

# The Influence of Product Quality and Service Quality on Consumer Loyalty is Mediated by Consumer Satisfaction at F.Coffee and Eatery Marina-Walk

**Jonathan Jordan Jesaya Mentang**

Program Studies Master of Management, Faculty of Economics and Business

Sam Ratulangi University, Indonesia

[jonathan.mentang24@gmail.com](mailto:jonathan.mentang24@gmail.com)

**S.L.H.V. Joyce Lopian**

Program Studies Master of Management, Faculty of Economics and Business

Sam Ratulangi University, Indonesia

[lapianjoyce@unsrat.ac.id](mailto:lapianjoyce@unsrat.ac.id)

**Irvan Trang**

Program Studies Master of Management, Faculty of Economics and Business

Sam Ratulangi University, Indonesia

[trang\\_irvan@unsrat.ac.id](mailto:trang_irvan@unsrat.ac.id)

## Correspondent author:

Jonathan Jordan Jesaya Mentang

[jonathan.mentang24@gmail.com](mailto:jonathan.mentang24@gmail.com)

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## Abstract

In increasing consumer loyalty, good quality service is needed for consumers so that it creates a feeling of satisfaction with the service provided. This research aims to know the influence of service quality and product quality on customer loyalty is mediated by consumer satisfaction F. Coffee and Eatery Marina-Walk. This research used path analysis and a sample size of 98 respondents at F.Coffee and Eatery Marina-Walk. The results of this research show that: (1) Product quality has a direct and significant effect on consumer satisfaction at F.Coffee and Eatery Marina-Walk, (2) Service quality has a significant direct effect on Consumer Satisfaction at F.Coffee and Eatery Marina-Walk, (3) Product quality has a direct and significant effect on consumer loyalty to F.Coffee and Eatery Marina-Walk, (4) Service Quality has a significant direct effect on Loyalty Consumer at F.Coffee and Eatery Marina-Walk, (5) Consumer satisfaction has a direct and significant effect on consumer loyalty to F.Coffee and Eatery Marina-Walk, (6) Product Quality has no significant effect on Consumer Loyalty through Consumer Satisfaction at F.Coffee and Eatery Marina-

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Walk, and (7) Service Quality does not have a significant effect on Consumer Loyalty through Consumer Satisfaction at F. Coffee and Eatery Marina-Walk.

### **Keywords**

Product Quality, Service Quality Satisfaction, Loyalty

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## **Introduction**

### **Background**

Competition in the business sector is currently growing very rapidly and one of the areas of culinary business is intense competition. This increasingly strong competition has resulted in many businesses in the culinary sector producing products of the same type but with a variety of services. To be able to survive amidst increasing competition, you must create a consumer-oriented marketing strategy. One of the culinary businesses that is currently in great demand is the cafe business. Cafes are one of the businesses that are in great demand by business people because they see the lifestyle of today's people who tend to prefer drinking in cafes and are a favorite place to gather. Cafe business actors are required to create strategies that can attract consumers to consume the products or services offered in order to be able to compete and excel compared to their competitors. Cafe business people must always make changes or innovations and provide good service so that consumers feel happy with the products and services they have consumed so that consumer satisfaction occurs.

Consumer loyalty is important in the cafe business. Satisfied and loyal consumers will not hesitate to spread news and positive things about the beverage products they use. Maintaining loyal consumers should be a top priority rather than getting new consumers, because recruiting or getting new consumers is not an easy thing because it requires more costs, therefore it is a loss if the company just lets go of loyal consumers. Therefore, consumer loyalty is an important asset for companies to increase profits so that companies always maintain good relationships with consumers. Loyal consumers are those who are very satisfied with certain products and services, so they are enthusiastic about using the company's products, even loyal consumers tend to introduce the application of company products and services that they trust to the people around them, so it is important for a company to find out the factors that influence consumer loyalty.

To win the increasingly fierce competition, *Café* Of course, you have to prepare the right strategy to get loyal consumers. Product quality, service quality, business image, product image, brand image, value for money, staff performance, competition, on-time delivery of goods, as well as consumer happiness are all elements that influence consumer retention. Meanwhile, service quality, product quality and consumer satisfaction are the things that have the greatest impact on consumer loyalty (Pradipta and Yulianthini, 2022).

Several variables that can influence consumer satisfaction are product quality and service quality. Factors that can influence consumer satisfaction with consumers are product quality. Product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs, is a combined meaning of reliability, accuracy, convenience, maintainability and other attributes of a product. If consumers feel satisfied with a product they have purchased, it will create buyer loyalty, thereby causing

buyers to make repeat purchases in the future. One way to increase consumer loyalty is to provide good service, which is expected to encourage consumers to return to making transactions. Every individual who has a small income will decide to buy a product with product quality as the main reference, and people who have a large income will prioritize service quality as the main thing in getting satisfaction (Pradipta and Yulianthini, 2022).

The variable that can influence consumer satisfaction with a consumer is service quality. Good service quality can determine consumer satisfaction, namely service quality, namely: physical evidence (tangibles), reliability, responsiveness, empathy and assurance. The effect of service quality on satisfaction is explained as follows: If the service provided to consumers is as expected, it will provide satisfaction. In this way, the quality of service continues to be improved so that it achieves what consumers expect and will be satisfied. Consumers don't just buy products but also buy the services that accompany them. In general, consumers will feel happy if they are served politely, friendly, with full attention so that satisfaction will arise. Thus, service is important in determining consumer satisfaction. Quality Service is a form of consumer assessment of the level of service that has been received by consumers. It is certainly hoped that consumers will feel satisfied with good service (Mariansyah and Syarif, 2020). Customer satisfaction can create customer loyalty, because satisfied customers will tend to be loyal (Dasril and Sumadi, 2023).

F. Coffeeree & Eatery Marina-Walk offers a variety of coffee choices, including signature F.CO, espresso based, manual brewing, and milk espresso based. Apart from that, they also provide non-coffee drinks such as chocolate based variants, mocktail & squash, and fresh variant youghurt... The variety of drinks offered by F. Coffeeree & Eatery Marina-Walk creates something that appeals to consumers who are looking for high quality products and unique flavors. To achieve product quality F. Coffeeree & Eatery Marina-Walk which is desired by consumers must provide product quality standards, standardize product quality to maintain product quality to meet standards that have been set to meet the quality expected by consumers so that consumers believe in the product provided. Product quality is closely related to purchasing decisions. Consumers of each company must have a level of product quality that will help or support the business.

### **Research purposes**

1. Analyze Direct influence of product quality on consumer satisfaction at F.Coffee and Eatery Marina-Walk.
2. Analyze Direct influence of Service Quality on Consumer Satisfaction at F.Coffee and Eatery Marina-Walk.
3. Analyze Direct influence of product quality on consumer loyalty to F.Coffee and Eatery Marina-Walk.
4. Analyze Direct influence of Service Quality on Consumer Loyalty at F.Coffee and Eatery Marina-Walk.
5. Analyze Direct influence of Consumer Satisfaction on Consumer Loyalty at F.Coffee and Eatery Marina-Walk.
6. Analyze The influence of product quality on consumer loyalty through consumer satisfaction at F.Coffee and Eatery Marina-Walk.

7. Analyze The influence of Service Quality on Consumer Loyalty through Consumer Satisfaction at F.Coffee and Eatery Marina-Walk.

## **LITERATURE REVIEW**

### **Marketing Management**

Dharmesta and Handoko (2016:3), defines marketing management as analyzing, planning, implementing and supervising programs aimed at generating exchanges with the target market with the aim of achieving company goals.

### **Product quality**

According to Kotler and Keller (2019:164), product quality is the ability of an item to provide results or performance that match or even exceed what consumers want..

### **Service Quality**

According to Tjiptono (2019:59), service quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires.

### **Consumer Satisfaction**

Satisfaction according to Kotler (2017: 150) is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance (results).

### **Price Perception**

According to Oliver (2015: 432), customer loyalty is a commitment held tightly by consumers to buy or prioritize a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though the consumer is influenced by situational or marketing from competitors to replace other brands.

### **Previous Research**

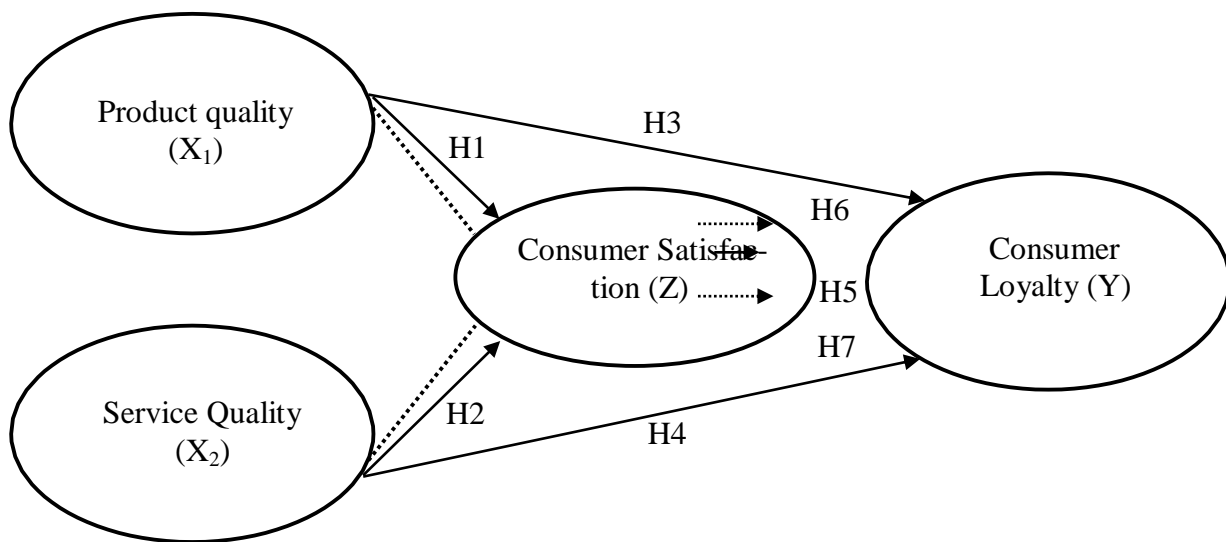
**Waluyowati And Bustomi (2023)** conducted research with the title "Service Quality on Coffee Shop Customer Satisfaction". This research has a purpose to find out the cause and effect of service quality with customer satisfaction at Omah Boto Coffee Shop based on service quality dimensions. Research result shows that tangibles have an insignificant influence on reliability have insignificant influence, responsiveness insignificant influence, assurance has a significant relationship, and empathy has that influence not significant.

**Month And Sriwulan (2021)** conducted research with the title "The Influence of Product Quality and Price on Mitana Cafe Consumer Loyalty in Langsa City". The purpose of this research is to determine the effect of location on customer satisfaction at The Coffeebox Manna. To determine the effect of service quality on customer satisfaction at The Coffeebox Manna. To determine the effect of product quality and price on consumer loyalty at Mitana Cafe in Langsa City. Data analysis techniques use descriptive analysis, multiple linear regression analysis, coefficient of determination (R<sup>2</sup>) and hypothesis testing. The research results show that partially, product quality and price have a significant effect on consumer loyalty at Mitana

Cafe in Langsa City. Product quality and price simultaneously have a significant effect on consumer loyalty at Mitana Cafe in Langsa City.

**Hunowu, Lapian, And Loindong(2023)** conducted research with the title "The Influence of Product Quality, Price and Advertising on Consumer Purchase Interest in the Codashop Application". The aim of this study to determine the influence of product quality, price and advertising on consumer buying interest in the Codashop application partially or simultaneously. The research results show that partially it is known that product quality variables and price variables do not have a significant effect on consumer buying interest, and advertising variables have a significant effect on consumer buying interest, then simultaneously Product Quality, Price and Advertising have a significant effect on Consumer Buying Interest.

### Research Model



**Figure 1. Research Model**

*Source: Theory Study*

### Hypothesis

Based on the research model image above, the proposed research hypothesis is as follows:

H1: Allegedly Product quality has a direct and significant influence on consumer satisfaction at F.Coffee & Eatery Marina-Walk.

H2: It is suspected that Service Quality has a direct and significant influence on Consumer Satisfaction at F.Coffee & Eatery Marina-Walk.

H3: Allegedly Product quality has a direct and significant effect on consumer loyalty to F.Coffee & Eatery Marina-Walk.

H4: Allegedly Service quality has a direct and significant effect on consumer loyalty to F.Coffee & Eatery Marina-Walk.

H5: It is suspected that consumer satisfaction has a direct and significant effect on consumer loyalty to F.Coffee & Eatery Marina-Walk.

H6: Allegedly Product quality has a significant effect on consumer loyalty through consumer satisfaction at F.Coffee & Eatery Marina-Walk.

H7: Allegedly Service Quality has a significant effect on Consumer Loyalty through Consumer Satisfaction at F.Coffee & Eatery Marina-Walk.

## **RESEARCH METHODS**

### **Location and Place of Research**

The location of the research was carried out at F. Coffee and Eatery Marina-Walk by distributing questionnaires to consumers.

### **Method of collecting data**

The method used in this research is based on a questionnaire. In its implementation, it is carried out in a structured (open) or unstructured (closed) manner for respondents, namely employees at F. Coffee and Eatery Marina-Walk. The use of questionnaires is intended to obtain primary data from respondents, namely consumers at F.Coffee and Eatery Marina-Walk, regarding product quality, service quality, consumer satisfaction, and consumer loyalty. Distribution of the questionnaire was carried out online and the mechanism used Google Form.

### **Research Population and Sample**

Population is a generalization area consisting of subjects or objects that have certain characteristics and qualities determined by a researcher to be studied and then a conclusion is drawn (Sugiyono, 2019: 389). The population in this research is consumers at F.Coffee and Eatery Marina-Walk, totaling 4,918 people.

The sample size in this study was determined using the Slovin formula with the consideration that the population was relatively homogeneous or uniform so there was no need for stratification. Apart from that, the use of this formula will produce a relatively larger sample size compared to several other formulas, so that the characteristics of the population will be better represented. The error rate is set at 10% or 0.1, so the sample size in this study is 99 respondents.

### **Data Analysis Techniques**

#### ***Outer Model***

#### ***Convergent Validity***

The convergent validity test of reflection indicators with the SmartPLS 4.0 program can be determined from the loading factor value for each construct indicator. The rule of thumb that is usually used to assess convergent validity is that the loading factor value must exceed 0.7. However, for research in the initial stages of developing a measurement scale, a loading factor value of 0.5 to 0.6 is still categorized as sufficient.

#### ***Discriminant Validity***

The measurement model with reflective indicators is assessed based on the Average Variance Extracted (AVE) of each construct with the correlation between other constructs in the model. For each indicator there is a criterion of  $> 0.5$  to be said to be valid.

### ***Composite Reliability***

*Composite reliability* is the part used to test the reliability value of variable indicators. Variables can be said to be reliable or credible if the composite reliability value of each variable is  $> 0.7$  for confirmatory research and a value of  $0.6 - 0.7$  is still acceptable for exploratory research.

### ***Cronbach's Alpha***

The reliability test with Composite Reliability can be strengthened by using the Cronbach's Alpha value. Criteria for variable assessment if the Cronbach's Alpha value for each variable is  $> 0.7$ , it can be stated that the variable has good reliability.

### ***Inner Model***

#### **Path Coefficient Test**

The Path Coefficient test is used to show how strong the effect or influence of the independent variable is on the dependent variable. Meanwhile, the Coefficient of Determination (R-Square) is used to measure how much the dependent variable is met by other variables.

#### ***R-Square***

Chin stated that the R-Square value of  $0.67$  and above for the dependent latent variable in the structural model indicates that the influence of the independent variable (which influences) on the dependent variable (which is influenced) is in the good category. Meanwhile, if the result is  $0.33 - 0.67$  then it is in the moderate category and if the result is  $0.19 - 0.33$  then it is included in the weak category. Changes in the R-Square value can be used to assess the influence of certain independent latent variables on the dependent latent variable whether they have a substantial influence. The R-Square values are  $0.75$ ,  $0.50$  and  $0.20$  which can be concluded that the model is strong, moderate and weak. The results of PLS R-Square represent the amount of variance of the construct explained by the model.

#### ***Goodness of Fit Test***

To validate the overall research model in research using Goodness of Fit (GoF). Goodness of Fit is an index that has been introduced by Tenenhaus as the GoF Index. This index is carried out to assess a measurement model and a structural model as well as to predict the overall model by providing simple measurements.

### **Hypothesis testing**

Hypothesis testing is carried out by comparing tcount with ttable. Comparison of tcount and ttable is used to determine whether or not there is an influence between variables. The calculated t value was obtained from bootstrapping results with Smart PLS software. Bootstrap testing also aims to minimize the problem of non-normality for researchers.

## RESEARCH RESULTS AND DISCUSSION

### Research result

**Table 1. Convergent Validity**

Variable	Indicator	Outer Loading	Information
Product quality (X1)	X1.1	0.920	Valid
	X1.2	0.950	Valid
	X1.3	0.934	Valid
	X1.4	0.917	Valid
Service quality (X2)	X2.1	0.848	Valid
	X2.2	0.923	Valid
	X2.3	0.952	Valid
	X2.4	0.925	Valid
	X2.5	0.941	Valid
Consumer Satisfaction (Z)	X3.1	0.813	Valid
	X3.2	0.790	Valid
	X3.3	0.728	Valid
	X3.4	0.873	Valid
	X3.5	0.801	Valid
Consumer Loyalty (Y)	Y1	0.939	Valid
	Y2	0.936	Valid
	Y3	0.938	Valid

Source: SmartPLS Processed Data 4, 2023

Based on the results of data processing in Table 1 above, it was found that the outer loading value was above 0.7 so it met the criteria for convergent validity and could be declared valid.

**Table 2. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Product Quality (X1)	0.866
Service Quality (X2)	0.844
Consumer Satisfaction (Z)	0.644
Consumer Loyalty (Y)	0.879

Source: SmartPLS Processed Data 4, 2023

Based on Table 2, it shows that the square root value of the Average Variance Extracted (AVE) for



each construct is greater than 0.5, so it is said that the model has good discriminant validity. With an average Average Variance Extracted (AVE) value of 808.

**Table 3. Composite Reliability**

<b>Variable</b>	<b>Composite Reliability</b>
Product Quality (X1)	0.952
Service Quality (X2)	0.955
Consumer Satisfaction (Z)	0.900
Consumer Loyalty (Y)	0.932

Source: SmartPLS Processed Data 4, 2023

Based on the composite reliability test in Table 3 above, the variable product quality (X1) is reliable, because of the composite reliability value product quality (X1) is  $0.952 > 0.7$ . Variable service quality (X2) is reliable, because of the composite reliability value service quality (X2) is  $0.955 > 0.7$ . The consumer satisfaction variable (Z) is reliable, because the composite reliability value of consumer satisfaction (Z) is  $0.900 > 0.7$ . The consumer loyalty variable (Y) is reliable, because the composite reliability value of consumer loyalty (Y) is  $0.932 > 0.7$ .

**Table 4. Path Coefficient**

<b>Variable</b>	<b>Direct Effects</b>
Product Quality (X1) -> Consumer Satisfaction (Z)	0.430
Service Quality (X2) -> Customer Satisfaction (Z)	0.403
Product Quality (X1) -> Consumer Loyalty (Y)	0.469
Service Quality (X2) -> Consumer Loyalty (Y)	0.183
Consumer Satisfaction (Z) -> Consumer Loyalty (Y)	0.382

Source: SmartPLS Processed Data 4, 2023

The path coefficient in Table 4 shows that all path coefficient values are positive (looking at the total effect), including: (1) product quality (X1) on consumer satisfaction (Z) with a path coefficient of 0.430, meaning that the effect of product quality (X1) on consumer satisfaction (Z) is positive, (2) service quality (X2) on consumer satisfaction (Z) with a path coefficient of 0.403, meaning that the influence of service quality (X2) on consumer satisfaction (Z) is positive, (3) product quality (X1) on consumer loyalty (Y) with a path coefficient of 0.469, meaning the influence of product quality (X1) on loyalty (Y) is positive, (4) service quality (X1) on consumer loyalty (Y) with a path coefficient of 0.183, meaning the influence of service quality (X1) on consumer loyalty (Y) is positive, and (5) consumer satisfaction (Z) on consumer loyalty (Y) with a path coefficient of 0.382, meaning that the influence of consumer satisfaction (Z) on consumer loyalty (Y) is positive.

**Table 5. R Square**

<b>Dependent variable</b>	<b>R-Square</b>	<b>R-Square Adjusted</b>
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Consumer Satisfaction (Z)	0.557	0.548
Consumer Loyalty (Y)	0.838	0.833

Source: SmartPLS Processed Data 4, 2023

Based on Table 5 above, the R-Square value is 0.557 or equal to 55.7%, this figure means that product quality and service quality have an influence on consumer satisfaction of 55.7%, while the remaining 44.3% is influenced by other variables. The R-Square value is 0.838 or equal to 83.8%. This figure means that product quality, service quality and consumer satisfaction have an influence on consumer loyalty, which is 83.8%, while the remaining 16.2% is influenced by other variables. With an average R square value of 0.698 or 69.8%.

### Hypothesis test

**Table 6. T-Value and P-Value**

Variable	T-Value	P-Value
Product Quality (X1) -> Consumer Satisfaction (Z)	4,877	0,000
Service Quality (X2) -> Customer Satisfaction (Z)	4,417	0,002
Product Quality (X1) -> Consumer Loyalty (Y)	6,045	0,000
Service Quality (X2) -> Consumer Loyalty (Y)	3,060	0,000
Consumer Satisfaction (Z) -> Consumer Loyalty (Y)	4,418	0,000
Product Quality (X1) -> Consumer Loyalty (Y) - Consumer Satisfaction (Z)	0,888	0,374
Service Quality (X2) -> Consumer Loyalty (Y) - Consumer Satisfaction (Z)	1,137	0,256

Source: SmartPLS Processed Data 4, 2023

Based on Table 6 above, the T test results show that product quality (X1) has a T-value of 4.877 > 1.96 and a significance level of p-value of 0.000 < 0.05, then Ha is accepted and H0 is rejected. This means that the hypothesis (H1) states product quality a significant effect on consumer satisfaction can be accepted or proven.

The results of the T test show that service quality (X2) has a T-Value of 4.417 > 1.96 and a significance level of p-value of 0.002 < 0.05, so Ha is accepted and H0 is rejected. This means that the hypothesis (H2) which states that service quality has a significant effect on consumer satisfaction can be accepted or proven. The T test results show that product quality (X1) has a T-Value 6,045 > 1.96 and the p-value significance level is 0.000 < 0.05, then Ha is accepted and H0 is rejected. This means that the hypothesis (H3) which states that product quality has a significant effect on consumer loyalty can be accepted or proven. The T test results show that service quality (X2) has a T-value 3,060 > 1.96 and the p-value significance level is 0.000 < 0.05, then Ha is accepted and H0 is rejected. This means that the hypothesis (H4) which states that service quality has a significant effect on consumer loyalty can be accepted or proven. T test results show that consumer satisfaction (Z) has a T-value 4,418 > 1.96 and the p-value significance level is 0.000 < 0.05, then Ha is accepted and H0 is rejected. This means that the hypothesis (H5) states consumer

satisfaction significant influence on consumer loyalty can be accepted or proven. T test results show that consumer satisfaction (Z) has a T-value  $4,418 > 1.96$  and the p-value significance level is  $0.000 < 0.05$ , then  $H_a$  is accepted and  $H_0$  is rejected. This means that the hypothesis (H5) states consumer satisfaction significant influence on consumer loyalty can be accepted or proven. T test results show that consumer satisfaction (Z) has a T-value  $0,888 < 1.96$  and the p-value significance level is  $0.374 > 0.05$ , then  $H_a$  is rejected and  $H_0$  is accepted, this means consumer satisfaction (Z) cannot mediate product quality (X1) on consumer loyalty (Y), so hypothesis (H6) states product quality does not have a significant effect on consumer loyalty through rejected or unacceptable consumer satisfaction. T test results show that consumer satisfaction (Z) has a T-value  $1,137 < 1.96$  and the p-value significance level is  $0.256 > 0.05$ , then  $H_a$  is rejected and  $H_0$  is accepted, this means consumer satisfaction (Z) cannot mediate service quality (X2) on consumer loyalty (Y), so hypothesis (H6) states service quality does not have a significant effect on consumer loyalty through rejected or unacceptable consumer satisfaction.

## Discussion

### *The Influence of Product Quality on Consumer Satisfaction*

Based on data obtained from respondents' answers to the questionnaire, overall consumers at F. Coffee And Eatery Marina-Walk have high perceptions or responses regarding product quality. This can be interpreted that product quality can influence consumer satisfaction. Product quality in this research is measured using indicators, namely features, reliability, durability and product design.

In this research, product quality has an influence on consumer satisfaction. The better the quality of a product, the higher the level of consumer satisfaction. This is what companies are very worried about, where they will be very careful in establishing a brand or product, causing the quality of the product to decline further. Consumer satisfaction is very important for companies in helping create a good quality brand or product. consumer satisfaction.

Based on the results of hypothesis testing that has been carried out, it shows that product quality has a direct and significant effect on consumer satisfaction at F. Coffee and Eatery Marina-Walk. This means that the products provided by F. Coffee And Eatery Marina-Walk are in accordance with consumer needs so that consumers feel satisfied with coffee drink products. On the other hand, the coffee drink products sold at F. Coffee and Eatery Marina-Walk have good shelf life so they attract consumers to buy and visit.

To increase consumer satisfaction, F. Coffee and Eatery Marina-Walk improve and maintain product quality when new competitors of the same type start to emerge so that it can convince and provide evidence that consumer perceptions are as expected. Research results from Pradipta And Yulianthini (2022), found that product quality has a positive and significant effect on consumer satisfaction. Similar research, conducted by Nurfalah, Zahra, And Tabrani (2020), found that product quality has a positive and significant effect on consumer satisfaction.

### *The Influence of Service Quality on Consumer Satisfaction*

Based on the results of data processing, the research results show that service quality has a direct and significant effect on consumer satisfaction at F. Coffee and Eatery Marina-Walk. This means that the quality

of service provided by F.Coffee and Eatery Marina-Walk has made a good contribution to consumers, namely that employees are concerned about consumer needs and desires and employees are responsive in resolving consumer complaints or consumer orders. Apart from that, the service provided by F.Coffee and Eatery Marina-Walk is in line with what consumers expect.

To increase consumer satisfaction, one of the things that needs to be done is to maintain service quality and have a responsive attitude to consumer needs. The results of this research are in line with research from Mu'tashim And Slamet (2019), found that service quality has a positive and significant effect on consumer satisfaction. Research results from Mariansyah And Sharif (2020), found that service quality has a positive and significant effect on consumer satisfaction.

#### *The Influence of Service Quality on Consumer Loyalty*

Based on the results of data analysis, it shows that service quality has a significant direct effect on consumer loyalty at F. Coffee and Eatery Marina-Walk. This means that the quality of service at F.Coffee and Eatery Marina-Walk has gone well and made a good contribution. This can be seen from the results of respondents' answers, where the answers to the service quality variable received quite good respondents because they were dominated by affirmative answers, so it can be concluded that the better the quality of service provided by F.Coffee and Eatery Marina-Walk, the greater the loyalty. consumers through consumer satisfaction.

To increase consumer loyalty, F.Coffee and Eatery Marina-Walk It is necessary to pay close attention to efforts to fulfill services in terms of timeliness in serving consumers or customers to be able to achieve quality service quality. The results of this research are in line with research conducted by Dasril and Sumadi (2023), finding that service quality has a positive and significant effect on customer/consumer loyalty.

#### **Product Quality on Consumer Loyalty**

Based on the results of hypothesis testing that has been carried out, it shows that product quality has a direct and significant effect on consumer loyalty at F. Coffee and Eatery Marina-Walk. This means that the better the product quality of F.Coffee and Eatery Marina-Walk will be followed by an increase in consumer satisfaction, because the quality of the product from F.Coffee and Eatery Marina-Walk can provide a distinctive characteristic or aroma of the product to consumers so that consumers perceive that the product is F.Coffee and Eatery Marina-Walk has certain advantages that other products don't have. Consumers who feel that the product has characteristics that are different from other products can fulfill their wants and needs so that consumers will feel satisfied with the product. It is hoped that F.Coffee and Eatery Marina-Walk will pay more attention to the characteristics or aroma of the product so that it meets customer expectations and creates consumer loyalty. Research results from Maulidio and Dwiastanti (2022), which found that product quality has a positive and significant effect on customer/consumer loyalty.

#### *The Influence of Consumer Satisfaction on Consumer Loyalty*

Based on data obtained from respondents' answers to the questionnaire, overall consumers at F.Coffee and Eatery Marina-Walk have high perceptions or responses regarding consumer satisfaction. The research results show that consumer satisfaction has a direct and significant effect on consumer loyalty at F. Coffee

and Eatery Marina-Walk, meaning that the products offered and presented by F.Coffee and Eatery Marina-Walk provide services according to consumer expectations regarding consumer loyalty so that consumers feel satisfied with the product. Research also shows that the greater the consumer's sense of satisfaction when their expectations can be fulfilled by F.Coffee and Eatery Marina-Walk, the greater the level of consumer loyalty.

To increase consumer loyalty, one of the efforts that must be made is that F.Coffee and Eatery Marina-Walk should continue to ensure that consumers remain loyal to buying products. If consumers are dissatisfied with a service provided, then the service can certainly be ineffective and inefficient. The satisfaction that is created makes consumers loyal to buy products. Consumer satisfaction is a condition where the desires, hopes and needs of consumers are met. The results of this research are supported by research conducted by Dewantoro, Wisnalmawati, and Istanto (2021), finding that consumer satisfaction has a positive and significant effect on consumer loyalty.

#### *The Influence of Product Quality through Consumer Satisfaction on Consumer Loyalty*

Based on the results of data analysis, it shows that product quality has no significant effect on Consumer Loyalty through Consumer Satisfaction at F.Coffee and Eatery Marina-Walk. This means that the quality of the products provided by F.Coffee and Eatery Marina-Walk can make consumers loyal, because some consumers are dissatisfied with the aroma of the coffee drinks served and have not been able to have a positive impact on consumer loyalty through satisfaction. consumer.

However, you need to know that the final goal achieved is the same, namely being able to provide a sense of satisfaction to consumers. The more satisfied a consumer is with a product, the more quality the product can be said to be. A consumer's satisfaction or dissatisfaction is determined by the suitability of the consumer's expectations with the consumer's perception of the product's actual performance. Consumers will be satisfied if F.Coffee and Eatery Marina-Walk is able to provide product quality that meets consumer expectations. Consumers will form their expectations from the supposed performance of a product. Therefore, F.Coffee and Eatery Marina-Walk need to improve service, especially regarding the speed of handling consumer complaints. The results of research from Mariansyah and Syarif (2020), show that product quality does not have a positive and significant effect on consumer satisfaction. Another research, conducted by Hoe and Mansori (2018), found that product quality has a positive and significant effect on customer/consumer satisfaction and customer/consumer loyalty.

#### *The Influence of Service Quality through Consumer Satisfaction on Consumer Loyalty*

Based on the results of hypothesis testing, the research results show that service quality has no significant effect on Consumer Loyalty through Consumer Satisfaction at F.Coffee and Eatery Marina-Walk. This shows that the quality of service provided by F.Coffee and Eatery Marina-Walk has not fully contributed well and has had a positive impact on consumer loyalty through consumer satisfaction. Based on the results of research conducted in the field, it shows that the quality of service provided by F.Coffee and Eatery Marina-Walk has not been able to provide satisfaction to consumers with the products provided and presented so that consumers are not loyal.

To compete amidst the many competitors, F.Coffee and Eatery Marina-Walk must improve service quality and prioritize consumer satisfaction in order to build consumer loyalty. The higher the quality of service and customer satisfaction offered, the higher the customer loyalty will be. Likewise, if the quality of service and customer satisfaction offered is low, then the level of customer loyalty will also be low. Strengthening service quality can be realized directly from how F.Coffee and Eatery Marina-Walk treats its consumers and indirectly through the performance of the products or services provided by F.Coffee and Eatery Marina-Walk. F.Coffee and Eatery Marina-Walk must also be able to instill a sense of satisfaction in the minds of consumers so that consumers will tend to be loyal and not move to another coffee outlet because they feel that their satisfaction has been fulfilled at one coffee outlet. Research results from Nuridin (2022), found that service quality directly has a positive and insignificant effect on customer/consumer loyalty.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

To conclusion in this research, as follows:

1. Product quality has a direct and significant effect on consumer satisfaction at F.Coffee and Eatery Marina-Walk.
2. Service quality has a significant direct effect on Consumer Satisfaction at F.Coffee and Eatery Marina-Walk.
3. Product quality has a direct and significant effect on consumer loyalty to F.Coffee and Eatery Marina-Walk.
4. Service quality has a significant direct effect on Loyalty Consumer at F.Coffee and Eatery Marina-Walk.
5. Customer satisfaction has a direct and significant effect on consumer loyalty to F.Coffee and Eatery Marina-Walk.
6. Product quality has a significant effect on consumer loyalty through consumer satisfaction at F.Coffee and Eatery Marina-Walk.
7. Service Quality has a significant effect on Consumer Loyalty through Consumer Satisfaction at F.Coffee and Eatery Marina-Walk.

### **Suggestion**

1. To increase consumer satisfaction, F.Coffee and Eatery Marina-Walk improve and maintain product quality when new competitors of the same type start to emerge so that it can convince and provide evidence that consumer perceptions are as expected.
2. To increase consumer satisfaction, one of the things that needs to be done is to maintain service quality and have a responsive attitude to consumer needs.
3. To increase consumer loyalty, F.Coffee and Eatery Marina-Walk It is necessary to pay close attention to efforts to fulfill services in terms of timeliness in serving consumers or customers to be able to achieve quality service quality.

4. It is hoped that F.Coffee and Eatery Marina-Walk will pay more attention to the characteristics or aroma of the product so that it meets customer expectations and creates consumer loyalty.
5. To increase consumer loyalty, one of the efforts that must be made is that F.Coffee and Eatery Marina-Walk should continue to ensure that consumers remain loyal to buying products.
6. F.Coffee and Eatery Marina-Walk need to improve service, especially regarding the speed of handling consumer complaints.

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