



THE JOURNAL OF MANAGEMENT,
DIGITAL BUSINESS, AND
ENTREPRENEURSHIP

The Journal of Management, Digital Business, and Entrepreneurship

Homepage: <https://jurnal.glowscien.com/index.php/JMDBE>

Vol. 3, Issue 1, March (2025), 61-72

DOI Issue: <https://doi.org/10.58857/JMDBE.2025.v03.i01>

E-ISSN 3031-9064



The Influence of Consumer Satisfaction Mediating Price on Consumer Loyalty in Shopping at J.Co Donuts in Denpasar

Ni Made Dwi Handayani¹⁾, I Gede Adi Setiawan²⁾

Management Study Program, Faculty of Economics and Business, Udayana University

^{1,2)}Faculty of Economics and Business, Udayana University

email:handayani.dw23@gmail.com¹⁾

DOI Article: <https://doi.org/10.58857/JMDBE.2025.v03.i01.p05>

ARTICLE INFO

Article History:

Submitted: 23 May 2024

Reviewed: 24 June 2024

Revision: 27 July 2024

Accepted: 25 August 2024

Publish: 30 March 2025

Keywords:

Price, Customer Satisfaction, Customer Loyalty, Mediation, J.Co Donuts

Corresponding Author:

Ni Made Dwi Handayani email:
handayani.dw23@gmail.com

ABSTRACT

This study aims to analyze the effect of price on consumer loyalty with satisfaction as a mediating variable for J.Co Donuts consumers in Denpasar. The increasingly competitive culinary business competition requires companies to be able to determine a pricing strategy that not only reflects value, but also builds sustainable customer satisfaction. The research method uses a quantitative approach with path analysis techniques, involving 30 respondents selected by purposive sampling. Data were collected through questionnaires covering price, satisfaction, and loyalty variables, then analyzed using regression tests. The results showed that price has a significant effect on customer satisfaction, but the effect of price on loyalty, both directly and indirectly through satisfaction, is not significant.

Furthermore, the analysis shows that customer satisfaction does not act as an effective mediator in the relationship between price and loyalty. The indirect effect of price on loyalty through satisfaction is only 0.0147, a very small and insignificant value. This confirms that consumer loyalty is not solely formed by perceived price or satisfaction, but by other factors such as service quality, product innovation, and brand image. Thus, this study implies that companies need to combine price strategies with other marketing aspects to build stronger loyalty. This research also provides an academic contribution regarding the importance of understanding the limited mediating role of satisfaction in shaping consumer loyalty.

INTRODUCTION

In the current era, the competitive climate in the business world is getting tighter and more complex. This intense competition requires business actors to be able to maximize resource utilization and manage operations effectively so that the business being run remains competitive in the free market. Companies must be able to understand the needs and desires of their consumers, because this understanding can be the basis for formulating targeted marketing strategies. Research shows that companies that can integrate Corporate Social Responsibility (CSR)

into their strategy are often able to create higher value and build long-term customer loyalty (Malik & Muthohar, 2023). This is in line with findings showing that companies that focus on ethics and social responsibility can strengthen their position in market competition (Mansouri et al., 2022). In addition, companies that are effective in service management and marketing communication have a higher chance of attracting and retaining customers (Malik & Muthohar, 2023).

The main key to winning the competition lies in the ability to provide value and satisfaction to customers through quality products or services offered at competitive prices in the market. According to research, customer satisfaction is very important in building loyalty, which in turn can increase loyalty and positive recommendations for brands (Junaedi et al., 2022; Umboh et al., 2024). Research further confirms that customer satisfaction has a significant positive influence on brand loyalty in various business contexts (Bakri et al., 2023; Dananjoyo & Udin, 2023). Therefore, focusing on service quality and consistency is a fundamental factor in maintaining competitiveness (Susilawati, 2024; Uzir et al., 2021). Thus, companies that are committed to product and service quality will find it easier to build long-term relationships with customers.

However, modern companies are now facing the dynamics of a stressful business environment, especially in terms of fast-moving and volatile prices. Price cuts are often seen as an easy strategy to attract consumers; however, this is not always the best solution in the long run. Research shows that customers tend to value quality and long-term relationships with brands more than price alone (Dananjoyo & Udin, 2023; Malik & Muthohar, 2023). Excessive price cuts can actually reduce profits and trigger harmful price wars between competitors (Susilawati, 2024). Therefore, companies need to adopt a strategy that is more oriented towards product value and customer experience rather than focusing solely on price (Salsabiila & Miranti, 2024; Zaato et al., 2023).

The challenge faced is how to determine a price that is not only able to provide profits for the company but also reflects the value perceived by consumers. Consumer satisfaction or dissatisfaction is a form of response to the perceived mismatch between initial expectations and actual experience of product quality (Sasongko, 2021). Therefore, companies need to deeply understand consumer expectations in order to design products and services according to their needs (Hidayah & Nugroho, 2023; Utama et al., 2024). Customer loyalty can be a positive feedback for companies because the continuation of harmonious relationships with customers strengthens the brand's position in the market (Hanjaya & Setiawan, 2022). Thus, a pricing strategy that is in line with product quality will further strengthen the chances of forming long-term customer loyalty.

Greater attention to value-oriented marketing strategies and customer satisfaction is essential in the face of intense competition. Companies are advised to implement a smart approach to using technology as a tool to improve customer experience and strengthen existing relationships (Naully & Saryadi, 2021; Nuristiqomah et al., 2020). Digital transformation allows companies to interact more intensely with consumers, so that data-based marketing strategies can be designed in a more targeted manner. In addition, technology can be used to improve the effectiveness of customer service through personalization of offers that match individual preferences. In this way, consumers' emotional attachment to brands can be further strengthened and loyalty can be formed more firmly.

As one of the centers of economic growth, Denpasar City has dynamic market characteristics with an increasing population. The growth in population has led to an increase in people's needs for food, clothing, and shelter, which are increasingly diverse. Along with the development of digital technology, people's consumption patterns have also undergone a significant transformation, especially with the increasing preference for online shopping. Research shows that consumers can now fulfill their needs more efficiently without having to waste time shopping in person (Indra & Pramuditha, 2023; Rivai & Fadli, 2022). This creates both opportunities and challenges for businesses, including the culinary sector such as J.Co Donuts, to meet consumer expectations with more adaptive marketing strategies.

The formulation of this research problem is how the effect of customer satisfaction in mediating the relationship between price and customer loyalty is significant. The purpose of this study is to provide an empirical explanation of the role of customer satisfaction in mediating price to customer loyalty. This research is expected to make a theoretical contribution as an additional reference in the field of marketing management, as well as provide practical benefits for companies. In particular, the results of the study are expected to be taken into consideration for the management of J.Co Donuts in Denpasar in formulating the right pricing strategy. Thus, the strategy is expected to be able to increase satisfaction while building customer loyalty in a sustainable manner.

According to Kotler, & Armstrong (2020), price is the amount of value that consumers sacrifice to obtain the benefits of a product or service. For consumers, price is often an indicator of the quality of goods that greatly influences purchasing decisions, as supported by research showing that price perceptions have a positive effect on consumer satisfaction (Ahmed et al., 2022; Octaviani et al., 2021). A number of studies have also found that perceived fair price and product quality have a positive effect on consumer loyalty through perceived satisfaction (Ahmed et al., 2023; Yaqub et al., 2023). Previous research confirms that customer satisfaction acts as a significant mediator between price and customer loyalty across various industry contexts (Ahmed et al., 2023; Milman & Tasci, 2022). This shows the important role of satisfaction as a link in creating sustainable relationships between consumers and companies.

In this context, it is important for companies to understand how the right pricing strategy can build positive customer experiences and create long-term relationships (Akbari et al., 2020). Customer satisfaction-oriented pricing has been shown to increase consumer loyalty while encouraging repeat purchase decisions (Yaqub et al., 2023). In addition, pricing strategies that pay attention to the balance between value and product quality can strengthen brand positioning in a competitive market (Duh & Pwaka, 2023; Lee & Winterich, 2022). By integrating these principles, J.Co Donuts can design a more effective approach in building customer satisfaction and loyalty in Denpasar. Therefore, this research becomes relevant to provide an empirical foundation for sustainable business strategies.

RESEARCH METHODOLOGY

This research was conducted in Denpasar City with the scope focused on the behavior of consumers who shop at J.Co Donuts. The choice of research location is based on Denpasar as the center of economic and trade activities in Bali which has a high level of business competition. The existence of J.Co Donuts as one of the most popular food and beverage brands makes it relevant to be studied in the context of customer satisfaction and loyalty. This research also refers to the conceptual framework developed from the research of Surya and (Ari et al., 2023). Therefore, this research is expected to make a significant empirical contribution to the development of marketing management studies.

The types of data used in this study are quantitative and qualitative data. Quantitative data is obtained through questionnaire results that can be processed with statistical methods, while qualitative data is used to provide a deeper understanding of consumer perceptions. Data sources consist of primary and secondary data, where primary data is obtained directly from respondents through questionnaires, while secondary data is obtained from literature, research journals, and other scientific publications. The selection of these two types of data is intended to make the research results more comprehensive and able to explain the phenomenon under study in depth. Thus, this research is not only number-oriented, but also reveals the meaning behind consumer behavior.

The variables used in this study consist of price (X) as the independent variable, customer satisfaction (M) as the mediating variable, and customer loyalty (Y) as the dependent variable. The selection of these variables is based on the theoretical assumption that price affects customer

loyalty either directly or indirectly through customer satisfaction. Satisfaction is seen as an important mechanism that can strengthen or weaken the relationship between price and loyalty. Therefore, the mediating role of customer satisfaction is very relevant to be studied in this context. By placing these variables, this study is expected to be able to test more accurate causal relationships in accordance with the conceptual framework.

The sampling technique in this study used purposive sampling method. This method was chosen because it was able to ensure that the samples taken were in accordance with the research criteria. The characteristics of respondents determined are consumers who live in Denpasar City and are at least 17 years old. This age consideration is used because at that age consumers are considered to have the ability to make purchasing decisions independently. Thus, the data obtained from respondents is expected to be valid and reflect actual consumer behavior in the context of this study.

Data collection is done by distributing questionnaires to respondents who match the predetermined criteria. The questionnaire contains a series of questions designed to measure price variables, customer satisfaction, and customer loyalty. The questionnaire was distributed in two ways, namely sending it via email and the WhatsApp application in order to reach respondents more widely and efficiently. The utilization of digital technology is considered effective in the context of modern research, considering that most J.Co Donuts consumers belong to the younger generation who are accustomed to using digital media. With this strategy, it is expected that the level of respondent participation will be higher and the data collected can optimally support research analysis.

RESULTS AND DISCUSSION

Results

Normality Test

Based on Table 1, the normality test results for regression equation 1 show a Kolmogorov-Smirnov Z value of 0.134 with a significance value (Asymp. Sig. 2-tailed) of 0.179. The significance value is greater than the significance level of 0.05. This indicates that the residual data in regression equation 1 is normally distributed. Thus, the normality assumption is met so that regression equation 1 is suitable for use in hypothesis testing.

Table 1. Results of Normality Test Equation 1

	Understandardizer Residual
N	30
Kolmogorov-Smirnov Z	.134
Asymp. Sig. (2-tailed)	.179

Source: Primary Data Analysis Results, 2024

Furthermore, Table 2 shows that the normality test results of regression equation 2 produce a Kolmogorov-Smirnov Z value of 0.161 with a significance value (Asymp. Sig. 2-tailed) of 0.077. Similar to regression equation 1, the significance value is still greater than 0.05. This means that the residuals from regression equation 2 are also normally distributed. This confirms that the normality assumption is met, so the second regression model can be used for further analysis without any violation of classical assumptions.

Table 2. Normality Test Results of Regression Equation 2

Understandardizer Residual	
N	30
Kolmogorov-Smirnov Z	.161
Asymp. Sig. (2-tailed)	.077

Source: Primary Data Analysis Results, 2024

Heteroscedasticity Test

Based on Table 4, the results of the heteroscedasticity test on the *Price* variable show a significance value of 0.160. This value is greater than the significance level of 0.05, so it can be concluded that there are no symptoms of heteroscedasticity in regression equation 1. Thus, the first regression model has fulfilled one of the classical assumptions, namely homogeneous error variance (homoscedastic). This confirms that the regression estimation can be considered reliable to explain the relationship between variables in the model.

Table 4. Heteroscedasticity Test Results Equation 1

Model	Sig.	Description
Price	0.160	Passed Test

Source: Primary Data Analysis Results, 2024

Furthermore, the results of the heteroscedasticity test in regression equation 2 shown in Table 5 show that the *Price* variable has a significance value of 0.182 and the *Consumer Satisfaction* variable is 0.842. Both significance values are greater than 0.05. Thus, it can be stated that regression equation 2 is also free from heteroscedasticity problems. This condition indicates that the residual variance is constant at all levels of the independent variables used in the model, so that the regression parameter estimates can be interpreted more validly.

Table 5. Heteroscedasticity Test Results Equation 2

Model	Sig.	Description
Price	0.182	Passed Test
Consumer Satisfaction	0.842	

Source: Primary Data Analysis Results, 2024

Overall, the two regression equations in this study did not experience heteroscedasticity problems, as indicated by a significance value greater than 0.05. This indicates that the model used has met the assumption of homoscedasticity, so that the results of regression analysis and path analysis based on the model are suitable to be used as a basis for drawing research conclusions.

Multicollinearity Test

Based on Table 6, the multicollinearity test results in regression equation 2 show that the *Price* and *Customer Satisfaction* variables have a tolerance value of 0.865 and a Variance Inflation Factor

(VIF) value of 1.156. The tolerance value which is greater than 0.10 and the VIF value which is much smaller than the critical limit of 10 indicate that there are no multicollinearity symptoms among the independent variables. Thus, the two independent variables in regression equation 2 can be used together to explain the dependent variable without the problem of high correlation between variables.

Table 6. Heteroscedasticity Test Results Equation 2

Model	Colinearity Statistic	
	Tolerance	VIF
Price	0.865	1.156
Consumer Satisfaction	0.865	1.156

Source: Primary Data Analysis Results, 2024

These results indicate that the regression model used meets the classical assumptions related to multicollinearity, so that the estimated regression coefficients can be considered stable and unbiased. This condition also confirms that the *Price* and *Consumer Satisfaction* variables have an independent role in influencing the dependent variable, without any domination or redundancy of information between variables. Thus, regression equation 2 is feasible to proceed to a more in-depth analysis because it has met the relevant classical assumption requirements.

Path Analysis

Based on Table 7, the *Price* variable has a significant effect on the mediation variable (*M*). This is indicated by the beta coefficient value of 0.368 with a significance level of 0.046 which is smaller than 0.05. The R Square value of 0.135 indicates that 13.5% of the variation in the mediation variable can be explained by the *Price* variable, while the remaining 86.5% is influenced by other factors outside the model. Thus, the first structural equation can be written as $M = 0.368X$, which indicates that each one unit increase in the *Price* variable will increase the value of the mediating variable by 0.368 units. This result confirms that *Price* has a positive and significant contribution in forming the mediating variable in the path model.

Table 7. Regression Results Equation 1

Model	R Square	Colinearity Statistic	
		Beta	Sig
Price	0.135	0.368	0.046

Source: Primary Data Analysis Results, 2024

Based on Table 6, it can be concluded that the structural equation is as follows:

$$M = \beta_1 X + \epsilon \dots\dots\dots 1)$$

$$M = 0.368X$$

Meanwhile, Table 8 shows that in the second equation, the *Price* variable has a beta coefficient of 0.274 with a significance value of 0.182, while the *Consumer Satisfaction* variable has a beta coefficient of 0.040 with a significance value of 0.842. Both of these significance values are greater

than 0.05, so it can be concluded that neither *Price* nor *Customer Satisfaction* has a significant effect on the dependent variable (*Y*). The R Square value of 0.069 also shows that only 6.9% of the variation in the dependent variable can be explained by the independent variable, while 93.1% is explained by other factors outside the model. The second structural equation formed is $Y = 0.274X + 0.040M$, but statistically the effect is not significant. This confirms that the path from *Price* and *Customer Satisfaction* to the dependent variable does not make a significant contribution to the research model.

Table 8. Regression Results Equation 2

Model	R Square	Colinearity Statistic	
		Beta	Sig
Price	0.069	0.274	0.182
Consumer Satisfaction		0.040	0.842

Source: Primary Data Analysis Results, 2024

Based on Table 6, it can be concluded that the structural equation is as follows:

$$Y = \beta_2X + \beta_3Y + \epsilon \dots\dots\dots 2)$$

$$Y = 0.274 X + 0.040 Y$$

1. Direct Effect

- From equation 2, it is obtained that *Price (X)* → *Y* has a beta coefficient of **0.274**, but it is not significant (Sig. = 0.182 > 0.05). This means that directly *Price* does not have a significant effect on the dependent variable.
- Meanwhile, *Consumer Satisfaction (M)* → *Y* has a beta coefficient of **0.040** with Sig. = 0.842 > 0.05, which is also not significant. This shows that *Consumer Satisfaction* does not directly mediate the relationship between *Price* and the dependent variable.

2. Indirect Effect

- From equation 1, it is obtained that *Price (X)* → *Consumer Satisfaction (M)* has a beta coefficient of **0.368** with Sig. = 0.046 < 0.05, so the effect is significant.
- However, because the path *M* → *Y* (0.040; Sig. = 0.842) is not significant, the indirect effect of *Price* on *Y* through *Customer Satisfaction* can be said to be **insignificant**.
- Mathematically, the magnitude of the indirect effect is calculated as:

$$\text{Indirect Effect} = (X \rightarrow M) \times (M \rightarrow Y) = 0.368 \times 0.040 = 0.0147 = 0.368 \times 0.040 = 0.0147$$

This value is very small and insignificant.

3. Total Effect

- Total effect is the sum of direct effect and indirect effect:

$$\text{Total Effect} = (X \rightarrow Y) + [(X \rightarrow M) \times (M \rightarrow Y)]$$

$$\text{Total Effect} = 0,274 + (0,368 \times 0,040) = 0,274 + 0,0147 = 0,2887$$

- Thus, the total effect of *Price* on *Y* is **0.289**. Although numerically there seems to be a contribution, statistically this path is not significant because both the direct and indirect effects do not meet the significance criteria.

The results of the path analysis show that *price* has a significant effect on *customer satisfaction*, but both directly and through *customer satisfaction*, the effect of *price* on the dependent variable

(Y) is not significant. In other words, *customer satisfaction* is not able to act as a mediating variable in the relationship between *price* and Y.

DISCUSSION

The results showed that the price variable had a positive and significant effect on customer satisfaction. This finding is in line with the view that price is an important factor in determining customer satisfaction, because consumer perceptions of product value are strongly influenced by the balance between financial sacrifices and benefits obtained (Irawan et al., 2020). In the context of J.Co Donuts in Denpasar, this indicates that consumers tend to feel satisfied if the price of the product offered is in accordance with the quality and value they feel. The right pricing strategy can provide a positive experience for consumers, thus strengthening their assessment of the company. Thus, price can be seen as an important element in shaping satisfaction, although it is not the only factor that determines customer loyalty.

Although price is proven to have a significant effect on satisfaction, the results also show that price does not have a significant effect directly on consumer loyalty. The path coefficient of 0.274 with a significance level of 0.182 confirms that J.Co Donuts consumers in Denpasar do not necessarily become loyal only because of the price factor (Riansyah et al., 2024). This shows that consumer loyalty is more complex and is not only determined by rational aspects, but also emotional factors, service quality, and brand image attached to the company (Hidayah & Nugroho, 2023). In other words, price is important as a foundation for satisfaction, but not enough to foster strong loyalty. Therefore, in building loyalty, companies need to use a more comprehensive and layered approach.

Furthermore, the results showed that customer satisfaction has no significant effect on loyalty. The coefficient of 0.040 with a significance of 0.842 confirms that in this study, customer satisfaction is not able to be an effective mediator between price and loyalty. This condition may be influenced by the characteristics of respondents, most of whom may assess the consumption experience only at the time of purchase, without long-term emotional attachment to the brand (Sonia & Heriyanto, 2023). Thus, although consumers are satisfied with the price and quality of the product, this does not necessarily translate into sustainable loyalty. These results emphasize the need for a more comprehensive marketing strategy by integrating service quality, product innovation, and brand image to drive customer loyalty (Harris & Soenhadji, 2022; Widodo & Setyawan, 2023).

Consumer loyalty in the fast food industry in general tends to be low due to the high level of competition and the many alternative choices that are easily accessible, both in terms of price and product variety (Sasongko, 2021). This shows that although customer satisfaction is important, its existence does not always guarantee the creation of long-term loyalty (Hidayah & Nugroho, 2023). Consumers in this segment often switch to other brands that offer attractive promotions, new menu innovations, or different consumption experiences. Therefore, loyalty in the fast food sector is more influenced by external factors beyond mere satisfaction. Companies must be able to formulate varied and innovative strategies to retain consumers.

This finding confirms that customer satisfaction cannot serve as a strong mediating variable in the relationship between price and loyalty. Thus, a corporate strategy that relies on creating satisfaction through pricing alone may not be sufficient to build sustainable customer loyalty. Price should be positioned as just one component in the marketing mix, not as the main determinant of loyalty. To strengthen consumer attachment, companies need to add other factors such as product innovation, consistent service, and strengthening brand images that are relevant to consumer needs (Hernikasari et al., 2022). Previous research also shows that sales promotion and service quality contribute significantly to customer loyalty (Andreson & Denni, 2023).

Therefore, companies must be able to develop integrated marketing strategies that not only emphasize price, but also build emotional relationships with consumers. This will enable the

creation of stronger loyalty in the long run. Overall, the total effect of price on loyalty was small and insignificant, confirming that although price contributes, the reality is that consumer loyalty is more influenced by other factors not included in this research model (Isnanto & Saputro, 2024; Sholikhah & Hadita, 2023). Factors such as customer experience, service quality, and store atmosphere have a major role in shaping consumer loyalty (Sudarnice, 2020). Thus, companies need to expand the scope of marketing strategies that focus on product differentiation and holistic consumption experiences in order to build sustainable consumer loyalty. This step not only maintains long-term customer satisfaction, but also encourages word-of-mouth recommendations that can strengthen brand image (Mardikaningsih, 2021).

CONCLUSIONS

Based on the research results, it can be concluded that price has a positive and significant effect on customer satisfaction at J.Co Donuts in Denpasar. This shows that pricing in accordance with product quality is able to create satisfaction for customers. However, the regression test results prove that price does not have a significant effect on consumer loyalty, either directly or through satisfaction. Consumer satisfaction formed from price perceptions is not strong enough to be a mediating variable in building customer loyalty.

Overall, J.Co Donuts' customer loyalty is not only influenced by price and satisfaction, but also by other factors not examined in this study, such as service quality, shopping experience, and product differentiation. Therefore, management needs to develop a more comprehensive marketing strategy by integrating elements of price, quality, and brand image to strengthen customer loyalty. This research emphasizes the importance of understanding that although customer satisfaction is an important factor, its existence does not necessarily guarantee the creation of long-term loyalty without the support of other supporting factors.

REFERENCES

- Ahmed, S., Asheq, A. A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, Md. (2022). The Intricate Relationships of Consumers' Loyalty and Their Perceptions of Service Quality, Price and Satisfaction in Restaurant Service. *The TQM Journal*, 35(2), 519–539. <https://doi.org/10.1108/tqm-06-2021-0158>
- Ahmed, S., Singh, S., & Nagaraj, S. (2023). What Do Online Reviews Communicate? An Evidence From Emerging Economy. *International Journal of Emerging Markets*, 19(10), 3483–3512. <https://doi.org/10.1108/ijoem-06-2021-0892>
- Akbari, M., Nazarian, A., Foroudi, P., Amiri, N. S., & Ezatabadipoor, E. (2020). How Corporate Social Responsibility Contributes to Strengthening Brand Loyalty, Hotel Positioning and Intention to Revisit? *Current Issues in Tourism*, 24(13), 1897–1917. <https://doi.org/10.1080/13683500.2020.1800601>
- Andreson, E., & Denni, D. (2023). Pengaruh Harga Dan Citra Perusahaan Terhadap Loyalitas Pelanggan PT Aneka Indo Mandiri Dengan Kepuasan Pelanggan Sebagai Variable Intervening. *Jurnal Administrasi Dan Manajemen*, 13(2), 166–176. <https://doi.org/10.52643/jam.v13i2.3171>
- Ari, M. Y., Fanggalda, R. E., Dhae, Y. K. I. D. D., & Fanggalda, A. H. J. (2023). Pengaruh Perilaku Konsumen dan Persepsi Konsumen Terhadap Keputusan Pembelian Produk Pakaian Bekas di Kota Kupang (Studi Pada Mahasiswa/I Universitas Nusa Cendana). *GLORY Jurnal Ekonomi Dan Ilmu Sosial*, 4(2), 335–447. <https://doi.org/10.35508/glory.v4i2.10286>
- Bakri, M. N. B., Neo, H. F., & Teo, C.-C. (2023). Blockchain Technology for Tourism Post COVID-19. *Journal of Telecommunications and the Digital Economy*, 11(3), 42–67. <https://doi.org/10.18080/jtde.v11n3.764>
- Dananjoyo, R., & Udin, U. (2023). The Effect of Sustainable Brand Equity on Customer Satisfaction and Customer Loyalty Using Customer Trust as Mediation Variable. *International Journal*

- of Sustainable Development and Planning, 18(7), 2281–2291.*
<https://doi.org/10.18280/ijdsdp.180733>
- Duh, H. I., & Pwaka, O. (2023). Grocery Retailer's Brand Performances From Brand Personalities and Marketing Offerings. *International Journal of Retail & Distribution Management, 51(13), 101–122.* <https://doi.org/10.1108/ijrdm-10-2022-0404>
- Hanjaya, J. K., & Setiawan, P. Y. (2022). Pengaruh Kualitas Layanan, Promosi Penjualan Dan Digital Marketing Terhadap Loyalitas Konsumen Gojek Di Denpasar. *E-Jurnal Manajemen Universitas Udayana, 11(9), 1634.* <https://doi.org/10.24843/ejmunud.2022.v11.i09.p03>
- Harris, S. A., & Soenhadji, I. M. (2022). Pengaruh Promosi, Kualitas Layanan, Harga Dan Distribusi Terhadap Loyalitas Konsumen Pengguna Aplikasi Food Delivery Dengan Menggunakan Variabel Mediasi Kepuasan Konsumen. *Jurnal Ilmiah Ekonomi Bisnis, 27(3), 418–432.* <https://doi.org/10.35760/eb.2022.v27i3.4970>
- Hernikasari, I., Ali, H., & Hadita, H. (2022). Determinasi Citra Merek Melalui Kepuasan Pelanggan Bear Brand: Analisis Harga Dan Kualitas Produk (Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial, 3(1), 437–450.* <https://doi.org/10.38035/jmpis.v3i1.1004>
- Hidayah, S. N., & Nugroho, R. H. (2023). Pengaruh Citra Merek, Harga, Kualitas Produk Terhadap Loyalitas Pelanggan Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Jurnal Ilmiah Administrasi Bisnis Dan Inovasi, 7(1), 79–98.* <https://doi.org/10.25139/jiabi.v7i1.5811>
- Indra, S. R., & Pramuditha, C. A. (2023). Pengaruh Kepuasan Pelanggan, Kualitas Pelayanan, Kualitas Produk Terhadap Loyalitas Pelanggan Kampoeng Kayoe. *MDP-Sc, 2(2), 257–263.* <https://doi.org/10.35957/mdp-sc.v2i2.3965>
- Irawan, I., Sulistyono, S., & Tanjung, S. M. P. (2020). Pengaruh Persepsi Harga, Kualitas Produk Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Pt. Schneider Electric – Cikarang Plant. *Jurnal Manajemen Kewirausahaan, 16(2), 179–188.* <https://doi.org/10.33370/jmk.v16i2.352>
- Isnanto, B., & Saputro, S. H. (2024). Analisis Pengaruh Faktor-Faktor Kunci Loyalitas Konsumen: Mengungkap Rahasia Keberhasilan Bisnis Di Era Kompetitif. *Isoquant Jurnal Ekonomi Manajemen Dan Akuntansi, 8(1), 64–78.* <https://doi.org/10.24269/iso.v8i1.2641>
- Junaedi, A. T., Wijaya, E., Santoso, P. H., & Chandra, S. (2022). Improving Customer Loyalty Wardah Brand Through Brand Image and Price Fairness: Customer Satisfaction as an Intervening Variable. *Jurnal Aplikasi Manajemen, 20(2), 379–387.* <https://doi.org/10.21776/ub.jam.2022.020.02.14>
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (18th ed.). London: Pearson Education.
- Lee, S., & Winterich, K. P. (2022). The Price Entitlement Effect: When and Why High Price Entitles Consumers to Purchase Socially Costly Products. *Journal of Marketing Research, 59(6), 1141–1160.* <https://doi.org/10.1177/00222437221094301>
- Malik, A. A., & Muthohar, M. (2023). The Effect of Service Quality, Brand Image, and Customer Satisfaction on Customer Loyalty in Go Food Services. *Jurnal Economic Resource, 6(1), 221–229.* <https://doi.org/10.57178/jer.v6i1.650>
- Mansouri, H., Boroujerdi, S. S., & Husin, M. M. (2022). The Influence of Sellers' Ethical Behaviour on Customer's Loyalty, Satisfaction and Trust. *Spanish Journal of Marketing - Esic, 26(2), 267–283.* <https://doi.org/10.1108/sjme-09-2021-0176>
- Mardikaningsih, R. (2021). Pencapaian Kepuasan Pelanggan Pada Jasa Pengiriman Barang Melalui Harga, Ekuitas Merek, Dan Kualitas Pelayanan. *Jurnal Baruna Horizon, 4(1), 64–73.* <https://doi.org/10.52310/jbhorizon.v4i1.58>
- Milman, A., & Tasci, A. D. (2022). The Influence of Dynamic Pricing on Consumer Trust, Value, and Loyalty Relationships in Theme Parks. *Journal of Vacation Marketing, 29(3), 386–408.* <https://doi.org/10.1177/13567667221095583>

- Naully, C., & Saryadi, S. (2021). Pengaruh Brand Image Dan Kualitas Produk Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen (Studi Pada J.Co Donuts & Coffee Java Supermall Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(2), 974–983. <https://doi.org/10.14710/jiab.2021.28800>
- Nuristiqomah, S., Widodo, J., & Zulianto, M. (2020). Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Kartu Prabayar Simpati Telkomsel (Studi Kasus Pada Mahasiswa Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Jember Angkatan 2015-2017). *Jurnal Pendidikan Ekonomi Jurnal Ilmiah Ilmu Pendidikan Ilmu Ekonomi Dan Ilmu Sosial*, 14(1), 166–170. <https://doi.org/10.19184/jpe.v14i1.11610>
- Octaviani, O. C., Rizan, M., & P, A. K. R. (2021). The Effect of E-Service Quality and Perceived Price Fairness on Customer Loyalty Which Customer Satisfaction as Intervening Study on Online Shopping Site in Indonesia. *Jurnal Dinamika Manajemen Dan Bisnis*, 4(1), 143–171. <https://doi.org/10.21009/jdmb.04.1.7>
- Riansyah, Silaningsih, E., & Andari, T. T. (2024). Peningkatan Kepuasan Konsumen Melalui Kualitas Pelayanan Dan Harga. *JWM (Jurnal Wawasan Manajemen)*, 12(1), 1–11. <https://doi.org/10.20527/jwm.v12i1.267>
- Rivai, M. Z., & Fadli, J. A. (2022). Faktor Penentu Loyalitas Pelanggan Marketplace Online. *Jurnal Multidisiplin Indonesia*, 1(1), 170–185. <https://doi.org/10.58344/jmi.v1i1.20>
- Salsabiila, S., & Miranti, T. (2024). Influence of Brand Image and Customer Trust on Customer Loyalty Through Customer Satisfaction With Gender as a Moderation Variable. *Jurnal Ekonomi Bisnis & Entrepreneurship*, 18(1), 171–185. <https://doi.org/10.55208/jebe.v18i1.538>
- Sasongko, S. R. (2021). Faktor-Faktor Kepuasan Pelanggan Dan Loyalitas Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(1), 104–114. <https://doi.org/10.31933/jimt.v3i1.707>
- Sholikhah, A. F., & Hadita, H. (2023). Pengaruh Kualitas Layanan, Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Mie Gacoan Di Bekasi Timur. *Jurnal Economina*, 2(2), 692–708. <https://doi.org/10.55681/economina.v2i2.352>
- Sonia, N., & Heriyanto, M. (2023). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Pada Bengkel Hijrah Motor Lubuk Basung. *Journal of Law, Education and Business*, 1(2), 423–427. <https://doi.org/10.57235/jleb.v1i2.1163>
- Sudarnice, S. (2020). Pengaruh Kualitas Layanan Dan Tingkat Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Minimarket Alfamidi Kolaka. *Jurnal Dimensi*, 9(2), 280–293. <https://doi.org/10.33373/dms.v9i2.2541>
- Susilawati, N. M. B. (2024). Customer Satisfaction in the South Denpasar Region as a Measure of Brand Loyalty and the Impact of Product Quality and Image. *International Journal of Multidisciplinary Research and Analysis*, 07(04), 1681–1686. <https://doi.org/10.47191/ijmra/v7-i04-30>
- Umboh, S. F. B. W., Tulung, J. E., & Wangke, S. J. C. (2024). The Influence of Perceived Value to Customer Loyalty With Customer Satisfaction as an Intervening Variable on ESSE Brand Users in Manado. *Ramp*, 2(1), 1–19. <https://doi.org/10.58784/ramp.89>
- Utama, W. P., Andhika, B. R. D., Fahrian, A. R., & Luthfiah, S. (2024). Pengaruh Kualitas Produk, Layanan Dan Persepsi Harga Terhadap Loyalitas Pelanggan Kopi Kenangan. *Jurnal Ilmiah Manajemen Dan Bisnis (Jimbis)*, 3(2), 130–138. <https://doi.org/10.24034/jimbis.v3i2.6291>
- Uzir, M. U. H., Hamid, A. B. A., Jerin, I., Latiff, A. S. A., & Ramayah, T. (2021). Customer Satisfaction and Brand Loyalty to Electronic Home Appliances in Bangladesh: The Contingent Role of Brand Trust. *Sn Business & Economics*, 1(6). <https://doi.org/10.1007/s43546-021-00088-z>
- Widodo, T., & Setyawan, A. (2023). Pengaruh Kualitas Produk, Harga, Promosi Dan Distribusi Terhadap Kepuasan Konsumen Umkm Olahan Singkong Dan Ubi “Yaska 57” Tingkir Salatiga. *Among Makarti*, 16(1), 36–51. <https://doi.org/10.52353/ama.v16i1.409>

- Yaqub, R. M. S., Arshad, B., Javeed, M. A., & Saleem, H. M. N. (2023). Oliver's Four Stage Loyalty Model to Access the Impact of Umrah Services: Evidence From Umrah Travelling Agencies Operating in Pakistan. *Journal of Business and Social Review in Emerging Economies*, 9(1), 39=52. <https://doi.org/10.26710/jbsee.v9i1.2537>
- Zaato, S. G., Zainol, N. R., Khan, S., Rehman, A. U., Faridi, M. R., & Khan, A. A. (2023). The Mediating Role of Customer Satisfaction Between Antecedent Factors and Brand Loyalty for the Shopee Application. *Behavioral Sciences*, 13(7), 563. <https://doi.org/10.3390/bs13070563>