unknown. Then the minimum number of samples taken is 100 respondents. The method used in determining the sample of this study is using non-probability sampling and sampling technique, namely by using accidental sampling which is a sampling technique based on the factor of spontaneity, meaning anyone who accidentally meets the researcher and according to predetermined characteristics, then This person can be used as a sample (respondent) at the related Hisana Fried Chicken restaurant.

Data Collection Procedures

Data collection in this study was obtained in the following way:

- A. Read the literature and previous research related to the problem under study.
- B. Observation. namely a technique or way of collecting data that is carried out by making direct observations of phenomena that appear in the problems studied.
- C. Distribution of questionnaires, this technique is carried out by asking questions to respondents to be answered according to the level of acceptance of respondents. The nature of the questions is closed, meaning that the

answers have been provided by the researcher, the respondent only has to choose the available answers.

- D. Interview, through this technique data is obtained by conducting direct interviews with oral or face-to-face data sources.

Data analysis technique

The procedure carried out is to assess the results of the questionnaire to process them with the main statistical system analysis, namely path analysis. In this study, two methods of calculating statistical analysis (combine) were used, namely processing and evaluating the results of the questionnaires to testing the quality of the data using the statistical program SPSS (statistical program for social science). Meanwhile, to process and evaluate the results of the path test, the hypothesis to the evaluation of the 'goodness of fit indices' model uses the Structural Equation Modeling (SEM) method based on variance with the AMOS statistical program.

1. Data Quality Test

- A. Reliability; Reliability measurement uses a numerical index called the coefficient. The concept of reliability can be measured through three approaches, namely: the stability coefficient, the equivalence coefficient and internal consistency reliability.
- B. Validity; A measuring instrument is said to be valid if the instrument measures what it is supposed to measure. Validity testing in this study will be carried out using the SPSS program using construct validity.
- C. Evaluation of Outliers; Outliers are observations or data that have unique characteristics that look very different from other observations and appear in the form of extreme values for a single variable or combination variable (Hair, 2010). The first step is to observe the value of the Z-score test where the range of values must be between ± 3.0 is said to be a non-outlier. After that, do the Mahalanobis distance test for the validity of the data to ensure that the data really does not have multivariate outliers.

2. Path Analysis

This test is intended to explain the direct and indirect effects of a set of variables, as causal variables, on effect variables which are based on standardized regression coefficients (Al-Rasyid, 2000: 3). If based on the calculation results there are variables that are not partially significant, then based on the trimming theory these variables can be discarded to produce a fit model.

The statistical model analysis technique in this study used the Structural Equation Modeling (SEM) method with the AMOS v.24 statistical program tool. Quoted from Sarwono (2010: 173) SEM is a statistical technique used to build and test statistical models in the form of causal models which are hybrid techniques that

have affirming aspects of factor analysis, path analysis and regression. The main application of SEM in path analysis is to hypothesize causal relationships between variables and test causal models using a system of linear equations that can include manifest variables (indicators) or latent variables and even both variables.

3. Hypothesis Testing

Hypothesis testing is useful for examining or testing the significance of the regression coefficient obtained. The hypothesis testing carried out in the data processing function of this path analysis uses the basis of multiple linear regression analysis which is used to see the direct effect between constructs based on the hypotheses that have been disclosed and the structural equation model hypothesizes that changes in latent constructs will affect changes in indicators.

4. Model Evaluation

Hair et al., (2010) explained that the "confirmatory" pattern indicates a procedure designed to evaluate the utility of hypotheses by testing the fit between theoretical models and empirical data. If the theoretical model describes a "good fit" with the data, then the model is considered as strengthened. Conversely, a theoretical model is not strengthened if the theory has a "poor fit" with the data. The AMOS statistical program can test whether the model is "good fit" or "poor fit". So, the "good fit" model being tested is very important in the use of path analysis.

IV. DISCUSSION

Stages of Model Analysis and Proof of Hypothesis

1. Data Quality Testing

A. Data Validity Test

Based on the results of the data validity test, it was found that there was no correlation coefficient whose significance was assessed to be greater than 5% (Sugiono, 2007: 70), so that the items concerned were valid as forming indicators and were excluded from the items forming variables.

B. Data Reliability Test

The test results show that the Cronbach Alpha value for each construct or variable is greater than 0.60 so that it can be concluded that all items in each variable are said to be reliable, so that the existing data can be processed further.

C. Outlier Test

Detection of multivariate outliers was carried out using the Mahalanobis Distance criterion at the p level < 0.001 . The Mahalanobis distance was evaluated using χ^2 in degrees of freedom equal to the number of variables used in the study. If the case has a Mahalanobis distance greater than the chi-square value at a significance level of 0.001, a multivariate outlier occurs. Mark χ^2 0,001 with the number of variables 4 is 18.4668. The results of the Mahalanobis analysis obtained 26,384 values which were greater than χ^2

table 18.4668, thus it is said that there are multivariate outliers. The point where the outlier occurred was in the 16th respondent's response, so for the respondent's answer no. 16 must be omitted and cannot be included as sample data, in order to achieve the criteria of not having multivariate outliers on the grounds that the requirements of subsequent statistical tests can be fulfilled where the variables can be normally distributed in the absence of confounding variables.

The results of the revised outlier test with Mahalanobis analysis after deleting the outlier items in respondent's item no. 16 obtained a value of 14.796 where the value is smaller than χ^2 table worth 18.4668, so with that, it can be said that there are no multivariate outliers.

2. Model Fitment Analysis

It can be seen from the Goodness of Fit Indices test in general that it produces a fit model because the chi-square value = 1,650,135 is at the criterion value 1 - 5. Besides that, other fit model sizes based on the results of AMOS v.24 data processing give a text output value of probability = 0.263, TLI = 0.973, GFI = 0.959, AGFI = 0.928, RMSEA = 0.047, and CFI = 0.968 with the probability of each being on the threshold of the normal critical value, so that the overall model is fit to meet the criteria. Overall, the data model is accepted and the next step is to analyze the estimated parameters.

3. Proving the Hypothesis

Hipotesis	Pengujian	Hasil Pengujian	Penerimaan	Ustd Estimate	Std Estimate	Prob
		Hipotesis				
H ₁	Kualitas produk → Kepuasan konsumen	Berpengaruh Signifikan	Diterima/ positif signifikan	0,773	0,813	0,001
H ₂	Kualitas produk → Loyalitas konsumen	Berpengaruh Signifikan	Diterima/ positif signifikan	0,846	0,841	0,007
H ₃	Harga → Kepuasan konsumen	Berpengaruh Signifikan	Diterima/ negatif signifikan	-0,200	-0,353	0,001
H ₄	Harga → Loyalitas konsumen	Berpengaruh Signifikan	Diterima/ negatif signifikan	-0,502	-0,417	0,015
H ₅	Kepuasan konsumen → Loyalitas konsumen	Berpengaruh Tidak Signifikan	Ditolak/ positif / tidak signifikan	0,260	0,246	0,433

Sumber: Pengolahan data AMOS – lampiran 11

Picture 1. Proving the Hypothesis

4. Path Analysis Diagram

The theoretical model along with data structure analysis will be described in the path diagram. Path analysis diagrams will make it easier to see the relationships between variables. To see the causality made by several models tested using SEM to require a model that fits the criteria goodness of fit. Based on the theory of the structure of the model that is made then determine each variable and make directions along with the causality relationship.

The path analysis diagram model shown in this study is shown as follows:

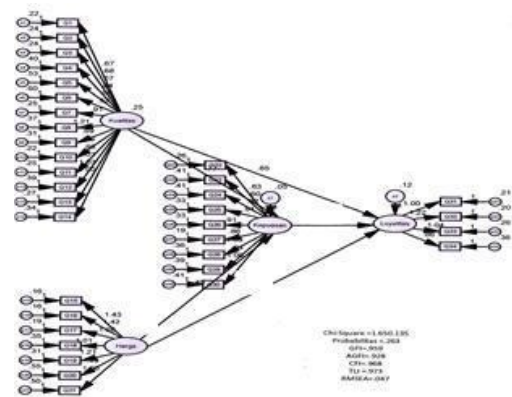


Figure 2. The path analysis diagram model

V. CONCLUSIONS AND SUGGESTION

Conclusion

Based on the test results using path analysis to test product quality and price factors on consumer loyalty by using customer satisfaction as an intervening variable at HISANA fried chicken in the Surabaya area, the following conclusions can be drawn:

1. The results of the study reveal that product quality has a positive and significant effect on customer satisfaction for HISANA fried chicken customers in the Surabaya area. This shows that if the quality of the product is higher or better, the consumer's level of satisfaction with the company will increase
2. The results of the study reveal that product quality has a positive and significant effect on consumer loyalty to HISANA fried chicken customers in the Surabaya area, this shows that if the product quality is higher or better, consumers will increase their level of loyalty to the company.
3. The results of the study reveal that price has a negative and significant effect on HISANA Surabaya customer satisfaction. This shows that if the price is changed from what is currently set, for example if the product price is lowered, the consumer's level of satisfaction will increase.
4. The results of the study reveal that price has a negative and significant effect on consumer loyalty to HISANA fried chicken customers in the Surabaya area, this shows that if prices are changed from those currently set, for example if product prices are lowered, consumers will increase their level of loyalty to the company.
5. The results of the study reveal that consumer satisfaction has a positive but not significant effect on consumer loyalty to HISANA fried chicken customers in the Surabaya area. This shows that if customer satisfaction is

increased, consumer loyalty will potentially increase the level of loyalty to the company, but the increase is not significant.

Suggestion

From the results of this study several suggestions can be put forward that can be considered or used as material in decision making, including the following:

1. In terms of product quality on Hisana fried chicken customer satisfaction, with one of the best average values for product performance and service capabilities, this means that consumers are satisfied with the quality of Hisana fried chicken products. For this reason, it is hoped that the product quality factor to service quality can always be maintained and strived to be improved on an ongoing basis so that the business that has been built can always excel in competition with other similar businesses. Especially regarding the strategy to always increase product diversification that is adjusted to culinary trends to the latest (up to date) consumer desires.
2. In terms of product quality and its relationship with consumer loyalty, one of the best average scores is in the 'recommend others to buy Hisana products' sub-indicator. This can be interpreted that consumers are loyal to Hisana products and it can be interpreted that consumers have become brand minded. Therefore, consumer trust must always be maintained and continuously improved. Especially regarding the taste of Hisana's main product which is Hisana's mainstay key where it has survived to this day, so that it can always be maintained even more so the quality of the taste can be improved with the intention of being a differentiator and superior compared to competing companies.
3. In terms of price and customer satisfaction Hisana fried chicken, with the highest average score on the 'product price level' indicator, this can provide satisfaction to consumers. However, because the price coefficient is negative, it means that the average customer wants the product price to fall, with the product price falling, customer satisfaction will increase. So it is necessary to reconsider the optimization of product prices so that the average consumer states that the price is reasonable, adjusted for the quality of the product and the quality of the services provided.
4. For the price variable and its relationship with consumer loyalty, the loyalty variable indicators that have been assessed show that the prices set by the company can be said to be reasonable and provide loyalty to consumers. However, because the negative price coefficient means that the average customer wants the price of the product to fall, the lower the price of the product, the customer loyalty will increase. So it is necessary to rearrange the level of reasonable product prices

that can be accepted by most consumers in order to remain loyal as Hisana loyal customers.

5. For the variable consumer satisfaction and its relationship to customer loyalty, the satisfaction indicator with the highest average score is 'confirmation of expectations' and when it is associated with loyalty, this means that customer satisfaction has positively provided a loyal attitude towards Hisana products, although it has no effect significantly. Therefore it must be able to give the impression of creating harmony between the important elements in service management at restaurants, especially regarding product quality which is getting better

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