

The Influence of Service Quality, Taste, and Perceived Price on Customer Loyalty by Mediating Customer Satisfaction

M. Fikri Ashari, Zulkifli Musannip Efendi Siregar, & Abd. Halim

Faculty of Economics and Business, University of Labuhanbatu, Indonesia

Abstract

This study aims to determine the effect of service quality, taste and price perceptions on customer loyalty through consumer satisfaction as a mediating variable. The population in this study were 100 populations of Mas Be geprek chicken customers. The sample in this study were 62 respondents with the purposive sampling technique used. The method used is the Quantitative Descriptive research method with data collection techniques in this study using a questionnaire in the form of a Google Form and distributed online via WhatsApp social media. The data analysis technique in this study is to use the SmartPLS SEM analysis method, with the media in data processing using the SmartPLS 3 program. The results of this study explain that Service Quality has no significant positive effect on Customer Satisfaction; Taste has a positive and significant effect on Customer Satisfaction; Price has a positive and significant effect on Customer Satisfaction; Service Quality has no significant positive effect on Customer Loyalty; Taste has a positive and significant effect on Customer Loyalty; Price has no significant positive effect on Customer Loyalty; And Customer Satisfaction as a mediation of Service Quality, Taste and Price has a positive effect on Customer Loyalty. Service Quality has no significant positive effect on Customer Loyalty; Taste has a positive and significant effect on Customer Loyalty; Price has no significant positive effect on Customer Loyalty; And Customer Satisfaction as a mediation of Service Quality, Taste and Price has a positive effect on Customer Loyalty.

Keywords: Service Quality; Taste; Price Perception; Customer satisfaction; Customer loyalty

1. Introduction

In today's business world there is a lot of competition between business people. They feel that competition in the business world is getting tougher and more difficult. This happens because of competition between business people that occur in the business world. Of course it becomes a problem for a businessman for the continuity of the company so that it can survive in an increasingly developing era. Customer loyalty is an important issue for business people because in the development of a company requires customers who are loyal to a product produced by that company. Companies are not only emphasized and required to produce products to meet the basic needs of customers, because there are already many companies with the same business that are able to meet the basic needs of customers. So companies must provide more value than a product that is produced so that customers become loyal to a product produced by the company, therefore customers will continue to choose that company. With the added value of a product produced, of course, it can have a big effect on customers. One of the added values of a product that can have a large effect and impact is the quality of the services provided. Like the Mas Be geprek chicken culinary industry in Kec. Silangkitang. With the added value of a product produced, of course, it can have a big effect on customers. One of the added values of a product that can have a large effect and impact is the quality of the services provided. Like the Mas Be geprek chicken culinary industry in Kec. Silangkitang. With the added value of a product produced, of course, it can have a big effect on customers. One of the added values of a product that can have a large effect and impact is the quality of the services provided. Like the Mas Be geprek chicken culinary industry in Kec. Silangkitang.

The culinary industry of Mas Be's Geprek Chicken carries the concept of food with rice, chicken, chili sauce and various toppings and vegetables in the food. This culinary food is very popular among the people of the Silangkitang district.

* Corresponding author.

E-mail address: fikryashary1@gmail.com

Because it is well known for its good and satisfying service quality. In fact, most people often order this food on a large scale for various events because of the fast and friendly service that has made this dish popular with the public. The people around Silangkitang like the existence of a good and fast service in serving food, so that business people get a sense of loyalty from their customers to their company. Good service can provide added value and benefits for customers. Therefore, in formulating marketing strategies and service programs, companies must be oriented towards the interests of customers or consumers by paying attention to the components in their services. When customers feel quality in services that can provide added value, that's where customers will feel loyal, because feelings of pleasure arise with the service they get. This has been proven late in previous studies in research (Nana Sucihati et al., 2022) and strengthened in research (IKAM Putra et al., 2021) that service quality has an influence on customer loyalty.

In culinary Chicken Geprek Mas Be, taste is very important. Seeing many other culinary delights spread across the district. Silangkitang, however, did not pay attention to the taste of the geprek chicken culinary. This is what is very unfortunate for customers because by paying attention to the taste in culinary geprek chicken it can give a sense of customer loyalty to the company for its products. One of the supports for the culinary success of Mas Be's Geprek Chicken is the distinctive taste of the food, a food will have its own characteristics when the food has a distinctive taste on the tongues of the customers. Therefore, culinary Ayam geprek mas prioritizes this to maintain the loyalty of its customers. The distinctive taste lies in the geprek sauce and chicken meat. The chili sauce has a savory spicy taste, with the right taste, not too salty and not too sweet, with a distinctive aroma when we smell the chili sauce. Likewise, the texture of the chicken meat is paid close attention so that it awakens a soft and crunchy taste when consuming it. Taste can form the character of a food which gives a taste to distinguish the shape, type and taste in consuming it. Obviously something that really must be considered especially when we want to do business in the culinary world. Because by making a culinary taste, it will be known by consumers, so that consumers can determine the characteristics of a food, because it has its own differences and if the taste is successful and able to attract a customer then it is likely that a sense of loyalty will arise from a customer which is profitable for the company because it will create a sense of loyalty that is obtained from the taste of the food. Several previous studies as in the study (Agustin et al., 1945) and also in research (Revelation et al., 2022) in this study suggests that the taste affects the loyalty of a customer.

Price is also an important factor in attracting customer attention, if a product has an affordable price according to customer demand, then it is not attractive to the possibility that customers will have a sense of loyalty in the product they buy. When the price set is not too expensive and not too cheap, the customer can draw conclusions about the price whether the price is as expected. Mas Be's geprek chicken has affordable prices in the pockets of its customers. The price per portion is around Rp. 12,000,-. At that price, customers already get a serving of geprek chicken filled with rice, chicken, chili sauce, a topping containing tempeh and sliced fried eggplant, and vegetables such as sliced cabbage, lettuce, tomato, cucumber and extra crackers in it. This can be seen in previous research as in research (Wati & Nature, 2022) and research (Arif Rachman Putra et al., 2022) examined and argued from the results of the study that price perceptions affect customer loyalty.

When thirdThese factors are in accordance with what has been wanted and expected by the customer, so that customer satisfaction will be created, giving rise to a sense of customer loyalty by itself to a company. Therefore the main goal of the company is to maintain and maintain the company along with the times that continue to develop and make profits (profit) will be achieved.

The Geprek Mas Be Chicken Culinary Warung, located on Jalan Besar Suhud Barat, Rintis Village, Silangkitang District, has its own concept for the products they make, Service Quality, Taste, and Perception of Price. be loyal to the company.

2. Literature Review

Employee performance is influenced by several things, including talent management. Talent management According to (Mukrodi & Reza, 2018), is the process of identifying, developing, recruiting, retaining, and deploying talented people. Talent management is concerned with finding the right people with the right skills for the right positions. The greater the company's awareness of these talents, the more enthusiastic they will be in competing to get highly talented employees, either by seeking from outside or through training and regeneration.

2.1. Service Quality

Service quality is an effort to deliver a service that is used to meet the desires and needs of consumers related to the accuracy of the delivery so as to be able to balance the expectations of consumers (Tjiptono in AFA Putra et al., 2022).

Meanwhile according to (Parasuraman in Khoirunnisa, 2021) explains that service quality is a consumer's evaluation of the perceived impression of the service received at a certain time. According to (Parasuraman et al., 1985) To find out the quality of service that is perceived in real terms by consumers, there are indicators of service quality which lie in the five dimensions of service quality, namely: (1) Tangibles (tangible), (2) Reliability (reliability), (3) Responsiveness (responsiveness), (4) Assurance (guarantee), (5) Empathy (empathy).

2.2. Taste

Taste is how we distinguish good taste in food or drink and an attribute of food or drink which includes appearance, smell, texture and temperature. According to (Stanner, 2009) Taste is a form of cooperation from the five kinds of human senses, namely taste, smell, touch, sight and hearing. Meanwhile according to (Drummond and Brefere in Pearl et al., 2020) states that taste is a way of choosing food or drink that is distinguished from that taste. As for the things that affect the taste according to (Garrow and James in Maimunah, 2020) There are three factors, namely (1) smell (aroma), (2) taste and (3) mouth stimulation.

2.3. Perception of Price (Price)

Price perception is a view or perception of price, how customers view certain prices (high, low, reasonable) has a strong influence on buying intentions and purchasing decisions (Schiffman and Kanuk in R. Putra, 2021). There are several factors that influence the perception of price according to (Kotler and Armstrong in Suherman & Hongdiyanto, 2021) namely (1) price affordability (2) price compatibility with product quality (3) price competitiveness (4) price compatibility with benefits.

2.4. Customer Loyalty (Customer Loyalty)

Customer loyalty is a customer's commitment to hold deeply to re-patronize or repurchase the selected product or service consistently in the future, even though situational influences and marketing efforts have the potential to cause changing behavior (Griffin in Budi & Sutedjo, 2022). According to (Kotler and Keller in Capriati, 2019) Loyalty or loyalty is defined as a deeply held commitment to buy or subscribe to a particular product or service in the future. Repurchasing behavior solely involves purchasing the same brand repeatedly (it could be because only one brand is available, the cheapest brand and so on). (Tjiptono in Anggraini & Budiarti, 2020). Growing and maintaining the characteristics of consumer loyalty according to (Griffin, 2005) namely by (1) making regular purchases, (2) purchasing in line service products (3) Recommending to others (4) Demonstrating complete immunity to competition.

2.5. Customer Satisfaction

"Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the performance of the product (result) that the product perceives against their expectations" (Kotler & Keller, 2009), in this case too (Tjiptono in Muiz et al., 2019) have made the similarity of five concepts regarding the object of measuring satisfaction, as follows:

- 1) Overall Customer satisfaction
- 2) Dimensions of Customer Satisfaction
- 3) Confirmation of Expectation
- 4) Repurchase Intention
- 5) Willingness to Recommend

2.6. Hypothesis

- 1) Effect of Service Quality on Customer Satisfaction

Quality service will increase the satisfaction of the customer itself and is expected to increase sales (Putrana et al., 2022). Service quality itself plays an important role as an indicator of customer satisfaction, because customers are satisfied with the products/services they get according to their expectations. Based on these assumptions, the first hypothesis is as follows: H1 Service quality has no significant positive effect on customer satisfaction.

- 2) The Effect of Taste on Customer Satisfaction

One way for the business to survive is to maintain its taste (Jempper et al., 2022). Because taste is a supporter of the success of a company. When consumers are satisfied, the company will gain the trust of customers. Based on these assumptions, the second hypothesis is as follows: H2 Taste has a positive and significant effect on customer satisfaction.

3) Effect of Perceived Price on Customer Satisfaction

Price Perception is the customer's view or perception of price, how customers view certain prices (high, low, reasonable) that have a strong influence on purchase intention and purchase satisfaction (Baehaqi, 2022). Customers make repeated purchases of a company because the price perception of the company is in accordance with customer expectations. Based on these assumptions, the third hypothesis is as follows: H3 Price perception has a positive and significant effect on customer satisfaction.

4) Effect of Service Quality on Customer Loyalty

If good service quality can be provided to customers, it will provide added value and provide benefits where customers feel happy and satisfied with product performance that is in accordance with their expectations so that customers feel loyal (Nana Sucihati et al., 2022). The quality of service itself can be in the form of services or services in a place which is then given to customers. Based on these assumptions, the fourth hypothesis is as follows: H4 Service quality has a not significant positive effect on customer loyalty.

5) The Effect of Taste on Customer Loyalty

Taste is the main factor that supports the success of a company because it lies in the quality of the food served (Agustin et al., 1945). Customers can feel the distinctive taste of a food product, and when a product has a unique taste (taste), the customer gives an appreciation for the food product, resulting in a sense of customer loyalty to the company. Based on these assumptions, the fifth hypothesis is as follows: H5 Taste has a positive and significant effect on customer loyalty.

6) The Effect of Perceived Price on Customer Loyalty

Price perception is often used by customers as an indicator of value when price perception is associated with the perceived benefits of an item/service (Pertwi et al., 2022). Price is always a concern for customers. If the perception of the price matches what is offered and is able to provide benefits for the product in accordance with what the customer wants, the customer will feel loyal to the product. So that customers will repurchase or make repeat purchases at the company. According to these assumptions, the sixth hypothesis is as follows: H6 Price perception has no significant positive effect on customer satisfaction.

7) The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is an important element in improving marketing performance in a company (Sucihati & Suhartini, 2022). Companies that always prioritize and pay attention to customers who always put customer expectations first. So that customers feel satisfied and happy which creates a sense of loyalty from the customer itself. Based on these assumptions, the seventh hypothesis is as follows: H7 Customer satisfaction has a positive and significant effect on customer loyalty

3. Methods

3.1. Types of research

Research is an attempt to test, analyze, manage data systematically and objectively to solve a problem with a scientific approach or method. This research is included in quantitative research, namely research conducted to answer questions with a structured design, according to the systematics of scientific research. The method used is the Quantitative Descriptive research method, where this research was conducted to provide answers to a problem and obtain more extensive information about a phenomenon by using the stages of a quantitative approach. The research method using a quantitative approach is used to determine the relationship, whether there is a relationship that influences each other variables. This study examines three independent variables, namely Service Quality (X1), Taste (X2), and Perceived Price (X3), and mediating variables namely Consumer Satisfaction (Z) and the dependent variable Customer Loyalty (Y). The following is a research design on Geprek Mas Be Chicken Culinary in Silangkitang District.

3.2. Data Types and Sources

The type of data used in this research is quantitative data. The data taken is primary data, primary data is data obtained

directly from the object under study (not through intermediaries), primary data in this study was obtained through distributing questionnaires, interviews or question and answer from the source (Simamora in Tatael et al., 2022). In this case the primary data was obtained from customers who bought Mas' geprek chicken who were research respondents

3.3. Data Collection Techniques, Population and Sample

The data collection technique in this study used a questionnaire, in which the data will be obtained after the questionnaire is distributed online. Data collection is by using purposive sampling, namely sampling with certain criteria. After that, the data that has been made in the form of a questionnaire using the Google Form will be distributed online via WhatsApp social media. The population in this study were the people of Sintangkitang, who were customers of Mas Bes' geprek chicken as many as 100 respondents including adults and adolescents, so the sample obtained using the slovin formula was only 62 respondents.

3.4. Data Analysis Technique

The method of analysis in this study is to use the SmartPLS SEM method with the media in data processing in this study using the SmartPLS 3 program.

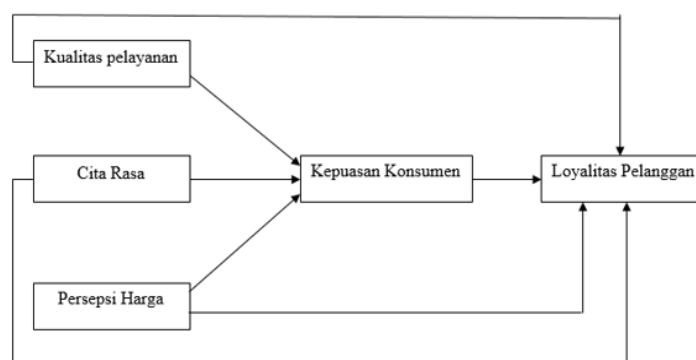


Figure 1. Conceptual framework

Table 1. Operational Definition of Research Variables

Variable	definition	Indicator	Scale
Service quality (X1)	Service quality is an effort to deliver a service that is used to meet the desires and needs of consumers related to the accuracy of the delivery so as to be able to balance the expectations of consumers.	1. Tangibles (tangible) 2. Reliability (Reliability) 3. Responsiveness 4. Assurance 5. Empathy (Empathy) (Parasuraman et al., 1985)	Ordinal
Taste (X2)	Taste is a form of cooperation from the five kinds of human senses, namely taste, smell, touch, sight and hearing.	1. Odor (Aroma) 2. Flavor 3. Mouth stimulation (Texture) (Maimunah, 2020)	Ordinal
Price Perception (X3)	Price perception is a view or perception of price, how customers view certain prices (high, low, reasonable) has a strong influence on buying intentions and purchasing decisions	1. Price affordability 2. Compatibility of price with production quality 3. Price competitiveness 4. Price compatibility with benefits (Suherman & Hongdiyanto, 2021)	Ordinal
Customer loyalty (Y1)	Customer loyalty is a customer's commitment to hold deeply to re-subscribe or repurchase the selected product or service consistently in the future, even though situational influences and marketing efforts have	1. Make purchases regularly 2. Purchasing products in line services 3. Recommend to others	Ordinal

	the potential to cause behavior to change.	4. Demonstrates complete immunity to competition (Griffin, 2005)	
Customer satisfaction (Y2)	Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the performance of the product (results) perceived by the product against their expectations.	1. <i>Overall Customer satisfaction</i> 2. <i>Dimensions of Customer Satisfaction</i> 3. <i>Confirmation of Expectation</i> 4. <i>Repurchase Intention</i> 5. <i>Willingness to Recommend</i> (Muiz et al., 2019)	Ordinal

4. Result and Discussions

After processing the data, it can be concluded that the first sample is given statements in the questionnaire relating to the variables in the study, while the variables are Service Quality, Taste, Perceived Price, Customer Loyalty and Customer Satisfaction. In this case, an indicator measurement (Outer Model) is carried out, by looking at the Outer Loading value using the Convergent Validity measurement. The following interpretations are contained in the table. 2.

Table 2. Outer Loading

	Customer Loyalty	Customer Satisfaction	Price	Service Quality	Taste
X1.1				0.707	
X1.2				0.772	
X1.3				0.764	
X1.4				0.761	
X1.5				0.544	
X2.1					0.747
X2.2					0.812
X2.3					0.787
X3.1			0.668		
X3.2			0.859		
X3.3			0.797		
X3.4			0.819		
Y. 1	0.741				
Y.2	0.791				
Y.3	0.752				
Y.4	0.770				
Z1		0.763			
Z2		0.754			
Z3		0.723			
Z4		0.840			
Z5		0.802			

Source: Processed data

In Table 2 it can be seen that there are several indicators that do not meet the Convergent Validity standard values. A good indicator is if the outer loading value for each indicator is > 0.7 . If using the standard Convergent Validity value > 0.7 , then values below > 0.7 are removed from the research model. The indicators that were removed from the research model because they did not meet the standard Convergent Validity values were X1.5 and X3.1.

In Table 3 is Outer Loading after X1.5 and X3.1 were removed from the research model. Where the indicator X1.5 has a value of 0.5 and X3.1 has a value of 0.6 $<$ the standard value of Convergent Validity, which is 0.7. Because the indicators for each variable are said to be valid by adhering to the standard Convergent Validity value which must be > 0.7 .

Table.3. Outer Loading

	Customer Loyalty	Customer Satisfaction	Price	Service Quality	Taste
X1.1				0.761	
X1.2				0.805	
X1.3				0.769	
X1.4				0.763	
X2.1					0.747
X2.2					0.812
X2.3					0.787
X3.2			0.843		
X3.3			0.838		
X3.4			0.856		
Y. 1	0.741				
Y.2	0.791				
Y.3	0.753				
Y.4	0.769				
Z1		0.761			
Z2		0.753			
Z3		0.721			
Z4		0.842			
Z5		0.804			

Source: Processed Data

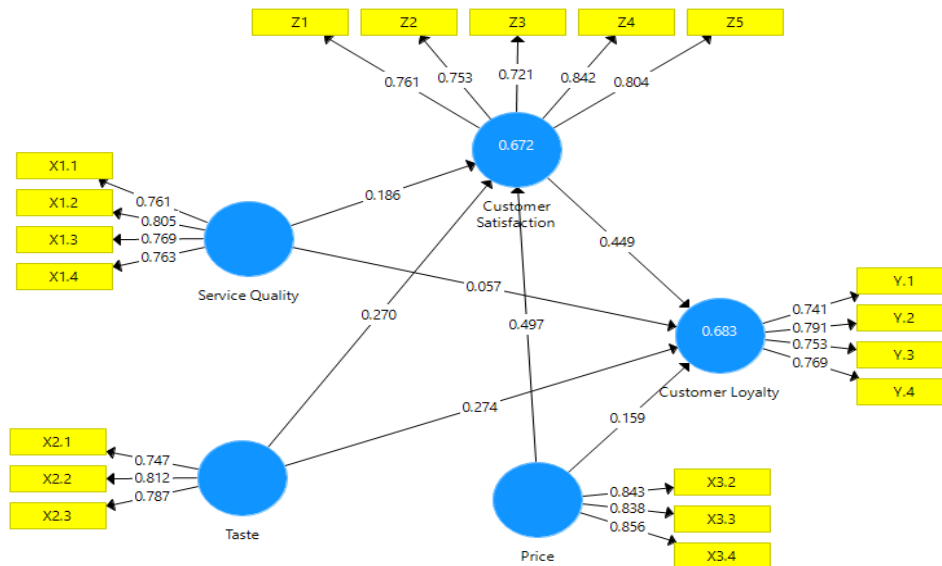


Figure 2. Structural Models

On Figure. 2 is the result of Partial Least Square (PLS) analysis where the structural drawings show values including Outer Weight/Loading as part of the Outer Model analysis.

In Table 4 can be seen the results of the Discriminant Validity analysis, namely the Fornell-Larcker Criterion which is the root value of AVE (Average Variance Extracted), Cross Loading and HTMT (Heterotrait-Monotrait). Convergent validity can be determined based on the principle that the measures of a construct should be highly correlated (Ghozali & Latan, 2015). The requirement for a good AVE value is that it must be greater than 0.5 which is the square root of AVE presented in the table. 4. Which can be concluded that the table shows that the AVE squared for each construct is

greater than the correlation value so that the constructs in this research model can still be said to have good Discriminant Validity.

Table 4. Discriminant Validity

	Customer Loyalty	Customer Satisfaction	Price	Service Quality	Taste
Customer Loyalty	0.764				
Customer Satisfaction	0.784	0.777			
Price	0.690	0.763	0.846		
Service Quality	0.589	0.637	0.616	0.775	
Taste	0.685	0.649	0.562	0.540	0.782

Source: Processed Data

Table 5. R Square

	R Square
Customer Satisfaction	0.672
Customer Loyalty	0.683

Source: Processed Data

In Table 5 shows that Customer Satisfaction has a determination coefficient value of 0.672. this shows that Service Quality, Taste and Price have an influence on Customer Satisfaction of 0.672 or 67.2%. And the remaining 32.8 are influenced by other variables not examined in this study. This value is above the number 0.75 which means Service Quality, Taste and Price have an influence on Customer Satisfaction. In addition, the determination coefficient value of Customer Loyalty is 0.683, which also shows that Service Quality, Taste and Price have an influence on Customer Loyalty of 0.683 or 68.3% and the remaining 31.7% is influenced by other variables not examined in this study. This value is above the number 0.75.

4.1. Hypothesis testing

Table 6. Path Coefficients

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality → Customer Satisfaction	0.186	0.207	0.097	1918	0.060
Taste → Customer Satisfaction	0.270	0.271	0.099	2,714	0.009
Price → Customer Satisfaction	0.497	0.479	0.089	5,564	0.000
Service Quality → Customer Loyalty	0.057	0.074	0.108	0.527	0.600
Taste → Customer Loyalty	0.274	0.273	0.133	2057	0.044
Price → Customer Loyalty	0.159	0.153	0.134	1,186	0.240
Customer Satisfaction → Customer Loyalty	0.449	0.452	0.173	2,589	0.012

In Table 6 presented the results of data processing which explains the value of the path coefficient between each exogenous (independent) and endogenous (dependent) variable. In this case Outer Loading is usually used to measure whether the indicators are truly able to represent their respective variables.

In Table 7 explains that Service Quality has an insignificant positive direction in Customer Satisfaction which is like in previous studies (Herlambang & Komara, 2012). The reason is based on the T value count of 1.918 and a significant value of $0.060 < 0.05$. Then H1 is accepted, with the statement that (H0) accepted and (H1) rejected. The results show that Service Quality has a positive effect on Customer Satisfaction. The Service Quality path coefficient value has a positive effect on Customer Satisfaction, which is equal to 0.186 which indicates that the direction of the relationship between the two variables is positive. This means that the higher the Service Quality, the higher the Customer Satisfaction and vice versa, the lower the Service Quality, the lower the level of Customer Satisfaction. As for Taste, it

has a positive and significant direction towards Customer Satisfaction, as explained in previous research in (Pearl et al., 2020) with reasons based on T scores count of 2.714 and a significant value of $0.009 < 0.05$. Then H2 is accepted, with the statement that (H0) accepted and (H1) rejected. These results indicate that Taste has a positive effect on Customer Satisfaction. The Taste path coefficient value has a positive effect on Customer Satisfaction, which is equal to 0.270, which indicates that the direction of the relationship between the two variables is positive. This means that the higher the Taste, the higher the Customer Satisfaction and vice versa, the lower the Taste, the lower the level of Customer Satisfaction. Likewise, Price has a positive and significant direction towards Customer Satisfaction, according to previous research in (Palelu et al., 2022) on the grounds that it is based on the value of T count of 5,564 with a significant value of $0,000 < 0.05$, then H3 is accepted. With the statement that (H0) is rejected and (H1) accepted. These results indicate that Price has a positive effect on Customer Satisfaction. With the path coefficient value Price has a positive effect on Customer Satisfaction, which is equal to 0.497 which indicates that the direction of the relationship between the two variables is positive. This means that the higher the price, the higher the customer satisfaction and vice versa, the lower the price, the lower the level of customer satisfaction.

Table 7. Output Results

	T Statistics	P Values
Service Quality -> Customer Satisfaction	1918	0.060
Taste -> Customer Satisfaction	2,714	0.009
Price -> Customer Satisfaction	5,564	0.000
Service Quality -> Customer Loyalty	0.527	0.600
Taste -> Customer Loyalty	2057	0.044
Price -> Customer Loyalty	1,186	0.240
Customer Satisfaction -> Customer Loyalty	2,589	0.012

Source: Processed Data

Service Quality has an insignificant positive direction towards Customer Loyalty which can be seen in previous research in (Romadhan et al., 2019) basis on T grades count of 0.527 with a significant value of $0.600 < 0.05$. Then H4 is accepted, with the statement that (H0) accepted and (H1) rejected. These results indicate that Service Quality has a positive effect on Customer Loyalty. The path coefficient value of Service Quality influencing Customer Loyalty is positive, which is equal to 0.057 which indicates that the direction of the relationship between the two variables is positive. This means that if the higher the Service Quality, it will further increase Customer Loyalty and conversely if the lower the Service Quality, it will further reduce the level of Customer Loyalty. Taste has a positive and significant direction towards Customer Loyalty which is in accordance with previous research (Destria Justitie, et al, 2019) on the basis of the T value count of 2.057 with a significant value of $0.044 < 0.05$. Then H5 is accepted, with the statement that (H0) accepted and (H1) rejected. These results indicate that Taste has a positive effect on Customer Loyalty. The Taste path coefficient value that influences Customer Loyalty is positive, which is equal to 0.274 which indicates that the direction of the relationship between the two variables is positive. This means that the higher the Taste, the higher the Customer Loyalty and vice versa, the lower the Taste, the lower the level of Customer Loyalty. As for Price, it has an insignificant positive direction towards Customer Loyalty which can be seen in previous research (R. Putra, 2021) on the basis of the T value count is 1.186 and the significant value is $0.240 < 0.05$, then H6 is accepted. With the statement that (H0) accepted and (H1) rejected. These results indicate that Price has a positive effect on Customer Loyalty. The path coefficient value of Price has an effect on Customer Loyalty is positive, which is equal to 0.159 which indicates that the direction of the relationship between the two variables is positive. This means that the higher the price, the higher the customer loyalty and vice versa, the lower the price, the lower the customer loyalty.

Whereas in Customer Satisfaction as mediation towards Customer Loyalty has a positive and significant direction (Setyowati, 2017). Which Service Quality, Taste and Price affect Customer Loyalty by mediating Customer Satisfaction, can be seen in the average value of T count of 2.589 with a significance value of $0.012 < 0.05$. Then H7 is accepted. With the following statement, that (H0) accepted and (H1) rejected. These results indicate that there is a positive influence of Customer Satisfaction on Customer Loyalty. Where Customer Satisfaction acts as a mediating variable for Customer Loyalty. The path coefficient value for Customer Satisfaction is 0.449, which has a positive effect on Customer Loyalty. So it can be concluded that there is an influence between the two variables is positive. This means that the higher the Customer Satisfaction, the higher the Customer Loyalty and vice versa, the lower the Customer Satisfaction, the lower the Customer Loyalty level. Then the Customer Satisfaction variable can be said to be a mediator for Customer Loyalty.

5. Conclusions

In this study it was explained that researchers analyzed the role of mediating Customer Satisfaction on the influence of Service Quality, Taste and Price on Customer Loyalty. The results of this study discuss that three variables namely Service Quality, Taste, and Price have a positive relationship with Customer Loyalty by using Customer Satisfaction mediation. Where it is concluded that Service Quality has no significant positive effect on Customer Satisfaction; Taste has a positive and significant effect on Customer Satisfaction; Price has a positive and significant effect on Customer Satisfaction; Service Quality has no significant positive effect on Customer Loyalty; Taste has a positive and significant effect on Customer Loyalty; Price has no significant positive effect on Customer Loyalty.

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