
**THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON
CONSUMER LOYALTY AT CAFÉ ENTE WITH CONSUMER SATISFACTION
AS AN INTERVENING VARIABLE**



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Abstract

This study aims to identify the effect of product quality and service quality on consumer loyalty at Café Ente, mediated by consumer satisfaction. The study uses a quantitative approach with an associative design. The sampling technique used is purposive sampling. The population in this study is all consumers who have visited and purchased products at Café Ente. The number of respondents is 100 consumers who met the requirements of purposive sampling. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of SmartPLS 3 software. The results show that direct testing indicates that the variables of product quality and service quality affect consumer satisfaction, and consumer satisfaction directly affects loyalty. Meanwhile, other direct testing results indicate that the variables of product quality and service quality do not affect consumer loyalty. Furthermore, based on the indirect testing results, it is known that both product quality and service quality have an indirect effect on consumer loyalty through the mediating role of consumer satisfaction. Future research is recommended to include other variables that may influence consumer loyalty, such as price, brand image, customer experience quality, and promotion, as well as to expand the research object to different types of businesses or regions so that the results obtained can provide a more comprehensive understanding.

Keywords: Product Quality, Service Quality, Consumer Loyalty, Consumer Satisfaction

INTRODUCTION

The rapid growth of the culinary business in Indonesia is driven by rising public income, lifestyle changes, and easy access to information. The coffee shop or café industry is one sector that has experienced rapid development and intense challenges in recent years (Smith, 2020). The intense competition among culinary business actors requires them to emphasize innovation and differentiation to attract customers. In Indonesia, the contribution of coffee shops and cafés to culinary business turnover continues to increase, making it a promising business opportunity (Putra et al., 2022). The café industry has become an inseparable part of modern society's lifestyle, especially in developing cities. Dynamic economic growth and increasing needs for public spaces encourage the development of café businesses. The presence of cafés is now not only for enjoying food and beverages but also part of a modern lifestyle to seek a comfortable atmosphere for socializing, working, or simply relaxing. This is caused by changes in Indonesian lifestyle trends into a coffee culture (Intan et al, 2024).

However, amid increasingly intense competition, companies need to create appropriate marketing strategies in order to survive and grow (Kurniawan & Susilo, 2021). Therefore, understanding the factors that influence customer satisfaction becomes very important in determining effective marketing strategies (Hartono, 2023). Customer loyalty is the main determinant of the success and sustainability of a café business. Loyal customers not only provide stable income but also become effective intermediaries through word-of-mouth recommendations in a competitive market.

Pontianak, as the capital of West Kalimantan, has experienced rapid growth in the café industry in recent years. Pontianak is known as the "city of a thousand coffee stalls" because coffee businesses mushroom on every corner of the city, with many cafés present offering various attractive innovations. However, increasing consumer awareness of product quality and satisfying experiences opens opportunities for cafés to attract customers and seek added value; cafés that can innovate and provide uniqueness will have competitive advantages and attract many customers. Based on data from the Dinas Penanaman Modal dan Pelayanan dan Pelayanan Terpadu Satu Pintu Kota Pontianak, there are 936 cafés established in Pontianak City. And based on the same data, it is known that there are 16 cafés registered at the Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Pontianak in 2025 located around Café Ente.

One of the cafés registered at the Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Pontianak is Café Ente. Café Ente is located on Jalan Komodor Yos Sudarso, Gang Duku Baru, Kecamatan Pontianak Barat. Café Ente was established in 2021, founded by William Siman. Café Ente has obtained a Business Identification Number (NIB) No 0212230021748 with the Indonesian Standard Industrial Classification code (KLBI) No 56303 issued in 2023. Based on data obtained through Café Ente management, it is known that Café Ente offers various menu choices with varied prices. Beverage and food prices range from Rp1,000–Rp 15,000. Café Ente offers a diverse menu at quite affordable prices, making it suitable for various groups.

There are various factors that determine consumers becoming loyal and deciding to visit a service. Customer loyalty is a customer's commitment to a brand, based on a very positive attitude and reflected in consistent repeat purchases (Rizki et al, 2025). These factors are product quality, service quality, and satisfaction. The first factor is product quality. Kotler & Keller (2016) state that product quality is a product's ability to perform its functions, which

includes durability, reliability, accuracy, obtained by the product as a whole. For customers, product quality becomes the main factor in considering purchase decisions, because that quality shapes consumers' views of the products offered (Sagita et al, 2025). With high-quality products, this can generate satisfaction in consumers' minds. This is because customer satisfaction is an important factor to retain existing customers and acquire new customers (Marvianta & Valentino, 2024). In this study, the author conducted a direct field survey and interviewed several consumers who frequently visit Café Ente, and found information regarding product quality; some customers complained that the coffee taste was inconsistent, sometimes too bitter. In addition, the cleanliness of eating and drinking utensils is also a concern for several customers. Therefore, it is very important for every company to pay attention to the quality of products provided so that consumers feel satisfied when the product meets their expectations.

Another factor that causes consumer satisfaction is service quality. Kotler & Armstrong (2012) in Indrasari (2019) state that service quality is the totality of special features and characteristics of products or services that support their ability to satisfy needs directly or indirectly. Service quality can provide long-term benefits to business actors, if business actors can understand customers' expectations and needs for consumer satisfaction through the service quality delivered by the business owner (Devi & Yusuf, 2022). If service quality matches or even exceeds customer expectations, this will create satisfaction and loyalty (Lestari & Pratama, 2023).

The service provided by Café Ente includes two ordering processes: customers can order directly at the cashier or order from the table by calling the waiter to the table. Payment transactions can be made in cash or through QRIS. Café Ente also provides free Wi-Fi, fans, toilets, and a large parking area to enhance customer comfort. Café Ente operates 24 hours with 3 shifts and has 21 employees.

However, based on interview results, it is known that regarding the service quality provided by Café Ente, some customers complained about slow responses from employees, especially when the café is crowded. In addition, some felt less attended to because employees focused more on other customers; customers also felt less comfortable with employee attitudes that were less friendly and less patient in serving customer requests. Therefore, this becomes an aspect that must be improved by Café Ente management so that consumer satisfaction increases, which will later make consumers loyal. And based on other interviews, it is known that regarding product quality at Café Ente, the owner responded that sometimes the menu served to customers is less consistent and during busy hours it is indeed usually a little late in serving the menu to customers. Thus, it is very important for management to improve the quality of products provided so that visiting consumers are not disappointed; disappointed consumers can affect loyalty to the service provided.

Previous research generally states that product quality and service quality have a positive and significant effect on customer loyalty. However, the findings of this study show different results, namely that product quality and service quality do not directly affect customer loyalty. This difference in findings indicates a research gap in the form of inconsistency in empirical results, which allows for other factors or more complex relationship mechanisms in forming customer loyalty. Therefore, this research is important to re-examine the role of customer satisfaction as an intervening variable in the relationship between product quality and service quality toward customer loyalty, especially in the context of Café Ente which has different consumer characteristics and competitive environment.

This study is expected to become empirical findings related to consumer behavior in the modern era. It is also expected to serve as a means to maintain and improve the object's competitiveness through improving product quality and service quality provided; Café Ente management needs to understand deeply what factors influence consumers' decisions in choosing a product and service.

REVIEW OF LITERATURE

Product Quality

Purnama et al., (2022) state that product quality is one of the tools used by marketers to determine a product's positioning in the market. All companies must have a level of product quality produced, and it will help or support efforts to improve or maintain the product's positioning in its target market. Maulidio & Dwiastanti (2022) state that product quality is a statement of the level of capability of a particular brand or product in carrying out the expected function. Kotler & Keller (2016) state that the dimensions in measuring product quality are as follows: Performance quality, which is the most important dimension when a company implements a model and provides high quality. Perceived quality, namely the overall quality or superiority of a product or service compared to alternatives and established objectives. Durability, namely the measure or lifespan of a product under normal or stressful conditions. Reliability, namely the measure of the likelihood that a product will not experience damage or failure within a certain period of time. Style, which describes the appearance and feel of the product to buyers. Design, which is the totality of features that affect the appearance, taste, and function of the product based on customer needs.

Service Quality

Martiana & Apriani (2019) in Oktaviani & Permata (2023) mention that service quality is an effort made by the company to meet consumer needs and desires in accordance with what consumers expect so that consumers feel satisfied with the quality of the service. The definition of service quality is a reflection of customers' evaluative perceptions of the service received at a certain time. Masunggang et al., (2024) state that service quality is an act and action of business actors or companies to provide satisfaction to customers. Parasuraman in Tjiptono (2019, p. 305) proposes five dimensions in measuring service quality, which include: Reliability, namely the ability to provide the promised service promptly, accurately, and satisfactorily. Responsiveness, namely the willingness of staff to help customers and provide responsive service. Assurance, including knowledge, competence, courtesy, and trustworthiness possessed by staff or free from danger, risk, and doubt. Empathy, which includes ease of establishing relationships, good communication, personal attention, and understanding individual customer needs. Tangibles, including physical facilities, equipment, employees, and communication facilities.

Customer Satisfaction

Dahlan et al., (2022) explain that customer satisfaction is the level at which perceived product and service performance matches buyer expectations. Cahyo et al., (2022), state that the consumer's condition—whether satisfied or not satisfied—occurs after achieving desires and expectations regarding menu, price, facilities, and service provided. Indrasari (2019) states that there are 3 dimensions in measuring customer satisfaction, which include: Conformity of expectations, namely satisfaction is not measured directly but is inferred based on the match or mismatch between customer expectations and the company's actual performance. Intention to revisit, namely customer satisfaction is measured by asking

whether customers want to repurchase or reuse the company's services. Attributes related to purchase, namely satisfaction dimensions related to attributes of the decision to purchase or not from producers such as ease of obtaining information, employee politeness, and the influence of company reputation.

Customer Loyalty

Ramadhani et al, (2023) state that customer loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future despite situational influences and marketing efforts that have the potential to cause customers to switch. Kasanah & Hanifah, (2023) state that customer loyalty is high loyalty toward repeat and continuous purchases of a product or service, not sensitive to changes in conditions that trigger switching. Griffin in Suryati (2015) states the dimensions in measuring customer loyalty, consisting of: Repeat order, customers repurchase the same products offered by the company. Purchase across product and service line, customers make purchases across product lines offered by the company. Recommended to other, customers recommend to others about the products offered by the company. Demonstrates immunity tho the full competition, customers will not be attracted to similar product offers produced by competitors.

RESEARCH METHOD

The method applied in this study is a quantitative method with an associative approach. According to Siregar (2017), associative research is research that aims to determine the relationship between two or more variables. The purpose of this study is to analyze the Effect of Product Quality and Service Quality on Consumer Loyalty at Café Ente with Consumer Satisfaction as an intervening variable. Primary data in this study were obtained through distributing questionnaires via Google Forms to respondents, namely Café Ente consumers. Secondary data used include menu and price data, competitor café ente data, and income data.

The population in this study is all consumers who have purchased products at Café Ente whose number is unknown. To determine the sample size in this study, the Purba formula (2006) in Sujarweni (2019) is used, namely that an appropriate sample size in research is at least 96 respondents. Therefore, the researcher determined a sample of 100 people. Sample determination was carried out using purposive sampling technique. Sugiyono (2019) states that purposive sampling is a sampling technique based on certain considerations in accordance with research objectives. The reason the researcher determined the sample using purposive sampling is to reduce the bias of visitors who only stop by. The respondent criteria set include: customers aged at least 17 years and customers who have purchased products and visited more than once at Café Ente.

This study uses three types of variables, namely independent variables, intervening variables, and dependent variables. The independent variables in this study consist of Product Quality (X1) and Service Quality (X2). The intervening variable in this study is Satisfaction (Z). The dependent variable in this study is Consumer Loyalty (Y). The scale used to measure in this study uses a Likert scale; Sugiyono (2019) states the Likert scale as a measurement tool for behavior, opinions, and views of a person or group of people about social phenomena. In this study, to test the hypothesis model, researchers use Structural Equation Modeling (SEM). Data analysis in this study consists of Measurement Model Test (Outer Model) and Structural Model Test (Inner Model). The Measurement Model Test (Outer Model) in this

study is measured using convergent validity test, discriminant validity, Average Variance Extracted (AVE) test, and reliability test measured based on Cronbach's Alpha and Composite Reliability assessment. Then the Structural Model Test (Inner Model) is carried out based on R-Square testing, direct effect test, and indirect effect test. The data testing in this study uses SmartPLS version 3 software.

RESULTS AND DISCUSSION

Measurement Model Test or Outer Model

a. Convergent Validity Test

In general, an indicator is declared to have met convergent validity if it has a loading factor value above 0.7, because this value indicates a strong relationship between the indicator and the construct studied. The results of the convergent validity test for all variables in this study can be seen in Table 1.

Table 1.
Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Product Quality (X1)	X1.1	0.882	Valid
	X1.2	0.931	
	X1.3	0.849	
	X1.4	0.888	
	X1.5	0.799	
	X1.6	0.887	
Service Quality (X2)	X2.1	0.778	Valid
	X2.2	0.814	
	X2.3	0.821	
	X2.4	0.797	
	X2.5	0.758	
	X2.6	0.766	
	X2.7	0.810	
	X2.8	0.730	
	X2.9	0.771	
	X2.10	0.802	
Consumer Satisfaction (M)	M.1	0.817	Valid
	M.2	0.730	
	M.3	0.900	
	M.4	0.838	
	M.5	0.891	
	M.6	0.891	
Consumer Loyalty (Y)	Y.1	0.833	Valid
	Y.2	0.841	
	Y.3	0.843	
	Y.4	0.816	
	Y.5	0.894	
	Y.6	0.811	

Source: Processed Data, 2026

Based on the results of the Convergent Validity test displayed in Table 1, it can be seen that the convergent validity test results show that all indicators for each variable, namely Product Quality (X1), Service Quality (X2), Consumer Satisfaction (M), and Consumer Loyalty (Y), obtained loading factor values above 0.7. This value indicates that each indicator is able to represent its latent construct or variable well. Thus, all indicators are declared valid as measures of each variable.

b. Discriminant Validity Test

Discriminant validity testing was conducted by applying the Fornell–Larcker criterion to assess a construct’s ability to empirically distinguish itself from other constructs. Table 2 presents items that have met the discriminant validity criteria.

Table 2.
Discriminant Validity Test Results

Variable	Consumer Satisfaction	Service Quality	Product Quality	Consumer Loyalty
Consumer Satisfaction	0.847			
Service Quality	0.695	0.785		
Product Quality	0.708	0.812	0.873	
Consumer Loyalty	0.718	0.561	0.506	0.840

Source: Processed Data, 2026

Based on the discriminant validity test results displayed in Table 2, it is known that each construct obtains a Fornell–Larcker criterion value that is higher than its correlation value with other constructs. This condition proves that the indicators in each construct are more dominant in measuring the relevant construct compared to other constructs in the research model. Thus, it can be concluded that all constructs have met good discriminant validity criteria, because they can be clearly distinguished among constructs and have Fornell–Larcker values greater than 0.70.

c. Average Variance Extracted (AVE)

Another method to see construct validity can be done by looking at the Average Variance Extracted (AVE). A construct is said to be valid if it has an AVE value > 0.5. The AVE values in this study can be seen in Table 3:

Tabel 3. AVE Test Results

CONSTRUCT	AVE
Product Quality (X1)	0.763
Service Quality (X2)	0.617
Consumer Satisfaction (M)	0.717
Consumer Loyalty (Y)	0.706

Source: Processed Data, 2026

Based on the results of the Average Variance Extracted (AVE) test displayed in Table 3, it is known that all variables in this study obtained AVE values above 0.5. This indicates that all constructs have met the discriminant validity criteria. Therefore, it can be concluded that the indicators used in this study are valid to measure the variables to be studied.

d. Reliability Test

Composite reliability testing in the measurement model aims to assess the level of internal consistency of a construct in measuring research variables. Reliability testing in this study uses Composite Reliability and Cronbach’s Alpha assessments. Composite Reliability

Table 5.
R-Square Test Results

Endogen Variable	R-square	Adjusted R-square
Consumer Satisfaction (M)	0.544	0.534
Consumer Loyalty (Y)	0.529	0.514

Source: Processed Data, 2026

Based on the R-Square test results displayed in Table 5 above, the results can be described as follows:

1. The Adjusted R-Square value obtained for the Consumer Satisfaction variable (M) is 0.534, which indicates that Consumer Satisfaction is simultaneously influenced by Product Quality (X1) and Service Quality (X2) by 53.4%, while the remaining 46.6% is influenced by other factors outside this research model. In addition, the R-Square value obtained is 0.544, indicating that the influence of exogenous constructs Product Quality and Service Quality on Consumer Satisfaction is in the Medium or Moderate category.
2. The Adjusted R-Square value obtained for the Consumer Loyalty variable (Y) is 0.514, indicating that Consumer Loyalty is simultaneously influenced by Product Quality (X1), Service Quality (X2), and Consumer Satisfaction (M) by 51.4%, while the remaining 48.6% is influenced by other factors outside this research model. In addition, the R-Square value of 0.529 indicates that the influence of exogenous constructs Product Quality, Service Quality, and Consumer Satisfaction on Consumer Loyalty is in the Medium or Moderate category.

b. F-Square Test

In SEM-PLS analysis, the F-Square test is used to measure the magnitude of the effect of an independent construct on the dependent construct in the structural model. The F-Square values from the calculation results can be seen in Table 6.

Table 6.
F-Square Test Results

Model	F-Square
Product Quality (X1) → Consumer Loyalty (Y)	0.012
Service Quality (X2) → Consumer Loyalty (Y)	0,028
Consumer Satisfaction (M) → Consumer Loyalty (Y)	0.438

Source: Processed Data, 2026

Based on Table 6 of the F-Square test results, the results can be explained as follows:

1. The F-Square value in the model of Product Quality (X1) on Consumer Loyalty (Y) is 0.012 and is categorized as low, because the value is below the 0.02 interval.
2. The F-Square value in the model of Service Quality (X2) on Consumer Loyalty (Y) is 0.028 and is categorized as low, because the value is in the 0.02 interval.
3. The F-Square value in the model of Consumer Satisfaction (M) on Consumer Loyalty (Y) is 0.438 and is categorized as very strong, because the value is above the 0.35 interval.

c. Goodness of Fit Test

The Goodness of Fit (GoF) test in SEM-PLS aims to assess how well the overall model fits, both in terms of the structural model (inner model) and the measurement model (outer model). In SEM-PLS, Goodness of Fit can be measured using the SRMR (Standardized Root Mean Square Residual) indicator, which shows the average difference between observed covariance and model-predicted covariance. The smaller the SRMR value,

the better the overall model fit. The Goodness of Fit value from the calculation results can be seen in Table 7.

Table 7.
Goodness of Fit Test Results

SRMR	Estimated Model
	0,055

Source: Processed Data, 2026

Based on the Goodness of Fit test results displayed in Table 7, it is known that the SRMR value is 0.055, which is below 0.08. This indicates that the model has a very good fit between the estimated model structure.

d. Direct Effect Test

Direct Effect testing aims to determine the direct influence of exogenous latent constructs or variables on endogenous latent variables. This Direct Effect test can be seen from the path coefficient results obtained through the Bootstrapping process. The Direct Effect test in this study can be seen in Table 8.

Table 8.
Result of Direct Effect

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Product Quality → Consumer Satisfaction	0.375	4.348	0.000	Accepted
H2	Service Quality → Consumer Satisfaction	0.499	4.999	0.000	Accepted
H3	Consumer Satisfaction → Consumer Loyalty	0.725	8.022	0.000	Accepted
H4	Service Quality → Consumer Loyalty	-0.002	0.027	0.979	Rejected
H5	Service Quality → Consumer Loyalty	0.106	0.958	0.338	Rejected

Source: Processed Data, 2026

Based on Table 8 of direct effect testing results, it can be explained as follows:

1. The direct test result of Product Quality (X1) on Consumer Satisfaction (M) shows a T-Statistic value of 4.348, which is greater than 1.96, and a P-Value of 0.000, which is less than 0.05. Thus, it can be concluded that there is a direct effect of Product Quality on Consumer Satisfaction that is positive and significant.
2. The direct test result of Service Quality (X2) on Consumer Satisfaction (M) shows a T-Statistic value of 4.999, which is greater than 1.96, and a P-Value of 0.000, which is less than 0.05. Thus, it can be concluded that there is a direct effect of Service Quality on Consumer Satisfaction that is positive and significant.
3. The direct test result of Consumer Satisfaction (M) on Consumer Loyalty (Y) shows a T-Statistic value of 8.022, which is greater than 1.96, and a P-Value of 0.000, which is less than 0.05. Thus, it can be concluded that there is a direct effect of Consumer Satisfaction on Consumer Loyalty that is positive and significant.
4. The direct test result of Product Quality (X1) on Consumer Loyalty (Y) shows a T-Statistic value of 0.027, which is less than 1.96, and a P-Value of 0.979, which is greater than 0.05.

Thus, it can be concluded that there is no direct effect between Product Quality and Consumer Loyalty.

- The direct test result of Service Quality (X2) on Consumer Loyalty (Y) shows a T-Statistic value of 0.958, which is less than 1.96, and a P-Value of 0.338, which is greater than 0.05. Thus, it can be concluded that there is no direct effect between Service Quality and Consumer Loyalty.

c. Indirect Effect Test

Indirect Effect testing aims to determine the indirect influence of exogenous latent constructs or variables on endogenous latent variables through the mediating role of a mediator variable. Indirect effect test results can be seen from the specific indirect effects output obtained through the Bootstrapping process, and the results of the indirect test are presented in Table 9.

Table 9.
Indirect Effect Test Results

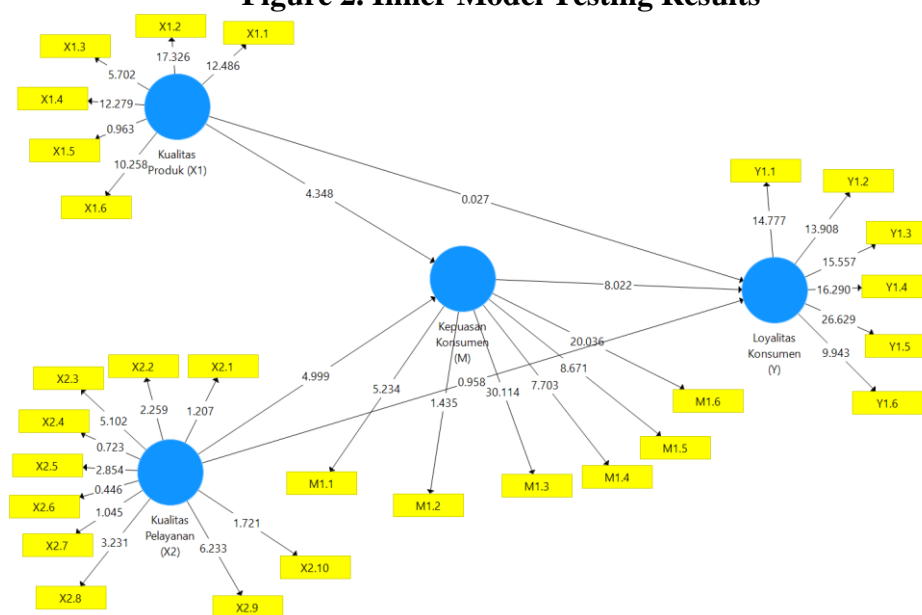
Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Product Quality → Consumer Satisfaction → Consumer Loyalty	0.272	4.651	0.000	Accepted
H7	Service Quality → Consumer Satisfaction → Consumer Loyalty	0.362	3.916	0.000	Accepted

Source: Processed Data, 2026

Based on the indirect hypothesis testing results displayed in Table 9, the Indirect Effect results can be described as follows:

- Based on the Indirect Effect test results, it is known that Product Quality (X1) has a positive and significant indirect effect on Consumer Loyalty (Y) through the Consumer Satisfaction (M) variable. This is evidenced by the T-Statistic value of 4.651, which is greater than 1.96, and the P-Value of 0.000, which is less than 0.05. Thus, it can be concluded that Product Quality significantly affects Consumer Loyalty through the mediating role of Consumer Satisfaction.
- Based on the Indirect Effect test results, it is known that Service Quality (X2) has a positive and significant indirect effect on Consumer Loyalty (Y) through the Consumer Satisfaction (M) variable. This is evidenced by the T-Statistic value of 3.916, which is greater than 1.96, and the P-Value of 0.000, which is less than 0.05. Thus, it can be concluded that Service Quality significantly affects Consumer Loyalty through the mediating role of Consumer Satisfaction.

Figure 2. Inner Model Testing Results



Source: Output SmartPLS, 2026

DISCUSSION

The Effect of Product Quality on Consumer Satisfaction

The results of this study show that product quality has a direct effect on customer satisfaction at Café Ente. This finding indicates that the better the product quality perceived by consumers, the higher the level of satisfaction they feel. Product quality reflected through taste, consistency of presentation, freshness of ingredients, and the suitability of the product with consumer expectations becomes an important factor in forming customers' positive evaluation of the consumption experience at Café Ente. When the product received is able to meet or exceed expectations, consumers tend to feel satisfied and assess that the purchase decision made was appropriate. The results of this study are in line with the concept of customer satisfaction which states that satisfaction arises as a result of a comparison between product performance and consumer expectations, so that superior product quality acts as a primary determinant in creating customer satisfaction. The results of this study are consistent with research conducted by Munawaroh & Alvionita (2025) and Khan et al (2025), which show that product quality has a direct effect on consumer satisfaction significantly.

The Effect of Service Quality on Consumer Satisfaction

The results show that service quality has a direct effect on customer satisfaction at Café Ente. This finding indicates that the service provided by employees, such as responsiveness in serving, friendliness, clarity of information, and ability to understand customer needs, plays an important role in shaping consumer satisfaction. Service perceived as good will create a positive experience during the consumption process, so customers feel valued and cared for. This condition encourages the emergence of satisfaction because the service received is in accordance with, or even exceeds, customer expectations. The results of this study support the concept of customer satisfaction which emphasizes that the quality of interaction between service providers and consumers is one of the main factors shaping satisfaction, especially in service industries such as cafés, where service experience is an inseparable part of the value perceived by customers. The results of this study are consistent

with research conducted by Wahyudi & Setiyarini (2024) and Nuriyana et al (2025), which show that service quality has a direct effect on consumer satisfaction significantly.

The Effect of Consumer Satisfaction on Consumer Loyalty

The results show that customer satisfaction has a direct effect on consumer loyalty at Café Ente. This finding indicates that consumers who feel satisfied with the consumption experience tend to show loyal behaviors, such as making repeat purchases, recommending Café Ente to others, and having the desire to continue choosing Café Ente compared to other cafés. Customer satisfaction formed from meeting expectations regarding product quality and service quality becomes the foundation for the emergence of consumer commitment to establish a long-term relationship with Café Ente. When consumers assess that the benefits obtained are equal to or exceed initial expectations, a positive attitude will be formed that encourages loyalty. The results of this study are in line with the concept of relationship marketing which places customer satisfaction as a key prerequisite in building and maintaining consumer loyalty, especially in service industries that have a high level of competition such as café businesses. The results of this study are consistent with research conducted by Masunggang et al (2024) and Nabila et al (2025), which show that consumer satisfaction has a direct effect on loyalty significantly.

The Effect of Product Quality on Consumer Loyalty

The results show that product quality does not have a direct effect on consumer loyalty at Café Ente. This finding indicates that even though product quality is perceived as good by consumers, it does not necessarily automatically encourage the formation of loyalty. This condition shows that consumer loyalty is not only determined by product aspects alone, but is also influenced by other experiential and emotional factors. In the context of Café Ente, consumers tend to view product quality as a basic requirement that must be fulfilled by every café, so good product quality is not enough to create a strong differentiator in encouraging loyalty. The results of this study are not in line with research conducted by Archie & Rita (2025) and Saputra et al (2025), which show that product quality has a direct effect on loyalty significantly.

The Effect of Service Quality on Consumer Loyalty

This finding indicates that the service provided has not been able to directly form loyalty, but has an important role in creating consumer satisfaction first. Service quality reflected through employee responsiveness, friendliness, reliability, and ability to meet customer needs will shape a positive experience during the consumption process. This experience encourages the emergence of satisfaction, which then becomes the basis for consumers to make repeat purchases and maintain a long-term relationship with Café Ente. The results of this study are not in line with research conducted by Fitriyah & Rohman (2024) and Girsang & Situmeang (2025), which show that service quality has a direct effect on loyalty significantly.

The Effect of Product Quality on Consumer Loyalty through Consumer Satisfaction

The results show that product quality has an indirect effect on consumer loyalty through the mediating role of consumer satisfaction at Café Ente. This finding indicates that good product quality does not directly form loyalty, but first influences the level of consumer satisfaction. When consumers assess that the product quality received meets expectations, it will generate satisfaction, which subsequently encourages loyal behaviors such as repeat purchases and recommendations to others. Thus, customer satisfaction acts as a linking mechanism that explains how product quality can contribute to building consumer loyalty.

This finding confirms that efforts to improve product quality need to be accompanied by creating experiences that generate satisfaction, so that consumer loyalty can be formed sustainably. The results of this study are consistent with research conducted by Kartika et al (2024) and Radito & Da Silva (2025), which show that product quality affects consumer loyalty through the mediating role of consumer satisfaction.

The Effect of Service Quality on Consumer Loyalty through Consumer Satisfaction

The results show that service quality has an indirect effect on consumer loyalty through the mediating role of consumer satisfaction at Café Ente. This finding indicates that the service provided has not been able to directly form loyalty, but has an important role in creating consumer satisfaction first. Service quality reflected through employee responsiveness, friendliness, reliability, and ability to meet customer needs will shape a positive experience during the consumption process. This experience encourages the emergence of satisfaction, which then becomes the basis for consumers to make repeat purchases and maintain a long-term relationship with Café Ente. Thus, customer satisfaction functions as a link that explains how service quality can contribute to the formation of consumer loyalty. This finding confirms that improving service quality needs to be directed toward creating satisfaction so that consumer loyalty can be achieved sustainably. The results of this study are consistent with research conducted by Yudhanto et al (2022) and Barus & Nisa (2025), which show that service quality affects consumer loyalty through the mediating role of consumer satisfaction.

CONCLUSION

Based on the results of the study that have been described in the previous chapter, several conclusions can be drawn as follows: the results of direct testing (Direct Effect) show that Product Quality and Service Quality significantly affect Consumer Satisfaction, and Consumer Satisfaction significantly affects Consumer Loyalty. Meanwhile, Product Quality and Service Quality do not affect Consumer Loyalty. Then, based on the results of indirect testing (Indirect Effect), it is known that both Product Quality and Service Quality significantly affect Consumer Loyalty through the mediating role of Consumer Satisfaction.

Based on the conclusions above, the following suggestions can be conveyed. It is suggested that Café Ente improve and maintain consistent product quality, especially in terms of taste, cleanliness, and presentation, because product quality is proven to directly affect consumer satisfaction. In addition, Café Ente is advised to continue improving service quality, such as service speed, employee friendliness, and the ability to respond to consumer complaints, in order to create a satisfying experience for consumers. Café Ente is also advised to make consumer satisfaction a main focus in the formulation and implementation of marketing and operational strategies, so that every policy and business activity carried out is able to provide a positive experience, meet consumer expectations, and encourage the creation of sustainable consumer loyalty. Future researchers are advised to add other variables that potentially influence satisfaction and consumer loyalty, such as price, café atmosphere, location, promotion, or other variables. Thus, the research results can provide a more comprehensive picture of the factors that influence consumer satisfaction and loyalty.

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