

**THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ON
CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN
INTERVENING VARIABLE (STUDY AT TOM SUSHI SURABAYA)**



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Abstract

This research was conducted to examine the extent to which service quality, product quality, and price are able to shape customer loyalty, with customer satisfaction as the link, at Tom Sushi Surabaya. This research departs from the phenomenon of increasing Japanese culinary trends in Indonesia as well as the business need to keep customers loyal in the midst of fierce competition. Using a quantitative approach and purposive sampling technique of 100 respondents, the data was analyzed using the Partial Least Square (PLS) method. The research findings show that product quality and price have a positive and significant impact on customer satisfaction, while service quality does not show a significant influence. Customer loyalty was shown to be influenced by price and satisfaction level, but not directly by service or product quality. On the other hand, customer satisfaction plays an intermediary role in the relationship between product quality and price and loyalty, but not service quality.

Keywords: Service Quality, Product Quality, Price, Customer Loyalty

INTRODUCTION

The culinary sector in Indonesia is currently experiencing rapid growth. Information published in June 2022 by the Central Bureau of Statistics showed that Indonesia's culinary sector experienced significant development in 2023. It is known that a total of 4,854,311 culinary businesses have operated in various regions in Indonesia (Astrilestari & Basuki, 2024). The majority of these culinary businesses, namely 1,201,714 restaurant businesses, 168,878 businesses in the catering sector, the remaining 3,483,719 are included in other culinary business categories.

This growth reflects changes in people's consumption patterns that are increasingly consumptive, they choose to buy food rather than cook at home (Sibuea et al, 2022). This expression is reinforced by previous studies which indicate that a busy lifestyle and limited time to cook encourage consumers to choose to eat out, which ultimately affects their decision to choose a restaurant (Wijaya et al., 2019). Seeing this opportunity, culinary entrepreneurs take advantage of the momentum to develop their business by offering local to international food.

The Japanese culinary industry in Indonesia has experienced significant growth in recent years. The popularity of Japanese cuisine, especially sushi, has increased along with the global influence of Japan's worldwide culinary reputation. In the TasteAtlas Awards 2023/2024 rankings, Japan took second place with a score of 4.65 for best culinary offerings (TasteAtlas, 2023). With such a reputation, it's no surprise that in recent decades, sushi, a Japanese specialty, has become the most popular international cuisine in Indonesia.

One of the places that serves sushi in Indonesia is Tom Sushi. It was established in 2017 and is part of a subsidiary of Sushi Tei Group, a large company that has successfully managed various Japanese restaurants in Indonesia. This restaurant has several branches in several areas such as Jakarta, Palembang, Manado, Bogor, Tangerang, Solo, Yogyakarta, Medan, Pekanbaru, Semarang, Depok, Bekasi, Bandung, Bali, and Surabaya. It certainly provides wider access to the public to enjoy quality Japanese dishes and strengthen the Tom Sushi brand in the culinary industry.

Tom Sushi Surabaya has an average of 180 reviews with an average rating of 4.3. Although the restaurant has implemented various strategies to maintain customer loyalty, some customers still express their complaints and dissatisfaction. Based on the information obtained, some complaints that often arise include those related to inconsistent flavors, where some customers feel that the current sushi taste is saltier and some consider that the taste offered is still relatively ordinary, with the perception of "there is price, there is quality". In addition, the atmosphere of the restaurant is also uncomfortable due to the hot temperature of the room, due to air conditioning that is not functioning optimally, coupled with the long queue conditions and the waiting list, so customers feel rushed when enjoying a meal. Some customers also reported that the waiting time for orders is quite long, especially when the restaurant is crowded, and sometimes there are errors in inputting orders by employees even though the restaurant is not full.

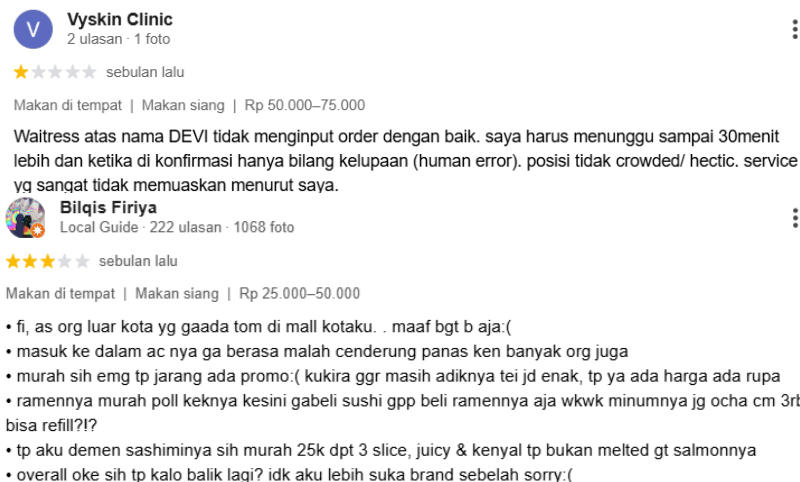


Figure 1.

Tom Sushi Customer Reviews on Google

Source: google my profile Tom Sushi Surabaya, 2024

Tom Sushi's customer reviews available on the Google platform give an idea of their experience with the restaurant. Most of them are positive, but there are also some reviews that express feedback or suggestions for improvement, mainly related to aspects of price, product, and service time. Overall, these reviews reflect the level of satisfaction to the level of customer loyalty to Tom Sushi Surabaya restaurant.

REVIEW OF LITERATURE

Marketing is a series of activities that aim to complement the needs of society by creating, providing, and replacing products that have value, and involves activities that bridge the relationship between producers and consumers (Sudarsono, 2020; Anggraeni & A'yuni, 2023). Marketing basically aims to understand and meet the needs of individuals and community groups (Firmansyah, 2019). Marketing is also defined as the process of introducing products, both goods and services, carried out to achieve profits (Poltak et al., 2021).

Service quality is an effort made by business actors to meet customer expectations and desires in an accurate way, so that it matches the expectations they have (Tjiptono, 2019). Wibowo & Priansa in Arifin et al (2023) state that service quality refers to the extent to which the desired excellence can be achieved and managed to meet customer needs and expectations. According to Putranto in Arifin et al (2023), the quality of service provided by marketers is often the main reference for consumers in determining whether they will choose the product or service again.

Product quality leads to the extent to which consumer expectations are met through the goods it creates by involving the process, stages, and composition in its manufacture (Vidananda & Setiawan, 2021). Sunarto in Poltak et al (2021) states that customers tend to prioritize products with superiority and highly competitive innovation. Therefore, the competitiveness of a product depends on the quality of the goods or services provided. Products with superior quality are able to attract customer attention and interest significantly (Ahadin et al., 2023).

In general, price refers to the amount of money or other forms that have a certain use value, which is needed to obtain a product (Sudarsono, 2020). Price is also the value agreed upon by the seller and buyer in a transaction to exchange goods or services (Indrasari, 2019). The agreement must be reached voluntarily and on the basis of mutual consent from both parties.

Customer satisfaction can be defined as a sense of pleasure or disappointment that arises from an individual when he has compared the reality of a product with his previous expectations (Ritonga, 2020). Customer satisfaction is a measure of the level of satisfaction a person has with a good or service provided by business actors based on a comparison between their expectations and the experience they get (Fatihudin & Anang, 2019).

The definition of consumer loyalty includes several aspects, such as repeated product purchases, rejecting offers from competitors, not being easily tempted by other products, and often giving recommendations to others (Sudarsono, 2020). According to Oliver in Poltak et al (2021), customer loyalty is a situation where consumers show strong loyalty by continuing to make products or services from brands their choice.

RESEARCH METHOD

This study uses associative research through a quantitative approach, where this approach relies on data in the form of numbers or qualitative information that is converted into numbers, as applied in a measurement scale (Abubakar, 2020). The scale that is often used is the Likert scale to measure a person's attitude about an object. In other words, this scale helps measure a person's level of agreement or disagreement with a statement.

This research targets all customers who have visited Tom Sushi restaurants in various branches in Surabaya City. In this study, data was taken from at least 100 people as a sample. This research adopts a non-probabilistic-based sample selection approach, with the application of the purposive sampling method. Researchers will use a questionnaire as one of the data collection methods. The questionnaire will be distributed online to customers who have eaten at Tom Sushi restaurants in Surabaya City.

Data analysis in this study was assisted by SmartPLS 4.0 software with the SEM-PLS approach. PLS aims to assist researchers in testing theory and identifying whether there is a relationship between latent variables.

RESULTS AND DISCUSSION

Outer Model Evaluation Results

Convergent Validity

The convergent validity results can be seen through the loading factor and AVE value. The following are the results of outer loading on SmartPLS.

Table 1.

Outer Loading Results

	X ₁	X ₂	X ₃	Z	Y
X1.1	0,815				
X1.2	0,844				
X1.3	0,657				
X1.4	0,804				
X1.5	0,829				

	X ₁	X ₂	X ₃	Z	Y
X2.1		0,783			
X2.2		0,790			
X2.3		0,814			
X2.4		0,794			
X2.5		0,878			
X3.1			0,766		
X3.2			0,848		
X3.3			0,848		
X3.4			0,866		
Z.1				0,793	
Z.2				0,835	
Z.3				0,884	
Y.1					0,796
Y.2					0,887
Y.3					0,828
Y.4					0,879

Source: Primary Data, 2025

Seen in table 1, it can be seen that all indicators in this study have a loading factor value above 0.7, except for indicator X1.3 whose loading value is below 0.7. However, some experts argue that indicators with a loading factor value between 0.5 to 0.6 are still acceptable. Therefore, it can be concluded that all indicators in this study still meet the validity criteria and are suitable for use.

Table 2.
AVE Results

Indicator	AVE	Description
Service Quality (X ₁)	0,628	Valid
Product Quality (X ₂)	0,661	Valid
Price (X ₃)	0,693	Valid
Customer Satisfaction (Z)	0,702	Valid
Customer Loyalty (Y)	0,720	Valid

Source: Primary Data, 2025

After all outer loading values meet the test criteria, the next step is to analyze the AVE value. Seen in table 2, it is known that all variables in this study produce an AVE value > 0.5. The ideal AVE value is > 0.5, so it can be concluded that the indicators used are said to be valid.

Discriminant Validity

Table 3.
Cross Loading Results

	X ₁	X ₂	X ₃	Z	Y
X1.1	0,815	0.623	0.647	0.536	0.558
X1.2	0,844	0.534	0.542	0.537	0.454

	X ₁	X ₂	X ₃	Z	Y
X1.3	0,657	0.396	0.392	0.429	0.342
X1.4	0,804	0.534	0.503	0.478	0.454
X1.5	0,829	0.600	0.576	0.560	0.595
X2.1	0,593	0,783	0.641	0.617	0.651
X2.2	0,546	0,790	0.471	0.534	0.469
X2.3	0,536	0,814	0.549	0.654	0.512
X2.4	0,515	0,794	0.564	0.627	0.632
X2.5	0,596	0,878	0.650	0.658	0.585
X3.1	0,538	0,643	0,766	0.639	0.593
X3.2	0,557	0,483	0,848	0.605	0.659
X3.3	0,460	0,591	0,848	0.613	0.666
X3.4	0,696	0,654	0,866	0.683	0.745
Z.1	0,667	0,646	0,628	0,793	0,597
Z.2	0,467	0,632	0,569	0,835	0,656
Z.3	0,496	0,644	0,715	0,884	0,769
Y.1	0,679	0,636	0,709	0,647	0,796
Y.2	0,585	0,612	0,680	0,697	0,887
Y.3	0,372	0,551	0,636	0,625	0,828
Y.4	0,452	0,597	0,694	0,764	0,879

Source, Primary Data, 2025

Referring to Table 3, it shows that the cross-loading value has met the criteria for testing discriminant validity because the correlation value of the variable is higher than the correlation value of other variables.

Reliability Test

Composite Reliability and Cronbach's Alpha

Table 4.

Composite Reliability Results

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
X ₁	0,850	0,864	0,894
X ₂	0,871	0,874	0,907
X ₃	0,852	0,856	0,900

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Z	0,787	0,795	0,876
Y	0,869	0,872	0,911

Source: Primary Data, 2025

Referring to Table 4, all variables in this study show a composite reliability value above 0.7. This indicates that each variable has a good level of reliability and has met the standards required in the test. All variables in this study obtained a Cronbach's alpha value above 0.7, which means they have met the reliability criteria. Thus, it can be said that this research instrument is classified as reliable.

Inner Model Evaluation Results

Adjusted R-Squared Value

Table 6.
Adjusted R-Squared Results

	R-square	Adjusted R-square
Z	0,684	0,674
Y	0,783	0,727

Source: Primary Data, 2025

A total of 68.4% of the variability in Z is successfully explained by the variables X₁, X₂, and X₃ based on the results of the R-Square calculation of 0.684. Meanwhile, the remaining 31.6% comes from other factors not examined in this study. The Adjusted R-Square value of 0.674 further strengthens that the model is still good even though it has considered the number of independent variables used in the analysis.

As for variable Y, the R-Square is 0.783 and the Adjusted R-Square is 0.727. These results indicate that the combined variables X₁, X₂, X₃, and Z are able to explain the variability of Y by 78.3%, while the remaining 21.7% is influenced by other factors that are outside the research model. The Adjusted R-Square value reaches 0.727, this model is considered strong enough so that the analysis results remain reliable.

Predictive Relevance (Q²)

$$\begin{aligned}
 \text{Q Square} &= 1 - (1 - \text{R square}_1) (1 - \text{R square}_2) \\
 &= 1 - (1 - 0,684) (1 - 0,783) \\
 &= 1 - (0,316) (0,217) \\
 &= 1 - 0,068572 \\
 &= 0,9314
 \end{aligned}$$

As seen in the above calculations, the predictive ability in this research model is very strong, as indicated by the Q² value of 0.9314 or 93.14%. This means that 93.14% of the variation in the dependent variable is successfully explained by the independent variable through the intervening variable. The remaining 6.86% comes from the influence of other factors not included in this research model.

Model Completeness (Goodness of Fit)

Table 7.
Model Completeness Results

	Saturated Model	Model Estimates
SRMR	0,085	0,085
d_ ULS	1,664	1,664
d_ G	0,854	0,854
Chi-square	462,666	462,666
NFI	0,719	0,719

Source: Primary Data, 2025

Referring to the table, the model is stated to slightly exceed the ideal limit because the SRMR value obtained is 0.085, while the ideal threshold is 0.08. However, this value is still within the tolerance threshold, so the model can be said to be quite feasible to use even though it is not entirely ideal. The NFI (Normed Fit Index) value is 0.719, indicating that the level of fit of the model to the data is in the less fit category. This value is below the ideal standard, which is 0.90, and even below the minimum limit of the moderate fit category, which is 0.80.

Path Analysis

Table 8.
Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P Values
X₁ → Z	0,077	0,072	0,099	0,777	0,437
X₂ → Z	0,414	0,416	0,100	4,163	0,000
X₃ → Z	0,416	0,422	0,091	4,560	0,000
X₁ → Y	0,003	0,004	0,094	0,030	0,976
X₂ → Y	0,084	0,094	0,107	0,787	0,432
X₃ → Y	0,417	0,419	0,126	3,315	0,001
Z → Y	0,424	0,419	0,122	3,462	0,001
X₁ → Z → Y	0,033	0,028	0,043	0,757	0,449
X₂ → Z → Y	0,176	0,174	0,066	2,647	0,008
X₃ → Z → Y	0,176	0,179	0,072	2,432	0,015

Source: Primary Data, 2025

The following are the interpretation results of this research path analysis which refers to table 8.

1. The effect of $X_1 \rightarrow Z$, seen from the path coefficient of 0.077, which reflects a positive correlation. However, the statistical test results show a t-statistic of 0.777 (<1.96) and a p-value of 0.437 (>0.05), so the effect is not significant.
2. The effect of $X_2 \rightarrow Z$, seen from the path coefficient of 0.414, which reflects a positive correlation. The statistical test results show a t-statistic of 4.163 (>1.96) and a p-value of 0.000 (<0.05), so the effect is proven significant.
3. The effect of $X_3 \rightarrow Z$, seen from the path coefficient of 0.416, which reflects a positive correlation. The statistical test results show a t-statistic of 4.560 (>1.96) and a p-value of 0.000 (<0.05), so the effect is proven significant.
4. The effect of $X_1 \rightarrow Y$, seen from the path coefficient of 0.003, which reflects a positive correlation. However, the statistical test results show a t-statistic of 0.030 (<1.96) and a p-value of 0.967 (>0.05), so the effect is not significant.
5. The effect of $X_2 \rightarrow Y$, seen from the path coefficient of 0.084, which reflects a positive correlation. However, the statistical test results show a t-statistic of 0.787 (<1.96) and a p-value of 0.432 (>0.05), so the effect is not significant.
6. The effect of $X_3 \rightarrow Y$, seen from the path coefficient of 0.417, which reflects a positive correlation. The statistical test results show a t-statistic of 3.315 (>1.96) and a p-value of 0.001 (<0.05), so the effect is proven significant.
7. The effect of $Z \rightarrow Y$, seen from the path coefficient of 0.424, which reflects a positive correlation. The statistical test results show a t-statistic of 3.462 (>1.96) and a p-value of 0.001 (<0.05), so the effect is proven significant.
8. The effect of $X_1 \rightarrow Z \rightarrow Y$, seen from the path coefficient of 0.033, which reflects a positive correlation. However, the statistical test results show a t-statistic of 0.757 (<1.96) and a p-value of 0.449 (>0.05), so the effect is not significant.
9. The effect of $X_2 \rightarrow Z \rightarrow Y$, seen from the path coefficient of 0.176, which reflects a positive correlation. The statistical test results show a t-statistic of 2.647 (>1.96) and a p-value of 0.008 (<0.05), so the effect is proven significant.
10. The effect of $X_3 \rightarrow Z \rightarrow Y$, seen from the path coefficient of 0.176, which reflects a positive correlation. The statistical test results show a t-statistic of 2.432 (>1.96) and a p-value of 0.015 (<0.05), so the effect is proven significant.

Hypothesis Test

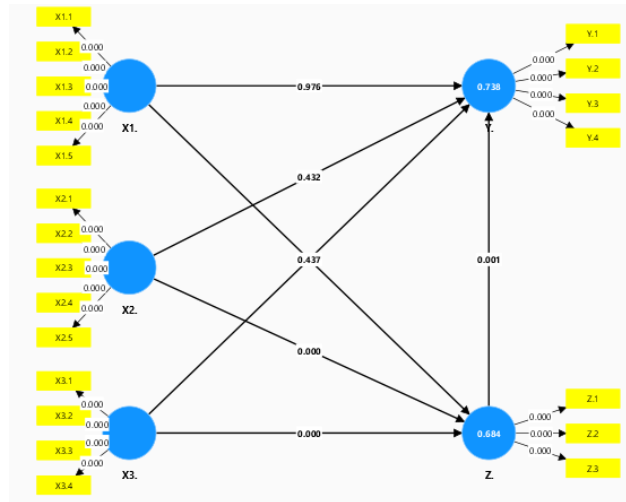


Figure 3.
Bootstrapping Graph

Source: Primary Data, 2025

Looking at the path coefficient value, t-statistic, and p-value in Table 8, the results of hypothesis testing are presented in Table 9 below.

Table 9.
Hypothesis Testing Results

	Hipotesis	Description
H ₁	X ₁ → Z (β = positif, p < 0,05)	Rejected
H ₂	X ₂ → Z (β = positif, p < 0,05)	Accepted
H ₃	X ₃ → Z (β = positif, p < 0,05)	Accepted
H ₄	X ₁ → Y (β = positif, p < 0,05)	Rejected
H ₅	X ₂ → Y (β = positif, p < 0,05)	Rejected
H ₆	X ₃ → Y (β = positif, p < 0,05)	Accepted
H ₇	Z → Y (β = positif, p < 0,05)	Accepted
H ₈	X ₁ → Z → Y (β = positif, p < 0,05)	Rejected
H ₉	X ₂ → Z → Y (β = positif, p < 0,05)	Accepted
H ₁₀	X ₃ → Z → Y (β = positif, p < 0,05)	Accepted

Source: Primary Data, 2025

The Effect of Service Quality on Tom Sushi Surabaya Customer Satisfaction

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.077. This means that the effect of X₁ → Z leads to a positive relationship because the path coefficient > 0. However, the significance of this relationship cannot be confirmed considering that the t-statistic value obtained is smaller than the critical threshold (0.777 < 1.98), as well as the p-value that exceeds the predetermined significance level (0.437 > 0.05). Therefore, H₁ which

states that there is a positive and significant influence between $X_1 \rightarrow Z$ must be rejected. This finding is supported by the results of a previous study by Fatmawati et al (2023), at Ummu Hisyam Maros Kitchen, although service quality has been implemented, it does not have an impact on customer satisfaction.

The Effect of Product Quality on Tom Sushi Surabaya Customer Satisfaction

Hypothesis testing through bootstrapping produces a path coefficient of 0.414. This means that the effect of $X_2 \rightarrow Z$ leads to a positive relationship because the path coefficient > 0 . In addition, the analysis results show that the resulting t-statistic value exceeds the critical value of the t-table ($4.163 > 1.98$), and the p-value obtained is below the significance threshold of 0.05 ($0.000 < 0.05$). Therefore, H_2 which states that there is a positive and significant influence between $X_2 \rightarrow Z$ must be accepted. This finding is supported by the results of a previous study by Elyana & AC (2023), at Resto BTA Corner Tulungagung, the quality of the product has a positive correlation and substantial implications on customer satisfaction.

The Effect of Price on Tom Sushi Surabaya Customer Satisfaction

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.416. This means that the effect of $X_3 \rightarrow Z$ leads to a positive relationship because the path coefficient > 0 . In addition, the analysis results show that the resulting t-statistic value exceeds the critical value of the t-table ($4.560 > 1.98$), and the p-value obtained is below the significance threshold of 0.05 ($0.000 < 0.05$). Therefore, hypothesis H_3 which states that there is a positive and significant influence between $X_3 \rightarrow Z$ should be accepted. This finding is supported by the results of a previous study by Safitri & Hayati (2022), on Padang State University students, the price offered by Maxim online motorcycle taxi services is able to have a significant impact on customer satisfaction.

The Effect of Service Quality on Tom Sushi Surabaya Customer Loyalty

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.003. This means that the effect of $X_1 \rightarrow Y$ leads to a positive relationship because the path coefficient > 0 . However, the significance of this relationship cannot be confirmed considering that the t-statistic value obtained is smaller than the critical threshold ($0.030 < 1.98$), as well as the p-value that exceeds the predetermined significance level ($0.976 > 0.05$). Therefore, H_4 which states that there is a positive and significant effect between $X_1 \rightarrow Y$ should be rejected. This finding is supported by the results of a previous study by Agiesta et al (2021), on the Bandung Raya Local Train, although the quality of service has been provided, it does not have an impact on customer loyalty.

The Effect of Product Quality on Tom Sushi Surabaya Customer Loyalty

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.084. This means that the effect of $X_2 \rightarrow Y$ leads to a positive relationship because the path coefficient > 0 . However, the significance of this relationship cannot be confirmed considering that the t-statistic value obtained is smaller than the critical threshold ($0.787 < 1.98$), and the p-value exceeds the predetermined significance level ($0.432 > 0.05$). Therefore, H_5 which states that there is a positive and significant effect between $X_2 \rightarrow Y$ must be rejected. This finding is supported by the results of a previous study by Elyana & AC (2023), at Resto BTA Corner Tulungagung, although the product quality is appropriate, in fact it does not have an impact on customer loyalty.

The Effect of Price on Tom Sushi Surabaya Customer Loyalty

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.417. This means that the effect of $X_3 \rightarrow Y$ leads to a positive relationship because the path coefficient > 0 . In addition, the analysis results show that the resulting t-statistic value exceeds the critical value of the t-table ($3.315 > 1.98$), and the p-value obtained is below the significance threshold of 0.05 ($0.001 < 0.05$). Therefore, H_6 which states that there is a positive and significant influence between $X_3 \rightarrow Y$ should be accepted. This finding is supported by the results of a previous study by Karimah & Farida (2023), on Pepsodent toothpaste, the price offered in the market is able to have a positive and significant impact on customer loyalty.

Effect of Customer Satisfaction on Tom Sushi Surabaya Customer Loyalty

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.424, meaning that the effect of $Z \rightarrow Y$ leads to a positive relationship because the path coefficient > 0 . In addition, the analysis results show that the resulting t-statistic value exceeds the critical value of the t-table ($3.462 > 1.98$), and the p-value obtained is below the significance threshold of 0.05 ($0.001 < 0.05$). Therefore, H_7 which states that there is a positive and significant influence between $Z \rightarrow Y$ should be accepted. This finding is supported by the results of a previous study by Yandini & Rangkuti (2023), at Shukaku All You Can Eat Summarecon Bekasi, customer expectations are in accordance with what they get so that it has a positive correlation and substantial implications on customer loyalty.

Effect of Service Quality on Customer Loyalty through Tom Sushi Surabaya Customer Satisfaction

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.033. This means that the effect of $X_1 \rightarrow Z \rightarrow Y$ leads to a positive relationship because the path coefficient > 0 . However, the significance of this relationship cannot be confirmed considering that the t-statistic value obtained is smaller than the critical limit ($0.757 < 1.98$), and the p-value exceeds the predetermined significance level ($0.449 > 0.05$). Therefore, H_8 which states that there is a positive and significant influence between $X_1 \rightarrow Z \rightarrow Y$ must be rejected. This finding is supported by the results of a previous study by Aprileny et al (2022), in the Grab company, the quality of service provided does not meet the satisfaction of customers which results in customers becoming disloyal.

The Effect of Product Quality on Customer Loyalty through Tom Sushi Surabaya Customer Satisfaction

Hypothesis testing through bootstrapping produces a path coefficient of 0.176. This means that the effect of $X_2 \rightarrow Z \rightarrow Y$ leads to a positive relationship because the path coefficient > 0 . In addition, the analysis results show that the resulting t-statistic value exceeds the critical value of the t-table ($2.674 > 1.98$), and the p-value obtained is below the significance threshold of 0.05 ($0.008 < 0.05$). Therefore, H_9 which states that there is a positive and significant influence between $X_2 \rightarrow Z \rightarrow Y$ must be accepted. This finding is supported by the results of a previous study by Tambunan & Prabowo (2023), on XL Axiata Prepaid cards in Surabaya, the quality of the product provided is able to provide a sense of satisfaction for its users to loyalty to the product.

The Effect of Price on Customer Loyalty through Customer Satisfaction of Tom Sushi Surabaya

Hypothesis testing through bootstrapping resulted in a path coefficient of 0.176. This means that the effect of $X_3 \rightarrow Z \rightarrow Y$ leads to a positive relationship because the path

coefficient > 0 . In addition, the analysis results show that the resulting t-statistic value exceeds the critical value of the t-table ($2.432 > 1.98$), and the p-value obtained is below the significance threshold of 0.05 ($0.015 < 0.05$). Therefore, H_{10} which states that there is a positive and significant influence between $X_3 \rightarrow Z \rightarrow Y$ should be accepted. This finding is supported by the results of a previous study by Saridewi & Nugroho (2022), on bear brand milk products in Surabaya, the price offered in the market is able to provide a sense of satisfaction to consumers to loyalty to keep choosing these dairy products.

CONCLUSION

From the study and analysis that has been implemented, the results show that service quality has a positive but insignificant effect on customer satisfaction of Tom Sushi Surabaya, while product quality and price have a positive and significant effect on customer satisfaction. Furthermore, service quality also has a positive but insignificant effect on customer loyalty, as well as product quality which shows a positive but insignificant effect on customer loyalty. In contrast, price is proven to have a positive and significant influence on customer loyalty. Customer satisfaction itself has a positive and significant effect on customer loyalty. In addition, service quality has a positive but insignificant effect on customer loyalty through customer satisfaction, while product quality and price have a positive and significant effect on customer loyalty through customer satisfaction.

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