

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CONSUMER LOYALTY WITH CONSUMER SATISFACTION AS A MEDIATOR

Alicia Hanna Fadilla¹, Rahma Pratiwi², Adji Rahim Ramdhan³, Fahmi Azhar Nst⁴, Sri Rahayu⁵

^{*1,2,3,4}Universitas Muhammadiyah Sumatera Utara, Indonesia

⁵Universitas Islam Sumatera Utara

^{*1}email: aliciafadillah18@gmail.com

Abstract: This study aims to analyze the influence of product quality and price on consumer loyalty with consumer satisfaction as a mediating variable. In an era of increasingly fierce business competition, understanding the relationship between these factors is essential for a company's sustainability. The research method involves qualitative and quantitative analysis of various academic literature as well as empirical data to identify the relationship between variables. The results show that product quality and price have a significant influence on consumer satisfaction, which in turn mediates consumer loyalty. High product quality increases consumer confidence, while competitive prices create a fair perception of value. Consumer satisfaction has proven to be a key factor in strengthening the relationship between product quality, price, and consumer loyalty. This research provides practical insights for companies to improve their marketing strategies, through focusing on product quality and optimal pricing to create a loyal consumer base.

Keywords: Product quality, price, customer satisfaction, customer loyalty.

Introduction

In the era of globalization of the business world, it is often encountered with the occurrence of international business unification relations between countries, this situation causes the emergence of many new business actors along with the creation of new products. In business innovation, it will not run away from the words create, seek, form, implement and expand, this is something that is often done by actors who develop business businesses in order to be able to carry out their markets both regionally and internationally (Rizeki & Dini, 2021).

Market demand and opportunities to enter must be carefully utilized by producers and importers in the potential market, the potential market can be observed through the development of the times, namely towards technology such as being able to market through social media which can be said to be quite extensive in influencing the potential market. Every business person who has been running the market for a long time, must maintain consistency with the brand of the product or service they have in order to remain superior because consumers will certainly always remember the brand of the product or service that they have encountered in the past (Jennifer & Buntu Lulita, 2023).

The competition of companies has been attributed to the personal nature of customers with the brand itself. Marketers generally want the customers they create to be retained forever. But this is not easy, considering the many competitors in the same product. A

customer or customer can be a loyal or loyal customer because the customer is satisfied with a particular product brand. The key to customer service lies in a serious and continuous commitment to maintaining customer satisfaction. Customer loyalty can be the basis for the development of a sustainable competitive advantage through marketing efforts. Success in marketing is determined by the volume of product purchases by customers.

The sales level of a company's products can be affected by several things, including price, brand image itself and customer satisfaction with a product used. Customer loyalty in this study is a goal variable. Based on the results of previous research by Kabu Khadka and Soniya Maharjan, (2017), customer satisfaction and loyalty are the top priorities for the company's success and profits. Customer satisfaction has a positive effect in shaping customer loyalty. Satisfaction is a matter of concern for companies. Usually, customers who are dissatisfied with a product can easily move to another brand due to a loss of trust in the brand or brands. This study tries to see the correlation of price, and the variable of product quality as an independent variable, and loyalty as a dependent variable with satisfaction as a mediating variable. The objectives of this study are: (a) to find out whether the price has an effect on customer satisfaction and customer loyalty; (b) to find out whether the quality of the product affects customer satisfaction and customer loyalty; (c) to find out whether customer satisfaction affects customer loyalty (Wantara & Tambrin, 2019).

Therefore, every businessman, whether they have been running a business for a long time or those who are new to the market, are obliged to observe each other's movements so as not to be outdated. Every business person must have the right and effective strategy for their market, so that consumers will have the intention to make repeated purchases and not change their minds, which can be called consumer loyalty (Gultom et al., 2020).

The two main factors that are often discussed in marketing literature are product quality and price. Product quality refers to the extent to which a product meets or even exceeds consumer expectations. High-quality products tend to provide a positive experience for consumers, which can increase their satisfaction. On the other hand, price is an important element that influences purchase decisions. Competitive prices can attract consumers' attention, but if they are considered too high, they can reduce buying interest. Therefore, companies must find a balance between quality and price to create optimal value for consumers.

Product quality affects a purchase decision, especially for repurchases. According to Kotler and Armstrong (2007: 347) product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, precision produced, ease of operation and repair, and other valuable attributes of the product as a whole. Looking at some of the functions above, the role of product quality is the basis for restaurant or restaurant owners in determining the value or price of a product (Pramesti & Chasanah, 2021).

Price is the only element of the marketing mix that is often used as a consideration for consumers in making purchases cannot be ruled out by the company. Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information. The role of allocation is the function of price in helping buyers to decide how to

obtain the highest expected benefit or utility based on their purchasing power. Meanwhile, the role of information is the function of price in educating consumers about product factors, such as quality. This is beneficial in situations where buyers have difficulty assessing the product factors or benefits objectively.

Product quality and price are important elements in marketing strategies to create customer satisfaction and build customer loyalty. In the context of an increasingly competitive market, companies must be able to provide high-quality products and prices that match consumer expectations. Consumer loyalty is not only determined by the perception of the product or price but is also influenced by the level of satisfaction felt by consumers (Kotler et al., 2019).

Consumer loyalty is also one of the important aspects of a sustainable marketing strategy and is a key focus for many companies in various industries. In the context of increasingly fierce competition, companies are not only required to attract new consumers, but also to retain existing consumers. Consumer loyalty not only contributes to increased sales, but it can also reduce marketing costs and improve brand reputation. Therefore, understanding the factors that affect consumer loyalty is crucial.

The role of product quality and product price can determine the level of customer satisfaction. Customer satisfaction is a feeling or emotional assessment of customers for the use of a product/service where their expectations and needs are met (Fasochah et al., 2013:8). Product quality and price, if managed correctly, restaurant or restaurant owners will get loyalty to their food products from customers. Before getting customer loyalty, restaurant or restaurant owners can pay attention to the importance of customer satisfaction, customer satisfaction can be a benchmark for the success of a restaurant or restaurant in selling its food products.

Customer satisfaction as defined by Kotler and Keller (2005) shows that customer satisfaction refers more to feelings of pleasure or disappointment from someone who appears after comparing the product or service of what they think with what they get. This statement can be interpreted that if the customer is satisfied, it is likely that the customer will stick with the product for a long time. Likewise, customer satisfaction is also a measure of success which also has an impact on sales levels. Customer satisfaction will lead to the emergence of customer loyalty. Customer loyalty is a customer's commitment to a brand, based on a very positive attitude and reflected in consistent repurchases.

Consumer satisfaction acts as a bridge between product quality, price, and consumer loyalty. When consumers are satisfied with the product they bought, they are more likely to return to buy and recommend the product to others. Conversely, dissatisfaction can cause consumers to switch to other brands. In this context, consumer satisfaction can be considered as a mediator that connects product quality and price with consumer loyalty.

This study aims to analyze the influence of product quality and price on consumer loyalty, with consumer satisfaction as the mediator variable. By understanding these relationships, companies can formulate more effective strategies to increase consumer loyalty. This research is expected to contribute to marketing literature and provide practical insights

for companies in managing relationships with consumers. Through this research, it is hoped that recommendations that can be applied to improve product quality, set competitive prices, and ultimately, increase consumer loyalty.

Research like this has been researched before, therefore there is a research gap. Several studies on the influence of service quality, product quality and price on customer loyalty through customer satisfaction, one of which is research which proves that there is a positive and significant influence of product quality on loyalty, There is a positive and significant influence of price on loyalty, there is a positive and significant influence on customer satisfaction. Other research such as which shows that the quality of the service and the quality of the products provided provide satisfaction for customers who make them loyalists (Sholikhah & Hadita, 2023).

Based on phenomena, problems and from several previous studies, therefore the author will conduct a research entitled "The Influence of Product Quality and Price on Consumer Loyalty with Consumer Satisfaction as a Mediator".

Literature Review

Product Quality

Product quality is an important factor in business management, both in the academic and commercial fields. According to Hanaysha & Hilman (2014) who researched the influence of product quality. Product quality is one of the main factors that influence consumer purchasing decisions and loyalty. According to Garvin (1984), product quality can be measured through five dimensions: performance, features, reliability, conformity, and durability. High quality not only meets consumer expectations but can also create a positive experience that contributes to consumer satisfaction. Research by Aaker (1991) shows that good product quality can improve brand image and create long-term loyalty. In this context, companies that focus on improving product quality tend to have a more loyal customer base.

The quality of a product is very important. Superior products are more valuable than inferior ones. The totality of the attributes of a product that depends on its capacity to meet explicit or implicit needs is referred to as its quality. Consumer confidence in the choice of a product will increase along with product quality (Anwar, 2023).

Product quality, as defined by (Tjiptono, 2008), consists of eight factors: performance, durability, conformity to specifications, features, reliability, aesthetics, perceived quality, and ease of service. Product quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of customer needs. The best way for businesses to get customers' attention is by offering high-quality items. Product quality is the action that a company takes to compete with its competitors in the market by establishing a series of significant differences between the products or services it offers and those of its competitors. This allows customers to see or believe that quality products offer the added value they expect (Nurfauzi et al., 2023)

Price

Price is the amount of money needed to buy a certain number of goods, services, or a combination of both. When it comes to pricing decision-making, the second controlling factor that can be controlled by sales or marketing management is price. Prices that are too high will make customers believe that our products are of high quality and superior luxury (Nurfauzi et

al., 2023). Price is an important element in marketing strategies that affects the perception of product value in the eyes of consumers. According to (Kotler, 2018), price not only serves as a cost, but also as a signal of quality. Proper pricing can attract consumers and increase their satisfaction. Consumers tend to compare the price of products with the value they receive. If consumers feel that the price paid is proportional to the quality received, they will be more satisfied and loyal to the brand. Conversely, prices that are considered too high can reduce buying interest and reduce loyalty.

Consumer Loyalty

Consumer loyalty is defined as a consumer's commitment to continue buying products from a particular brand, despite the influence of external factors such as price and promotion. According to Oliver (1999), consumer loyalty is formed through positive experiences obtained from the products and services provided. Research by Dick and Basu (1994) identified two dimensions of loyalty: behavioral loyalty (purchase frequency) and attitude loyalty (emotional commitment to the brand). High loyalty can provide a competitive advantage for the company, including increased sales and reduced customer acquisition costs.

Customer loyalty can be the basis for the development of a sustainable competitive advantage through marketing efforts. Success in marketing is shown by the large volume of product purchases by customers (Diputra & Yasa, 2021). The sales level of a company's products can be influenced by several things, including product quality, brand image, brand trust, and customer satisfaction with a product used (Wantara & Tambrin, 2019). Customer satisfaction and loyalty are top priorities for the company's success and excellence. Customer satisfaction has a positive and significant effect on shaping customer loyalty. Satisfaction is a problem that is a concern for a company. In an effort to meet customer satisfaction, companies must be able to provide the best quality products (Khadka & Maharjan, 2017).

Consumer Satisfaction

Consumer satisfaction is a consumer's evaluation of their experience with a product or service. According to (Kotler & Keller, 2017), consumer satisfaction plays an important role in building loyalty, because satisfied consumers tend to return to buy and recommend products to others. Consumer satisfaction is positively related to consumer loyalty. In addition, satisfaction can also be affected by product quality and price. Consumers who are satisfied with the quality of the products and the price they pay tend to have higher loyalty to the brand.

The Relationship Between Product Quality, Price, Consumer Loyalty and Customer Satisfaction

In the competitive business world, product quality, price, consumer loyalty, and customer satisfaction are inextricably linked. Good product quality and competitive prices are two key factors that affect customer satisfaction. Customer satisfaction, in turn, can increase consumer loyalty. This article discusses the relationship between these four variables based on recent research.

Based on the existing literature, there is a significant relationship between product quality, price, consumer satisfaction, and consumer loyalty. Research by Chaudhuri and Holbrook (2001) shows that product quality and price have a direct effect on consumer satisfaction, which in turn affects consumer loyalty. In addition, research by Homburg and Giering (2001) confirms that consumer satisfaction functions as a mediator that connects

product quality and price with consumer loyalty. As such, companies need to pay attention to product quality and pricing strategies to increase consumer satisfaction and loyalty.

Table 1. Journal Mapping

It	Researchers	Research Title	Variable	Research Results
1	In the Name of the Lord (2021)	The Influence Of Product Quality, Brand Image, Brand Trust On Customer Satisfaction And Loyalty	<p>Independent: Product Quality, Brand image Brand Trust</p> <p>Depend on: Customer Loyalty and Satisfaction</p>	<ul style="list-style-type: none"> • Product quality has a positive effect and • Product quality has a positive and significant effect on brand trust, meaning that the more • Product quality has a positive and significant effect on customer satisfaction. • Brand image has a positive and significant effect on satisfaction. • Trust has a positive and significant effect on customer satisfaction. • Satisfaction has a positive and significant effect on customer loyalty.
2.	Pribanus Wantara Muhammad Tambrin (2019)	The Influence of Price and Product Quality on Customer Satisfaction and Customer Loyalty to Madura Batik	<p>Independent: Price Product Quality</p> <p>Depend on: Customer Satisfaction Customer</p>	<ul style="list-style-type: none"> • Price has a significant and positive effect on customer satisfaction • Product quality has a significant effect and <p>has a positive effect on consumer satisfaction</p>

			Loyalty	<ul style="list-style-type: none"> • Price has a significant and positive effect on customer loyalty, • Customer satisfaction has a significant and positive effect on customer loyalty, • Product quality has no significant and positive effect on loyalty.
3.	Alfia Febriatu Sholikhah, Hadita (2023)	The Effect of Service Quality, Product Quality and Price on Customer Loyalty through Customer Satisfaction of Mie Gacoan in East Bekasi	<p>Independent:</p> <p>Quality of Service Product Quality Price</p> <p>Depend on:</p> <p>Customer Loyalty</p> <p>Mediation:</p> <p>Customer Satisfaction</p>	<ul style="list-style-type: none"> • Service quality variables, Product quality variables and The price variable does not have a direct positive and significant effect on the Customer Loyalty Variable. • Service quality variables and product quality variables have a direct positive and significant influence on Customer Satisfaction Variables • The price variable does not have a direct positive and significant effect on the Customer Satisfaction Variable. • Customer Satisfaction

				variable has a direct positive and significant influence on Customer Loyalty.
4.	Jennifer, The Deadlock Laulita (2021)	The Influence of Product Quality, Price and Service on Instant Noodle Customer Loyalty with Customer Satisfaction Mediation	<p>Independent: Product quality Price Service</p> <p>Depend on: Customer Loyalty</p> <p>Mediation: Customer Satisfaction</p>	<ul style="list-style-type: none"> • Product quality, price and service have a significant positive effect on customer satisfaction. • Product quality and service have a significant positive effect on customer loyalty, • Price and Customer Satisfaction have no positive effect on Customer Loyalty.
5.	Moulidiya Adinda Pramesti, Usvatun Chasanah (2021)	The Effect of Product Quality and Price on Customer Loyalty with Customer Satisfaction as a Mediation Variable	<p>Independent: Product quality Price</p> <p>Depend on: Customer Loyalty</p> <p>Mediation: Customer Satisfaction</p>	<ul style="list-style-type: none"> • Product quality has a positive effect on consumer satisfaction • Price has no positive effect on consumer satisfaction • Price does not have a positive effect on consumer loyalty • Consumer satisfaction has a positive effect on consumer loyalty • Consumer satisfaction does not mediate the effect of price on consumer loyalty

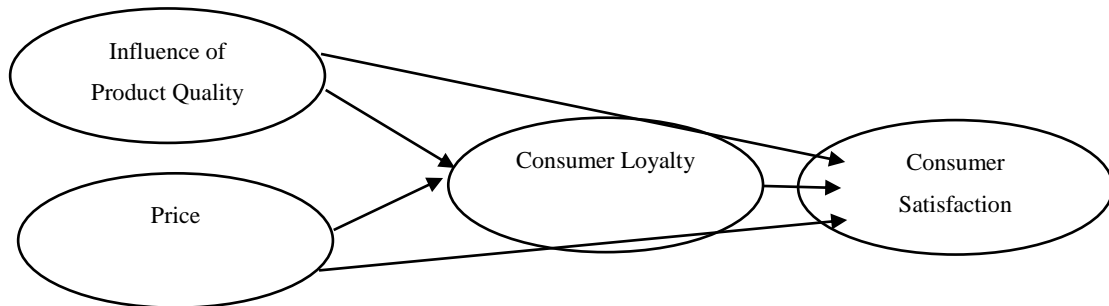


Figure 1. Research Outline

Method

Research Design

Analyze relevant academic articles. The method used consists of the following steps:

1. **Identification of the Source** of the Article that is the subject of the review is taken from leading academic databases such as Scopus, Web of Science, and Google Scholar. Keywords used include "product quality," "price," and "consumer loyalty" and "consumer satisfaction."
2. **Inclusion and Exclusion Criteria**
 - a. **Inclusion:** Articles published in the last five years and discuss the relationship between job insecurity, role overload, and turnover intention.
 - b. **Exclusion:** Articles that are not available in full text, do not contain empirical data, or are irrelevant to the focus of the research.
3. **Selection Process** After the initial search, articles are selected based on abstracts and full content to ensure relevance to the topic. Only articles that meet the inclusion criteria are further analyzed.
4. **Data Analysis** Data from the selected articles was analyzed qualitatively to identify the main themes, relationships between variables, and research gaps. A thematic approach is used to summarize the key findings.
5. **Quality Evaluation** The methodology of each article is assessed using an assessment framework that includes research design, data validity, and reliability of results.

Result and Discussion

Results

Product quality and price are two important factors in determining consumer loyalty. High product quality provides added value for consumers, increases brand trust, and encourages repeat purchases. On the other hand, prices that match the consumer's perception of value also play an important role in creating satisfaction and loyalty.

1. The Effect of Product Quality on Consumer Loyalty

Product quality is a major factor that determines the customer experience. Studies show that customers who feel high product quality tend to be more satisfied (Kotler & Keller, 2020). Quality parameters, such as reliability, durability, and performance, play a crucial role in creating value for customers (Huang et al., 2021). Superior product quality provides added value for consumers. Products that are reliable, durable, and meet customer needs consistently, increase brand trust. In research by (Singh & Srivastava, 2021), it was found that

product quality has a significant positive correlation with consumer satisfaction, which is the basis of long-term loyalty. Other research shows that consumer loyalty is not only formed from promotions or prices, but also from the perception of product quality. According to a study by (Hanaysha, 2022), high product quality increases repurchase intentions, as consumers feel that they are getting the appropriate value or even more than the price paid.

Consumer loyalty based on product quality also often results in word-of-mouth promotion. Consumers who are satisfied with the quality of the product tend to recommend it to others, expanding the customer base organically (Widyastuti et al., 2020).

2. The Effect of Price on Consumer Loyalty

Price is one of the important factors that affect consumer loyalty. Consumer loyalty is often associated with consumers' perception of the value obtained compared to the price they pay. Consumers who feel that the price offered is in accordance with the quality and benefits received tend to show a higher level of loyalty to the brand or product (Kurniawan & Setyawan, 2021). Competitive prices and in accordance with the value perceived by consumers also have a significant influence on consumer satisfaction and loyalty. Consumers who feel that the price of the product is balanced with the quality provided will feel more satisfied, which ultimately increases their loyalty to the brand (Zeithaml et al., 2021).

3. Consumer Satisfaction vs. Consumer Loyalty

Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing expectations of a product or service with its actual performance (Kotler & Keller, 2017). In the context of consumer loyalty, satisfaction plays a role as one of the key factors that determine the extent to which consumers will still choose products or services from a certain company. Satisfied customers are more likely to return to buy and recommend products to others (Shin et al., 2023). This loyalty is important to maintain the stability of the company's revenue and reduce the cost of acquiring new customers.

Recent studies show that consumer satisfaction has a significant and positive relationship with consumer loyalty. For example, research by Nguyen et al. (2020) found that consumer satisfaction directly influences loyalty through increased trust and repeat intent. Similarly, another study by Al-Abdallah et al. (2021) showed that consumers who feel satisfied with a product are more likely to recommend it to others, which is one of the main indicators of loyalty.

This relationship is also strengthened by the concept of *service recovery*, where companies that are able to resolve customer complaints well not only increase satisfaction but also strengthen loyalty (Kim et al., 2022). An additional study by Chen et al. (2023) emphasizes that satisfaction creates emotional attachment to brands, which in turn increases long-term loyalty.

4. The Influence of Product Quality on Customer Loyalty and Customer Satisfaction as a Mediator

Consumer satisfaction acts as a mediating variable in this relationship. Satisfied consumers tend to have a positive perception of products and brands, so they are more likely to remain loyal to the brand. Research by Tjiptono and Chandra (2022) found that consumer satisfaction strengthens the relationship between product quality and loyalty, as satisfaction creates a deep emotional bond.

In addition, consumer loyalty reflects not only repeat purchases, but also positive advocacy for the product or brand. Consumers who are satisfied with the quality of the product often become unofficial brand ambassadors, recommending the product to others (Haryono et al., 2023). Therefore, improving product quality should be a strategic priority for companies to maintain and increase consumer loyalty.

5. The Influence of Product Quality on Customer Loyalty and Customer Satisfaction as a Mediator

Consumer satisfaction plays an important role in mediating the relationship between price and loyalty. Research by Nguyen et al. (2020) shows that consumer satisfaction increases the likelihood of customers remaining loyal, even when prices change. Satisfied consumers tend to be more tolerant of price fluctuations because they value the overall experience more important than the costs incurred.

According to the model proposed by Zeithaml et al. (2021), price affects consumer loyalty through three main stages:

1. Price Perception: Consumers evaluate whether the price matches the value they receive.
2. Consumer Satisfaction: If the price perception is positive, consumers feel satisfied.
3. Consumer Loyalty: Such satisfaction increases the consumer's desire to remain loyal to the brand or product.

Other research supports these findings. For example, a study by Sharma et al. (2023) found that consumer satisfaction increases the effect of price on consumer loyalty across various industries, including retail and hospitality.

Discussion

Superior product quality not only creates consumer satisfaction but also increases their loyalty to the brand. Therefore, companies need to invest in innovation and quality control to maintain long-term relationships with customers. The perception of fair prices can strengthen consumer loyalty because it creates a sense of trust and fairness. Conversely, prices that are considered unfair or too high can trigger consumer dissatisfaction, which ultimately reduces loyalty (Sulaiman et al., 2020). In some cases, competitive pricing strategies can increase loyalty by creating a perception that the company understands consumer needs and strives to provide the best value (Rahmawati & Santoso, 2022).

However, consumer loyalty is not only influenced by price, but also by other factors such as product quality, customer service, and overall consumer experience. Prices that are too low can also have a negative impact, as they can give rise to the perception that the product is of low quality (Wahyuni et al., 2023). Therefore, companies need to set optimal prices in order to be able to attract new consumers while maintaining the loyalty of existing consumers.

Consumer satisfaction is not only the end goal, but also a strategic tool for maintaining consumer loyalty. Therefore, companies need to focus on improving product quality, customer service, and overall customer experience management.

The relationship between product quality, price, and consumer loyalty is mediated by customer satisfaction. High product quality and competitive prices increase satisfaction, which then strengthens loyalty (Wibowo et al., 2023). Therefore, companies should focus on improving product quality and fair pricing to create a loyal customer base.

Consumer satisfaction serves as a mediator between product quality, price, and loyalty. Studies show that the direct relationship between product quality or price and loyalty is not as strong as the indirect relationship mediated by satisfaction. Satisfaction increases the likelihood that consumers will remain loyal to the brand despite external factors such as price competition or promotions from other brands (Chang & Chen, 2021).

Conclusion

1. **The Influence of Product Quality on Consumer Loyalty**
High product quality, characterized by reliability, durability, and performance, creates added value that increases consumer satisfaction and trust. Satisfied consumers tend to be loyal and recommend products to others. This loyalty is driven by the perception that the product provides value that corresponds to or exceeds the price paid.
2. **The Effect of Price on Consumer Loyalty**
The perception of prices that are fair and proportional to the benefits obtained is one of the important factors in building consumer loyalty. Competitive prices increase consumer satisfaction, which ultimately strengthens their loyalty to the brand or product.
3. **The Effect of Satisfaction on Consumer Loyalty**
Consumer satisfaction is a key element in building loyalty. Satisfied consumers are not only more likely to make repeat purchases, but also recommend products to others. Additionally, a good approach to handling customer complaints can strengthen consumer loyalty through increased trust.
4. **The Role of Consumer Satisfaction as a Mediator**
Consumer satisfaction acts as a mediator in the relationship between product quality or price and consumer loyalty. Superior product quality and appropriate pricing increase satisfaction, which in turn strengthens loyalty through an emotional bond with the brand. Satisfied consumers are more tolerant of price fluctuations and tend to be brand ambassadors who recommend products to others.
5. Overall, companies should focus on improving product quality, fair pricing, and creating a satisfying customer experience to build and maintain consumer loyalty over the long term. This strategy not only increases repeat purchases but also encourages positive advocacy through word-of-mouth promotion.

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