



Examining the Influence of Product Quality and Price on Customer Loyalty through Customer Satisfaction: Evidence from The Harvest Customers in Bali

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ABSTRACT

The chocolate industry has experienced significant growth, driven by increasing consumer demand for premium products, including in Bali. Intensifying competition requires companies to focus not only on sales performance but also on building long-term customer loyalty. This study aims to examine the influence of product quality and price on customer loyalty, with customer satisfaction as a mediating variable, among customers of The Harvest in Bali. This research employs a quantitative approach using Partial Least Squares (PLS). Data were collected through questionnaires distributed to customers of The Harvest in Bali. The analysis was conducted using SmartPLS, including evaluation of the outer model and inner model, validity and reliability testing, coefficient of determination, effect size, predictive relevance, as well as hypothesis and mediation testing. The results indicate that product quality and price have a positive and significant effect on customer loyalty. Both variables also positively and significantly influence customer satisfaction. Furthermore, customer satisfaction has a positive and significant impact on customer loyalty. Mediation analysis reveals that customer satisfaction partially mediates the relationship between product quality and price and customer loyalty. These findings suggest that enhancing customer loyalty at The Harvest in Bali requires maintaining high product quality and appropriate pricing, supported by strong customer satisfaction. This study provides practical insights for businesses in developing effective marketing strategies to strengthen customer satisfaction and long-term loyalty in the premium chocolate industry.

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

I. INTRODUCTION

The chocolate industry has experienced significant growth in recent decades, both globally and nationally. Originally known as a traditional beverage consumed by ancient civilizations, chocolate has evolved into a high-value commercial product, with the global market exceeding USD 130 billion in recent years (Lone and Bhat, 2023). This growth is driven by changing lifestyles, the expansion of the middle class, and increasing consumer preferences for premium food products. In Indonesia, chocolate consumption continues to rise. Data indicate that chocolate consumption per capita has reached 7.3 kg per year, placing Indonesia among the highest in Asia. Although still below countries such as Switzerland, this trend reflects that chocolate has become part of daily consumption patterns, especially among younger consumers. As one of the world's largest cocoa producers, Indonesia has substantial potential to develop its domestic chocolate industry, particularly in terms of product quality, innovation, and competitive pricing.

This phenomenon is also evident in Bali, which has emerged as a promising market for premium chocolate products. The presence of brands such as The Harvest indicates increasing consumer interest in high-quality products, including cakes, pastries, and premium chocolates. However, competition in this industry is becoming increasingly intense. Market data show that The Harvest's performance has remained relatively stagnant in recent years, while competitors such as Dapur Cokelat have demonstrated more consistent growth. Additionally, local brands such as Chocolate Monggo have begun to gain market share through differentiation strategies based on product quality and customer experience. These conditions suggest that business success is not solely determined by brand image but also by the ability to create value through product quality, appropriate pricing, and satisfying customer experiences. In this context, customer loyalty plays a crucial role in sustaining business performance. Customer loyalty not only reflects

repeat purchase behavior but also encompasses emotional attachment and long-term commitment to a brand (Putra et al., 2024).

Product quality is widely recognized as a key factor influencing customer loyalty. Products that meet or exceed customer expectations enhance satisfaction and trust, which in turn foster loyalty (Riyanto et al., 2023). In the food and beverage industry, consistency in product quality is essential, as consumers are increasingly selective in their choices. Previous studies have found that product quality positively influences customer satisfaction and loyalty (Septiawan et al., 2024), although some studies report non-significant effects (Kurnia Dewi, 2021). In addition to product quality, price is another important determinant of customer loyalty. Pricing that aligns with perceived value can enhance customer satisfaction and strengthen customer relationships (Farisi and Siregar, 2020). Conversely, prices that are not perceived as fair may reduce trust and encourage customers to switch to competitors (Utami and Mukhtar, 2024). However, the effect of price on loyalty is not always consistent, as it may depend on industry context and customer experience (Swari et al., 2024).

Customer satisfaction serves as a critical mediating variable in the relationship between product quality, price, and customer loyalty. Satisfaction arises from the comparison between customer expectations and perceived performance (Prayoga, 2020). Satisfied customers are more likely to repurchase and recommend products to others. Therefore, customer satisfaction is essential in explaining how loyalty is formed through customer experience. Despite extensive research on these relationships, inconsistencies remain in previous findings, indicating a research gap. Some studies report significant direct and indirect effects, while others find no significant relationships. Furthermore, several studies focus only on direct relationships without considering the mediating role of customer satisfaction, thus failing to fully explain the process of loyalty formation.

Based on these phenomena and research gaps, this study aims to examine the influence of product quality and price on customer loyalty, with customer satisfaction as a mediating variable, among customers of The Harvest in Bali. This study is expected to contribute to marketing literature and provide practical insights for businesses in developing strategies to enhance customer satisfaction and loyalty in the premium chocolate industry.

II. LITERATURE REVIEW

2.1. Expectancy Disconfirmation Theory (EDT)

This study adopts Expectancy Disconfirmation Theory (EDT) proposed by Oliver (1980) as the grand theory to explain customer satisfaction. EDT posits that satisfaction is formed through a comparison between prior expectations and perceived performance after consumption. When performance exceeds expectations, positive disconfirmation occurs, leading to satisfaction; when it falls short, negative disconfirmation leads to dissatisfaction. If performance matches expectations, confirmation occurs. EDT is rooted in Cognitive Dissonance Theory (Festinger, 1957), which explains how individuals evaluate consistency between expectations and actual experiences. In marketing contexts, EDT provides a more specific framework to understand post-consumption evaluation and its impact on satisfaction. Thus, EDT is highly relevant in explaining how product quality and price influence customer satisfaction and subsequently customer loyalty.

2.2 Customer Loyalty

Customer loyalty refers to a customer's commitment to repurchase and maintain a relationship with a brand over time. It is reflected not only in repeat purchasing behavior but also in positive attitudes, emotional attachment, and willingness to recommend the brand to others (Soetiyono and Alexander, 2025; Pratama and Lestari, 2025). Loyal customers tend to exhibit consistent purchasing patterns and are less likely to switch to competitors despite the availability of alternatives. Therefore, loyalty is considered a key determinant of long-term business sustainability.

2.3 Price

Price is a key element in the marketing mix and plays an important role in shaping customer perceptions and purchase decisions. It represents the value that customers must exchange to obtain a product or service (Fauziah et al., 2024). Price is closely associated with perceived value, as customers tend to evaluate whether the benefits received are worth the cost incurred. A fair and competitive price can enhance customer satisfaction and strengthen loyalty, while inappropriate pricing may lead to dissatisfaction and switching behavior (Farisi and Siregar, 2020). Therefore, companies must carefully set pricing strategies that align with product quality and customer expectations.

2.4 Product Quality

Product quality is a critical factor influencing customer satisfaction and loyalty. It refers to the overall characteristics of a product that enable it to meet or exceed customer expectations, including aspects such as reliability, durability, and performance (Jumaidin, 2020; Rizka Octavia and Nasution, 2023). In the food and beverage industry, quality is often evaluated based on taste, appearance, consistency, and product variety. Previous studies indicate that higher product quality leads to increased customer satisfaction and encourages repeat purchase behavior (Putri and Syarief, 2021; Sancai, 2024). Thus, maintaining consistent product quality is essential for building customer trust and long-term loyalty.

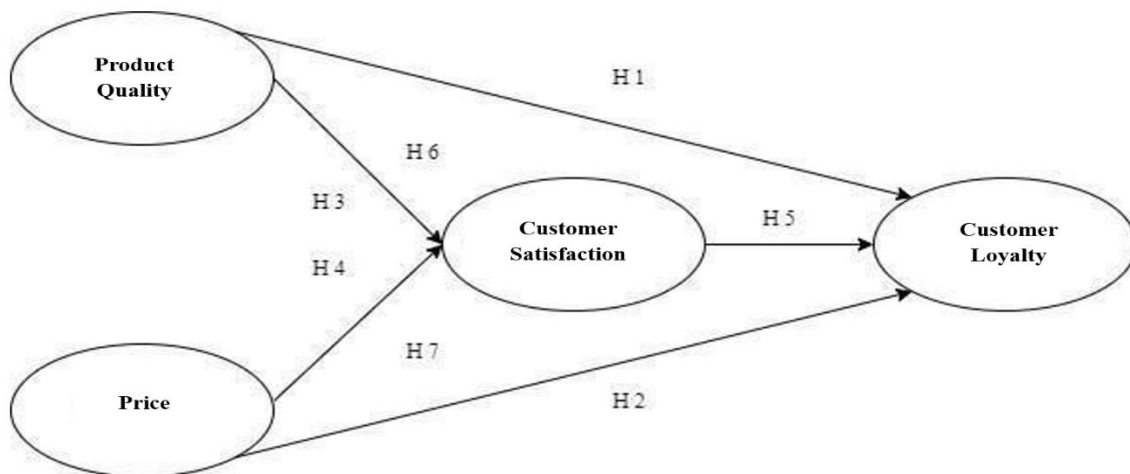
2.5 Product Quality

Customer satisfaction is defined as an emotional response resulting from the comparison between expected and perceived product performance (Mirnawati et al., 2024; Pitoi et al., 2021). Satisfaction occurs when the product meets or exceeds customer expectations, while dissatisfaction arises when expectations are not fulfilled. Customer satisfaction plays a crucial role in influencing future behavioral intentions, such as repeat purchase and word-of-mouth

recommendations. It also acts as a mediating variable that explains how product quality and price affect customer loyalty. Satisfied customers are more likely to develop trust and maintain long-term relationships with the brand.

2.5 Conceptual Framework and Research Hypotheses

Figure 2.1. Conceptual Framework for the Research



2.6 Research Hypothesis

Product quality is a key factor influencing customer loyalty. High-quality products provide satisfying experiences, build trust, and encourage customers to continue choosing the same brand. When products meet or exceed expectations, customers are more likely to repurchase and recommend them to others, thereby strengthening loyalty. Conversely, poor product quality can lead to dissatisfaction and switching behavior. Therefore, companies must consistently maintain and improve product quality to sustain customer loyalty in a competitive market. Previous studies have shown that product quality has a significant effect on customer loyalty (Pratminingsih, 2025; Soetiyono and Alexander, 2025; Handayani and Prasetyo, 2023; Lestari and Yuliani, 2024; Damanik and Siregar, 2022). Based on these findings, the following hypothesis is proposed.

H1: Product Quality has a positive and significant effect on Customer Loyalty.

Price is an important factor influencing customer loyalty. A fair and reasonable price that aligns with the perceived value can enhance customer satisfaction and trust, leading to repeat purchases and long-term loyalty. Conversely, prices that are perceived as too high without corresponding value may reduce satisfaction and encourage customers to switch to competitors. In addition, flexible pricing strategies such as discounts and promotions can further strengthen customer relationships and loyalty. Therefore, appropriate pricing plays a crucial role in maintaining customer loyalty in a competitive market. Previous studies have found that price has a significant effect on customer loyalty (Nugroho, 2023; Sancai, 2024; Astuti and Ramadhani, 2023; Sari and Prabowo, 2022; Fitriana and Hidayat, 2024). Based on these findings, the following hypothesis is proposed

H2: Price has a positive and significant effect on Customer Loyalty.

Product quality is a key factor influencing customer perceptions and experiences. High product quality leads to customer satisfaction as it enables the product to meet or exceed customer expectations. Product quality refers to the ability of a product to perform its functions, including durability, reliability, accuracy, ease of use, and other attributes that satisfy customers (Ramadhan and Susila, 2024). When customers perceive that a product meets their expectations in terms of taste, packaging, and durability, satisfaction is likely to be achieved. Previous studies have confirmed that product quality has a significant effect on customer satisfaction (Apriyani and Anggarini, 2024; Handayani and Prasetyo, 2023; Pramesti and Chasanah, 2021; Lestari and Yuliani, 2024; Soetiyono and Alexander, 2025). Higher product quality leads to more positive perceptions and significantly increases customer satisfaction. Based on these findings, the following hypothesis is proposed.

H3: Product Quality has a positive and significant effect on Customer Satisfaction.

Price is an important element in marketing strategy that directly influences customer perceptions and satisfaction. It refers to the amount of money charged for a product or service, or the value exchanged by customers to obtain its benefits (Ramadhan and Susila, 2024). Customer satisfaction increases when the price paid is perceived as fair and aligned with the benefits received. Previous studies have shown a positive relationship between price and customer satisfaction. Competitive and reasonable pricing enhances satisfaction as customers perceive value for money (Swari et al., 2024; Kurnia Dewi, 2021). Conversely, when prices are perceived as unfair or inconsistent with the benefits received, customer satisfaction tends to decline. Several studies also confirm that price has a significant effect on customer satisfaction (Salsabila and Putri, 2023; Wulandari and Siregar, 2022; Anjani and Darmawan, 2024; Hidayat and Azizah, 2023). Based on these findings, the following hypothesis is proposed

H4: Price has a positive and significant effect on Customer Satisfaction.

Customer satisfaction is a key factor in building long-term customer loyalty. It refers to the feeling of pleasure or disappointment resulting from comparing perceived product performance with expectations (Tsalatsa, 2021). Satisfied customers are more likely to remain loyal, make repeat purchases, and develop a strong commitment to a

brand. Previous studies have confirmed a positive and significant relationship between customer satisfaction and customer loyalty (Sabilillah et al., 2023; Ramadhani and Wibowo, 2023; Sari and Yuliani, 2022; Pratiwi and Nugroho, 2024; Tsalatsa, 2021). Customers who are satisfied tend to recommend products to others and continue purchasing, thereby strengthening long-term loyalty. Based on these findings, the following hypothesis is proposed.

H5: Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Product quality not only has a direct effect on customer loyalty but also influences it indirectly through customer satisfaction as a mediating variable. High product quality enhances customer satisfaction by meeting or exceeding customer expectations, which in turn encourages repeat purchases and long-term loyalty. Without satisfaction, even high-quality products may not be sufficient to ensure customer loyalty. Therefore, customer satisfaction acts as a bridge linking product quality to customer loyalty. Previous studies have confirmed the mediating role of customer satisfaction in the relationship between product quality and customer loyalty (Yuliati et al., 2024; Yuliana and Purnama, 2021; Handayani and Prasetyo, 2023; Lestari and Yuliani, 2024; Soetiyono and Alexander, 2025). Based on these findings, the following hypothesis is proposed

H6: Customer Satisfaction mediates the relationship between Product Quality and Customer Loyalty.

Price is an important factor influencing customer decisions; however, its effect on customer loyalty is often indirect through customer satisfaction. When the price is perceived as fair and aligned with the value received, customers tend to feel satisfied, which in turn encourages loyalty and repeat purchases. Conversely, prices that are perceived as inconsistent with the benefits received may lead to dissatisfaction and reduce loyalty. Therefore, customer satisfaction acts as a mediating variable that strengthens the relationship between price and customer loyalty. Previous studies have confirmed that customer satisfaction mediates the effect of price on customer loyalty (Silviah, 2025; Wijaya and Ramadhani, 2022; Hasanah and Maulana, 2024; Sari and Pratama, 2023). Based on these findings, the following hypothesis is proposed

H7: Customer Satisfaction mediates the relationship between Price and Customer Loyalty

III. RESEARCH METHOD

This study employs a quantitative approach with a cross-sectional design, allowing data to be collected at a single point in time to examine the relationships among variables. The research was conducted at The Harvest in Bali, selected due to its position as a premium brand in the pastry and chocolate industry, attracting customers with a preference for high-quality products. The study focuses on marketing aspects, specifically analyzing the influence of product quality and price on customer loyalty, with customer satisfaction as a mediating variable.

The research variables consist of product quality and price as independent variables, customer satisfaction as the mediating variable, and customer loyalty as the dependent variable. Product quality refers to the ability of a product to meet customer expectations in terms of reliability, durability, and performance. Price represents the monetary value exchanged for a product and reflects the perceived value received by customers. Customer satisfaction is defined as an emotional response resulting from the comparison between expectations and actual performance, while customer loyalty refers to a customer's commitment to repurchase and recommend the product consistently.

This study utilizes quantitative data collected through questionnaires. The data include primary data obtained directly from respondents who have purchased The Harvest products, as well as secondary data from journals, books, and other relevant sources to support the theoretical framework. Responses were measured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The population of this study consists of customers of The Harvest in Bali who have made at least one purchase, although the exact population size is unknown. Therefore, a non-probability sampling technique with purposive sampling was applied. The criteria for respondents include individuals aged at least 17 years and those who have purchased The Harvest products at least once. The sample size was determined based on Hair et al. (2019), which recommends a minimum of 5–10 times the number of indicators. With 14 indicators, the required sample size is 112 respondents.

Data were collected using a structured questionnaire designed to measure respondents' perceptions of product quality, price, customer satisfaction, and customer loyalty. The data analysis technique employed in this study is Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software.

V. RESEARCH RESULT AND DISCUSSION

4.1 Research Result

The outer model evaluation indicates that all constructs have met the required validity and reliability criteria. Convergent validity is confirmed with loading factors exceeding 0.70 and AVE values above 0.50, while discriminant validity is also established. In addition, composite reliability values are above the threshold of 0.70, indicating good internal consistency. Therefore, it can be concluded that the measurement model is valid and reliable. Furthermore, the analysis is continued with the evaluation of the inner model to examine the structural relationships among variables and to test the proposed hypotheses.

Table 4.1. Direct Effect

Relationship Between Variables	Path Coefficient (β)	T-Statistic	P-Value	Description
Product Quality → Customer Loyalty	0.200	3.023	0.003	Significant
Price → Customer Loyalty	0.226	2.797	0.005	Significant
Product Quality → Customer Satisfaction	0.370	4.044	0.000	Significant
Price → Customer Satisfaction	0.324	3.603	0.000	Significant
Customer Satisfaction → Customer Loyalty	0.464	6.115	0.000	Significant

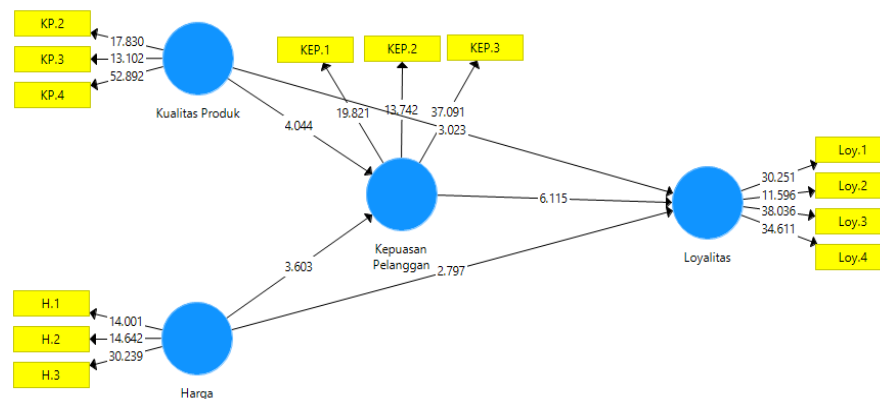
The results indicate that all direct relationships in the model are positive and statistically significant. Product quality has a significant positive effect on customer loyalty ($\beta = 0.200$; $p < 0.05$), suggesting that higher product quality increases customer loyalty. Similarly, price also positively influences customer loyalty ($\beta = 0.226$; $p < 0.05$), indicating that appropriate pricing enhances customer retention. Furthermore, product quality significantly affects customer satisfaction ($\beta = 0.370$; $p < 0.05$), as better product performance leads to higher satisfaction levels. Price also shows a significant positive effect on customer satisfaction ($\beta = 0.324$; $p < 0.05$), meaning that customers feel more satisfied when the price is perceived as fair and aligned with value. Finally, customer satisfaction has the strongest influence on customer loyalty ($\beta = 0.464$; $p < 0.05$), highlighting its critical role in fostering long-term customer relationships. This finding implies that satisfied customers are more likely to repurchase and recommend the product.

Table 4.2. Indirect Effect

Relationship Between Variables	Path Coefficient (β)	T-Statistic	P-Value	Description
Product Quality → Customer Satisfaction → Customer Loyalty	0.172	3.355	0.001	Significant
Price → Customer Satisfaction → Customer Loyalty	0.150	3.204	0.001	Significant

The indirect effect results indicate that customer satisfaction significantly mediates the relationship between product quality and customer loyalty ($\beta = 0.172$; $p < 0.05$). This implies that higher product quality enhances customer satisfaction, which in turn strengthens customer loyalty. Similarly, customer satisfaction also significantly mediates the relationship between price and customer loyalty ($\beta = 0.150$; $p < 0.05$). This finding suggests that when customers perceive the price as appropriate, it increases their satisfaction, ultimately leading to stronger loyalty. Overall, these results confirm the important role of customer satisfaction as a mediating variable in strengthening the impact of both product quality and price on customer loyalty.

Figure 4.1. Inner Model



4.2 Discussion

The findings of this study confirm that both product quality and price play significant roles in influencing customer loyalty, either directly or indirectly through customer satisfaction. The significant positive effect of product quality on customer loyalty indicates that customers tend to remain loyal when they perceive the products as reliable, consistent, and able to meet their expectations. This finding aligns with Expectancy Disconfirmation Theory, where satisfaction and subsequent loyalty are formed when product performance meets or exceeds customer expectations. In the context of The Harvest in Bali, maintaining high product quality in terms of taste, appearance, and consistency is essential to foster repeat purchases and long-term customer relationships.

Similarly, the significant influence of price on customer loyalty suggests that customers are sensitive to the perceived fairness and value of pricing. When the price is considered appropriate relative to the benefits received, customers are more likely to develop trust and commitment toward the brand. This indicates that pricing strategy is not only a transactional factor but also a strategic tool in strengthening customer retention in a competitive premium market. Furthermore, the results reveal that both product quality and price significantly influence customer satisfaction. This highlights that customer satisfaction is shaped by both functional value (product quality) and perceived value (price). Customers who experience high-quality products at reasonable prices tend to feel satisfied, which reinforces their positive evaluation of the brand. Among all relationships, customer satisfaction shows the strongest effect on customer loyalty, emphasizing its central role as a key driver in building long-term relationships. Satisfied customers are more likely to engage in repeat purchases and provide positive word-of-mouth recommendations.

The mediation analysis further strengthens these findings by demonstrating that customer satisfaction significantly mediates the relationships between product quality and customer loyalty, as well as between price and customer loyalty. This indicates that the impact of product quality and price on loyalty is not solely direct but also

operates through the creation of customer satisfaction. In other words, even though product quality and price can directly influence loyalty, their effects become stronger when they first enhance customer satisfaction. This suggests a partial mediation effect, where customer satisfaction acts as a critical mechanism linking marketing attributes to behavioral outcomes.

Overall, these findings imply that businesses, particularly in the premium chocolate and pastry industry, should prioritize strategies that simultaneously enhance product quality, ensure fair pricing, and maximize customer satisfaction. By doing so, companies can effectively strengthen customer loyalty and maintain a competitive advantage in the market

V. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This study concludes that product quality and price have significant positive effects on customer loyalty, both directly and indirectly through customer satisfaction. Product quality and price are also proven to significantly influence customer satisfaction, indicating that customers evaluate both functional and perceived value when forming satisfaction. Among all variables, customer satisfaction has the strongest effect on customer loyalty, highlighting its crucial role in fostering long-term relationships. Furthermore, the mediation analysis confirms that customer satisfaction partially mediates the relationship between product quality and customer loyalty, as well as between price and customer loyalty. These findings imply that improving product quality and implementing appropriate pricing strategies are essential, but their effectiveness in building customer loyalty becomes stronger when supported by high levels of customer satisfaction. Therefore, companies, particularly in the premium chocolate and pastry industry, should focus on delivering superior product quality and fair pricing to enhance customer satisfaction and ultimately strengthen customer loyalty

5.2 Suggestions

Based on the findings of this study, several suggestions can be proposed. For practitioners, particularly The Harvest in Bali, it is recommended to consistently maintain and enhance product quality in terms of taste, appearance, and consistency, as well as to implement pricing strategies that reflect the value perceived by customers. Companies should also focus on improving customer satisfaction by ensuring that products and services meet or exceed customer expectations, as satisfaction plays a key role in strengthening customer loyalty. For future research, it is suggested to include additional variables such as brand image, service quality, or customer experience to provide a more comprehensive understanding of factors influencing customer loyalty. Moreover, future studies may expand the research scope to different industries or regions and use larger sample sizes to improve generalizability. Lastly, applying a longitudinal approach could provide deeper insights into changes in customer behavior over time

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