

Service Quality, Price, and Customer Loyalty: Moderating Role of Customer Satisfaction

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Abstract

The purpose of this study is to test and analyze the influence of service quality and price on customer satisfaction, test and analyze the influence of service quality, price, and customer satisfaction on customer loyalty. In addition, this study aims to examine the indirect influence between price and service quality on customer loyalty through customer satisfaction. A quantitative approach was used in this study, with the population and sample being consumers of Pamella Supermarket in D.I. Yogyakarta. The sampling technique uses purposive sampling, with the criteria of at least 17 years old, male and female gender, having shopped at Pamella Supermarket at least 2 times. The data was collected through the distribution of online questionnaires to respondents, and the data was processed with SEM PLS version 3. The results of the study found that service quality and price have an effect on customer satisfaction. Service quality and customer satisfaction have a positive and significant effect on customer loyalty. However, price does not have a significant effect on customer loyalty. In addition, this study proves that price and service quality have a direct and indirect effect on customer loyalty, namely through customer satisfaction. In other words, the consumer satisfaction variable can act as a mediating variable in the influence of price and service quality on Pamella Supermarket customer loyalty. This research provides theoretical and practical recommendations to build customer loyalty in retail businesses and other businesses.

Keyword: Customer loyalty, Customer Satisfaction, Service quality, Price, Marketing.

Introduction

To be able to survive and grow, the retail business must strive to build the right strategy. Various strategies can be carried out by retail businesses to be able to maintain their business and compete with other businesses, by building customer loyalty (Kotler, 2005). Customer loyalty is an important asset for a company because it is able to provide various benefits, such as reducing costs incurred by the company including promotional costs, operational costs, psychological and social costs, the cost of acquiring new customers, loyal customers will buy back, not being sensitive to prices and even voluntarily recommending to others (Griffin, 2002). Because of the various benefits of customer loyalty, companies must make maximum efforts to build customer loyalty.

Efforts that can be made by a company to maintain customer loyalty through efforts to improve customer satisfaction, service quality, and pricing strategies (Kaura et al., 2015) (Segoro, 2013) Furthermore, to increase consumer satisfaction, retailers must try to improve the quality of service, when customers are satisfied with the service, the customer will stay and be loyal (Ariesty, 2017) Every company always strives to be able to provide satisfaction to its consumers. Therefore, companies should strive to continuously find out the level of customer satisfaction. Moreover, the level of customer satisfaction is unstable, in the sense that it can change. Knowing this can make it easier for companies to increase customer

satisfaction which is ultimately expected to be loyal (Hill et al., 2007)

Service quality with the dimensions of reliability, assurance, tangible, empathy, and responsiveness can increase supermarket consumer loyalty. Service quality with tangible, reliability, and assurance indicators significantly increases food truck consumer satisfaction (Slack et al., 2020) (Gopi & Samat, 2020) Service quality can increase consumer satisfaction and consumer loyalty (Venkatakrishnan et al., 2023) On the other hand, service quality does not have a direct effect on customer loyalty, but has an indirect effect, namely through consumer satisfaction (Supriyanto et al., 2021) This shows that there are still differences of opinion regarding the influence of service quality on consumer loyalty.

Another factor that is no less important for efforts to increase customer loyalty is price (Cahyani et al., 2021) even though loyal customers are willing to pay a premium price or are not sensitive to price, but it is proven that price is still a significant factor in determining customer loyalty, (Wantara & Tambrin, 2019) Fair prices still prove to be effective for increasing consumer satisfaction (Ezcurra-Zavaleta et al., 2024) and retaining customers in the retail business (Martin et al., 2009) However, this is not the case with the opinion (Septiana et al., 2023) that price cannot increase retail customer loyalty. Based on the description of the previous research, it shows that there is still an inconsistency in the results of research regarding the influence of price on increasing consumer loyalty in the retail business. Therefore, intermediate variables are needed to cover the research gap.

Pamella supermarket is one of the retail businesses in D.I. Yogyakarta that is still able to survive in the midst of many other retail stores both offline and online. This supermarket has several branches spread across several regions in the Special Region of Yogyakarta. The supermarket, which was established in 1975, provides a variety of daily necessities including food, beverages, clothing, shoes and other products. The complete products provided are because they want to provide the best

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service, economical prices, and meet the needs of their customers. This is so that customers can meet various needs by always shopping at the supermarket, and not moving to another place.

Based on the background description, this study aims to test and analyze the influence of service quality and price on customer satisfaction, test and analyze the influence of service quality, price, and customer satisfaction on customer loyalty. In addition, this study aims to examine the indirect influence between price and service quality on customer loyalty through customer satisfaction.

Literature Review

Customer loyalty can be defined as a customer's commitment to buy back or consistently spend a budget to buy a product from the same seller. Customer loyalty is characterized by repeat purchases, retention, and willingness to provide referrals. In marketing, building customer loyalty is a more cost-effective way than trying to attract new customers. Loyal customers are characterized by repurchases, willing to recommend products/brands to others voluntarily, not price sensitive. This is a customer loyalty advantage for the company. As for customers, the advantage of being a loyal customer is that it can reduce the time and cost of determining shopping alternatives.

Customer loyalty is a description of the relationship between customers and brands (Ludin & Cheng, 2014) This can be interpreted as a refusal to switch to another brand even though there are problems faced during the business process. In addition, loyalty is seen as consumer behavior in making repeated purchases of products from the same brand. Customer loyalty from the behavioral approach is a customer who consistently buys products from the same company, and in the loyalty attitude approach is the result of a psychological relationship with a product or service that involves preferences and components of positive attitudes and commitment, (Tabaku & Zerellari, 2015) Thus, loyalty includes behavior, attitude, commitment from customers to a certain product/brand.

The description shows that customer loyalty is an important aspect for the company's success by providing a competitive advantage in the industry. Therefore, marketing activities should consider how to strengthen customer loyalty (Kotler & Keller, 2013) In previous studies, customer loyalty was influenced by various factors, such as customer satisfaction, service quality, and the price of the products offered.

The Influence of Service Quality on Customer Satisfaction

Service quality is defined as an assessment or attitude related to the provision of excellent service and overall superior service (Sivapalan & Jebarajakirthy, 2017) Service quality or also known as Servqual is one of the factors that is often researched as an antecedent of customer satisfaction and loyalty. The quality of a service's services can be assessed using a comparison of two main factors, namely customer expectations and customer perceptions of the service that is actually received (Solimun & Fernandes, 2018) Customers rate high-quality services when they exceed their expectations. If the service is in line with the customer's expectations, then it is considered satisfactory. On the other hand, when the service received does not meet expectations, then the service is considered to be of low quality.

Previous studies have found that there is a positive and significant relationship between service quality and consumer satisfaction (Solimun & Fernandes, 2018)(Solimun & Fernandes, 2018)(Ariesty, 2017)(Abror et al., 2020)(Hwang et al., 2021) Based on the previous findings, this study formulates the following hypotheses.

H1: Service quality has a positive effect on consumer satisfaction.

The Effect of Price on Customer Satisfaction

Price is one of the elements in the marketing mix that is part of the retail marketing strategy in satisfying and retaining customers. Price is often one of the factors considered by customers in making a purchase decision (FERDINAN et al., 2010)(Kaura et al., 2015) Price is an antecedent of customer satisfaction because price is a benchmark for customers in assessing quality (Kaura et al., 2015)

In addition, there is a relationship between price sensitivity and customer satisfaction (Kotler et al., 2016) Price suitability, discounts, and special offers can affect customer satisfaction when shopping (Uddin, 2019) In general, customers have a perception of the price and service received. When the service received is in accordance with the customer's price perception, then the customer will feel satisfied with the service. Previous research has found that there is a positive effect of price on customer satisfaction (Kaura et al., 2015)(Solimun & Fernandes, 2018)(Uddin, 2019) The findings are in contrast to (Prameshti et al., 2023) which found that the relationship between price and customer satisfaction was not significant. Based on previous findings, this study develops the following hypotheses.

H2: Price has a positive effect on customer satisfaction.

The Relationship between Service Quality and Customer Loyalty

In the retail sector, marketers focus on ways to improve service quality in an effort to maintain customer loyalty (Sabbir Rahman & Nusrate Aziz, 2014) When customers have a positive attitude and evaluation of a retail store, they are more likely to return to the retail store (Yuen & Chan, 2010) [22]. In addition, (Zeithaml et al., 1996) and (Sivadas & Baker-Prewitt, 2000) in (Sivapalan & Jebarajakirthy, 2017) state that one way to increase customer loyalty is to strengthen customers' positive assessment of the service quality of a retail. Conversely, loyalty will decrease when customers have a negative evaluation of the quality of service. Service quality can be an important predictor of Gen Z consumer loyalty to Superstores in Bangladesh (Alam & Noor, 2020)

Studies on the influence of service quality on customer loyalty still find mixed results. Previous studies have found that there is a positive influence of service quality on customer loyalty (Alam & Noor, 2020)(Cheema et al., 2019)(Sivapalan & Jebarajakirthy, 2017)(FERDINAN et al., 2010) On the other hand, other studies have found that the influence of service quality on customer loyalty is not significant (Solimun & Fernandes, 2018)(Abror et al., 2020) The existence of conflicting results makes the relationship between service quality and customer loyalty an interesting thing to re-examine again. Based on the review of the theory, this study develops the following hypotheses.

H3: Service quality has a positive effect on customer loyalty.

The Effect of Price on Customer Loyalty

The purchase decision process is a complex one. One is to consider the prices offered by retailers. Customer perception of the price level offered can determine customer attitudes and evaluations towards a service, as well as affect customer satisfaction and loyalty (Kaura et al., 2015) The process of assessing the suitability of prices with customer value is an objective process with subjectivity to obtain a reasonable price structure (Jin et al., 2016) When customers perceive that the price is acceptable, they will consider continuing to contact the company (Jin et al., 2016)

In the previous study, (Kaura et al., 2015) found a positive effect of price on customer loyalty. This means that the price received by the customer is assessed in accordance with the goods or services obtained. That way, customers will feel satisfied and return to the store or brand. The findings contradict (Jin et al., 2016) (Prameshti et al., 2023) and (Solimun & Fernandes, 2018) Based on previous research that gave conflicting results, this study formulated the following hypotheses.

H4: Price has a positive effect on customer loyalty.

The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction is an important factor in determining retail customer loyalty (Solimun & Fernandes, 2018)(Hwang et al., 2021) This is related to the level of customer satisfaction after evaluating the goods or services consumed. If customers get a high level of satisfaction, then they are more likely to return to the same store and make repeat purchases (Kaura et al., 2015) and are willing to do positive word of mouth (Uddin, 2019) On the other hand, dissatisfied customers are likely to try to find alternatives to other stores or products. In addition, loyal customers have a strong commitment and are not easily influenced by promotions from competitors (Jin et al., 2016) Previous research has found positive results between customer satisfaction and customer loyalty (Cheema et al., 2019)(Solimun & Fernandes, 2018)(Abror et al., 2020)(Uddin, 2019)

H5: Customer satisfaction has a positive effect on customer loyalty.

The Role of Customer Satisfaction as a Mediator of Influence

Customer satisfaction is a mediating factor between service quality and customer loyalty (Kaura et al., 2015) (Solimun & Fernandes, 2018) and price. The existence of customer loyalty arises through customer satisfaction perceived from service quality and price (Kaura et al., 2015) Customers who are satisfied with the service and price, will then become loyal customers. This happens because customers who are satisfied

with the services and prices provided tend to feel close to service providers or manufacturers of goods and services](Jin et al., 2016) The mediation effect of customer satisfaction has been extensively researched before (Kaura et al., 2015)(Solimun & Fernandes, 2018)(Cheema et al., 2019) Based on the findings of previous studies, this study formulates the following hypotheses.

H6: Customer satisfaction mediates the influence of service quality on customer loyalty

H7: Customer satisfaction mediates the influence of price on customer loyalty.

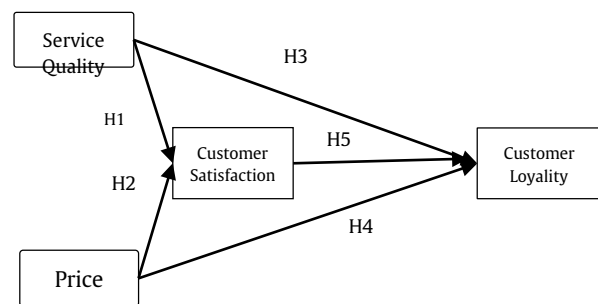


Fig 1. Research model and Hypotheses

The source of data in this study is primary data obtained through surveys. Primary data is data created by researchers for the specific purpose of solving research problems (Sekaran & Bougie, 2016) The data analysis of this study uses Structural Equation Modeling (SEM) Partial Least Square (PLS) software.

Measures

The research instrument was determined based on several previous studies. This research consists of two independent variables, namely service quality, and price, one bound variable, namely consumer loyalty, and one mediating variable, namely consumer satisfaction. The quality of service was measured using five instruments developed from previous research (Zeithaml et al., 1996) Prices were measured using four instruments adapted from the study (Kotler & Keller, 2013) Customer loyalty was measured using five instruments adapted from the study (Zeithaml et al., 1996) and customer satisfaction was measured using three instruments modified from the study (Cronin Jr et al., 2000) The instrumental measurements of the independent variable, the bound variable, and the mediation in this study used a five-point Likert scale adapted from (Sekaran & Bougie, 2016) which was rated from strongly disagreeing (1) to strongly agreeing (5).

Results and Discussion

Validity, Reliability, and Multicollinearity

To measure the model with SEM PLS analysis, there are several conditions that must be met, namely validity, reliability, and multicollinearity. To evaluate the measurement model using PLS analysis, it can be seen from the value of validity and reliability. To test the validity and reliability of quantitative research, it is carried out by evaluating the outer model and the inner model. Furthermore, to evaluate the outer model, convergent validity, reliability, and discriminant validity are used. To find out the validity of a construct or variable, it can be seen from the Average Variance Extracted (AVE) value. A construct is declared to have high validity if it has more than 0.50 (Sarstedt et al., 2017)

The results of data processing obtained AVE values from customer loyalty of 0.774, price 0.727, service quality 0.664, and customer satisfaction 0.865. This shows that the AVE value of

Method

Research Design

This type of research is a quantitative research. Quantitative research is an approach to empirical studies to collect, analyze, and present data in numerical form rather than narrative (Abawi, 2008) (Glaser, 2008) In addition, quantitative research has the goal of testing hypotheses. Hypothesis testing is carried out to explain the variance in dependent variables or to predict the outcome of the study (Sekaran & Bougie, 2016) Based on the time dimension, this study is Cross Sectional, which is a research that is only carried out in one period of time. The unit of analysis is the only unit that points to the subject of the study (Arikunto, 2010) The unit of analysis of this research is individuals, namely consumers who intend to buy green products. Based on the data collection method, this type of research is a survey research, which is a primary data collection method based on communication with a representative of an individual sample (Babin, 2011)

Population, Sample, and Sampling Technique

Population refers to an entire group of people, events or things of interest that the researcher wants to investigate, (Malhotra, 2010) The population of this study is the consumers of Pamella Supermarket in D.I. Yogyakarta. A sample is a subgroup of population elements selected to participate in a study (Hair et al., 2010) The sample of this study is some consumers who have shopped at Pamella Supermarket Yogyakarta. The sampling technique uses the purposive sampling technique. The criteria for respondents in this study were men and women, at least 17 years old, having shopped at Pamella Supermarket in Yogyakarta, at least twice. The determination of the number of samples must be considered, because if it is too large, it will be difficult to get a suitable model. Therefore, it is recommended that the appropriate sample size is between 100-200 respondents so that interpretation estimation can be used with PLS Structural Equation Modeling (SEM) (Hair et al., 2010) Based on these considerations, the number of samples in this study is 116 people.

Data Analysis

each variable in the study > 0.05 . Likewise, the value of *Standardized Loading Factors (SLF)* is obtained with a value of more than 5 (> 0.5), then it can be stated that all variable constructs in this study are valid.

The data reliability requirements can be seen from the Composite Reliability (CR) value and the *Cronbach Alpha (CA)* value must at least have a \geq value of 0.7, but a $>$ value of 0.6 is still acceptable (Hair, Sarstedtm Hopkins and Kuppelwieser, 2014). The results of data processing showed that customer loyalty obtained a CR value of 0.945 and CA of 0.926, price obtained a CR value of 0.945, and a CA value of 0.727, Service quality obtained a CR value of 0.908, and a CA value of 0.664, customer satisfaction obtained a CR value of 0.950 and a CA value of 0.865. Looking at the results of the CR and CA values, each variable can be declared reliable.

To find out the multicollinearity of each indicator, it can be seen from the VIF value, and it is required that the value is less than 5 (<5). Based on the VIF value of each indicator, a value below <5 means that it has met the requirements for multicollinearity and there is no problem regarding collinearity (Hair Jr et al., 2014)

Table 1. Validity, Reliability, and Multicollinearity

Variable	Indicator	CA	CR	AVE	SLF	VIF
Customer Loyalty	LY1	0.926	0.945	0.774	0.875	3.270
	LY2				0.927	4.745
	LY3				0.921	4.722
	LY4				0.835	2.477
	LY5				0.835	2.314
Price	PR1	0.874	0.914	0.727	0.856	2.439
	PR2				0.918	3.458
	PR3				0.858	2.350
	PR4				0.773	1.711
Service Quality	SQ1	0.872	0.908	0.664	0.830	2.411
	SQ2				0.877	3.068
	SQ3				0.837	2.245
	SQ4				0.813	2.116
Customer Satisfaction	ST1	0.922	0.950	0.865	0.945	4.266
	ST2				0.926	3.556
	ST3				0.918	2.981

To evaluate the validity of construct discrimination, it can be done by comparing the correlation value between each construct and its indicator, which should be greater than the correlation value between other constructs. This method can be done by using Square Root of Average Variance Extracted (AVE) for each construct, and comparing it with the correlation values between the constructs in the model. The results of the discrimination validity test are summarized in Table 2. The findings show that each variable meets the set criteria, as the variable has a higher variance with its indicator compared to other variables (Hair Jr et al., 2014)

Table 2. Discriminant Validity

	Customer loyalty	Customer Satisfaction	Price	Service quality
Customer loyalty	0.880			
Customer satisfaction	0.803	0.930		
Price	0.702	0.770	0.853	
Service quality	0.769	0.788	0.715	0.815

Result of Hypotheses Test

Table 3. Result of Hypothesis Test

Hypothesis	Original Sample (O)	t-Val	P-Val	Result
H1: Service Quality -> Customer satisfaction	0.486	4.757	0.000	Support
H2: Price -> Customer satisfaction	0.422	4.413	0.000	Support
H3: Service Quality ->	0.325	3.377	0.002	Support

Customer Loyalty		77	02	t
H4: Price -> Customer Loyalty	0.118	1.139	0.248	Not Support
H5: Customer Satisfaction -> Customer Loyalty	0.456	4.563	0.000	Support

Table 3 is a summary of the results of hypothesis testing 1 to 5. The table contains information on the original sample value, statistical T and P-Value. The value of the original sample (O) is useful for seeing the direction of the relationship or influence between variables. Values T are used to determine the variable that has an effect or no effect. P-Values to determine the relationship between significant or insignificant variables. Overall, the condition that an influence between variables is said to be significant can be seen from the positive or negative value of the original sample (O), and the t-value > 1.96 and the P-value ≤ 0.05 (Sarstedt et al., 2017) Thus based on Table 3. Hypotheses 1,2,3 and 5 are supported, while hypothesis 4 is not supported.

Based on Table 3. the results of hypothesis 1 testing of the influence of service quality on customer satisfaction were obtained with an original sample value (O) of 0.486, a P-value of 0.000 (< 0.05), and a t-value of 4.757 (> 1.96). The results show that the influence of service quality on customer satisfaction is positive and significant, so hypothesis 1 is supported. The results of this study are not in line with the research conducted (Septiana et al., 2023)(Abror et al., 2020)(Solimun & Fernandes, 2018)(Hwang et al., 2021)(Ariesty, 2017) service quality is an important factor in increasing customer satisfaction.

Hypothesis 2 regarding the influence of price on customer satisfaction obtained an original sample value of 0.422, while the P-Value was 0.000 (< 0.05) and the T-value was 4.413. These results indicate that the effect of price on customer satisfaction is positive or unidirectional, and price can increase (Ariesty, 2017) satisfaction significantly. If there is an increase in price, customer satisfaction will automatically increase significantly. Thus, hypothesis 2 is supported. The results of this study are in line with the results of research conducted by previous research which found a positive influence of price on customer satisfaction (Kaura et al., 2015)(Solimun & Fernandes, 2018)(Uddin, 2019) However, the results of this study are not in line with (Pramesiti et al., 2023) which found that the relationship between price and customer satisfaction is not significant.

Hypothesis 3 of the influence of service quality on customer loyalty obtained an original sample value of 0.325, while the P-Value was 0.002 (< 0.05) and the T-value was 3.377. The value of the original sample is positive which means that service quality and customer loyalty have a one-way relationship, if service quality increases, customer satisfaction increases as well. The P value indicates that the significance of the influence of the two variables is significant. The description implies that hypothesis 3 is supported. The results of this study support previous research that found a positive influence of service quality on customer loyalty (Ariesty, 2017)(Cheema et al., 2019)(Sivapalan & Jebarajakirthy, 2017)(FERDINAN et al., 2010) But on the other hand, this study does not support the study that found that the influence of service quality on customer loyalty is not significant (Solimun & Fernandes, 2018)(Abror et al., 2020)

Hypothesis 4 The effect of price on customer loyalty obtained an original sample value of 0.118, while the P-Value was 0.248 (< 0.05) and the T-value was 1.139. The value of the original sample is positive which means that price and customer loyalty have a one-way relationship, if the price increases then customer loyalty increases, and vice versa. The P value indicates that the influence of the two variables is not significant. The description implies that hypothesis 4 is not supported. The results of this study are in line with (Solimun & Fernandes, 2018)(Pramesiti et al., 2023)(Jin et al., 2016) that price and customer loyalty do not have a significant effect. This result is contrary to research (Kaura et al., 2015) which found a positive effect of price on customer loyalty. This means that the price

received by the customer is assessed in accordance with the goods or services obtained.

Hypothesis 5 of the influence of customer satisfaction on customer loyalty obtained an original sample value of 0.456, while the P-Value was 0.000 (< 0.05) and the T-value was 4.563. The value of the original sample is positive which means that the relationship between customer satisfaction and customer loyalty is unidirectional, if customer satisfaction increases, customer loyalty will also increase. The P value indicates that the significance of the influence of the two variables is significant. The description implies that hypothesis 5 is supported. The results of this study support previous research that found positive results between customer satisfaction and customer (Cheema et al., 2019) (Solimun & Fernandes, 2018)(Abror et al., 2020) (Uddin, 2019)

Table 4. The Role of Mediation Variable

Hypothesis	Original Sample (O)	T-Statistics	P-Values
Hypothesis 6 : Price > Customer Satisfaction > Customer loyalty	0,193	3.122	0.002
Hypothesis 7: Service quality -> Customer satisfaction -> Customer loyalty	0.222	3.024	0.003

Table 4 is two hypotheses 6 and 7 of the indirect influence between price and service quality on customer loyalty mediated by customer satisfaction. Both hypotheses show significant indirect influences. Hypothesis 6 is an indirect influence between price on customer loyalty mediated by customer service, obtained an original sample value of 0.193, a P value of 0.002 (< 0.05) and a t value of 3.122. The indirect influence between price and customer loyalty is positive and significant. Thus hypothesis 6 is supported. Hypothesis 7 is an indirect influence between service quality and customer loyalty mediated by customer satisfaction. The results of the hypothesis test obtained an original sample value of 0.222 (positive), a P value of 0.003 and a t value of 3.024. These results show that the indirect influence of service quality on customer loyalty is positive and significant. Thus hypothesis 7 is supported. This result is in line with previous research that found that customer satisfaction is a mediating factor between service quality and customer loyalty (Kaura et al., 2015)(Solimun & Fernandes, 2018)

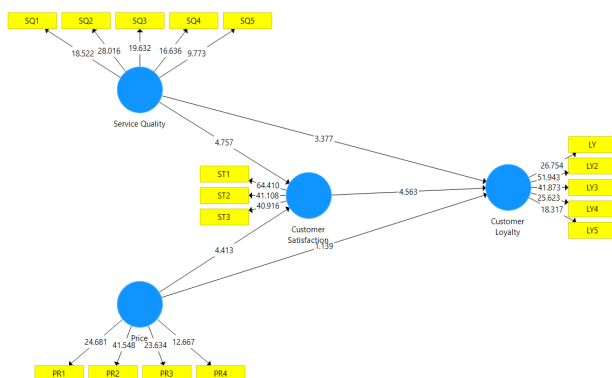


Fig 2. Output of PLS-SEM.

Conclusions and Recommendations

This research model can provide an overview of consumer loyalty in shopping at retail stores. This model shows that to increase customer loyalty first increases customer satisfaction. To be able to provide satisfaction to customers, it must be able to provide quality service and set prices in accordance with the benefits. The study found that price had no direct effect on increasing loyalty. This study found that price has a direct and indirect effect on the influence of price and service quality on customer loyalty, namely through customer satisfaction. In

other words, the effect of price on customer loyalty mediated by customer satisfaction proves significant. Likewise, the influence of service quality on customer loyalty, mediated by customer satisfaction, has proven significant.

Managerial Implication given to Pamella supermarket needs to increase customer satisfaction and loyalty by improving service quality with friendly, fast and responsive service, and willing to provide assistance to customers, ensuring safety. Pamella supermarkets must also increase prices by setting a price strategy that is expected, according to quality and benefits, and competitive prices. Increase customer loyalty by increasing customer satisfaction through convincing customers that shopping at Pamella is the right decision, providing service according to customer needs.

This research has several limitations, namely only focusing on one supermarket, namely Pamela and only one area in Yogyakarta. Future research can be expanded by researching other retail stores both in Yogyakarta and other regions. In addition, it can be expanded by researching other types of businesses and other cities. Future research can also test this model, especially on the influence of unproven variables, and may also add other variables that are factors in customer loyalty.

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