
THE EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT WARUNG MAKAN POPINA, SOUTHEAST PONTIANAK



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Abstract

This study aims to analyze the effect of product quality and price on customer loyalty with customer satisfaction as a mediating variable at Warung Makan Popina. This study uses a quantitative approach with an associative design. The sampling technique applied was purposive sampling, with the research population including all customers who had visited and made purchases at Warung Makan Popina. The number of respondents used in this study was 100 consumers who met the predetermined criteria. Data analysis was carried out using the Structural Equation Modeling (SEM) method with the assistance of SmartPLS 3 software. Model testing included evaluation of the outer model consisting of convergent validity testing, discriminant validity testing, Average Variance Extracted (AVE) values, and reliability testing. Furthermore, the inner model evaluation was conducted through testing the R-Square value, direct effects, and indirect effects. The results showed that product quality and price directly affect customer satisfaction. In addition, customer satisfaction and price were proven to have a direct effect on customer loyalty. However, other direct testing results indicated that product quality does not have a direct effect on customer loyalty. Furthermore, based on the results of indirect testing, product quality and price affect customer loyalty through the mediating role of customer satisfaction.

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

INTRODUCTION

Indonesia. Changes in people's lifestyles, increased income, and the development of social media have encouraged a growing public interest in trying various types of food and new restaurants. In general, a restaurant is a place managed as a business to provide food and beverage services. Restaurant businesses vary from fast food restaurants to family restaurants and luxury enterprises, which continue to grow along with the increasing public interest in food (Skawanti et al., 2024). Pontianak, as the capital city of West Kalimantan, has experienced rapid growth in the food and beverage industry in recent years, resulting in the proliferation of cafés and eateries across various areas.

One of these eateries is Warung Makan Popina. Warung Makan Popina was established in 2022 as a bistro and café located on Jalan Paris 1, Gang Palasari No. 4, Southeast Pontianak. This place is known as one of the local culinary destinations that offers a combination of Indonesian archipelago menus with creative modern touches in a comfortable and Instagrammable atmosphere. Warung Makan Popina is open from lunch until evening and provides a variety of main dishes, snacks, desserts, and beverages at relatively affordable prices. One aspect that makes Popina well known in Pontianak is the involvement of a chef with a background in a culinary television competition, Chef Riall Arief, a finalist of MasterChef Indonesia season 5. At Popina, Chef Riall presents distinctive Indonesian archipelago dishes such as Balinese mixed rice, Manado mixed rice, special fried rice, and pasta with unique Indonesian local spice flavors, all prepared directly by him. Chef Riall brings a culinary approach that combines professional techniques with the richness of traditional Indonesian cuisine, making the dining experience at Popina different from ordinary cafés.

Restaurants, as one form of service business, are required to offer delicious and high-quality food flavors to provide a pleasant experience for customers (Hamenda & Kristiningsih, 2026). Consequently, every culinary business actor is required to maintain product quality and establish appropriate pricing strategies in order to retain customers amid the abundance of available choices. One important aspect in maintaining the existence of a business in the culinary field is customer loyalty. Indrasari (2019) states that customer loyalty is a strong commitment of customers to repurchase, habitually use, remain consistent with a brand, be confident in its quality, and be willing to recommend products or services to others. This loyalty generally arises as an impact of customer satisfaction with positive experiences. Customer loyalty is important because it improves financial performance, sustains business continuity, increases company profits, and enhances customer satisfaction (Yuliani et al., 2024). Suryati (2019) states that customer satisfaction is the absence of a difference between expectations and the actual performance received. If expectations are high while performance is mediocre, satisfaction will not be achieved (customers are very likely to be disappointed).

Loyal customers not only make repeat purchases but also have the potential to recommend products to others through word of mouth (Word of Mouth (WOM) is communication from person to person that occurs when consumers share their experiences, opinions, or recommendations about a product or service with others, either directly or through digital media). However, customer loyalty does not arise automatically. There are various factors that influence it, such as product quality, price, and customer satisfaction. This is in line with the statement of Mulyana et al. (2020), who state that product quality and price are two important factors that greatly influence customer loyalty in the food and beverage industry. Therefore, it is very important for every company to provide products with

good quality and prices that are appropriate to the products and services obtained.

The first factor is product quality. Kotler and Keller (2016) state that product quality is the ability of a product to meet customer needs and desires. Products with good quality, such as delicious taste, fresh ingredients, attractive presentation, and consistent flavor, will provide higher satisfaction to customers. Product quality is the totality of characteristics inherent in a product to demonstrate good quality in order to build consumer trust. Superior product quality not only increases customer satisfaction but also fosters confidence and loyalty (Seruni et al., 2025).

The product quality offered by Warung Makan Popina consists of food and beverages with distinctive Indonesian archipelago flavors combined with modern touches. The menu includes main dishes, side dishes, and beverages, which are processed using quality ingredients and hygienic processing methods. The excellence of Warung Makan Popina's products lies in flavor consistency, attractive presentation, and menu innovation that follows the development of consumer tastes. This aims to provide satisfaction and a memorable dining experience for customers. With good product quality, it is expected to generate customer satisfaction and loyalty.

In addition to product quality, another factor that generates satisfaction and loyalty is price. Indrawati et al. (2024) state that price is the amount of money that customers must pay for the products they purchase. The concept of price is the amount of money required to purchase a combination of goods and services as a means of exchange. The level of a person's satisfaction with a product they purchase can be measured from the product's price (Nugroho & Yulianto, 2024). Based on data obtained from Warung Makan Popina, it is known that the food and beverage menu at Warung Makan Popina in Southeast Pontianak varies, with 50 types of food and beverages, where food prices range from IDR 8,000.00 to IDR 40,000.00. Meanwhile, beverage prices range from IDR 3,000.00 to IDR 26,000.00. It is also known that the pricing strategy at Warung Makan Popina in Pontianak considers the purchasing power of the community, production costs, and competitor prices in the Pontianak area. The prices set are affordable and competitive and are considered proportional to the quality of products received by consumers. With this pricing strategy, Warung Makan Popina seeks to attract various customer segments, ranging from students and university students to families. For consumers, price is a consideration in making purchasing decisions, because product prices influence consumer perceptions of the product (Rizka & Sirait, 2024).

With good product quality and prices that are aligned with services that meet consumer expectations, customer satisfaction can be generated. Satisfied consumers tend to maintain the use of products or services from the company and do not seek alternatives from competitors; thus, consumers are more likely to become loyal customers who maintain long-term relationships with product or service providers (Pratiwi et al., 2024). Satisfaction is one indicator of company success because it influences sales levels. When customers feel satisfied, they tend to continue using the products offered, become loyal, and ultimately make repeat purchases (Jonelvi et al., 2026).

Various previous studies indicate that product quality and price are important factors influencing customer satisfaction and loyalty, especially in the culinary sector. Several studies have found that product quality and price directly affect customer loyalty, while other studies emphasize the role of customer satisfaction as a key determinant in forming long-term loyalty. However, research results related to direct and indirect relationships among these variables still show differences in findings, particularly regarding the position of

customer satisfaction as an intervening variable.

In addition, most previous studies have been conducted on large-scale restaurants, national franchises, or modern culinary businesses in major cities. Research that specifically examines local eateries with more heterogeneous consumer characteristics, particularly in the Southeast Pontianak area, is still relatively limited. In fact, local eateries have different price dynamics, perceptions of product quality, and patterns of customer satisfaction and loyalty compared to large-scale restaurants. Based on these conditions, empirical research is needed to test the effect of product quality and price on customer loyalty by incorporating customer satisfaction as an intervening variable in the context of local eateries. This study is expected to fill the research gap related to the mediating role of customer satisfaction and enrich studies on consumer behavior in the small-scale culinary business sector in regional areas.

REVIEW OF LITERATURE

Product Quality

Ratmono & Sumadi (2025) state that product quality is a concept in which a product has value that can satisfy consumers or customers both physically and psychologically, as indicated by attributes or characteristics inherent in a good or outcome. Kotler & Armstrong (2018) in Yonatan & Rosalina (2025) define product quality as characteristics that determine the extent to which a product can meet customer needs. Wijaya (2018) states that there are several indicators to measure product quality in the food and beverage sector, including:

1. Freshness, food freshness is usually defined as a statement of freshness related to the texture, taste, and aroma of food.
2. Presentation, food presentation is a way of serving food to consumers to be enjoyed as a whole, with colors and compositions arranged and adjusted attractively to increase appetite.
3. Well cooked, food to be served to consumers should be properly and hygienically cooked or processed so that it is safe for consumption by consumers or customers.
4. Variety of food, food variety in restaurants reflects the number of different menu items offered by restaurants to customers or consumers.

Price

According to Pertiwi & Yulianto (2016) in Oktaviani & Sumaryanto (2024), price is a value expressed in rupiah used for exchange or transactions that must be paid by consumers to receive goods or services. Meanwhile, Sari & Harwiki (2024) state that price is a certain amount of money charged for a product or a set of values exchanged by consumers for the benefits of using or owning a product. Indrawati et al. (2024) state that there are several indicators to measure price, including:

1. Price in accordance with product quality. Price determines how good the quality of a product is; by comparing prices, consumers can compare product quality. People tend to assume that the higher the price, the better the product quality.
2. Price in accordance with benefits. A product is considered expensive by consumers if the cost incurred is not proportional to the benefits provided by the product. Consumers tend to purchase products if they obtain benefits that are greater than or equal to the costs they incur.
3. Price suitability with ability or price competitiveness. As a consideration when purchasing products, consumers usually compare the price of a product with the prices of competing products.

Customer Satisfaction

Tjiptono & Chandra (2012) in Lestari et al. (2023) explain that customer satisfaction is a customer response to an evaluation of the perceived difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product. Sunyanto (2013) in Triyoko (2022) states that consumer satisfaction is the level of a person's feeling after comparing perceived results or performance with expectations. Indrasari (2019) states that there are three dimensions to measure consumer satisfaction, including:

1. Expectation conformity, satisfaction is not measured directly but inferred based on the conformity or discrepancy between customer expectations and the company's actual performance.
2. Interest in revisiting, customer satisfaction is measured by asking whether customers want to repurchase or reuse the company's services.
3. Attributes related to purchase, satisfaction dimensions related to attributes of the decision to purchase or not from producers, such as ease of obtaining information, employee courtesy, and the influence of company reputation.

Customer Loyalty

Azzahro & Syihabuddin (2025) state that customer loyalty is a customer's commitment to continue choosing a product or service over a long period. Aslamiyah & Putra (2024) state that customer loyalty is customer allegiance to a product determined by customer satisfaction. Customer loyalty is a company's goal to achieve long-term profits. Firmansyah (2018) states that there are several indicators to measure loyalty, including:

1. Repeat purchase, referring to customers who repeatedly purchase or use products or services regularly from the same company because they are satisfied with the products or services.
2. Resistance to competitors, referring to customers who remain loyal to the company despite negative influences from competitors, such as promotions or discounts offered by competitors.
3. Recommending to others, referring to customers who voluntarily recommend the company's products or services to others, either directly or through social media.

RESEARCH METHOD

This study uses a quantitative approach with an associative design. Associative research aims to identify and analyze relationships between two or more variables (Siregar, 2017). Through this approach, the research not only explains the phenomena studied but also has predictive capabilities and provides a basis for controlling the observed phenomena. The types of data used in this study consist of primary data and secondary data. Primary data were collected through the distribution of questionnaires to customers of Warung Makan Popina in Southeast Pontianak. Secondary data were sourced from scientific journals, reference books, and previous studies relevant to the variables of product quality, price, customer satisfaction, and customer loyalty, supported by menu and price lists, as well as financial or sales reports of Warung Makan Popina in Southeast Pontianak.

The population in this study includes all consumers who have visited and made purchases at Warung Makan Popina, with an unknown population size. Sample size determination was conducted using the Purba (2006) formula in Sujarweni (2019), which indicates that an appropriate sample size for this study is 96.04 respondents. Therefore, the

researchers determined a sample size of 100 respondents. The sampling technique used was purposive sampling. Purposive sampling is a sampling technique based on certain criteria determined by the researcher (Siregar, 2017). The respondent criteria in this study include: (1) consumers aged at least 18 years and (2) consumers who have made purchases and visited Warung Makan Popina more than once.

This study uses three types of variables: independent variables, intervening variables, and dependent variables. The independent variables consist of Product Quality (X1) and Price (X2). The intervening variable is Customer Satisfaction (Z). The dependent variable is Customer Loyalty (Y). The measurement scale used in this study is the Likert scale. Sugiyono (2019) states that the Likert scale is a tool for measuring behavior, opinions, and perceptions of individuals or groups regarding social phenomena. The Likert scale used ranges from 1 to 5, where 1 means strongly disagree and 5 means strongly agree.

To test the hypothesis model, this study uses Structural Equation Modeling (SEM). Data analysis consists of Measurement Model Testing (Outer Model) and Structural Model Testing (Inner Model). The Outer Model is evaluated using convergent validity, discriminant validity, Average Variance Extracted (AVE), and reliability tests measured by Cronbach's Alpha and Composite Reliability. The Inner Model is evaluated through R-Square testing, direct effect testing, and indirect effect testing. Data analysis was conducted using SmartPLS version 3 software.

RESULTS AND DISCUSSION

Test Model Pengukuran atau Outer Model

a. Convergent Validity Test

In general, an indicator is considered to have met convergent validity if it has a loading factor value above 0.7, as this value indicates a strong relationship between the indicator and the construct being measured. The results of the convergent validity test for all variables in this study are shown in Table 1.

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Product Quality (X1)	X1.1	0.775	Valid
	X1.2	0.788	
	X1.3	0.837	
	X1.4	0.834	
	X1.5	0.781	
	X1.6	0.737	
	X1.7	0.790	
	X1.8	0.770	
Price (X2)	X2.1	0.888	Valid
	X2.2	0.869	
	X2.3	0.745	
	X2.4	0.840	
	X2.5	0.796	
	X2.6	0.845	
	X2.7	0.854	
	X2.8	0.836	
	Z.1	0.774	

Customer Satisfaction (Z)	Z.2	0.799	Valid
	Z.3	0.780	
	Z.4	0.847	
	Z.5	0.782	
	Z.6	0.823	
Customer Loyalty (Y)	Y.1	0.858	Valid
	Y.2	0.868	
	Y.3	0.814	
	Y.4	0.875	
	Y.5	0.776	
	Y.6	0.812	

Source: Processed Data, 2026

Based on the convergent validity test results shown in Table 1, all indicators forming the variables Product Quality (X1), Price (X2), Customer Satisfaction (Z), and Customer Loyalty (Y) have loading factor values above 0.7. These values indicate that each indicator has an adequate level of association with the latent construct being measured, thus consistently representing each variable. Therefore, all indicators in this study meet the criteria as measurement instruments for the variables studied.

b. Discriminant Validity Test

Discriminant validity testing was conducted using the Fornell–Larcker criterion to evaluate the ability of a construct to empirically distinguish itself from other constructs. Table 2 presents the discriminant validity results.

Table 2. Discriminant Validity Test Results

Variable	Price	Customer Satisfaction	Product Quality	Customer Loyalty
Price	0.835			
Customer Satisfaction	0.651	0.801		
Product Quality	0.441	0.577	0.790	
Customer Loyalty	0.597	0.601	0.580	0.835

Source: Processed Data, 2026

Based on Table 2, each construct has a Fornell–Larcker value greater than its correlation with other constructs, indicating that the indicators for each construct measure their respective constructs more strongly than other constructs. Additionally, all Fornell–Larcker values exceed 0.70, indicating that each construct can be clearly distinguished without overlapping in measurement.

c. Average Variance Extracted (AVE)

The next method to assess construct validity can be conducted by examining the Average Variance Extracted (AVE). A construct is considered valid if it has an AVE value > 0.5. The AVE values in this study can be seen in Table 3 below:

Table 3. AVE Test Results

CONSTRUCT	AVE
Product Quality (X1)	0.623
Price (X2)	0.698
Customer Satisfaction (Z)	0.642
Customer Loyalty (Y)	0.697

Source: Processed Data, 2026

Based on the results of the Average Variance Extracted (AVE) test presented in Table 3 above, it is known that all variables in this study have AVE values that exceed the threshold of 0.5. These results indicate that each construct is able to adequately explain the variance of its indicators in accordance with the established criteria. Thus, the indicators used in this study are considered appropriate to represent the variables analyzed in the research model.

d. Reliability Test

In this study, reliability testing uses the Cronbach's Alpha and Composite Reliability assessment methods. Composite reliability testing in the measurement model aims to assess the level of internal consistency of a construct in measuring research variables. The Composite Reliability value is considered to meet the reliability criteria if it has a value greater than 0.7, indicating that the construct has a good level of reliability. In addition, to strengthen the reliability test results, Cronbach's Alpha is also used with a minimum threshold of 0.6 as an indicator that the construct has met the reliable criteria. The reliability test results are presented in Table 4.

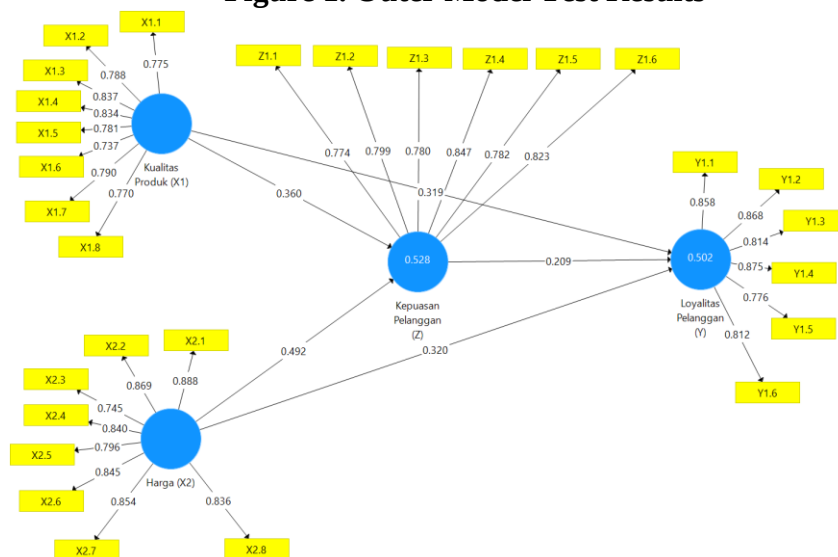
Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Product Quality (X1)	0.914	0.930
Price (X2)	0.938	0.948
Customer Satisfaction (Z)	0.888	0.915
Customer Loyalty (Y)	0.913	0.932

Source: Processed Data, 2026

Based on the reliability test results presented in Table 4 above, it can be seen that all constructs in the research model have met the reliability criteria. This is indicated by Composite Reliability values greater than 0.7 and Cronbach's Alpha values exceeding 0.6. Thus, it can be concluded that all indicators in each variable have a good level of reliability and are appropriate to be used as measurement instruments in this study.

Figure 1. Outer Model Test Results



Source: SmartPLS Output, 2026

Structural Model Test or Inner Model

a. Coefficient of Determination test (*R-Square*)

This coefficient of determination test is conducted to determine the magnitude of the contribution of exogenous constructs in explaining endogenous constructs in the research model. The R^2 value ranges from 0 to 1, where a value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak. The results are shown in Table 5 below.

Table 5. R-Square Test Results

Endogen Variable	R-square	Adjusted R-square
Customer Satisfaction (Z)	0.528	0.518
Customer Loyalty (Y)	0.502	0.486

Source: Processed Data, 2026

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

1. The Adjusted R-Square value for Customer Satisfaction (Z) of 0.518 indicates that simultaneously the Product Quality (X1) and Price (X2) variables are able to explain 51.8% of the variation in Customer Satisfaction. Meanwhile, the remaining 48.2% of variation is influenced by other factors not included in this research model. Furthermore, the R-Square value of 0.528 indicates that the contribution of Product Quality and Price to Customer Satisfaction is at a moderate level of influence.
2. The Adjusted R-Square value obtained for Customer Loyalty (Y) of 0.486 indicates that the Product Quality (X1), Price (X2), and Customer Satisfaction (Z) variables together are able to explain 48.6% of the variation in Customer Loyalty. The remaining 51.4% is explained by other variables outside the research model. Furthermore, the R-Square value of 0.502 indicates that the influence of Product Quality, Price, and Customer Satisfaction on Customer Loyalty is categorized as moderate.

b. Direct Effect Test

Direct Effect is a test that 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, with the results shown in Table 6.

Table 6. Direct Effect Test Results

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Product Quality → Customer Satisfaction	0.431	4.640	0.000	Accepted
H2	Price → Customer Satisfaction	0.416	4.140	0.000	Accepted
H3	Customer Satisfaction → Customer Loyalty	0.352	2.595	0.010	Accepted
H4	Product Quality → Customer Loyalty	0.197	1.518	0.130	Rejected
H5	Price → Customer Loyalty	0.300	2.404	0.017	Accepted

Source: Processed Data, 2026

Based on the results of direct hypothesis testing shown in Table 6 above, the Direct Effect results can be described as follows:

1. Based on the direct test of Product Quality (X1) on Customer Satisfaction (Z), a T-Statistic value of 4.640 was obtained, 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 significant direct effect of Product Quality on Customer Satisfaction.
2. Based on the direct test of Price (X2) on Customer Satisfaction (Z), a T-Statistic value of 4.140 was obtained, 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 significant direct effect of Price on Customer Satisfaction.
3. Based on the direct test of Customer Satisfaction (Z) on Customer Loyalty (Y), a T-Statistic value of 2.595 was obtained, which is greater than 1.96, and a P-Value of 0.010, which is less than 0.05. Thus, it can be concluded that there is a significant direct effect of Customer Satisfaction on Customer Loyalty.
4. Based on the direct test of Product Quality (X1) on Customer Loyalty (Y), a T-Statistic value of 1.518 was obtained, which is less than 1.96, and a P-Value of 0.130, which is greater than 0.05. Thus, it can be concluded that there is no significant direct effect of Product Quality on Customer Loyalty.
5. Based on the direct test of Price (X2) on Customer Loyalty (Y), a T-Statistic value of 2.404 was obtained, which is greater than 1.96, and a P-Value of 0.017, which is less than 0.05. Thus, it can be concluded that there is a significant direct effect of Price on Customer Loyalty.

c. Indirect Effect Test

Indirect Effect is a test that aims to determine the indirect influence of exogenous latent constructs or variables on endogenous latent variables through the role of a mediating variable. The results of the indirect effect test can be seen from the specific indirect effects output obtained through the bootstrapping process. The indirect effect test results are shown in Table 7.

Table 7. Indirect Effect Test Results

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Product Quality → Customer Satisfaction → Customer Loyalty	0.152	2.077	0.038	Accepted
H7	Price → Customer Satisfaction → Customer Loyalty	0.146	2.124	0.034	Accepted

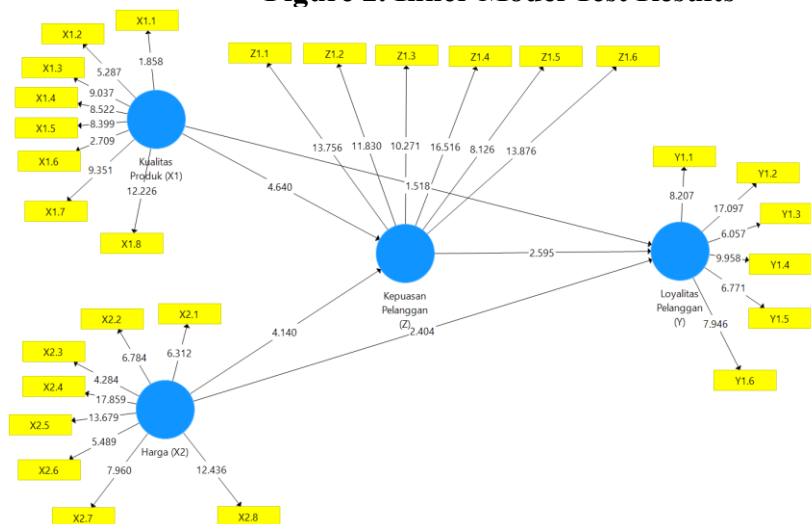
Source: Processed Data, 2026

Based on the results of indirect hypothesis testing shown in Table 7 above, the Indirect Effect results can be described as follows:

1. Based on the Indirect Effect test results, it is known that Product Quality (X1) obtained a T-Statistic value of 2.077, which is greater than 1.96, and a P-Value of 0.038, which is less than 0.05. Thus, it can be concluded that Product Quality has a significant indirect effect on Customer Loyalty through the mediating role of Customer Satisfaction.
2. Based on the Indirect Effect test results, it is known that Price (X2) obtained a T-Statistic value of 2.124, which is greater than 1.96, and a P-Value of 0.034, which is less than 0.05.

Thus, it can be concluded that Price has a significant indirect effect on Customer Loyalty through the mediating role of Customer Satisfaction.

Figure 2. Inner Model Test Results



Source: SmartPLS Output, 2026

DISCUSSION

The Effect of Product Quality on Customer Satisfaction

The results show that product quality has a positive and significant effect on customer satisfaction at Warung Makan Popina in Southeast Pontianak, indicating that the better the product quality perceived by consumers, the higher the level of satisfaction obtained. Product quality reflected in food taste, freshness of ingredients, presentation, and menu consistency is an important factor in shaping customers' assessments of their consumption experience. This finding shows that customers of Warung Makan Popina place product quality as the main element in evaluating satisfaction, because products that meet or exceed expectations will result in feelings of satisfaction. The results of this study are in line with the research conducted by Putri & Ariyanto (2024) and Fadil et al. (2024), which show that product quality affects customer satisfaction. Therefore, maintaining and consistently improving product quality is an important strategy for Warung Makan Popina to sustain high levels of customer satisfaction and support the formation of customer loyalty in the future.

The Effect of Price on Customer Satisfaction

The results show that price has a positive and significant effect on customer satisfaction at Warung Makan Popina in Southeast Pontianak, indicating that the level of price suitability with the product quality received is an important consideration for consumers in assessing satisfaction. Prices perceived as affordable, reasonable, and proportional to portions and taste are able to provide a good value perception for customers, thereby encouraging satisfaction. This finding indicates that consumers of Warung Makan Popina are sensitive to price, especially in the context of local culinary businesses, where purchasing decisions are strongly influenced by consumers' ability to balance the benefits obtained with the sacrifices incurred. The results of this study are in line with the research conducted by Permata & Habib (2024) and Sitamma et al. (2025), which show that price affects customer satisfaction. Therefore, appropriate and consistent pricing is an important strategy for Warung Makan Popina to maintain customer satisfaction levels and create a positive value

perception in consumers' minds.

The Effect of Customer Satisfaction on Customer Loyalty

The results show that customer satisfaction has a positive and significant effect on customer loyalty at Warung Makan Popina in Southeast Pontianak, indicating that the level of satisfaction felt by consumers is an important factor in encouraging loyal behavior. Customers who are satisfied with their consumption experience, both in terms of product quality and price suitability, tend to have the desire to make repeat purchases, maintain a relationship with the eatery, and recommend it to others. This finding indicates that customer satisfaction serves as the main foundation in the formation of loyalty, because consistent satisfaction will create trust and long-term commitment to the culinary business. The results of this study are in line with the research conducted by Rinata et al. (2024) and Vincentlie and Lego (2025), which show that customer satisfaction affects customer loyalty. Therefore, Warung Makan Popina needs to prioritize customer satisfaction strategically to strengthen customer loyalty and maintain business sustainability amid increasingly intense competition.

The Effect of Product Quality on Customer Loyalty

The results show that product quality does not have a direct effect on customer loyalty at Warung Makan Popina in Southeast Pontianak. This finding indicates that although consumers perceive the product quality served as good, it does not necessarily directly encourage the formation of customer loyalty. This condition indicates that customer loyalty is not determined solely by product quality, but is influenced by other factors, particularly customer satisfaction formed from the overall consumption experience. In the context of local culinary businesses, consumers tend to consider overall value aspects, such as price suitability, service, and comfort, before deciding to become loyal customers. This finding strengthens the view that product quality plays more of a supporting role that works through customer satisfaction rather than being a direct determinant of loyalty. Therefore, improvements in product quality need to be accompanied by efforts to create consistent customer satisfaction so that it can effectively contribute to the formation of customer loyalty. The results of this study are not in line with the research conducted by Febryanti et al. (2024) and Siagian & Wattimena (2025), which show that product quality affects customer loyalty.

The Effect of Price on Customer Loyalty

The results show that price has a positive and significant effect on customer loyalty at Warung Makan Popina in Southeast Pontianak. This finding indicates that price suitability with the benefits received by customers is an important factor in encouraging loyal behavior, such as the desire to make repeat purchases and maintain the choice of the same eatery. Prices perceived as affordable and proportional to the product quality offered are able to create a positive value perception in consumers' minds, thereby strengthening customers' commitment to remain loyal. In the context of local culinary businesses, customers tend to have high price sensitivity, so appropriate pricing can become a competitive advantage in maintaining loyalty. This finding aligns with the view that price not only functions as an exchange tool but also as a value indicator that influences consumer decisions in the long term. Therefore, fair and consistent pricing strategies need to be maintained by Warung Makan Popina to sustain customer loyalty amid increasingly competitive culinary business competition. The results of this study are in line with the research conducted by Setiyawan & Kusuma (2024) and Adawiyah et al. (2025), which show that price affects customer loyalty.

The Effect of Product Quality on Customer Loyalty through Customer Satisfaction

The results show that product quality has a significant indirect effect on customer loyalty through the mediation of customer satisfaction at Warung Makan Popina in Southeast Pontianak. This finding indicates that good product quality first forms customer satisfaction before ultimately encouraging the creation of loyalty. In other words, product quality does not directly determine customer loyalty, but plays an important role in increasing satisfaction, which then becomes the basis for consumers to make repeat purchases and maintain relationships with the eatery. This condition indicates that customers assess product quality as part of the overall consumption experience, where taste, presentation, and menu consistency contribute to perceived satisfaction. Satisfaction that is created continuously subsequently strengthens trust and customer commitment, thereby encouraging the formation of loyalty. Therefore, improving product quality needs to be directed toward efforts to create consistent customer satisfaction so that it can have a real impact on customer loyalty. This study is in line with research conducted by Firdiansyah et al. (2022) and Ariviah et al. (2025), which show that product quality has an indirect effect on customer loyalty through the mediating role of customer satisfaction.

The Effect of Price on Customer Loyalty through Customer Satisfaction

The results show that price has a significant indirect effect on customer loyalty through the mediation of customer satisfaction at Warung Makan Popina in Southeast Pontianak. This finding indicates that consumers' perceptions of reasonable prices and those aligned with the benefits received first form customer satisfaction before ultimately encouraging loyalty. Prices perceived as affordable and proportional to product quality and the overall consumption experience are able to create satisfaction, which then influences customers' desire to make repeat purchases and continue choosing Warung Makan Popina. This indicates that price does not directly determine loyalty, but works through the mechanism of customer satisfaction as an intermediary factor. Satisfaction that is formed consistently will strengthen trust and customer commitment in the long term. Therefore, appropriate pricing that meets consumer expectations is an important strategy to increase customer satisfaction and indirectly strengthen customer loyalty. The results of this study are in line with research conducted by Wijaya & Nasir (2024) and Nada & Nur (2025), which show that price has an indirect effect on customer loyalty through the mediating role of customer satisfaction.

CONCLUSION

Based on the results of the study that have been described in the previous chapter, several conclusions can be drawn as follows: based on the direct effect testing results, it is known that Product Quality and Price have a significant effect on Customer Satisfaction. Then, Price and Customer Satisfaction have a significant effect on Customer Loyalty. Meanwhile, Product Quality does not have a direct effect on Customer Loyalty. And based on the indirect effect testing results, it is known that both Product Quality and Price have a significant effect on Customer Loyalty through the mediating role of Customer Satisfaction.

Based on the conclusions above, the following suggestions can be conveyed. Warung Makan Popina is expected to continue improving the quality of the products offered, both in terms of taste, cleanliness, and appearance, to increase customer satisfaction levels which will ultimately impact their loyalty. In addition, Warung Makan Popina is expected to consider and adjust prices to customers' purchasing power while maintaining product quality, in order to create perceived value and encourage customers to become loyal customers.

Warung Makan Popina is advised to conduct customer satisfaction surveys regularly to determine customer perceptions of the products and prices offered. The restaurant can use the results of this study to design marketing strategies that are more focused on improving product quality and setting prices that meet customer expectations. Furthermore, marketing strategies that emphasize customer satisfaction can strengthen customer loyalty, thereby creating a longer-lasting relationship between the eatery and customers. Future researchers are advised to add other variables that may influence customer satisfaction and loyalty, such as location, promotion, facilities, store atmosphere, or other variables. Future studies are also expected to increase the sample size and use different research techniques.

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