



The Influence of Service Quality and Promotion on Consumer Loyalty Through Customer Satisfaction as an Intervening Variable

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Abstract This research aims to examine and analyze the influence of Service Quality and Promotion on Consumer Loyalty through Customer Satisfaction as an intervening variable for customers at Sulawesi Grilled Fish. The dependent variable used in this research is Consumer Loyalty (Y), the intervening variable used is Customer Satisfaction (Z), while the independent variables used are Service Quality (X1) and Promotion (X2). The sample in this study was 96 respondents. The sampling technique uses purposive sampling with the criteria being that the respondent is at least 18 years old and has made at least 2 purchases. The analytical method used is Convergent Validity, Discriminant Validity. Composite Reliability, Inner model. The results of the research conducted show that Service Quality and Promotion have a positive and significant effect on Customer Satisfaction, the Service Quality and Promotion variables have a positive and significant effect on Consumer Loyalty, the Service Quality variable has a positive and significant effect on Consumer Loyalty through Customer Satisfaction, and the Promotion variable has an effect positive and significant towards Customer Loyalty through Customer Satisfaction.

Keyword service quality; promotion; customer satisfaction; consumer loyalty

INTRODUCTION

Developments in the business world continue to increase, causing increasingly fierce competition. The occurrence of competition requires every company to pay attention to the desires and meet consumer expectations, as well as design strategies to attract desires and meet consumer expectations. Not only that, building good relationships with consumers is also needed in running a business.

To survive in increasingly creative business competition, companies must provide quality service and leave a good impression on customers. Good service affects the convenience of consumers, if

consumers feel uncomfortable, they will not buy something. Service quality can be defined as a comparison between expected and received service, if customers feel that the service they receive meets their expectations, then consumers will make the place a place to be visited again.

There is customer loyalty due to a good level of service so that customers feel satisfied with the service provided. Maintaining customer loyalty is not an easy thing, customer loyalty is from the company's ability to continue to provide customer satisfaction. It can be concluded that brand loyalty is

Table 1. Sulawesi Grilled Fish Income Data in 2020-2022

No	Years	Income (Rp)
1.	2020	Rp. 70.385.000
2.	2021	Rp. 65.675.000
3.	2022	Rp. 58.480.000

Source: Income of Angkringan owner Restu Bunda in 2018 – 2022

obtained due to consumer satisfaction.

Promotion affects customer satisfaction because marketing a company's products requires a strategy, one of which is to promote. The company conducts promotions to attract customers and introduce its products to customers and potential customers through promotional activities. If there is no promotion, customers will not know the product offered. However, attractive and sustainable promotions can grab the attention of customers and retain them.

Based on the table above, it can be seen that every year there is a decrease in income from the beginning of the year which was originally Rp. 70,385,000 to Rp. 58,480,000.00 in the fifth year. The rigors of culinary business competition are the cause of declining income. Lack of good service quality, will make consumers will start moving to a more comfortable place of service. Not only that, in this day and age many competitors are using creative promotions about their business.

Customer loyalty is a person's loyalty to a particular product or service, and consumers who are loyal to the product provide a number of benefits for the Company (Cardia et al., 2019) in (Rahayu & Syafe'i,

2022). according to (Kurriwati, 2015) Stating customer loyalty is a habit of behaving in order to re-transact, relate and have great involvement in their choices and is characterized by seeking external information and evaluating alternatives.

According to Griffin in (Priansa, 2017) in (PUTRI, 2019) states that the concept of customer loyalty refers more to behavior than attitude and a loyal customer will show buying behavior that can be interpreted as a pattern of regular and long-term purchases, carried out by decision-making units or makers. While according to (Priansa, 2017) in (Sianipar et al., 2023) Defining customer loyalty is a long-term commitment of customers which is implemented in the form of loyal behavior and attitude towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers where it will affect the existence of the company.

Contentment is a person's feeling of pleasure or disappointment after comparing what they received and their expectations. If what they receive does not match their expectations or expectations, consumers will be disappointed. If what they receive such as

expectations even exceeds their expectations or expectations, consumers will feel happy or satisfied. According to (Fandy & Anastasia, 2019) (Mulawardhani, 2017) Consumer satisfaction is the consumer's response to an evaluation of perceived differences between initial expectations (or standards) and the actual performance of the product as perceived after the consumer consumes it. Quote Mulawardhani, 2017 related Kotler in Zulanda (2019) states that consumer satisfaction is the level a person feels after comparing with what they receive and expect.

Product quality according to Puspita, Widha dan Wijaya (2017:156) in (Prastiwi & Rivai, n.d.) is one that influences consumer perceptions related to product or process design. In creating attractive quality food products, of course, consumers will be satisfied with the culinary business. While according to Kotler and Armstrong in (Anggraeni et al., 2018) Quality is the character of a product or service that can affect the ability of a product to satisfy needs. Quality has a direct impact on product performance, this makes quality have a close relationship with customer satisfaction.

Pricing has a very big impact, where if the price is too expensive and not in accordance with the products offered, customers will be reluctant to buy and move to another place to eat, therefore pricing must be done carefully using the right calculations and considerations and can be accounted for theoretically and in its application in culinary business ventures so that the goals can be achieved as much as possible (KHOTIMAH, 2021).

LITERATURE REVIEW

Consumer Loyalty

According to Aang Curatman (2020:25) in (Amalia yulia, 2020), Customer loyalty i.e., fully committed to buying or re-endorsing a product or service that the customer will love in the future, regardless of environmental influences and marketing efforts, has the potential to result in customer conversions. Consumer loyalty is very important for a company, both services and products (goods), this can increase profits for the company, because if consumers are not loyal to a company's products then they will definitely switch to other products. One way to increase customer loyalty is to provide good service, which is expected to encourage customers to return to transactions.

Customer Satisfaction

Consumer satisfaction is the result of their evaluation of product performance when what they consume meets or exceeds initial expectations, not only related to judgment but also related to the emotional attitudes and feelings given by consumers after consuming (Haeruddin & Haeruddin, 2020) in research (Pasianus et al., 2021)

Quality of Service

According to Tjiptono (Harianto & Subagio, 2013) in research (Safitri, 2020), Service quality consists of meeting customer needs and desires as well as delivery accuracy to keep pace with customer expectations. Therefore, service quality is influenced by two factors: expected service and perceived service.

According to Krisdianti and Sunarti (2019) in research (Sambara et al.,

2021), Service quality is defined as the level of quality expected by consumers to meet their desires. If consumers feel that the services or services they receive meet or even exceed their expectations, then the quality of the service or service is considered good, excellent, and satisfying. Conversely, if the services or services provided to consumers are not able to meet what is expected or even exceed their expectations, then the quality of the service or service.

According to Lupiyoadi and Hamdani (2009: 65) in research (Amalia yulia, 2020), shows that service quality affects customer satisfaction. Good service has a higher level of customer satisfaction. Unlike goods, service can be judged based on one's experience and reasoning. Because of the interaction that occurs between customers and the company, service quality can affect customer satisfaction.

Promotion

Basically, promotion is a type of marketing communication that involves disseminating information, in order to be accepted, bought, and loyal to the goods sold. According to Alma (2018:181) in research (Dariel Fadli & R. Nurafni, 2021) Promotion is a type of communication that provides convincing explanations and influences potential customers about goods and services so that they are interested in buying them.

Logical relationships between variables

The Relationship of Service Quality to Consumer Loyalty

According to Parasuraman et al. (1994) define service quality as service delivery that exceeds

customer expectations. Furthermore, Parasuraman et al. (1994) grouped service quality into five dimensions: Reliability, Responsiveness, Assurance, Empathy, and Tangibility. Reliability in a broad sense can be expressed as the fulfillment of the company's promises regarding delivery, terms of service, problem resolution and pricing. Therefore, it is important for companies to pay attention to customer expectations for reliability. Responsiveness is a company's willingness for prompt service. This dimension focuses on attitude and accuracy in handling customer requests, questions, complaints, and concerns and focuses on punctuality, attendance, professional commitment of employees or staff. Assurance means that the company is able to provide assurance that employees have knowledge, work skills, accuracy, courtesy, etc. that are in accordance with their responsibilities. Empathy is defined as the employee's full attention to customer needs . This includes employee attitudes and behaviors when handling various customer needs and complaints related to service. Tangibili refers to physical service factors such as parking lots, room comfort, color, and others experienced by customers. The direct relationship of service quality to loyalty was found by Su et al. (2019) in research (Zahara, 2020) Shows that perceptions of service quality, engagement and satisfaction were found to be good predictors of consumer loyalty. Correspondingly, Cheng and Rashid (2013) also found service quality to have a positive relationship with customer loyalty. Service quality has a positive influence on customer loyalty,

according to Kristantyo's research (2021) This can be interpreted that the quality of the company supplied to customers acts as a form of reciprocity, affecting customer satisfaction with the service and therefore creating loyalty in (Putra & Sugiyono, 2022).

H1: supposedly service quality has a significant positive effect on consumer loyalty

Promotions Relationship to Consumer Loyalty

Based on research by Yulianto (2016) and Arianto and Kurniawan (2021: 254-268) which provides results that promotions have a positive effect on customer loyalty. This shows that the better the perception or assessment of consumers on the promotions carried out, the higher the level of consumer satisfaction (Putra & Sugiyono, 2022)

Daramola in 2014 which stated that sales promotion has an influence and significant on consumer loyalty (Daramola et al, 2014) in research (Heni Iswati, 2021).

H2: supposedly promotion has a positive effect on consumer loyalty.

The relationship of service quality to customer satisfaction

The Effect of Service Quality on Customer Satisfaction Service is all activities or benefits that one party can offer to another party. Basically, such services include convenience, maintenance, repair, and several other characteristics. Companies that are able to meet consumer needs and desires will provide benefits in the form of consumer

satisfaction and consumer loyalty. Several studies on service quality show that service quality has a positive effect on consumer satisfaction (Subaebasni, Risnawaty, Wicaksono, (2019) In (Woen & Santoso2021).

If a customer is satisfied with the service or product offered, they will most likely make future purchases from the same retailer. Satisfied customers are more likely to buy the same product or to protect the same hypermarkets they are satisfied with while ignoring others that have not met their expectations. If customers are satisfied with a particular service offer after its use, then they are more likely to make repeat purchases. Therefore, customer satisfaction is an important element in creating and maintaining long-term relationships with customers.

Which means that companies must first understand what customers need through service quality variables, service orientation, and marketing mix strategies so that customers feel loyal when satisfaction levels are increased According to Kristantyo (2021), which provides results that service quality has a positive effect on customer satisfaction, which means showing that the better the quality of service provided, it will increase customer satisfaction. (Putra & Sugiyono, 2022).

H3: supposedly Service Quality has a positive effect on customer satisfaction.

Promotion Relationship affects Customer Satisfaction

Promotion is a series of techniques used to achieve sales or marketing

goals using cost effective by providing added value to products or services, either to intermediaries or users (Kotler & Keller, 2016) in research (Woen & Santoso, 2021). Promotion is a technique of forwarding and sharing information from sellers to buyers as an effort to influence consumer attitudes and behavior. Without promotion, consumers do not know the existence of the product or they are less concerned about the safety and benefits of the product. A number of studies show that promotion has a positive and significant effect on consumer satisfaction and consumer loyalty (Pomegranate et al., 2019) in research (Woen & Santoso, 2021).

H4: supposedly Sales promotion has a positive effect on consumer satisfaction.

Customer Satisfaction Relationship Affects Consumer Loyalty

Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing perceived performance with consumer expectations. When consumers feel satisfied, then they tend to become loyal consumers (Tjiptono, 2008) in research (Woen & Santoso, 2021). Previous research has shown that consumer satisfaction has a positive effect on consumer loyalty (Subaebasni et al., 2019) in research (Woen & Santoso, 2021). According to research by Lismawati and Arozzi (2020) which provides results that customer satisfaction has a positive effect on customer loyalty, which means that customer expectations get customer satisfaction affects the level of customer loyalty. (Putra & Sugiyono, 2022).

H5: supposedly Consumer Satisfaction has a positive effect on Consumer Loyalty.

The effect of Promotion in improving the relationship between Consumer Loyalty and Customer Satisfaction

The results showed that improving service quality directly improves relationship quality, improving relationship quality directly increases customer loyalty, and that relationship quality has a significant and important influence in mediating the effect of service quality on customer loyalty, while relationship quality is a proxy of consumer satisfaction and trust (Dimiyati & Afandi, 2018) in research (Pasianus et al., 2021).

H6: supposedly Service Quality can have a positive and significant effect on Consumer Loyalty through Customer Satisfaction

The Effect of Promotion in Improving the Relationship between Customer Loyalty and Consumer Satisfaction Consumer Loyalty

Promotion is a way for businesses to influence customers to buy or use the services they want. Promotion affects customer satisfaction because marketing a company's products requires a strategy, one of which is to promote. The company conducts promotions to attract customers and introduce its products to customers and potential customers through promotional activities. If there is no promotion, customers will not know the product offered. However, attractive and sustainable promotions can grab the

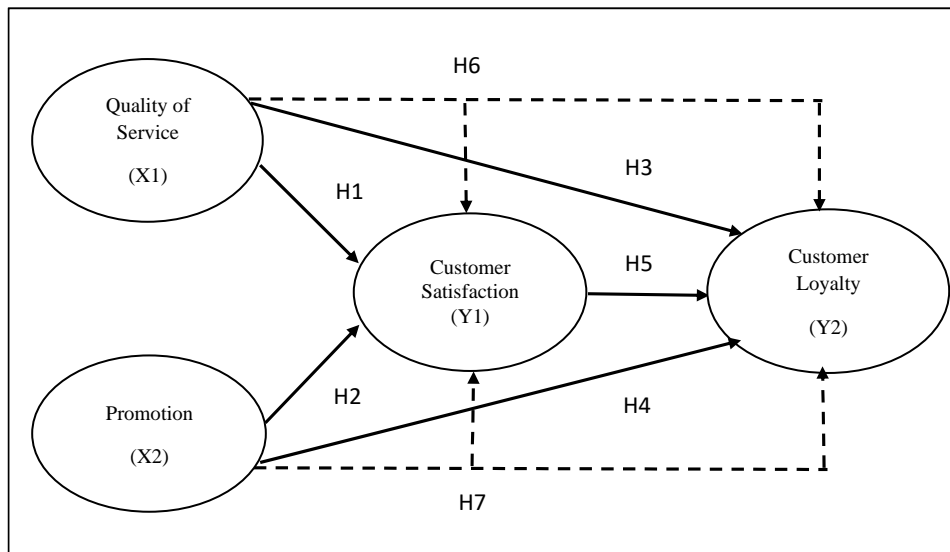


Figure 1. Theoretical Framework of Thought

attention of customers and retain them.

Maintaining customer loyalty is not an easy task, innovative promotions and high-quality services will have an impact on customer satisfaction (Sri Rahayu, 2022) in (Muhammad & Aini, 2019).

H7: supposedly Promotions can have a significant positive effect on Customer Satisfaction through Consumer Loyalty.

Theoretical Framework of Thought

Based on literature review, review of previous research and hypothesis development, the framework proposed in this study is as follows:

Hypothesis Formulation

H1: supposedly service quality has a significant positive effect on consumer loyalty

H2: supposedly promotion has a positive effect on consumer loyalty.

H3: supposedly Service Quality has a positive effect on customer satisfaction

H4: supposedly Sales promotion has a positive effect on consumer satisfaction.

H5: supposedly Consumer Satisfaction has a positive effect on Consumer Loyalty

H6: supposedly The effect of Promotion in improving the relationship between Consumer Loyalty and Customer Satisfaction.

H7: supposedly Promotions can have a significant positive effect on Customer Satisfaction through Consumer Loyalty

Research Methods

Research Variables

Research variables are attributes of the nature or value of people, objects or activities that have certain variations determined by researchers to be studied and drawn conclusions (Sugiyono, 2013). In this study the variables used are as follows:

Independent Variable (Free Variable)

An independent variable is a variable that becomes a change or

Table 2. Variable Operational Definition

No	Operational Definition	Indicator	Source
1	Quality of Service (X1) Quality is the ability of a product to provide results or performance that is appropriate even beyond what customers want.	<ul style="list-style-type: none"> - Reliability - Responsiveness - (quick to respond) - Assurance - Empathy - Tangible) 	<ul style="list-style-type: none"> - (Alma 2018:184) - (Dariel Fadli & R. Nurafni, 2021)
2	Promotion (X2) <i>Products in the form of goods and services produced by a company even though they are filled with various advantages both in terms of good quality, low prices and attractive packaging will not be sold without notification to the market about the existence of the product.</i>	<ul style="list-style-type: none"> - Convey information - Discount - Affect - Persuade - Remind 	((- (Budiono, 2021)
3	Customer Satisfaction (Z) <i>Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance (results) of a product with its expectations".</i>	<ul style="list-style-type: none"> - Conformity of expectations. - Quality of Service - Product Quality - Emotional - Price 	(Putu, 2023)
4	Customer Loyalty (Y) <i>Customer loyalty is a deep-rooted commitment to purchase or re-sponsor a selected product or service in the future, even if circumstances or marketing efforts may cause the customer to switch.</i>	<ul style="list-style-type: none"> - Make regular repeat purchases - Purchases across product and service line - Recommend to others (refers other) - Demonstrates on immunity to the full of the competition 	(Amalia Yunia Rahmawati, 2020)

Source: Previous studies in 2023

emergence of a dependent variable. In this study the independent variables used are as follows:
X1 = Quality of Service
X2 = Promotion

Dependent Variable

Variables that are influenced or become a result due to the presence of independent (independent) variables. In this study the dependent variable used is Consumer Loyalty (Y).

Intervening Variables

According to Sugiyono (2017), the intervening variable is the influence of the relationship between two independent and dependent variables. Intervening variables can theoretically influence the relationship between the independent and dependent variables into indirect relationships. The intervening variable used in this study was customer satisfaction (Z).

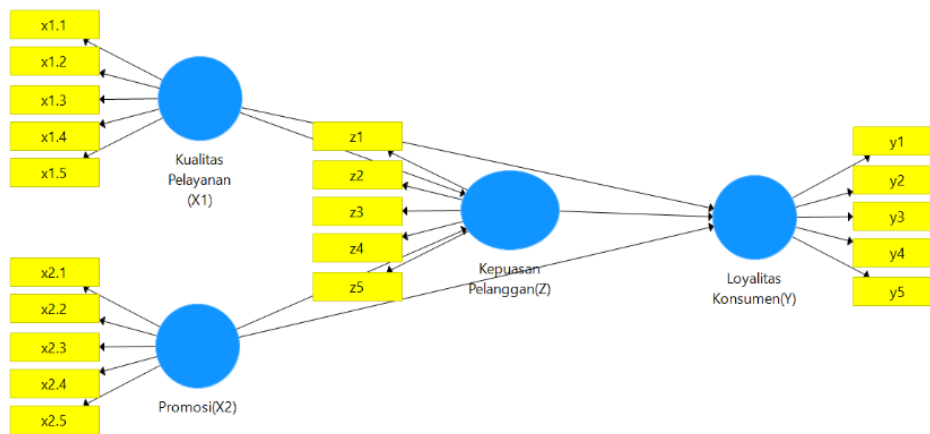


Figure 2. PLS Aloga Display

Variable Operational Definition

The operational definition of variables is an aspect of research that provides information or instructions to us about how to measure a variable. Operational definitions can also help other researchers who want to conduct research using the same variables. According to Sugiono (2019: 221), the operational definition of variables is everything in any form set by the researcher to be studied so that information is obtained about it and conclusions are drawn. In this study there were four variables, consisting of two independent variables, one dependent variable, and one intervening variable.

Research Object, Sample Unit, Population and Sample

In this thesis, the object of research is customers who buy in Ikan Bakar Sulawesi.

Population

According to Sugiyono (2018:80) (Dariel Fadli & R. Nurafni, 2021) Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined to draw conclusions. The population in this study was customers who bought at Ikan Bakar Sulawesi

Sample

According to Indrawati (2015: 164) in (Dariel Fadli & R. Nurafni, 2021)

Table 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	AVE
Customer Satisfaction (Z)	0,674	0,821
Service Quality (X1)	0,605	0,605
Consumer Loyalty (Y)	0,623	0,623
Promotion (X2)	0,604	0,604

Source: Data Processing With PIs, 2023

Tabel 4. Cronbach Alpha

Tabel 5. Reliability Composite

	Composite Reliability
Customer Satisfaction (Z)	0,912
Service Quality (X1)	0,884
Consumer Loyalty (Y)	0,892
Promotion (X2)	0,884

Source: Data Processing With PIs, 2023

Samples are members of the population who are selected to be involved in research, either to be observed, treated, or asked for opinions about what is being studied. From the calculation above, it can be seen that the number of samples used in this study was as many as respondents to Sulawesi grilled fish customers. The number of samples determined based on the calculation of the Ancient Rao formula is as follows:

$$n = \frac{1,96}{4 + (0,10)}$$

Information:

n = Number of Samples

Z = Normal distribution rate at a significant level 5%=1.96
 moe = Maximum tolerable margin of error or maximum tolerable error, usually 10%.

From the calculation above, it can be seen that the number of samples used in this study was 96 respondents buying in Sulawesi grilled fish.

Data Source Type

Data Type

Based on the type, data is divided into two, namely primary data and secondary data:

Primary Data

Primary data are data obtained directly from a data source, observed and recorded for the first time (Khoirulloh, 2018). The distribution of questionnaires is good face-to-face with Sulawesi grilled fish customers. The results of observations on the object under study and the results of testing. The primary data to be explored is the identity of respondents regarding research variables of service quality, promotion, customer satisfaction and consumer loyalty.

Secondary Data

Secondary data is data that is sought by the author himself (Khoirulloh, 2018). Secondary data obtained through other parties, or historical

Tabel 6. Adjusted R-Square

	R Square	R Square Adjusted
Customer Satisfaction (Z)	0,484	0,473
Consumer Loyalty (Y)	0,670	0,660

Source: Data Processing With Pls, 2023

reports that have been compiled in published archives, such as journals or articles. The source of data used in this study was answers obtained from questionnaires distributed to all respondents.

Data Collection Methods

According to (Khoirulloh, 2018) data collection techniques consist of observation, interviews, questionnaires and documentation. In obtaining data to conduct research, the author collects data by making a list of questionnaire distribution questions, according to research variables and disseminated to respondents in order to obtain more complete data. The study used a rating scale whose alternative answers moved between 5 scales, with the following assessments

Analysis Techniques

Analytical techniques are a process of analyzing data that is expected to be able to provide useful information for researchers as research needs that have been formulated for research purposes, so that the data that has been collected can be processed and interpreted. Data that has been interpreted can make it easier for researchers and interested parties to understand the results of research so that it is expected to be useful for important decision making.

Descriptive Statistical Analysis

The descriptive analysis conducted in this study has the aim of providing an overview of the variables in the study, namely service quality, promotion, customer satisfaction and customer loyalty, the picture is in the form of min, max, standard deviation and averag values (Imam Ghozali, 2011).

Table 7 Test Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Quality of Service (X1) -> Customer Loyalty (Y)	0,281	0,278	0,097	2,913	0,004
Promotion (X2) -> Consumer Loyalty(Y)	0,248	0,251	0,117	2,117	0,035
Quality of Service (X1) -> Customer Satisfaction (Z)	0,331	0,326	0,119	2,784	0,006
Promotion (X2) -> Customer Satisfaction (Z)	0,426	0,424	0,109	3,918	0,000
Quality of Service (X1) -> Customer Loyalty (Y)	0,403	0,399	0,105	3,846	0,000

Source: Data Processing With Pls, 2023

Table 8 Hypothesis Test Results. Mediation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Quality of Service (X1) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	0,133	0,130	0,060	2,205	0,0
Promotions (X2) -> Customer Satisfaction (Z) -> Consumer Loyalty (Y)	0,172	0,170	0,065	2,644	0,0

Source: Data Processing With Pls, 2023

SmartPLS Analysis

Data analysis is carried out using SmartPLS software version 3 as a data processing aid. SmartPLS was used in this study because the number of samples was limited while the model built was quite complex. Structural Equation Modeling or SEM is used to solve research problems, this method is better when compared to other techniques. Structural Equation Modeling has a high level of flexibility, so it is not based on long-winded assumptions, so the analysis method is said to be quite strong. To get good research results, the sample used does not have to be large.

Measurement Model (Outer Model)

Validity Test

The validity test is carried out with the aim of knowing whether or not the research data is processed. Validity testing describes all existing research data on each variable. The validity test stage has several tests, including convergen validity, discriminan validity and average variance extracte (AVE). If the test value is said to be valid, further testing can be carried out.

Reliability Test

Reliability test is a series of tests conducted to assess the reliability of the data collected. Reliability test describes the level of consistency of measuring instruments used to measure research data. Reliability tests are carried out through composite reliability, where variables are concluded to be reliable if the resulting value has a value of more than 0.7.

Structural Model Test (Inner Model)

This test is used to predict the causality of the relationship between variables in the study, the structural model test consists of:

Coefficient of Determination (R2)

The coefficient of determination is a test that is seen from the value of the independent variable as the strength of the prediction of the research model. The results of the R2 test are used as a basis in describing the degree of influence exerted by the independent variable on the dependent variable. Based (Hair et al., 2014) The effect is said to be strong if it has a value of 0.75, the model is said to be moderate if it has

a value of 0.50 and said to be low if it has a value of 0.25. The conclusion is that the higher the value of the coefficient of determination, the better the model proposed in a study.

Q2 Predictive Relevance

Predictive relevance is carried out to test how much value of observations produced by the research model and the estimation of indicators. If the value shows a number more than zero then the research model is said to have predictive relevanc, while if the value shows a number less than zero then it is said that the model does not have a good predictive relevanc (Ghozali dan Latan, 2015).

Hypothesis Testing

Hypothesis testing in this study uses structural equation modeling model analysis with the smartPLS 3.0 program. In SEM testing, in addition to confirming the theory, it also describes whether there is a relationship between independent variables (Ghozali, 2012). The conclusion of the hypothesis test is seen from the value of the path coefficient obtained in the inner model testing. If the t-stat value is greater than the t-table value of 1.96 (α 5%) then it is concluded that the hypothesis proposed in the study is accepted. The equation of the research model in research is formulated by the formula:

$$\eta_1 = \gamma_1\xi_1 + \gamma_1\xi_2 + \gamma_1\xi_3 + \zeta_1$$

$$\eta_2 = \gamma_1\xi_1 + \gamma_1\xi_2 + \gamma_1\xi_3 + \zeta_1$$

Information:

ξ = independent variable

η = dependent variable

λx = loading factor of independent variable

λy = loading factor of dependent variable

γ = coefficient of influence of independent variable on dependent variable

ζ = error

Model Evaluation

The measurement model or outer model with reflexive indicators is evaluated with convergent and discriminant validity of the indicator and composit realibility for the indicator block. The structural model or inner model is evaluated by looking at the percentage of the variant described by looking at the R² for exogenous latent constructs using the Stone Gaisser Q Square test size and also looking at the magnitude of the structural path coefficient. The stability of this is evaluated using t-statistical tests obtained through bootstrapping procedures. So that the fullmodel compiled is:

Results and Discussion

Validity Test

The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if it is able to reveal something that will be measured by the questionnaire. This test is performed using the convergent validity measure in PLS. The convergent validity value of each indicator can be seen from the outer loading value. An individual indicator is considered valid if it has an outer loading value above 0.70. An indicator is said to have good reliability, if the outer loading value is above 0.70. In this study, a loading factor limit of 0.70 will be used.

Reliability Test

A questionnaire is said to be reliable or reliable if a person's answers, to the statement are consistent or stable over time (Ghozali, 2014). Reliability test is the level of stability of a measuring device in measuring a symptom / event. The higher the reliability of a measuring device, the more stable the measuring device. A construct is said to be reliable if it gives a Cronbach Alpha value of > 0.60 (Ghozali, 2014). It shown from the results of Cronbach Alpha each construct is good which is above 0.60. Artiya the construct value is realistic. Apart from Croanbach Alpha, to assess the reliability of a construct can also be done by looking at Composite Reliability between constructs with indicators giving good results above 0.70. where the loading factor of 0.70 and above is good.

Table 5 shows the results of the composite reliability of each construct is good, which is above 0.7. A variable can be declared to meet composite reliability if it has a composite reliability value of > 0.70 (Ghozali, 2014). Seen here the value for the entire variable has a composite reliability value of > 0.70 , meaning it has a good reliability value and can be used for the next research process. What is meant by reliable here is that the indicators used in real research are in accordance with the real conditions of the object of research.

Structural Model Testing (Inner Model)

After the estimated model meets the discriminant validity criteria, the structural model (inner model) is tested. Assessing the inner model is to see the relationship between

latent constructs by looking at the results of estimating the path parameter coefficient and the level of significance (Ghozali, 2014). Here is the Adjusted R- square value on the construct.

Table 6 shows that the Adjusted R-square value of the Customer Satisfaction (Z) construct is 47.3%. This means that the variables of Service Quality and Promotion on customer satisfaction are able to explain the variable construct of Customer Satisfaction (z) by 47.3%. while the rest amounted to $(100\% - 47.3\% = 52.7\%)$ explained by other variables.

Next for the Consumer Loyalty construct (Y) is 66% This means that the variables of Service Quality, Promotion and Customer Satisfaction are able to explain the variable construct of Consumer Loyalty by 66%, while the rest of $(100\% - 66\% = 44\%)$ is explained by other variables.

Research Model

The results of data processing using PLS software tools, in processing the output results of the loading factor construct structure model that will explain the relationship between constructs are shown in the following figure:

To determine whether a hypothesis is accepted or not by comparing t-count with t-table provided that if $t\text{-count} > t\text{-table}$ or $p\text{ values} < \text{its alpha level } (0.05)$, then the hypothesis is accepted. For more details can be seen in Table 3 below.

The results of the above data processing can be known in testing each hypothesis that has been proposed, namely:

1. The Effect of Service Quality on Consumer Loyalty

Based on the results of the PLS test in table 7 above on the first hypothesis, namely the effect of Service Quality (X1) on Consumer Loyalty (Y), it is known that the original sample estimate results are 0.281, the calculated t value (2.913), the table $t > (1.98)$, and the P value. value $0.004 < 0.05$. Service Quality has a significant positive effect on Consumer Loyalty. Meaning that the Quality of Service affects Customer Loyalty received.

2. The Effect of Promotion on Consumer Loyalty

Based on the results of the PLS test in table 7 above on the first hypothesis, namely the effect of Promotion (X2) on Consumer Loyalty (Y), it is known that the original sample estimate results are 0.248, the calculated t value (2.117) $> t$ table (1.98) and the P value. value $0.035 < 0.05$. Promotions have a significant positive effect on Consumer Loyalty. Meaning that the Promotion affects Consumer Loyalty received.

3. The Effect of Service Quality on Customer Satisfaction

Based on the results of the PLS test in table 4.12 above on the first hypothesis, namely the effect of Service Quality (X1) on Customer Satisfaction (Z), it is known that the original sample estimate results are 0.331, the calculated t value (2.784), the table $t > (1.98)$, and the P value. value $0.006 < 0.05$. Service Quality has a significant positive effect on Customer Satisfaction. Means that the Quality of Service affects Customer Satisfaction received

4. The Effect of Promotion on Customer Satisfaction

Based on the results of the PLS test in table 4.12 above on the first

hypothesis, namely the effect of Promotion (X2) on Customer Satisfaction (Z), it is known that the original sample estimate results are 0.426, the calculated t value (3.918), the table $t > (1.98)$, and the P value. value $0.000 < 0.05$. Promotion has a significant positive effect on Customer Satisfaction. Means that the Promotion affects Customer Satisfaction received.

5. The Effect of Customer Satisfaction on Consumer Loyalty

Based on the results of the PLS test in table 4.12 above on the first hypothesis, namely the effect of Customer Satisfaction (Z) on Consumer Loyalty (Y), it is known that the original sample estimate results are 0.403, the calculated t value (3.846), the table $t > (1.98)$, and the P value. value $0.000 < 0.05$. Customer Satisfaction has a significant positive effect on Consumer Loyalty. Meaning that reads Customer Satisfaction affects Consumer Loyalty received.

Effects of Mediation

1. The Effect of Service Quality on Consumer Loyalty through Customer Satisfaction as Mediation
From Table 8 above, Service Quality (X1) to Consumer Loyalty (Y) through Customer Satisfaction (Z) as mediation of the sixth hypothesis is known to have an original sample of estimate value of 0.133 and a calculated t value (2.205) $>$ a statistical t value (1.98) and a p value of $0.028 < 0.05$ so that it can be concluded that Customer Satisfaction can mediate the relationship between Consumer Loyalty to Customer Quality. Meaning the hypothesis that reads: Service Quality positively affects

Consumer Loyalty through Customer Satisfaction, accepted.

2. The Effect of Promotion on Customer Satisfaction through Consumer Loyalty as mediation
From Table 8 above, Promotion (X2) on Customer Satisfaction (Z), Consumer Loyalty (Y) as mediation, the seventh hypothesis is known to have an original sample of estimate value of 0.172 and a calculated t value (2.644) > a statistical t value (1.98) and a p value of 0.008 < 0.05 so that it can be concluded that Consumer Loyalty can mediate the relationship between Promotion and Customer Satisfaction. Meaning the hypothesis that reads: Promotion positively affects Customer Satisfaction through Consumer Loyalty, accepted.

Discussion

This discussion is carried out with the aim of answering problems that have been formulated before. Furthermore, it is discussed about acceptance of research hypotheses accompanied by facts or rejection of research hypotheses accompanied by explanations. This calculation uses the Partial Least Square (PLS) method using the help of SmartPLS software version 3 which is described as follows:

1. The Effect of Service Quality on Consumer Loyalty

In the first hypothesis, there is an influence of Service Quality on Consumer Loyalty based on the Inner Model path analysis model, showing that Service Quality (X1) has a significant effect on Consumer Loyalty (Y). This can be seen from the value obtained by the path coefficient of the original sample estimate of 0.281 with P-values of

0.004. then the P. value < 0.05 can be said to be influential.

In the results of the analysis of responses about the variable indicator of Service Quality has 5 indicators and there is the highest indicator value of the variable of Service Quality, namely Assurance (guarantee) which can be felt with a score of 4.29 this result gets the Very Good category because Sulawesi grilled fish always promises to provide excellent Service Quality so as to make customers have loyalty to the restaurant.

Quality of Service is supported by research by Su et al. (2019) in Research (Zahara, 2020) Shows that perceptions of service quality, engagement and satisfaction were found to be good predictors of consumer loyalty. Correspondingly, Cheng and Rashid (2013) also found service quality to have a positive relationship with consumer loyalty. Powered by (Putra & Sugiyono, 2022) Service quality has a positive influence on customer loyalty, according to Kristantyo's research (2021) This can be interpreted that the quality of the company supplied to customers acts as a form of reciprocity, affecting customer satisfaction with these services and therefore creating consumer loyalty.

2. The Effect of Promotion on Consumer Loyalty

In the second hypothesis, there is an effect of Promotion on Consumer Loyalty based on the Inner Model path analysis model, showing that Promotion (X2) has a significant effect on Consumer Loyalty (Y). This can be seen from the value obtained by the path coefficient of the original sample estimate of 0.284 with P - values of 0.035. then the P. value < 0.05 can be said to be influential.

In the analysis of responses about variabel Promotion has 5 indicators and there is the highest indicator value of the Promotion variabel, which is a reminding indicator that will be received by customers with a score of 4.28 this result gets the Very good category because Sulawesi grilled fish promotes products so that customers will know what is sold, with the promotion customers will also know about what advantages will be obtained if they buy the product.

Promotion results are supported by research by Daramola in 2014 which states that sales promotion has an influence and significant on consumer loyalty (Daramola et al, 2014) in research(Heni Iswati, 2021).

3. The Effect of Service Quality on Customer Satisfaction

In the third hypothesis, there is an influence of Service Quality on Customer Satisfaction based on the Inner Model path analysis model, showing that Service Quality (X1) has a significant effect on Customer Satisfaction (Z). This can be seen from the value obtained by the path coefficient of the original sample estimate of 0.331 with P-values of 0.006. then the P. value < 0.05 can be said to be influential.

In the analysis of responses about the variabel indicator of Service Quality has 5 indicators and there is the highest indicator value of the Service Quality variabel, namely Assurance (guarantee) which can be felt with a score of 4.29 this result gets the Very good category because Sulawesi grilled fish always promises to provide excellent Service Quality so that it makes customers have a sense of satisfaction because they buy at the angkringan.

Service Quality Results are supported by research by Su et al. (2019) in research (Zahara, 2020) Shows that perceptions of service quality, engagement and satisfaction were found to be good predictors of consumer loyalty. Correspondingly, Cheng and Rashid (2013) also found service quality to have a positive relationship with consumer loyalty. Powered by (Putra & Sugiyono, 2022) Service quality has a positive influence on customer loyalty, according to Kristantyo's research (2021) This can be interpreted that the quality of the company supplied to customers acts as a form of reciprocity, affecting customer satisfaction with the service and therefore creating consumer loyalty.

4. The Effect of Promotion on Customer Satisfaction

In the fourth hypothesis, there is an effect of Promotion on Customer Satisfaction based on the Inner Model path analysis model, showing that Promotion (X2) has a significant effect on Customer Satisfaction (Z). This can be seen from the value obtained by the path coefficient of the original sample estimate of 0.426 with P - values of 0.000. then the P. value < 0.05 can be said to be influential.

In the analysis of responses about variabel Promotion has 5 indicators and there is the highest indicator value of the Promotion variabel, which is an indicator reminding customers really consume angkringan products and even become loyal customers, then the company continues to improve several things, including reassuring that customers have consumed the right products and reminding them to buy products faster and more at the time of the customer requires a

return with a score of 4.28 this result gets the category Very good because Sulawesi grilled fish promotes products so that customers will know what is sold, with the promotion customers will also know about what advantages will be obtained if they buy the product.

Promotion results are supported by research by Daramola in 2014 which states that sales promotion has an influence and significant on consumer loyalty (Daramola et al, 2014) in research (Heni Iswati, 2021).

5. The Effect of Customer Satisfaction on Consumer Loyalty

In the fifth hypothesis, there is an effect of Customer Satisfaction on Consumer Loyalty based on the Inner Model path analysis model, showing that Customer Satisfaction (Z) has a significant effect on Consumer Loyalty (Y). This can be seen from the value obtained by the path coefficient of the original sample estimate of 0.403 with P-values of 0.000. then the P. value < 0.05 can be said to be influential.

In the analysis of responses about the variabel Customer Satisfaction has 5 indicators and there is the highest indicator value of the Customer Satisfaction variabel, namely the Price indicator that will be received by customers with a score of 4.50 this result gets the Very Good category because Sulawesi grilled fish offers affordable prices with good product quality.

Customer Satisfaction results supported by research (Woen & Santoso, 2021). Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing perceived performance with consumer expectations. When consumers feel satisfied, then they

tend to become loyal consumers (Tjiptono, 2008) (Woen & Santoso, 2021). Previous research has shown that consumer satisfaction has a positive effect on consumer loyalty (Subaebasni et al., 2019) in research (Woen & Santoso, 2021). According to research by Lismawati and Arozzi (2020) which provides results that customer satisfaction has a positive effect on customer loyalty, which means that customer expectations get customer satisfaction can affect the level of customer loyalty (Putra & Sugiyono, 2022).

6. The Effect of Service Quality on Consumer Loyalty through Customer Satisfaction

In the sixth hypothesis, the influence of Service Quality on Consumer Loyalty through customer satisfaction, there is a strong positive influence between Service Quality (X1) and Consumer Loyalty (Y) through Customer Satisfaction (Z). This can be seen from the value obtained by the original sample estimate value of 0.133 and the value of t calculated (2.205), the value of t statistic (1.98) and the value of p value $0.028 < 0.05$. The better the Quality of Service, it will increase Consumer Loyalty through Customer Satisfaction in Sulawesi grilled fish.

The results showed that improving service quality directly improves relationship quality, improving relationship quality directly increases consumer loyalty, and that relationship quality has a significant and important influence in mediating the effect of service quality on customer loyalty, while relationship quality is a proxy of consumer satisfaction and trust (Dimiyati & Afandi, 2018) in research (Pasianus et al., 2021).

7. The Effect of Promotion on Customer Satisfaction through Consumer Loyalty

In the sixth hypothesis, the effect of Promotion on Service Satisfaction through Consumer Loyalty, there is a strong positive influence between Promotion (X2) on Customer Satisfaction (Z) through Consumer Loyalty (Y). This can be seen from the value obtained by the original sample estimate value of 0.172 and calculated t value (2.644), statistical t value (1.98) and p value $0.008 < 0.05$. The better the promotion, the more Service Satisfaction through Consumer Loyalty in Sulawesi grilled fish.

The results showed that maintaining customer loyalty is not an easy task, innovative promotions and high-quality services will have an impact on customer satisfaction (Sri Rahayu, 2022) in (Muhammad & Aini, 2019)

Conclusion

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

1. The first test result is known that the Service Quality variable has a positive and significant effect on Consumer Loyalty. This means that the hypothesis that reads The better the Quality of Service, the more Consumer Loyalty in Sulawesi grilled fish, is accepted.

2. The results of the second hypothesis test are known that the Promotion variable has a positive and significant effect on Consumer Loyalty. This means that the hypothesis that reads The better the promotion, the more increased Consumer Loyalty in Sulawesi grilled fish, is accepted.

3. The results of the third hypothesis test are known that the Service Quality variable has a negative and significant effect on Customer Satisfaction. This means that the hypothesis that reads The better the Quality of Service, the more Customer Satisfaction will increase at Sulawesi grilled fish, accepted.

4. The results of testing the fourth hypothesis are known that the Promotion variable has a negative and significant effect on Customer Satisfaction. This means that the hypothesis that reads The better the promotion, the more Customer Satisfaction in Sulawesi grilled fish, is accepted.

5. The results of the fifth hypothesis test are known that the Customer Satisfaction variable has a positive and significant effect on Consumer Loyalty. This means that the hypothesis that reads The better the Customer Satisfaction, the more Consumer Loyalty in Sulawesi grilled fish, is accepted.

6. The results of the sixth hypothesis test are known that the Service Quality variable has a positive and significant effect on Consumer Loyalty through Customer Satisfaction. This means that the hypothesis that reads Promotion has a positive effect on Consumer Loyalty through Customer Satisfaction, is accepted.

7. The results of the seventh hypothesis test are known that the Promotion variable has a positive and significant effect on Customer Satisfaction through Consumer Loyalty. This means that the hypothesis that reads Promotion has a positive effect on Customer Satisfaction through Consumer Loyalty, is accepted.

Suggestion

Based on the results of this study, suggestions that can be given to improve Customer Satisfaction and Consumer Loyalty in Sulawesi grilled fish are as follows:

1. The results of the analysis of the Service Quality variable have an indicator index value with the lowest value being a reliability indicator in preparing customer orders. Because it thinks that every Angkringan has the same reliability in preparing an order. So in this case the Angkringan must increase reliability in preparing an order so that it is not inferior to other restaurants.
2. The results of the analysis of the Promotion variable there is an indicator index value with the lowest value is the indicator of conveying information because some people consider the conveyor of information about the promotion to be the same all .that all counters are the same. So in this case, the angkringan party can make a unique promotion delivery to make customers interested in buying, for example making promotions by offering diskon and guarantees in purchases.
3. The results of the analysis of the Consumer Loyalty variable have an indicator index value with the lowest value is to make repeat purchases because customers consider that making 2 purchases is enough to know about product quality. So in this case the Angkringan can make a strategy so that customers not only want to try the products offered but they want to always subscribe to the Angkringan.
4. The results of the analysis regarding the Customer Satisfaction variable there is an indicator index value with the lowest value is Product Quality because customers consider

all restaurants to be the same as having the same product quality. So in this case it is a challenge for the restaurant owner so that customers commit to always making purchases at the restaurant so that they can increase sales.

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