

Influence Of Price, Location And Quality Of Service Towards Customer Loyalty Mediated By Satisfaction (Study On Consumers Of Lamongan Boran Rice)

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Article Info	ABSTRACT
Keywords: Price, Location, Service Quality	The development of the culinary industry is increasing, initially only as consumption, now it is a lifestyle. Culinary in Lamongan City has a role in economic growth in Indonesia, namely Nasi Boran. This study aims to analyze the factors that influence the loyalty of Nasi Boran customers in Lamongan. This study uses quantitative research and data obtained from questionnaires filled out by respondents. The population used includes all consumers who have consumed Nasi Boran Mbak Ita Lamongan and the sample used based on Hair's formula was 160 respondents. Data analysis using PLS-SEM. The results showed that price, location and service quality had no effect on customer loyalty. Price and service quality have no effect on customer satisfaction. Location has an effect on customer satisfaction. Customer satisfaction has no effect on customer loyalty. Price and service quality have no effect on customer loyalty mediated by satisfaction. Location affects customer loyalty mediated by satisfaction.
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INTRODUCTION

The development of the culinary industry is increasing at this time, but along with the development of the times, culinary has not only become a consumer product, but now culinary has become a lifestyle for society. This can be seen from the many culinary businesses currently developing with high levels of creativity and innovation in order to attract consumers. Lamongan City, of course, has a culinary industry that also plays a big role in economic growth in Indonesia. One of the many culinary industries in every corner of Lamongan City is Nasi Boran traders.

According to Kotler and Armstrong in Krisdayanto (2018:3) Price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services. Tjiptono and Candra Priansa (2017) said that price is an inherent part of the product which reflects the quality of the product. Pricing is always a problem for every company because setting prices is not the absolute power or authority of business actors.

Location also has a big influence on consumer loyalty. Consumers will choose and choose from the many boran rice sellers in Lamongan and choose those that are close to their

place of work and residence, a convenient location according to the needs that consumers expect.

According to Hermanto et al., (2019) location is the location of the business or place of sale of goods determined by the company so that it is easy for customers to reach. According to Alma (2019), location is a place that influences the progress and smooth sales of the company's products. Location or place is a factor that determines the success of a business. If the location is difficult for consumers to reach, then consumers will feel lazy to go there, then with the availability of existing parking facilities is it feasible to be able to provide service to consumers when buying at the boran rice place.

According to Putri et al. (2021) service quality is the action of business actors to provide satisfaction to customers so that customer expectations are met. Good service quality is expected to be able to fulfill what consumers want, so that consumers will evaluate it optimally and be able to create customer loyalty. Thus, service quality must be prioritized apart from product quality.

Service quality is one measure of a company's success which will have an impact on sales levels. When consumers are satisfied, it is likely that customers will stick with the products being marketed and will create customer loyalty. Business actors must be able to guarantee consumer satisfaction and not disappoint them. Business actors are required to be able to have the right marketing systems and strategies to attract consumer interest so that they can ensure that consumers will make repeat purchases. To ensure product choices, companies must be able to carry out good marketing

Rosyad (2019) Customer satisfaction is one of the determining factors for a company's success . Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind with the expected performance Kotler (2019). Happy customers are expected to use the product over time. Customer satisfaction is seen as a multi-dimensional concept involving products, costs, convenience of facilities involving products, costs, convenience of facilities, technical (service) and interpersonal aspects as well as final results. Kotler (2019).

Kotler & Keller (2019) state that highly satisfied consumers will usually remain loyal for a long period of time, and buy again when the company introduces new products and updates old products, besides that they will talk good things about the company and its products to other people. , they do not pay too much attention to competing brands and are not too concerned about price, they also offer product and service ideas to companies and service costs are cheaper than new consumers because transactions become a routine thing.

Consumer satisfaction indicates a good relationship between the company and consumers. Consumer satisfaction is very beneficial in the long term, namely consumer loyalty, and apart from satisfaction, consumer trust is another important factor that builds consumer loyalty.

The relationship between price and customer loyalty, based on the results of previous research, one of which is from Insani & Madiawati (2020), found that price has a significant influence on customer loyalty. However, this is inversely proportional to research from

Anggraini & Budiarti (2020), which obtained research results namely that price has no effect on consumer loyalty.

We can see the relationship between location and consumer loyalty, that consumers will look at where the business is located and whether the place is comfortable. Based on the results of previous research, one of which was Maulana Pandhu Wicaksana and Nurhayati (2019) who found that location had a positive and significant effect on customer loyalty. Meanwhile, from Wirawan, et al. (2019), the results obtained were that location had no effect on consumer loyalty.

Based on the background described above, the author is interested in researching "The Influence of Price, Location and Service Quality on Customer Loyalty Mediated by Satisfaction (Study of Lamongan Boran Rice Consumers)" in order to provide input to the owner regarding which variables have a significant influence in forming loyalty to customers so that the owner is able to compete with similar competitors.

METHOD

The type of research carried out is quantitative research using a quantitative approach. Data was obtained by distributing questionnaires to respondents. The research location at Nasi Boran Mbak Ita is addressed as KH. Ahmad Dahlan, Kauman, Sidoharjo, Lamongan District, Lamongan Regency. Precisely to the west of the Elresas Lamongan Hotel. The duration of data collection is from November 2023 to April 2024. The population in this study are all consumers of Mbak Ita Lamongan's Boran Rice. The number of samples required is based on the theory of Hair et al., (2014: 573). In this study, the number of indicators used was 16 indicators. Therefore, the number of samples needed in this research is $16 \times 10 = 160$ samples who consume Ms. Ita Lamongan's boran rice. The data that has been obtained is processed using the PLS-SEM technique.

RESULTS AND DISCUSSION

Data Analysis Results

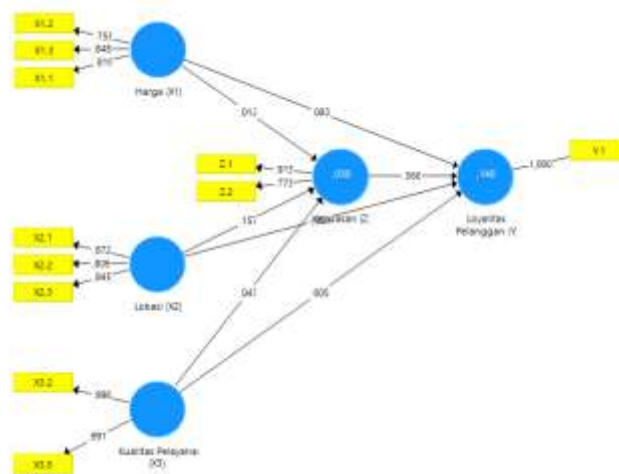


Figure 4.1 PLS diagram

Based on the picture above, it shows the relationship between the independent variable, dependent variable and mediating variable for each variable and the research variables.

Measurement Model (Outer Model)

Validity test

Convergent Validity Test (Convegent Validity)

Convergent validity test is used as a measure of the indicators in each variable by looking at the outer loading value . A loading factor value greater than 0.7 is said to be valid. The following are the test results using SmartPLS 3 software :

Table 4. 1 Outer Loading Results

Variable	Outer Loading	Criteria	Information
Price (X1)	0.848	0.7	Valid
X1.1	0.735	0.7	Valid
X1.2	0.773	0.7	Valid
X1.2	0.721	0.7	Valid
Location (X2)	0.872	0.7	Valid
X2.1	0.778	0.7	Valid
X2.2	0.766	0.7	Valid
X2.3	0.777	0.7	Valid
Service Quality (X3)	0.996	0.7	Valid
X3.1	0.884	0.7	Valid
X3.2	0.883	0.7	Valid
X3.3	0.887	0.7	Valid
X3.4	0.888	0.7	Valid
X3.5	0.885	0.7	Valid
Satisfaction (Z)	0.913	0.7	Valid
Z1	0.888	0.7	Valid
Z2	0.898	0.7	Valid
Customer Loyalty (Y)	1,000	0.7	Valid
Y1	0.987	0.7	Valid
Y2	0.998	0.7	Valid
Y3	0.999	0.7	Valid

SmartPLS 3 Processed Data (2024)

The table above shows that the majority of indicators for each variable in this study have a loading factor value greater than 0.7 and are said to be valid.

Discriminant Validity (Discriminant Validity)

A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from other block constructs.

Table 4.2 Cross Loading

	Price (X1)	Satisfaction (Z)	Service Quality (X3)	Location (X2)	Customer Loyalty (Y)
X1.2	,755	,032	-,038	,097	,057
X1.3	,848	,011	-,014	,046	,095
X2.1	,058	,128	,183	,872	,075
X2.2	,016	,138	,127	,806	,019
X2.3	,091	,153	,151	,845	,021
X3.2	-,020	,082	,996	,196	,037
X3.5	-,072	,063	,991	,161	,007
Y.1	,089	,364	,025	,046	1,000
Z.1	-,064	,913	,080	,193	,353
Z.2	,144	,773	,040	,064	,249
X1.1	,819	,008	-,068	,015	,048

Source Processed SmartPLS 3 (2024)

Table 4.2 above shows that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. Thus, all constructs or latent variables already have good discriminant validity.

AVE Test

Table 4.3 AVE Test

<i>Variable</i>	<i>AVE</i>
Price (X1)	0.642
Location (X2)	0.680
Service Quality (X3)	0.710
Customer Loyalty (Y)	0.633
Satisfaction (Z)	0.776

Source Processed SmartPLS 3 (2024)

Table 4.3 shows the AVE value ≥ 0.5 so that all indicators are said to be convergently valid and the indicators in this research have a low error rate.

Reliability Test

Composite Reliability

A construct is declared reliable if the composite reliability has a value > 0.7 , then the construct is declared reliable.

Table 4.4 Reliability Test

Variable	Composite Reliability	Conbach's alpha
Price (X1)	0.849	0.888
Location (X2)	0.879	0.907
Service Quality (X3)	0.993	0.918

Variable	Composite Reliability	Conbach's alpha
Customer Loyalty (Y)	1,000	0.883
Satisfaction (Z)	0.833	0.889

Source Processed SmartPLS 3 (2024)

Table 4.4 shows that the composite reliability values for all constructs are above 0.7. With the resulting values, all constructs have good reliability.

Inner Model Testing

Determination Test (R2)

Table 4.5 R-Square Value

	R Square	R Square Adjusted
Satisfaction (Z)	,030	,015
Customer Loyalty (Y)	,140	,122

Source Processed SmartPLS 3 (2024)

Based on the r-square value in Table 4.5 , it shows that customer loyalty is able to explain research variability using three independent variables of 14%, and the remaining 86% is explained by other variables outside those examined in this research. Meanwhile, the satisfaction variable is able to explain research variability using three independent variables of 3% and the remaining 97% is explained by other variables outside those examined in this research.

Hypothesis test

Table 4.6 Direct Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price (X1) -> Satisfaction (Z)	,012	,033	,095	,127	,450
Price (X1) -> Customer Loyalty (Y)	,088	,098	,089	,999	,162
Satisfaction (Z) -> Customer Loyalty (Y)	,366	,368	,061	5,005	,000
Service Quality (X3) -> Satisfaction (Z)	,047	,045	,069	,672	,251
Service Quality (X3) -> Customer Loyalty (Y)	,022	,023	,077	,067	,388
Location (X2) -> Satisfaction (Z)	,157	,166	,075	2,081	,019
Location (X2) -> Customer Loyalty (Y)	,036	,043	,074	,489	,313

Source Processed SmartPLS 3 (2024)

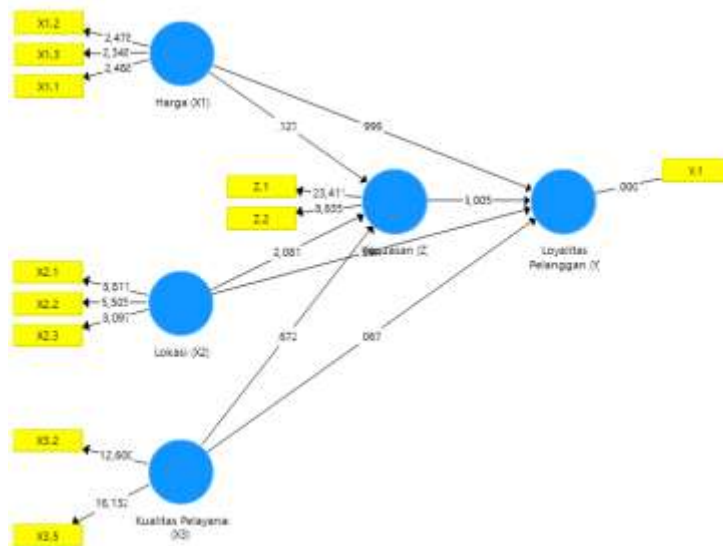


Figure 2. Research Model

The first hypothesis tests whether price positively influences customer loyalty. The test results show that there is no significant effect. From these results it is stated that the price variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because < 1.96 with p-value > 0.05 ($0.999 < 1.96$) so the first hypothesis is rejected.

The second hypothesis tests whether location positively influences customer loyalty. The test results show that there is no significant effect. From these results it is stated that the location variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because < 1.96 with p-value > 0.05 ($0.489 < 1.96$) so the second hypothesis is rejected.

The third hypothesis tests whether Service Quality positively influences Customer Loyalty. The test results show that there is no significant effect. From these results it is stated that the Service Quality variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because < 1.96 with p-value > 0.05 ($0.067 < 1.96$) so the third hypothesis is rejected.

The fourth hypothesis tests whether price positively influences satisfaction. The test results show that there is no significant effect. From these results it is stated that the price variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because < 1.96 with p-value > 0.05 ($0.127 > 1.96$) so the fourth hypothesis is rejected.

The fifth hypothesis tests whether location positively influences satisfaction. The test results show that there is a significant effect. From these results it is stated that the location variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because > 1.96 with a p-value < 0.05 ($2.081 > 1.96$) so the fifth hypothesis is accepted.

The sixth hypothesis tests whether service quality positively influences satisfaction. The test results show that there is no significant effect. From these results it is stated that the Service Quality variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because < 1.96 with $p\text{-value} > 0.05$ ($0.672 < 1.96$) so the sixth hypothesis is rejected.

The seventh hypothesis tests whether satisfaction positively influences customer loyalty. The test results show that there is a significant effect. From these results it is stated that the satisfaction variable at the reliability test stage obtained reliable results. From these results it is stated that the t-statistic is significant. because > 1.96 with $p\text{-value} < 0.05$ ($5.005 > 1.96$) so the seventh hypothesis is accepted.

Mediation Test

Table 4.7 Indirect Effect (Mediation Test)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Val ues
Price (X1) -> Satisfaction (Z) - > Customer Loyalty (Y)	,004	,012	,035	,124	,45 1
Service Quality (X3) -> Satisfaction (Z) -> Customer Loyalty (Y)	,017	,016	,025	,667	,25 2
Location (X2) -> Satisfaction (Z) -> Customer Loyalty (Y)	,057	,060	,029	2,010	,02 2

Source Processed SmartPLS 3 (2024)

The eighth hypothesis tests whether price has a positive effect on customer loyalty, mediated by satisfaction. The test results show that there is no significant effect. From these results it is stated that the t-statistic is significant. because < 1.96 with $p\text{-value} > 0.05$ ($0.124 < 1.96$) so the eighth hypothesis is rejected.

The ninth hypothesis tests whether location has a positive effect on customer loyalty, mediated by satisfaction. The test results show that there is a significant effect. From these results it is stated that the t-statistic is significant. because > 1.96 with $p\text{-value} < 0.05$ ($2.010 > 1.96$) so the ninth hypothesis is accepted.

The tenth hypothesis tests whether service quality positively influences customer loyalty, mediated by satisfaction. The test results show that there is no significant effect. From these results it is stated that the t-statistic is significant. because < 1.96 with $p\text{-value} > 0.05$ ($0.667 < 1.96$) so the tenth hypothesis is rejected.

Discussion

The first hypothesis is stated as a significant t-statistic. because < 1.96 with $p\text{-value} > 0.05$ ($0.999 < 1.96$) so the first hypothesis is rejected. This is in line with research conducted by Adam Albani (2022). Based on the analysis results, price does not have a positive and significant effect on customer satisfaction. Apart from that, customer satisfaction has a

positive and significant effect on loyalty. In this relationship, customer satisfaction has an effect as a mediating relationship between quality and price and loyalty.

The second hypothesis is stated as a significant t-statistic. because < 1.96 with p-value > 0.05 ($0.489 < 1.96$) so the second hypothesis is rejected. This is in line with research conducted by Aprelya Kumaladewi (2023) that location does not have a positive and significant influence, based on respondents' answers and analysis, location is not the main factor in customer loyalty.

The third hypothesis is stated as a significant t-statistic. because < 1.96 with p-value > 0.05 ($0.067 < 1.96$) so the third hypothesis is rejected. This is in line with research conducted by Maharesta Luthfiana Nofindri et al. (2021) who explain that service quality does not have a positive and significant influence on customer loyalty, this is because based on the analysis of respondents' answers, they state that service quality is not the main factor in forming customer loyalty.

The fourth hypothesis is stated as a significant t-statistic. because < 1.96 with p-value > 0.05 ($0.127 > 1.96$) so the fourth hypothesis is rejected. This is in line with research conducted by Nurfalawati et al. (2020) which states that price has no effect on customer satisfaction.

The fifth hypothesis is stated as a significant t-statistic. because > 1.96 with a p-value < 0.05 ($2.081 > 1.96$) so the fifth hypothesis is accepted. This is in line with research conducted by Chusnah et al. (2022) which states that location has an influence on consumer satisfaction.

The sixth hypothesis is stated because the Service Quality variable at the reliability testing stage obtained reliable results. From these results it is stated that the t-statistic is significant. because < 1.96 with p-value > 0.05 ($0.672 < 1.96$) so the sixth hypothesis is rejected. This is in line with research conducted by Ali Muhajir et al. (2021) which states that service quality has no influence on consumer satisfaction.

The seventh hypothesis is stated as a significant t-statistic. because > 1.96 with p-value < 0.05 ($5.005 > 1.96$) so the seventh hypothesis is accepted. This is in line with research conducted by Novia Nur Permata Herin (2019) which states that customer satisfaction influences customer loyalty.

The eighth hypothesis is stated as a significant t-statistic. because < 1.96 with p-value > 0.05 ($0.124 < 1.96$) so the eighth hypothesis is rejected. This is in line with research conducted by Mitha Lestari (2018) which states that price has a positive effect on customer loyalty, mediated by satisfaction.

The ninth hypothesis is stated as a significant t-statistic. because > 1.96 with p-value < 0.05 ($2.010 > 1.96$) so the ninth hypothesis is accepted. This is in line with research conducted by Shinta Ksatriani (2019) which states that location has a positive effect on customer loyalty, mediated by satisfaction.

The tenth hypothesis is stated as a significant t-statistic. because < 1.96 with p-value > 0.05 ($0.667 < 1.96$) so the tenth hypothesis is rejected. This is in line with research

conducted by Alafityanto et al. (2017) which states that service quality has no positive effect on customer loyalty, mediated by satisfaction.

CONCLUSION

Based on the results of data analysis via PLS (Partial Least Square) using SmartPLS 3 software , the conclusions of this research are as follows: Price does not have a positive and significant influence on customer loyalty. Location does not have a positive and significant influence on customer loyalty. Service quality does not have a positive and significant influence on customer loyalty. Price does not have a positive and significant influence on customer satisfaction. Location has a positive and significant influence on customer satisfaction. Service quality does not have a positive and significant influence on customer satisfaction. Customer satisfaction has no influence on customer loyalty. Price has no effect on customer loyalty, mediated by satisfaction. Location influences customer loyalty mediated by satisfaction. Service quality has no effect on customer loyalty, mediated by satisfaction

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