# The Influence of Product Quality and Service Quality on Customer Loyalty Through Customer Satisfaction

**Rangga Aji Saputra[1],  R A Nurlinda[2]**
Esa Unggul University Jakarta, Indonesia
E-mail:  ranggaajisaputra72@gmail.com [1],  nurlinda@esaunggul.ac.id [2]
Correspondence: ranggaajisaputra72@gmail.com

## ABSTRACT

*Product quality an important role in the marketing strategy that can be implemented by Informa by providing the best products for its consumers to provide trust, satisfaction and a positive experience so that consumers make product purchases in the future. The purpose of this study was to determine the greatest influence of customer loyalty. This type of research is quantitative with a purposive sampling technique distributed through a questionnaire to 190 male and female respondents of Informa product customers aged 17-50 years who have made a purchase at least 1 time in the last 1 year and domiciled in Jakarta. Primary data analysis was carried out using the SEM Smart PLS method. The results of this study indicate that product quality and service quality have an effect on customer satisfaction. Furthermore, product quality and service quality have a direct effect on customer loyalty, but satisfaction does not affect customer loyalty. Customer satisfaction is not proven to be a mediation between product quality and service quality on customer loyalty. This study contributes to Informa in maintaining and increasing customer loyalty, which can be seen from several factors formed from each consumer complaint optimally and measurably. For further research, the researcher suggests expanding the research area and looking for objects in other fields.*

**Keywords:** *Product Quality, Service Quality, Customer Satisfaction, Customer Loyalty*

## INTRODUCTION

Along with the development of furniture technology, the furniture market in Indonesia is also growing very rapidly, especially in several big cities. Based on data from the Indonesian Furniture and Craft Industry Association (HIMKI) in 2022, the average growth of the Indonesian furniture and craft industry in 2022 reached the highest figure in the last 10 years. Where furniture experienced a growth of 32%, and crafts experienced an increase of 17% and the average growth of the furniture and craft industry as a whole was 27 percent. In 2023, based on the assessment of the Ministry of Industry (Kemenperin), the performance of the national furniture industry throughout 2023 was very good with an export value reaching US$ 1.8 billion (Kemenperin, 2024). With this situation, it encourages every company to work more professionally in order to remain competitive and survive, because the company must be able to attract customers by offering quality products accompanied by good service (Lina, 2022). Quality is needed for a company as a good corporate reputation, where when a company is able to produce quality products or services, it will be assessed by customers as a company that prioritizes quality and gets more value in the eyes of customers (Syahputra et al., 2022).

If a quality product or service can be offered and introduced to the international market, customers will give a good impression of the company's products (Setyorini & Yolandari, 2023). For companies, presenting quality is fundamental. This means that quality is the first thing that is conceptualized to win the competition. In addition, quality is the meeting point between customer needs and company goals. In other words, the company that wins the competition is the company that consistently provides the best quality to customers, thus customers will give their money, trust, loyalty, and commitment because they feel satisfied (Pradiani et al., 2023). Customer loyalty is deeply embedded in the purchase or support of products with selected services from customers, where loyal

customers will be willing to buy even at different prices, make repeat purchases, and provide suggestions regarding the company's products or services to others (Grace et al., 2021). Seeing this, it is necessary to increase customer loyalty with various influencing factors, including product quality and service quality (Wirapraja et al., 2021).

Informa is a furniture company established in 2004 and is under the auspices of PT Home Center Indonesia. Informa is the most complete furniture and lifestyle center that presents a collection of more than 35,000 types of products by following the latest trends. Through the concept of "one stop shopping for home & business furnishings needs", Informa provides a variety of stylish quality furniture collections for homes, businesses, and public facilities. Informa Furnishings consists of several departments such as Living, Designer Collections, Dining, Kitchen, Commercial Tables and Chairs, Office, Kept Concept, Bedroom, Kids, Mattress, Beauty Commercial, American Home Furniture, and Lighting. Informa is also equipped with a collection of Home Accessories consisting of Home Décor, Home Textile, and Household for the needs of home accessories to business spaces (Istighfaroh & Melia, 2020).

In addition, to provide easy shopping, Informa customers can also shop through the ruparupa.com website and application which can be downloaded via the Play Store or App Store. In 2023, Informa won an award as the best furniture retailer in Indonesia or Furniture Retailer of the Year-Indonesia. This award was given because Informa was considered superior in implementing business strategies and marketing campaigns that successfully answered customer needs, so that it was able to maintain the achievement of double-digit offline sales growth for three consecutive years, as well as an increase in online sales in a year. Not only achievements in terms of sales, Informa also managed to record positive growth in terms of membership acquisition. Carrying the right royalty program, the number of active Informa members reached more than 2 million accounts by the end of 2022. However, even though there are many advantages offered, there are still many complaints from consumers, including poor clean and care services, technicians do not arrive on time as promised, additional insurance costs without notification at the time of the transaction, the product purchased in the form of a sofa when received is damaged on one of the arms (armrest), goods that have been paid for are resold by Informa (mediakonsumen.com, 2024).

Product quality is one of the factors that can increase consumer satisfaction and loyalty. In this case, consumers are more likely to choose high-quality products to meet their needs and desires. If a company wants to increase its competitiveness in the market, it must first understand what consumers want to differentiate its products from competitors (Woen & Santoso, 2021). The existence of good product quality can provide customer satisfaction, after customers are satisfied with what they receive, they will compare it with the service provided. Furthermore, if customers feel truly satisfied, they will repurchase the product and recommend others to buy the product (Marwanto et al., 2022). consumers get satisfaction from the quality of the products they get, then this leads consumers to repurchase the same product (Liana et al., 2024).

One way to win the competition in business, business actors must plan a marketing strategy to satisfy customer desires. With this situation, many companies no longer focus on marketing activities only to find new customers or customers, but to maintain and increase the loyalty of old customers (Taufik et al., 2022). Service quality is one of the main weapons to maintain prestige value by providing more satisfaction to customers in consuming, so that it will be easy to enter the industry and provide excellent opportunities for companies to survive in competition, especially since many companies rely on the quality of service provided to these customers in maintaining the continuity of their business (Andri et al., 2022). Therefore, customer loyalty is very important in maintaining the continuity of the company's business. Moreover, the efforts that must be made to gain customer loyalty can be through quality company products and services (Akmal et al., 2023).

A company will be successful if it prioritizes customer satisfaction. Customer satisfaction is one

of the determinants of a company's success, in addition, customer satisfaction can be a competitive tool for a company in facing its competitors (Naini et al., 2022). Companies that are oriented to providing the highest satisfaction for customers will try to determine marketing strategies that are in accordance with customer needs and desires, in order to create customer loyalty (Ariani et al., 2023). In agreement with Tannady & Purnamaningsih (2023) when customers feel satisfied, they will show repeat purchasing behavior and voluntarily inform others about the products they like. Thus, quality is a key factor in the success of an organization or company, as expressed by Yum & Yoo (2023) quality will be our best guarantee of customer loyalty, our strongest defense in facing competition and the only way to healthy development and growth.

Based on the differences in the results of previous studies, it is interesting to conduct further research. The study uses the same variables as previous studies, namely product quality, service quality, customer satisfaction and customer loyalty, the difference between this study and previous studies is the object of the study. The object of this study is a company engaged in the furnishings sector while previous studies discussed food and beverage, fashion and banking. Based on the description above, the purpose of this study is to determine the effect of product quality, service quality and customer satisfaction on customer loyalty directly or indirectly, and to determine whether customer satisfaction is a mediating variable between product quality, service quality and customer loyalty.

## LITERATURE REVIEW
### Product Quality

Product quality is the ability of a product to carry out its functions and performance, which can meet customer needs and desires (Gama, 2020). Product quality is the specific capacity of a product to demonstrate its usefulness, including product manufacturing time, reliability, ease of use and repair, and other values (Lina, 2022). Product quality is a characteristic of a product/service based on its competence to provide satisfaction to customer needs or desires, both explicit and implicit (Pradiani et al., 2023). Similar research states that product quality is a characteristic of a product or service that depends on its ability to satisfy customer needs (Hanindita & Riorini, 2023). Product quality can be measured by 6 dimensions, namely: performance, features, durability, conformance features, perceived quality, Aesthetics (Andri et al., 2022).

### Service Quality

Service quality is defined as satisfying customer needs and desires and accuracy in delivery in balancing customer expectations (Kusuma et al., 2020). Service quality is an effort made by a company to meet customer expectations for the services they receive so that the company can survive in the market and gain customer trust, this shows that good service quality will increase the use of products or services by customers (Naini et al., 2022). Previous research states that service quality is the level of expected excellence and control over that level of excellence to meet customer desires (Syahputra et al., 2022). It can be concluded that service quality is all forms of activities carried out by the company to meet customer expectations (Andri et al., 2022). Service quality can be measured by 5 dimensions, namely: tangibility, reliability, responsiveness, assurance and empathy (Istinawati & Nurlinda, 2024).

### Customer Satisfaction

Customers are all individuals or buyers who use goods or services that are used continuously for personal needs from the products offered by the company (Sitorus et al., 2020). Customer Satisfaction Dimensions are things that can affect customer satisfaction, the size or dimensions of customer satisfaction are: product quality, service quality, product price, product access, promotion, advertising or promoting products (Wydyanto & Ilhamalimy, 2021). According to Wirapraja et al. (2021) after customers buy a product and service, customers will evaluate the product and service whether it is in accordance with customer expectations or not in accordance with customer expectations. When

purchases made by customers result in the fulfillment of needs and expectations, customer satisfaction will be created. It can be concluded that customer satisfaction is an assessment of customer feelings or emotions towards the use of products and services where customer expectations and needs are met. stated "the main key to retaining customers is customer satisfaction" (Ariani et al., 2023). Factors that influence customer satisfaction are quality, service quality, promotional prices, and ease of accessing products. Customer satisfaction can be measured in 5 dimensions, namely: product quality, service quality, product price, product access and promotion (Taufik et al., 2022).

**Customer Loyalty**

Customer loyalty is a commitment made by a company to reach its customers while making them addicted to the company's products and making competitors look ordinary in the eyes of customers (Grace et al., 2021). Customer loyalty is a customer's commitment to a brand, store, or supplier that is based on very positive traits in long-term purchases (Zusrony, 2021). Customer loyalty is a customer's persistent commitment to re-subscribe or repurchase a particular product/service consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes (Akmal et al., 2023). In line with Pradiani et al. (2023) which states that a loyal customer is someone who buys goods or services that meet the following criteria: making repeat purchases regularly, buying other products offered by the same manufacturer, recommending the product or service to others consistently. Factors that influence customer loyalty are customer satisfaction, product quality, service quality, brand image and customer trust. According to Yum & Yoo (2023), customer loyalty can be measured in 3 dimensions, namely: repeat purchase, retention and referrals.

*THEORETICAL FRAMEWORK AND HYPOTHESES*
**The relationship between Product Quality and Customer Satisfaction**

Quality provides a special impetus for both parties to establish a mutually beneficial relationship between customers and product or service providers in the long term. The better the product quality, the more customer satisfaction will increase (Wydyanto & Ilhamalimy, 2021). To fulfill customer satisfaction, companies provide good product quality to be able to retain customers (Syahputra et al., 2022). If product performance is considered not to meet customer expectations, then customers will be disappointed and vice versa. If product performance is considered in accordance with customer expectations, then customers will be satisfied (Akmal et al., 2023). All customers want quality products, quality products play an important role in forming customer satisfaction, the higher the product quality correlates with the greater customer satisfaction (Ariani et al., 2023). The results of previous research have proven that product quality has a positive effect on customer satisfaction. Based on the statement above, the hypothesis that researchers can propose is:
**$H_1$**: Product Quality has a positive effect on Customer Satisfaction.

**The relationship between Service Quality and Customer Satisfaction**

The better the quality of service provided, the higher the customer satisfaction (Wydyanto & Ilhamalimy, 2021). Previous empirical studies also support the view that service quality is the main determinant of customer satisfaction (Setyorini & Yolandari, 2023). Companies are interested in service quality and customer satisfaction as a way to respond to customer needs and secure competitive advantage and ensure sustainability (Yum & Yoo, 2023). Service excellence refers to a company's ability to provide better service than its competitors, service quality is determined by how well the service meets customer expectations (Ariani et al., 2023). The results of previous research have proven that service quality has a positive effect on customer satisfaction. Based on the statement above, the hypothesis that researchers can propose is:
**$H_2$:** Service Quality has a positive effect on Customer Satisfaction.

**The relationship between Product Quality and Customer Loyalty**

The quality of a product is highly expected by a company in maintaining its business life, with good product quality, customers who come to buy the product feel satisfied and will provide a form of loyalty from themselves not to switch to other products (Grace et al., 2021). If the product does not meet expectations (dissatisfaction) is described as a feeling of disappointment, then most likely the customer will leave the product/service (Pradiani et al., 2023). Because customers will like products that offer quality and other things that are different from other products, for that customer loyalty is very necessary for the company, because retaining customer means being able to maintain the survival of the company (Tannady & Purnamaningsih, 2023). The results of previous research have proven that product quality has a positive effect on customer loyalty. Based on the statement above, the hypothesis that researchers can propose is:

**H$_3$**: Product Quality has a positive effect on Customer Loyalty

**The relationship between Service Quality and Customer Loyalty**

Higher perceived service quality results in higher customer satisfaction and has a more positive impact on repurchase intentions and loyalty, conversely, if the perceived service quality is low, it will decrease customer satisfaction and have an impact on decreasing customer loyalty (Taufik et al., 2022). The quality of service provided can also shape customer decision-making in repurchase decisions and build strong relationships with the company (Naini et al., 2022). The concept of service quality involves measuring the distance between customer expectations and their past experiences, with good service quality leading to increased levels of customer satisfaction and increased desire to repurchase, thereby creating customer loyalty (Hanindita & Riorini, 2023). The results of previous research have proven that service quality has a positive effect on customer loyalty. Based on the statement above, the hypothesis that researchers can propose is:

**H$_4$**: Service Quality has a positive effect on Customer Loyalty.

**Relationship between Customer Satisfaction and Customer Loyalty**

Customer satisfaction has several aspects of repurchase intention, for example customer loyalty occurs when satisfied customers are interested in buying products from companies whose performance is as expected (Wirapraja et al., 2021). Because they are satisfied with the company's performance that can meet customer expectations, these customers are difficult to persuade by competitors (Lina, 2022). This is supported by Andri et al. (2022) that customer satisfaction affects customer loyalty so that this means that satisfied customers can increase customer loyalty. Because customers will feel satisfied or happy and continue to make repeat purchases when the product purchased is in accordance with their expectations, the desires conveyed regarding the product are due to the nature of current customers who tend to choose products that have special features with better advantages (Yum & Yoo, 2023). The results of previous research have proven that service quality has a positive effect on customer satisfaction. Based on the statement above, the hypothesis that researchers can propose is:

**H$_5$**: Customer Satisfaction has a positive effect on Customer Loyalty.

**Relationship between Product Quality and Customer Loyalty through Customer Satisfaction**

Increased customer loyalty can occur when the quality of the product produced is good and the quality of the product will make customers feel satisfied (Dewi et al., 2022). A person will become a loyal customer when they feel satisfied with the product/service provided and then make repeat purchases so that they become loyal customers (Daniswara & Rahardjo, 2023). If customers are satisfied, it means that they feel the best things given by a company such as quality products and have superior product quality. The satisfaction felt by customers is used as a mediator between product quality and customer loyalty (Putri & Wiyadi, 2024). The results of previous research have proven that customer satisfaction mediates product quality on customer loyalty. Based on the statement above, the

hypothesis that researchers can propose is:

**H$_6$**: Customer Satisfaction mediates Product Quality towards Customer Loyalty.

**Relationship between Service Quality and Customer Loyalty through Customer Satisfaction**

Quality service will create customer satisfaction and impact on customer loyalty (Rombe & Ulandari, 2022). Satisfaction can be created through service quality. If you are able to provide satisfactory service and in accordance with customer expectations, you will have a good perception in the eyes of customers. With satisfactory service quality, customer satisfaction will be created which can build customer loyalty so that it will affect sales (Rostiani et al., 2022). Improving service quality will have an impact on increasing customer satisfaction so that customer loyalty occurs and reduces brand switching. The higher the customer loyalty, the more transactions occur, and the longer the relationship with the customer (Sawitri & Kawiana, 2023). The results of previous research have proven that customer satisfaction mediates service quality on customer loyalty. Based on the statement above, the hypothesis that researchers can propose is:

**H$_7$**: Customer Satisfaction mediates Service Quality towards Customer Loyalty
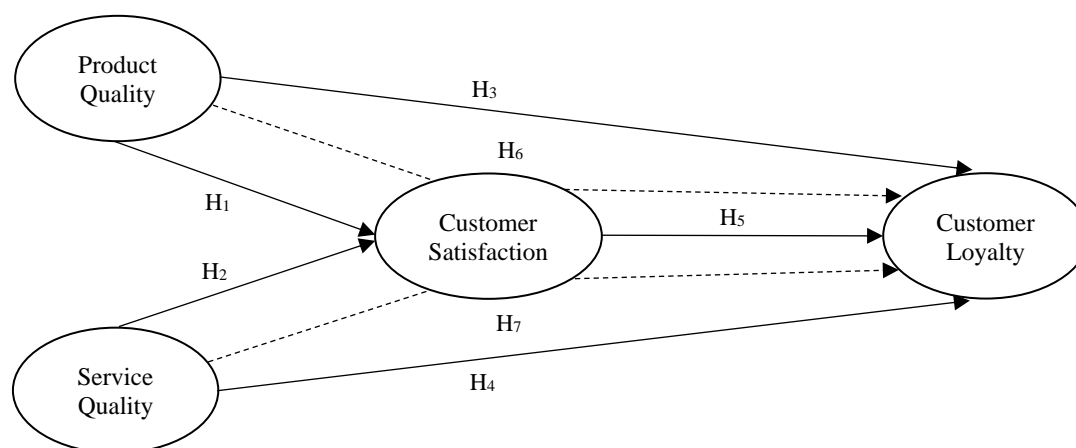


**Figure 1**. Conceptual Framework

## RESEARCH METHOD

The design of this study aims to test a theory or hypothesis to strengthen or reject a theory or hypothesis of previous research results. This study examines the causal relationship between variables which are the direct or indirect influence of the independent variable on the dependent variable and the mediating variable on the dependent variable (Purwanza et al., 2022). The variables in this study include product quality (X1), service quality (X2), customer satisfaction (Z) and customer loyalty (Y). The data used for analysis purposes in this study are data consisting of primary data obtained from distributing questionnaires using the help of Google forms distributed via WhatsApp.

In this study, data collection was carried out using a questionnaire, with a scale used being a Likert scale containing 1 (strongly disagree) to 4 (strongly agree) levels of answers. The use of a score of 1-4 is used to avoid ambiguous middle scores, and the number of people who answered the middle score when respondents did not determine their attitude. In this study, there are independent variables, namely product quality & service quality, a mediating variable, namely customer satisfaction and a dependent variable, namely customer loyalty. Measurement of product quality variables using dimensions from Andri et al., (2022), namely performance, features, durability, conformance features, perceived quality, Aesthetic. Measurement of service quality variables using dimensions from Istinawati & Nurlinda (2024), namely tangibility, reliability, responsiveness, assurance and empathy. Measurement of customer satisfaction variables using dimensions from Taufik et al., (2022), namely product quality, service quality, product price, product access and promotion. Measurement of

customer loyalty variables using dimensions from Yum & Yoo (2023), namely repeat purchase, retention and referrals.

The population in this study were all Informa customers who had purchased Informa products in the Jakarta area. Determination of the number of samples in the study used the Hair et al. (2022) method formula where the formula used was a minimum sample size of 5 x the number of statements of which there were 38 statements in this questionnaire, so that the sample size obtained was 190 respondents. This study used a purposive sampling method. According to Purwanza et al. (2022) purposive sampling is that researchers determine certain criteria based on research needs and select population members who meet the specified criteria to participate as respondents in this study. These criteria are Informa customers who have purchased Informa products more than 2 times in the last 1 year and are domiciled in the Jakarta area.

The analysis method of this research uses Structural Equation Modeling (SEM PLS) to analyze the relationship between variables and measure the influence of one variable on another. Therefore, a measuring instrument is used to measure its validity and reliability. Validity test using convergent validity and discriminant validity. Convergent validity using the loading factor value guideline> 0.7, and Average Variance Extracted (AVE)> 0.5 (Hair et al., 2022). Adding to discriminant validity using the cross-loadings value guideline, namely all indicators in the measured construct must have a higher cross-loading than other constructs and the Fornell-Larcker criterion guideline, namely the square root value of AVE for each construct must be greater than the correlation value between the construct and other constructs. Meanwhile, to test reliability using the Cronbach Alpha guideline> 0.7 and composite reliability> 0.7. Furthermore, an inner model test is carried out to test the relationship between the variable arrangement indicators. The measurements used are R-square, Path coefficient and Indirect Effect. The R-square test guideline is 0.75 indicating a strong model, 0.50 moderate and 0.25 weak. The guideline for the path coefficient value ranges from -1 to 1, with values closer to 1 or -1 indicating a stronger positive or negative relationship. For the guideline on significant indirect effects, the T statistic value $\geq 1.960$ and the P value $\leq 0.05$ are used (Haryono, 2016).

**RESULTS AND DISCUSSION**

Respondents in this study were Informa customers aged 17-50 years and had purchased Informa products more than 2 times in the last 1 year and were domiciled in Jakarta, based on the results of the distribution of online questionnaires via google form, 190 respondents were obtained, consisting of 87 male or 45.8% and 103 female or 54.2%. For the age range of 17-27 years, there were 90 people or 47.3%, 28-38 years old as many as 28 people or 14.8%, 39-49 years old as many as 57 people or 30%, and over 50 years old as many as 15 people or 7.9%. Then the type of work is dominated by private employees as many as 80 people or 41.9%, students as many as 37 people or 19.7%, entrepreneurs as many as 30 people or 15.8%, housewives as many as 18 people or 9.4%, civil servants as many as 15 people or 7.9%, and others as many as 10 people or 5.4%. Furthermore, respondents made purchases as many as 2 times as many as 40 people or 21.5%, 3 times purchases as many as 19 people or 10%, 4 times purchases as many as 44 people or 23.5%, 5 times purchases as many as 39 people or 20.5%, and more than 5 times purchases as many as 48 people or 25.5%. Next, the needs of purchasing respondents' products are dominated by households as many as 125 people or 67.5%, and needs for organizations/companies as many as 65 people or 35.5%. Next, Informa's product types are dominated by furniture with 99 people or 52.2%, and accessories with 91 people or 47.8%.

**Outer Model Testing**

In this study, a validity test was conducted to measure a statement on the questionnaire that will be used to measure the indicators and variables studied. There are 38 statements tested in this study, the following are the results of the validity test:

**Convergent Validity**
**Outer Loading (Loading Factor)**
Outer loading analysis to determine the magnitude of the correlation between the indicator and its latent construct so that it can be determined whether the indicator is valid or not. An indicator can be said to be valid if the loading factor value is > 0.70.
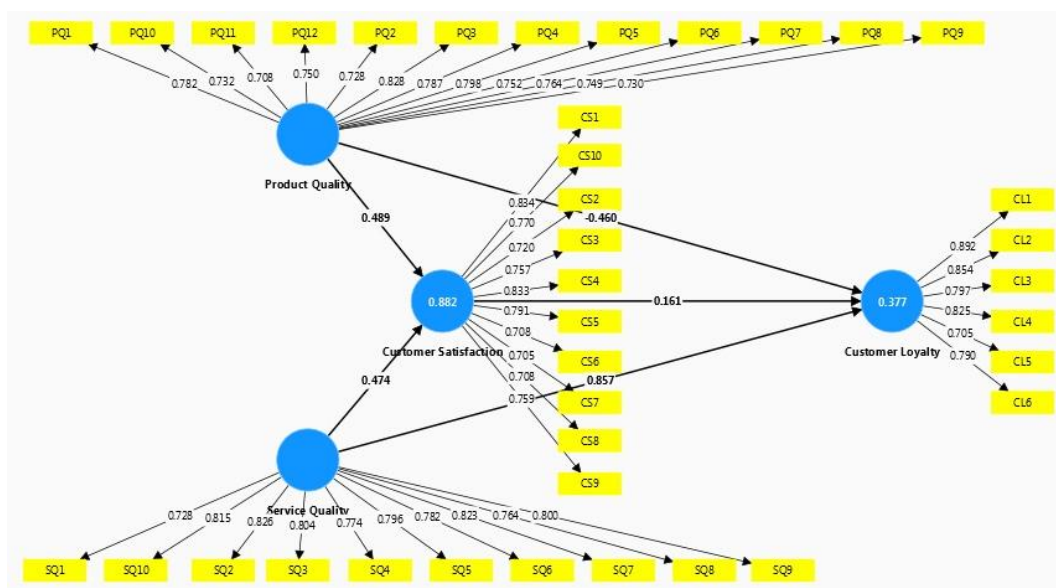


**Figure 2.** Outer Model

Based on the outer loading image above, all 38 indicators are declared valid because their values are > 0.70. This result can indicate that all statements in the questionnaire are appropriate to measure each variable.

**Average Variance Extracted (AVE)**
The AVE results can prove the ability of latent variables to represent the original data scores. The greater the AVE value, the higher its ability to explain the values of the indicators that measure latent variables. An instrument is said to meet the convergent validity test if it has an Average Variance Extracted (AVE) value of more than 0.50. Based on the research results, it can be seen that all latent variables have AVE values above the minimum criteria, namely 0.5, so it can be concluded that the AVE value in this study is good.

**Reliability Test**
Reliability testing in this study aims to calculate whether a measuring instrument has consistency (can be used in the next stage). The results of the reliability test use the Composite Reliability and Cronbach's Alpha measurement provisions. Based on the research results, it can be seen that the value of each construct is > 0.70. So it can be said that each construct in the estimated model has a very reliable reliability value so that it can carry out the structural testing stage.

**Discriminant Validity**
**Fornell-Larcker Criterion**
Discriminant validity is a measurement model where the reflective indicators assessed are based on the results of the Fornell-Larcker Criterion test on measuring a construct. Based on the results obtained, the correlation in a measurement item construct is greater than the dimensions of other

constructs, so it can be concluded that these results can prove that latent constructs can predict dimensions in blocks better than other block dimensions.

## Inner Model

The next stage is the Inner model by determining the R-square value, if the R-square is at a value of 0.75, 0.50, 0.25 it can be concluded that the inner model is strong, moderate and weak. Furthermore, for hypothesis testing, the T-Statistic standard is used with >1.96, and P-Value <0.05 and the last stage is to determine the fix model with the provision of an SRMR value of <0.1.

The coefficient of determination value explains to what extent exogenous variables are able to explain endogenous variables (Hair et al., 2021). Based on the calculation, it is known that the Product Quality and Service Quality variables explain the Customer Satisfaction variable by 88.0%, while the remaining 12.0% is explained by other variables not examined in this study such as price, promotion, and ease of accessing the product. The Product Quality, Service Quality and Customer Satisfaction variables are able to explain the Customer Loyalty variable by 85.7%, while the remaining 14.3% is explained by other variables not examined in this study such as brand image and consumer trust.

## Fit Model

Based on the results of the analysis above, it can be seen that the Standardized Root Mean Square (SRMR) value is 0.86 <0.1, so the model can be stated as fit. Furthermore, the Normed Fit Index (NFI) value is 0.705 or 70.5% so it can be concluded that the structural model obtained has a relevance prediction.

## Hypothesis Testing

A hypothesis can be accepted or rejected by looking at the significance value of the T-Statistic and P-Value. The hypothesis can be declared accepted if the T-Statistic value is greater than the T table 1.96 (5%) and the P-Value value must be less than 0.05. The results of the analysis are as follows:
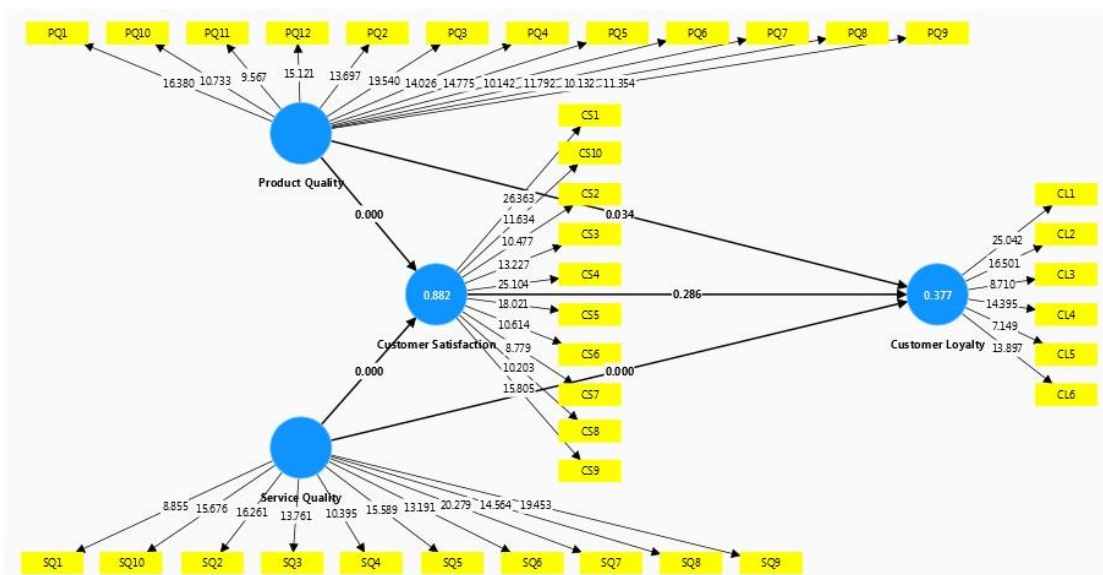


**Figure 3.** Outer Model

Based on the calculation results using the bootstrapping method, the results are obtained in the table below:

**Table 1.** Inner Mode Results

| Variable | Hypothesis | Original Sample (O) | T Statistics (\|O/STDEV\|) | P Values | Information |
|----------|-----------|---------------------|--------------------------|----------|-------------|

| | | | | | |
|---|---|---|---|---|---|
| PQ → CS | $H_1$ | 0.489 | 4.457 | 0.000 | The data support the hypothesis |
| SQ → CS | $H_2$ | 0.474 | 4.306 | 0.000 | The data support the hypothesis |
| PQ → CL | $H_3$ | -0.460 | 2.072 | 0.034 | The data support the hypothesis |
| SQ → CL | $H_4$ | 0.857 | 4.031 | 0.000 | The data support the hypothesis |
| CS → CL | $H_5$ | 0.161 | 0.566 | 0.286 | Data does not support the hypothesis |

Source: Data processed by the author, 2024

In the first analysis, product quality has a positive effect on customer satisfaction as seen from the T statistic value of 4.457 > 1.96 and the significant value of ρ-value 0.000 < 0.05. These results indicate that the increasing quality of Informa products, the increasing customer satisfaction. Furthermore, in the second analysis, service quality has a positive effect on customer satisfaction as seen from the T statistic 4.306 > 1.96 and the significant value of p-value 0.000 < 0.05. This shows that the increasing quality of service provided, the increasing customer satisfaction towards Informa.

In the third analysis, product quality has a direct positive effect on customer loyalty with a T statistic value of 2.027 > 1.96 and a significant p-value of 0.034 < 0.05. This shows that the better the product quality, the higher the consumer loyalty to Informa. The fourth analysis, service quality has a positive effect on customer loyalty with a T statistic value of 4.031 > 1.96 and a significant ρ-value of 0.000 < 0.05. These results show that the increasing quality of service provided, the more customer loyalty to Informa increases. However, customer satisfaction does not affect customer loyalty with a T statistic value of 0.566 < 1.96 and a significant p-value of 0.286 > 0.05. This shows that customer satisfaction is not a variable that determines customer loyalty to Informa.

Based on the analysis above, it can be concluded that of the 5 existing hypotheses, 4 hypotheses are accepted and 1 hypothesis is rejected. The 4 accepted hypotheses are $H_1$, $H_2$, $H_3$, $H_4$. While the rejected hypothesis is $H_5$.

## Indirect Effect

The next stage is to determine the indirect effect between product quality and service quality on customer loyalty through customer satisfaction, which can be seen in the following indirect effect table.

**Table 2.** Indirect Effect

| Variable | Hypothesis | Original Sample (O) | T Statistics (|O/STDEV|) | P Values | Information |
|---|---|---|---|---|---|
| PQ → CS → CL | $H_6$ | 0.079 | 0.512 | 0.304 | Data does not support the hypothesis |
| SQ → CS → CL | $H_7$ | 0.076 | 0.580 | 0.281 | Data does not support the hypothesis |

Source: Data processed by the author, 2024

The results of the analysis of the indirect effect of product quality on customer loyalty through customer satisfaction obtained a T-statistic value of 0.512 <1.96 and a ρ-value of 0.304> 0.05. These results can be interpreted that there is no indirect effect of product quality on customer loyalty through customer satisfaction. Based on the overall results, it is known that product quality has a positive effect on customer loyalty ($H_3$) and it is known that there is no indirect effect of product quality on customer loyalty through customer satisfaction ($H_6$), so it can be concluded that customer satisfaction does not act as a mediation (No Mediation) between product quality and customer loyalty, this means that for customers to be loyal to Informa they do not need to feel satisfied first because they are already sure of the quality of the products offered by Informa.

The results of the indirect effect test of service quality on customer loyalty through customer satisfaction after being tested as a whole obtained a T-statistic value of 0.580 <1.96 and a p-value of 0.281> 0.05. This shows that there is no indirect effect of quality on customer loyalty through customer satisfaction. Based on the overall results, it is known that service quality has a positive effect on

customer loyalty ($H_4$) and it is known that there is no indirect effect of service quality on customer loyalty through customer satisfaction ($H_7$), so it can be interpreted that customer satisfaction does not act as a mediating variable (No Mediation) between service quality and customer loyalty. So it can be concluded that for customers to be loyal to Informa, they do not need to feel satisfied first because they are already sure of the quality of service offered by Informa.

Based on the analysis of the table above, it can be concluded that of the 2 existing hypotheses, all are declared rejected, namely $H_6$ and $H_7$. Overall, of the 7 existing hypotheses, 4 are declared accepted, namely $H_1$, $H_2$, $H_3$ and $H_4$. While 3 hypotheses are declared rejected, namely $H_5$, $H_6$ and $H_7$.

Based on the results of the analysis, product quality has a positive effect on customer satisfaction. This can be interpreted that the more the product quality is improved, the more customer satisfaction will increase. Product quality is also a major consideration for Informa customers when they are going to buy Informa products. This is because they feel that Informa products have product functions that suit their needs. Informa with the concept of "one stop shopping for home & business furnishings needs" offers a complete collection of more than 35,000 types of products that always follow the latest trends with a variety of stylish quality furniture collections for homes, businesses, and public facilities. Informa products are made from quality materials so they are not easily damaged and this is what makes customers feel satisfied shopping at Informa. Informa's product display is also attractive, making it easier for customers to find the desired product and Informa products can be used for all consumer groups (households or companies). The design of Informa products offered is in accordance with current furniture trends which impress customers when they see them. With the varying sizes of Informa products made according to needs, they feel their own satisfaction when they see the product. This is in accordance with the characteristics of the respondents, most of whom are women aged 28-38 years, where at this age they have maturity in thinking and acting so that when they choose Informa products, it is because they suit their needs. Thus, this study is in line with previous studies which state that product quality has an impact on customer satisfaction (Kulsum & Syah, 2018; Ariani et al., 2023).

Further findings prove that service quality can increase customer satisfaction at Informa in Jakarta. This is seen when they see the appearance of Informa employees who are always neatly dressed which makes them happy when shopping and interacting with the employees. Then Informa provides a guarantee of exchanging goods if the quality is not in accordance with what was promised so that customers are more satisfied when they are going to make a purchase. If Informa customers are constrained in searching for goods, Informa employees are also always willing to listen to customer complaints and provide the best solutions, so that they feel the experience of service and supported by the facilities available at Informa is very much in accordance with what they expect. When they make a purchase, the Informa cashier always provides an accurate payment receipt according to the price of the goods so that they feel comfortable when making transactions. If there is damage to the product after the customer makes a purchase, Informa also provides a guarantee if there is damage to the product due to factory errors, making customers more satisfied with Informa so that they share positive experiences with others. Customers who are mostly women and usually determine the purchase of household equipment, feel satisfied with the service provided by Informa employees so that they want to buy Informa products again when they need them. This finding is in line with previous research which states that service quality has an impact on customer satisfaction (Abdullaeva, 2020; Yum & Yoo, 2023).

The next finding proves that product quality can increase customer loyalty of Informa in Jakarta, this is because Informa has product functions that are in accordance with the needs of its customers. Then Informa products can be used for a long time and make consumers buy again at Informa when they need the same product. The products presented by Informa are very popular with consumers because they sell products that are guaranteed quality, making consumers not interested in buying furniture products from other stores other than Informa. When consumers feel that the Informa products

they use are in accordance with their desires and expectations, consumers will recommend Informa to their family and friends when they need furniture products. The types of products presented by Informa are very complete and have beautiful design forms that are in accordance with the desires of consumers, making them buy other types of furniture products sold by Informa according to their needs, making consumers very loyal without limits to Informa. Age factors and percentage of purchases play an important role in increasing customer loyalty, this is because the better and can be used for a long time the products provided by Informa, the higher the customer loyalty to reuse the product in the future. Thus, this finding is in line with previous studies which state that product quality has an impact on customer loyalty (Grace et al., 2021; Tannady & Purnamaningsih, 2023).

The results of this study also prove that service quality can increase customer loyalty at Informa in Jakarta. Service quality is also a dominant factor in influencing customer satisfaction, so this makes them want to share positive experiences about the service provided by Informa employees with their families and friends. When searching for the desired item, customers can easily get the item because Informa products are neatly arranged, making it easier for them to get the product. Informa employees are very helpful in the product purchasing process because they have complete knowledge about Informa products and ultimately lead to customers using furniture products from Informa now and in the future. If there are customers who are going to buy Informa products but do not understand the product specifications, Informa employees immediately provide assistance and provide individual information to their customers, so that it occurs to them to make a product purchase after the information obtained is in accordance with their wishes. Customers who are mostly women feel happy shopping at Informa because Informa employees always provide information that suits their needs when they are going to buy a product. The results of this study are in line with previous studies which state that service quality has an impact on customer loyalty (Kittur & Chatterjee, 2021; Naini et al., 2022).

Other results of this study also prove that customer satisfaction does not affect the loyalty of Informa customers in Jakarta. This means that customer satisfaction is not a determining factor for customers to become loyal. However, because they are already convinced of the quality of the products and the quality of service provided to them. In addition, there are other factors that cause customers to be loyal to Informa, such as brand image and consumer trust. Informa has a good brand image, this is evidenced by the award as the best furniture retailer in Indonesia or Furniture Retailer of the Year-Indonesia in 2023. This award was given because Informa was considered superior in implementing their business strategies and marketing campaigns that successfully answered customer needs. With this award, Informa customers increasingly believe in the quality of the products offered by Informa. The results of this study are not in line with research conducted by Harzaviona & Syah, (2020); Yum & Yoo, (2023) which states that customer satisfaction has an impact on customer loyalty. Because customers who feel satisfied will continue to make repeat purchases when the product they buy is in accordance with their expectations, the desires conveyed regarding the product are caused by the nature of current customers who have a tendency to choose products that have special features with better advantages.

Then other results of this study prove that customer satisfaction is not proven as a mediating variable between product quality and customer loyalty of Informa in Jakarta. This means that to become loyal customers of Informa do not need to feel satisfaction first because they are already sure of the quality of the products sold at Informa, especially because the products are made of quality materials, the products can be used for a long time, the products have various sizes according to customer needs. Because customers are sure of the quality of Informa products, they want to recommend Informa to friends and at the same time make them buy Informa products again when they need them. The results of this study are not in line with research conducted by Upamannyu & Sankpal, (2014); Durmaz et al., (2018) that customer satisfaction mediates the relationship between product quality and customer loyalty. If customers are satisfied, it means they feel the best things given by a company such as quality

products and have superior product quality. The satisfaction felt by customers is used as a mediator between product quality and customer loyalty.

The latest results prove that customer satisfaction is not proven as a mediating variable between service quality and customer loyalty of Informa in Jakarta. This means that when customers are loyal to Informa, they do not need to feel satisfied first because they are already confident in the quality of service provided by Informa employees, especially because Informa employees can always help whenever they need it, besides because Informa employees always maintain their appearance by always dressing neatly and also because Informa employees have complete product knowledge to be able to answer all their questions. Because of this belief, Informa customers want to recommend Informa to their families and want to buy other furniture products when they need them. Thus, this result is not in line with research conducted by (Saeed et al., 2013; Ogba & Tan, 2009) that customer satisfaction mediates the relationship between service quality and customer loyalty. Improving service quality will have an impact on increasing customer satisfaction so that customer loyalty occurs and reduces brand switching. The higher the customer loyalty, the more transactions occur, and the longer the relationship with the customer.

## CONCLUSION

Based on the results of the research conducted, it can be concluded that product quality has a positive effect on customer satisfaction. This can be interpreted that the more Informa products have product functions that suit their needs, the more they want to recommend Informa to their friends. Product quality is also a dominant variable in influencing customer satisfaction. Furthermore, it can be concluded that service quality has an effect on customer satisfaction, this means that the more Informa provides a guarantee of exchanging goods if the quality is not in accordance with what was promised, the more it increases the desire of customers to recommend Informa to their families.

The next conclusion, product quality affects customer loyalty. This means that the longer Informa products can be used, the more customers will buy back at Informa when they need the same product. Furthermore, service quality affects customer loyalty. This means that the easier it is for customers to find the desired item, the more they will want to recommend Informa to their friends who need furniture products. Furthermore, it can also be concluded that customer satisfaction does not affect customer loyalty, this means that customer satisfaction is not a factor that determines customers to be loyal, there are other factors that cause customers to be loyal to Informa, such as brand image and customer trust.

Furthermore, it can be concluded that customer satisfaction is not proven as a mediating variable between product quality and customer loyalty of Informa in Jakarta. This means that to become loyal customers of Informa do not need to feel satisfaction first because they are already sure of the quality. Finally, it can be concluded that customer satisfaction is not proven as a mediating variable between service quality and customer loyalty. This means that when customers are loyal they do not need to feel satisfied first because they are already sure of the quality of service provided by Informa employees.

There are several limitations that can be improved and developed in this study. First, in this study, the respondents studied were Informa customers who were limited to respondents in the Jakarta area. As a result, these findings cannot represent all Informa customers in Jabodetabek. Therefore, for further research to increase the number of respondents in order to obtain more comprehensive results. Second, the variables included in this study should continue to be developed so that other variables related to this study can be used in different contexts. Other variables that affect customer satisfaction that can be used for further research such as price, promotion, and ease of accessing products. And other variables that affect loyalty that can be used such as brand image and customer trust.

This study has several managerial implications for improving customer loyalty. From the above research, it is known that product quality can have a direct impact on customer satisfaction. Next, service quality can have a direct impact on customer satisfaction. Furthermore, product service quality

can have a direct impact on customer loyalty. Then product quality can have a direct impact on customer loyalty. As for others, customer satisfaction is not able to be a mediator between the relationship between product quality and customer loyalty. Furthermore, consumer satisfaction is not able to have a direct impact on customer loyalty. Finally, customer satisfaction is not able to be a mediator between the relationship between service quality and customer loyalty.

Based on these implications, it can be suggested that if you want to increase customer loyalty at Informa, the company can focus on overcoming problems related to customer satisfaction that are formed from product quality and service quality. To that end, the company can consider several aspects, namely: Increasing customer satisfaction by providing information that is appropriate and needed by customers and providing professional solutions related to customer complaints in order to meet their expectations so that customer loyalty to customers can increase. Then, it can offer products at more affordable prices for all customer groups. Furthermore, Informa should provide superior products according to the expectations and desires of its customers, the higher the quality of the products received by Informa customers, the higher it will be able to maintain customer loyalty.

## REFERENCES

Akmal, E., Panjaitan, H. P., & Ginting, Y. M. (2023). Service Quality, Product Quality, Price, Promotion, and Location on Customer Satisfaction and Loyalty in CV. Restu. *Journal of Applied Business and Technology*, *4*(1), 39–54. https://doi.org/10.35145/jabt.v4i1.118

Andri, P., Jasfar, F., & Kristaung, R. (2022). Effect of Product, Distribution and Service Quality on Customer Loyality Through Customer Satisfaction at Indonesian Marketplace. *Journal of Research and Comunity Service*, *3*(4), 321–330. http://devotion.greenvest.co.id

Andrian, A., Putra, C. I. W., Jumawan, J., & Nursal, M. F. (2022). Perilaku Konsumen. In R. Iye & E. D. Widyawaty (Eds.), *Rena Cipta Mandiri* (Cetakan 1, Vol. 3, Issue 1). Rena Cipta Mandiri. https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf

Ariani, N. K. D., Wimba, I. G. A., & Trarintya, M. A. P. (2023). The Effect of Service Quality and Product Quality on Consumer Repurchase Intention with Satisfaction as A Mediating Variable at Putri Ayu's Weaving in Gianyar Regency. *Management and Applied Social Studies Review*, *1*(2), 64–70. https://doi.org/10.32795/massiv.v1i2.4280

Daniswara, A., & Rahardjo, S. T. (2023). Pengaruh Kualitas Produk dan Citra Merek terhadap Loyalitas Pelanggan: Dengan Variabel mediasi Kepuasan Pelanggan. *Diponegoro Journal of Management*, *12*(01), 1.

Dewi, I. R., Michel, R. J., & Puspitarini, D. A. (2022). Pengaruh Kualitas Produk terhadap Loyalitas dengan Mediasi Kepuasan Pelanggan Pada Toko Prima Freshmart Cirebon. *Jurnal Maneksi*, *11*(1), 314–321.

Firmansyah, M. A. (2018). *Perilaku Konsumen* (DEEPUBLISH (ed.); Cetakan 1, Issue 1). Deepublish publisher. https://doi.org/10.31227/osf.io/pfjhz

Gama, Agus Wahyudi Salsa. (2020). *Manajemen Pemasaran Konsep, Pengembangan dan Aplikasi* (Agus Wahyudi Salasa Gama (ed.); Pertama). CV. Noah Aletheia. http://repository.unmas.ac.id/journal/detail/8235/manajemen-pemasaran:-konsep-pengembangan-dan-aplikasi

Grace, E., Girsang, R. M., Simatupang, S., Candra, V., & Sidabutar, N. (2021). Product Quality and Customer Satisfaction and Their Effect on Consumer Loyalty. *International Journal of Social Science*, *1*(2), 69–78. https://doi.org/10.53625/ijss.v1i2.138

Hair, J. F., Danks, N., Ray, S., Hult, T., Sarstedt, M., & Ringle, C. M. (2022). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. Springer International Publishing. https://doi.org/10.1007/978-3-319-57413-4_15

Hanindita, L. P., & Riorini, S. V. (2023). The Influence of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty at Pizza Hut Restaurant. *Inovator: Jurnal Manajemen*, *12*(2), 298–307. http://ejournal2.uika-bogor.ac.id/index.php/INOVATOR

Haryono, S. (2016). Metode SEM untuk Penelitian Manajemen dengan AMOS, LISREL, PLS. *Badan Penerbit PT. Intermedia Personalia Utama*, 450. http://repository.umy.ac.id/handle/123456789/12640

Istighfaroh, Melia (2020). Informa (Informa Furnishing). [online]. Tersedia : https://www.tribunnewswiki.com/2020/03/27/informa-informa-furnishings. [11 juni 2021].

Istinawati, M., & Nurlinda, R. A. (2024). Pengaruh Online Customer Review, Kualitas Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian. *Maeswara : Jurnal Riset Ilmu Manajemen Dan Kewirausahaan*, *02*(02), 131–153. https://doi.org/https://doi.org/10.61132/maeswara.v2i2.750 PENGARUH

Kemenperin (2024). Kemenperin Kembali Boyong IKM Furnitur Unjuk Gigi di Pameran JIFFINA 2024. https://ikm.kemenperin.go.id/kemenperin-kembali-boyong-ikm-furnitur-unjuk-gigi-di-pameran-jiffina-2024

Kusuma, A. H. P., Sudirman, A., Purnomo, A., Aisyah, S., Sahir, S. hafni, Salmiah, A. rumondang, Halim, F., Wirapraja, A., Napitupulu, D., & Simarmata, J. (2020). Brand Management : Rsensi, Posisi dan Strategi. In A. Rikki (Ed.), *Yayasan Kita Menulis* (Issue May).

Liana, Y., Putri, I., Djafri, T., & Priyo, D. (2024). Pengaruh Kualitas Produk terhadap Loyalitas Konsumen melalui Kepuasan Konsumen pada Perusahaan Shopee. *Jurnal Ilmiah Ecobuss*, *12*(1), 77–85. https://doi.org/10.51747/ecobuss.v12i1.1866

Lina, R. (2022). Improving Product Quality and Satisfaction as Fundamental Strategies in Strengthening Customer Loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, *2*(1), 19–26. https://doi.org/10.37481/jmeb.v2i1.245

Marwanto, B., Welsa, H., & Kurniawan, I. S. (2022). Pengaruh Kualitas Produk dan Persepsi Harga terhadap Kepuasan dan Dampaknya terhadap Minat Beli Ulang (Pada Konsumen Produk Sayuran Cv Tani Organik Merapi Pakem Sleman). *Jurnal Kolaboratif Sains*, *5*(2), 120–128. https://doi.org/10.56338/jks.v5i2.2251

Naini, N. F., Santoso, S., Andriani, T. S., Claudia, U. G., & Nurfadillah, N. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, *7*(1), 34–50. https://doi.org/10.29244/jcs.7.1.34-50

Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, R., Fathihani, F., Johannes, R., Kristia, K., Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *Teori Perilaku Konsumen* (A. Jibril (ed.); Cetakan 1). Penerbit NEM - Anggota IKAPI.

Pradiani, T. P., Suwandi, S., & Fathorrahman, F. (2023). The Influence of Service Quality and Product Quality Through Customer Satisfaction on Customer Loyalty at Vegetarian Restaurant Fortunate Taste Batam. *International Journal of Social Science and Business*, *7*(2), 466–475. https://doi.org/10.23887/ijssb.v7i1.52995

Purwanza, sena wahyu, Wardhana, A., Mufidah, A., Renggo, yuniarti reny, Hudang, adrianus kabubu, Setiawan, J., Badi'ah, A., Fadlilah, M., Saloom, G., Darwin, Sayekti, siskha putri, Nugrohowardhani, rambu luba kata respati, Amruddin, Hardiyani, T., Tondok, santalia banne, Prisusanti, retno dewi, & Rasinus. (2022). Metodologi penelitian kuantitatif, kualitatif dan kombinasi. In A. Munandar (Ed.), *News.Ge*. Research Gate Publication.

Putri, D. A., & Wiyadi, W. (2024). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Loyalitas Konsumen dengan Kepuasan Konsumen sebagai Variabel Mediasi. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *06*(05), 5268–5284. https://doi.org/10.47467/alkharaj.v6i5.2266

Razak, M. (2016). *Perilaku Konsumen* (A. U. Press (ed.); Cetakan I). Alauddin University Press.

Rombe, E., & Ulandari, P. N. L. (2022). Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Loyalitas Pelanggan dengan Kepuasan Konsumen sebagai Variabel Mediasi pada Sabnishop Di Kota Palu. *SEIKO : Journal of Management & Business*, *6*(1), 358–367. https://doi.org/10.37531/sejaman.v6i1.3701

Rostiani, A., Lestari, R., & Nurwulandari, A. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Pemasaran Digital terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan di Apartemen Kemang Grup PT Pudjiadi Prestige Tbk Jakarta. *Fair Value : Jurnal Ilmiah Akuntansi Dan Keuangan*, *04*(04), 1989–2003. https://journal.ikopin.ac.id/index.php/fairvalue

Santoso, N. G. (2021). Pengaruh Kualitas Layanan, Kualitas Produk, Promosi, dan Harga Normal terhadap Kepuasan dan Loyalitas Konsumen. Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship Vol. 10 No. 2 Juni 2021 hal. 146 – 163, 146 - 163

Sawitri, I. A. G. I., & Kawiana, I. G. P. (2023). Pengaruh Kualitas Pelayanan terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai Variabel Mediasi. *Widya Amrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, *11*(03), 148–161. https://doi.org/10.31102/equilibrium.11.02.148-161

Setyorini, T., & Yolandari, M. (2023). Effect of Service Quality on Customer Satisfaction PT. Pos Indonesia (Persero) Kupang Branch. *Journal of Practical Management Studies*, *1*(1), 01–06. https://doi.org/10.61106/jpms.v1i1.1

Sitorus, sunday ade, Romil, nada arina, Tingga, chairul pua, Sukanteri, ni putu, Putri, seprianti eka, Gheta, antonius philippus kurniawan, Wardhana, A., Nugraha, kristian suhartadi widi, Hendrayani, E., Susanto, putu chris, Primasanti, Y., & Ulfah, M. (2020). *Brand Marketing the Art of Branding* (A. Sudirman (ed.); pertama). Media Sains Indonesia. https://eprints.unmas.ac.id/id/eprint/2937/1/3. Buku Book Chapter -Brand Marketing The Art Of Branding (1)

Syahputra, M. F., Ritonga, H. M., & Lubis, H. (2022). The Influence of Product Quality, Price and Service Quality on Consumer Satisfaction (Coffeetree Case Study in Medan). *International Journal of Economic, Technology and Social Sciences (Injects)*, *3*(2), 199–204. https://doi.org/10.53695/injects.v3i2.740

Tannady, H., & Purnamaningsih, P. (2023). Determinant Factors Customer Satisfaction and its Implication on Customer Loyalty: From the Perspective of Customers of Vespa. *International Journal of Science, Technology & Management*, *4*(2), 434–438.

https://doi.org/10.46729/ijstm.v4i2.786

Taufik, A., Santoso, S., Fahmi, M. I., Restuanto, F., & Yamin, S. (2022). The Role of Service and Product Quality on Customer Loyalty. *Journal of Consumer Sciences*, *7*(1), 68–82. https://doi.org/10.29244/jcs.7.1.68-82

Wirapraja, A., Aribowo, H., & Setyoadi, E. T. (2021). The Influence of E-Service Quality, and Customer Satisfaction On Go-Send Customer Loyalty In Surabaya. *Indonesian Journal of Information Systems*, *3*(2), 128–137. https://doi.org/10.24002/ijis.v3i2.4191

Woen, N. G., & Santoso, S. (2021). Pengaruh Kualitas Layanan, Kualitas Produk, Promosi, dan Harga Normal terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *10*(2), 146–163. https://doi.org/10.30588/jmp.v10i2.712

Wydyanto, & Ilhamalimy, R. R. (2021). The Influence of Service Quality and Product Quality on Purchase Decisions and Customer Satisfaction (Marketing Management Literature Review). *Dinasti International Journal of Management Science (DIJMS)*, *3*(2), 385–394. https://doi.org/https://doi.org/10.31933/dijms.v3i2

Yum, K., & Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability (Switzerland)*, *15*(14), 1–14. https://doi.org/10.3390/su151411214

Zusrony, E. (2021). *Perilaku Konsumen di Era Modern* (R. andika Kusumajaya (ed.); Cetakan 1, Vol. 1). Yayasan Prima Agus Teknik. https://digilib.stekom.ac.id