The Influence of Product Quality, Price, and Service on Customer Satisfaction and Loyalty at Goodtry Burger Outlets Using SEM-PLS

Joko Mardiyanto*, Jerry Heikal
Universitas Bakrie, Indonesia
Email: jm.mardiyanto@gmail.com*, jerry.heikal@bakrie.ac.id

KEYWORDS	ABSTRACT
Customer satisfaction; Customer loyalty; Price; Service; SEM- PLS	This study aims to examine the influence of product quality, price, and service on customer satisfaction and customer loyalty at GOODTRY burger outlets using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The research investigates five main variables—product quality, price, service, customer satisfaction, and customer loyalty—to understand their interrelationships in the context of the fast-food industry. Data were collected from 46 active customers through an online questionnaire, allowing respondents to provide direct evaluations of their experiences with GOODTRY burger outlets. The analysis results indicate that price and service have a significant positive effect on customer satisfaction, with path coefficients of 0.306 (p = 0.029) and 0.349 (p = 0.018), respectively. Furthermore, price demonstrates a strong and statistically significant influence on customer loyalty, with a coefficient of 0.570 (p = 0.000), highlighting the importance of competitive and perceived fair pricing in encouraging repeat purchases and long-term commitment. Conversely, product quality does not show a statistically significant effect on either customer satisfaction (p = 0.077) or customer loyalty (p = 0.369), suggesting that customers may perceive product quality as relatively standardized or simply meeting basic expectations. Additionally, service quality does not have a significant direct effect on customer loyalty (p = 0.057), indicating that its influence may be mediated through customer satisfaction. Overall, these findings emphasize the strategic importance of pricing and service performance in enhancing customer satisfaction and building customer loyalty in the fast-food sector.

INTRODUCTION

The fast-food industry is a highly dynamic and competitive sector, especially in the modern era marked by changes in urban consumption patterns. The rapid growth of urban lifestyles has driven increased demand for practical, fast, and efficient food services. However, today's consumer orientation is no longer solely focused on service speed but also emphasizes product quality, satisfactory service, and prices considered fair and reasonable (Fatima et al., 2024; Rahman et al., 2020). In this context, fast-food restaurants—particularly burger outlets—occupy a strategic position but also face major challenges, as they must meet increasingly complex and diverse customer expectations. To survive in such a highly competitive industry, business actors are required not only to maintain operational efficiency

but also to understand and manage the key elements that influence customer satisfaction and loyalty. Fatima et al. (2024) state that dimensions such as service quality and product consistency are key differentiators in this industry. Meanwhile, Rahman et al. (2020) emphasize the importance of price perception as a determinant of repeat purchase decisions. Therefore, the success of fast-food businesses greatly depends on their ability to integrate quality, service, and pricing strategies holistically to create valuable customer experiences.

According to John and John (2021), customer loyalty is a manifestation of a deep psychological attachment to a brand, formed through the accumulation of consistently positive experiences. In the highly competitive fast-food industry, customer loyalty represents a strategic asset that determines business sustainability. However, this loyalty is fragile and highly dependent on the alignment between customer expectations and actual experiences. When discrepancies occur—such as inconsistent food taste, slow or unfriendly service, or prices that do not reflect the quality received—the risk of losing customers increases significantly. Such mismatches not only reduce satisfaction but also create negative experiences that harm overall brand perception. Therefore, to build sustainable loyalty, companies must ensure consistent product quality, professional service, and a fair, transparent pricing strategy (John & John, 2021).

One empirical study reflecting this dynamic is the case of GOODTRY Burger Stall, a local business operating in the fast-food market. The graphic above illustrates the main problems faced by GOODTRY Burger Outlets, based on survey results from active customers. The data show that declining customer loyalty is the most dominant issue, with a proportion of 35%. This phenomenon indicates a failure to retain customers—an indicator of a weakening relationship between customers and the brand. Customer loyalty, according to John and John (2021), is a form of psychological attachment heavily influenced by the consistency of satisfying experiences. The observed decline in loyalty reflects GOODTRY's inability to create such experiences sustainably.

In addition, product quality inconsistency (30%) suggests that customers still encounter variation in flavor, texture, or product presentation. This inconsistency has the potential to create a gap between expectations and reality, ultimately reducing satisfaction (Mulyawan et al., 2022). Meanwhile, price mismatch (15%) indicates a perceived imbalance between benefits and costs, which can hinder the establishment of long-term loyalty (Zhong & Moon, 2020; Syah et al., 2022).

Other issues, such as inadequate service and limited menu variety, each accounted for 10%. Both are critical aspects of the fast-food industry, which relies heavily on efficiency and customer experience (Fatima et al., 2024; Kumolu-Johnson, 2024). Thus, the findings suggest that GOODTRY's primary challenge does not stem from a single variable but from the need to achieve synergy and balance among product quality, service, and price perception. Therefore, a holistic strategic approach is required to improve customer loyalty.

From the figure, it can be seen that customer satisfaction levels were measured based on three key dimensions—product quality, price, and service—each rated on a scale of 1 to 5. The results indicate that the price dimension received the highest score (4.1), suggesting that customers are relatively satisfied with GOODTRY's pricing policy. This aligns with the price perception theory proposed by Zhong and Moon (2020), which posits that fairness and

affordability are central indicators in shaping customer value perceptions. The service dimension ranks second (3.8), indicating that customer interactions with staff and the ordering process are considered adequate, though there remains room for improvement. Within the SERVQUAL framework developed by Parasuraman et al. (1988), effective service encompasses reliability, responsiveness, assurance, empathy, and physical appearance.

This score indicates that GOODTRY has been able to provide decent service, but improvements in professionalism and efficiency are still needed to maximize customer satisfaction (Fatima et al., 2024). However, product quality recorded the lowest score (3.2), indicating that although prices are competitive and service is reasonably good, the quality of the products offered still does not consistently meet customer expectations. According to Kotler and Keller (2016), high product quality is a fundamental element in creating customer value. When a product fails to deliver the desired taste or presentation consistently, customers tend to feel disappointed—even when other variables are considered adequate. A low score in this dimension reinforces the findings from the study's hypothesis testing, which revealed that product quality did not significantly influence customer loyalty.

These two graphs provide empirical evidence that while price serves as GOODTRY's primary strength, product quality remains a weakness that must be addressed promptly. Strategies to improve product quality and consistency should thus be prioritized so that GOODTRY can deliver a more comprehensive and competitive customer experience in the fast-food market.

Various studies have identified customer satisfaction as a crucial mediator between service attributes and customer loyalty (Tanjung & Rahman, 2023; Sholikhah & Hadita, 2023). Customer Satisfaction Theory explains that customers form judgments based on their evaluation of the gap between expectations and actual performance. If expectations exceed performance, dissatisfaction occurs; conversely, if performance surpasses expectations, loyalty can be nurtured (Ronasih & Widhiastuti, 2021). Therefore, to strengthen loyalty, companies need not only to provide high-quality offerings but also to consistently meet or exceed customer expectations.

Price is an important dimension in shaping customer value. Zhong and Moon (2020) state that price perception consists of fairness, affordability, and brand suitability. When prices are considered fair in relation to the quality and experience received, customer satisfaction increases, which in turn enhances loyalty (Shah et al., 2022). In the context of GOODTRY, although the price dimension achieved a high score, the gap between price and product quality may create negative perceptions. Furthermore, service quality plays a strategic role in shaping customer experience.

According to Fatima et al. (2024), service dimensions such as punctuality, staff friendliness, and order accuracy directly influence consumer perceptions. In the SERVQUAL model developed by Parasuraman et al. (1988), quality service encompasses five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. GOODTRY still has room for improvement in service quality, particularly regarding speed and staff friendliness, as reflected in its score of 3.8. Although product quality is considered a core foundation in the food industry, it often does not directly affect loyalty unless accompanied

by positive customer experiences (Amalia et al., 2024; Alexander, 2022). In the case of GOODTRY, inconsistencies in taste and presentation are the main causes of declining perceived quality, as evidenced by the 3.2 score and the insignificant relationship between product quality and loyalty in the SEM-PLS analysis results.

From a conceptual perspective, this research refers to Kotler and Keller's Marketing Mix theory (2016), which states that the combination of product, price, promotion, and distribution elements represents key factors influencing purchasing decisions. This study focuses on three core elements—product, price, and service—which have been shown in previous studies to be crucial determinants of satisfaction and loyalty (Jeffryanto & Dini, 2022; Meilisa & Artina, 2023). Strategically integrating these three elements is believed to foster a positive and holistic consumer experience.

Previous studies have also supported the finding that the combination of product quality, price, and service variables significantly influences customer satisfaction and loyalty, both directly and through satisfaction as a mediating variable (Utama et al., 2024; Juliana et al., 2020; Hidayat & Peridawaty, 2020). However, research specifically examining burger chains such as GOODTRY remains limited. This represents an important research gap that must be addressed, given that the dynamics of the burger industry are strongly influenced by local tastes, consumer lifestyles, and market competition intensity.

Accordingly, this study adopts a comprehensive approach by considering both the direct and indirect effects of product quality, price, and service on customer loyalty, with satisfaction serving as a mediating variable. A quantitative methodology using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach was selected to accommodate the complexity of relationships among variables while addressing limitations in sample size.

This study aims to simultaneously analyze the influence of product quality, price, and service on customer satisfaction and loyalty at GOODTRY Burger Outlets using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method and to provide empirically based recommendations for strategies to enhance customer experience and loyalty in the fast-food industry.

METHOD

This research employs a quantitative approach with an explanatory research design, which aims to test and explain causal relationships among several predetermined variables. This method is suitable for analyzing the influence of independent variables—product quality (X1), price (X2), and service (X3)—on dependent variables, namely customer satisfaction (Y1) and customer loyalty (Y2), with customer satisfaction positioned as a mediating variable. This approach was selected because it provides a deeper empirical understanding of consumer behavior dynamics within the fast-food industry, particularly in local burger chains such as GOODTRY.

Data collection in this study was conducted through a survey using a structured questionnaire instrument. The questionnaire was designed in a closed format and distributed online via digital platforms (WhatsApp and Google Form), which were considered efficient for reaching respondents in the digital era. The sampling technique used was the census

method, or saturated sampling, because the target customer population was relatively small and all members of the population could be included as samples. A total of 46 active customers of GOODTRY Burger Outlets participated in this study, each having direct experience interacting with the products and services offered.

The indicators used in this study were selected based on their extensive use in previous research in the food and service sectors, where they have been empirically validated. For instance, product quality was measured through attributes of taste and consistency—two key dimensions influencing consumer perceptions of food (Kotler & Keller, 2016; Mulyawan et al., 2022). Meanwhile, price perception was assessed based on fairness and affordability, which according to Zhong and Moon (2020), are critical dimensions in shaping consumers' perceptions of value. The service aspect was measured using the SERVQUAL framework developed by Parasuraman et al. (1988), which includes the dimensions of reliability, responsiveness, assurance, empathy, and tangibles (Ibrahim & Heikal, 2024; Kettipusem & Heikal, 2024; Nurseha et al., 2024; Putri & Heikal, 2024; Raharjo & Heikal, 2025; Setiawan & Heikal, 2024; Sodikin & Heikal, 2025; Wandaria et al., 2024; Watugilang & Heikal, 2024; Wulansari & Heikal, 2024).

This methodological approach is highly compatible with research in the social and management sciences, where the constructs analyzed are typically latent (not directly measurable) and represented by multiple indicators (multi-items). The SEM-PLS technique allows for the simultaneous analysis of two models: (1) the measurement model (outer model), which examines the validity and reliability of indicators relative to their constructs, and (2) the structural model (inner model), which tests the strength and direction of relationships among latent constructs. The software tool used in this analysis was the latest version of SmartPLS (Anggraeni et al., 2024; Arda et al., 2024; Arthanugraha et al., 2024; Awalludin & Heikal, 2024; Fajri & Heikal, 2022; Fauzan & Heikal, 2024; Ferli & Heikal, 2024; Harahap et al., 2024; Hasmalini & Heikal, 2023; Heikal et al., 2022).

1. Analysis Outer Model

   In testing outer model, validity And reliability construct tested through several statistical indicators, including:

   a. Convergent validity

      Measured through the Average Variance Extracted (AVE) value, where the AVE value ≥ 0.5 show that indicator capable explain more of 50% of the construct variance.

   b. Reliability

      Measured by Cronbach's Alpha and Composite Reliability, with a value of ideal ≥ 0.7 For show consistency internal between indicator.

   c. Discriminant validity

      Tested using two approaches, namely cross-loading values and the Fornell-Larcker Criterion. Discriminant validity shows that different constructs do indeed measure different aspects.

2. Analysis Inner Model

   After the outer model meets the validity and reliability requirements, the inner model is then tested to determine the causal relationship. between variables. A number of step

important in testing inner models include:Measurement mark coefficient track (path coefficient) For see direction and the strength of the relationship between constructs.

a. Test significance use mark t-statistic And p-value Which obtained through bootstrapping.
b. Measurement mark R-square (R^2) as indicator how much big proportion of variance from variables dependent Which explained by variables independent.
c. Predictive relevance test (Q^2) to see the overall predictive ability of the model.

The SEM-PLS model in this study was designed to simultaneously test the direct and indirect relationships between independent variables and customer loyalty, with customer satisfaction as a mediator. This model design is theoretically based on the integration of Customer Satisfaction theory (Tanjung & Rahman, 2023), Customer Loyalty theory (Ronasih & Widhiastuti, 2021), and the Marketing Mix concept from Kotler & Keller (2016). By using SEM-PLS, this study is expected to provide a comprehensive picture. comprehensive And robust about How interaction between quality product, price, and service shape customer satisfaction and loyalty in the context of the outlet food fast serving. Besides give contribution to literature academic, results study This Also can become reference practical for management Outlet Burger GOODTRY in formulating strategies to improve service quality and more effective customer retention.

RESULTS AND DISCUSSIONS

Before discussing the research results in depth, it is necessary to emphasize that the quantitative data analysis process does not merely aim to test hypotheses but also to interpret the empirical meaning of the relationships among variables within both theoretical and practical contexts. Therefore, the discussion in this section is directed toward comprehensively interpreting the findings based on the previously explained theoretical framework and comparing them with the results of prior studies. The analysis focuses not only on statistical significance but also on the managerial and strategic implications that can be derived by GOODTRY Burger Outlet managers. By linking the research results with theories of customer satisfaction, loyalty, and the marketing mix, this section aims to provide a broader understanding of how product quality, price, and service contribute to the development of customer satisfaction and loyalty in the highly competitive fast-food industry.

Evaluation of Measurement Model (Outer Model) Path Analysis
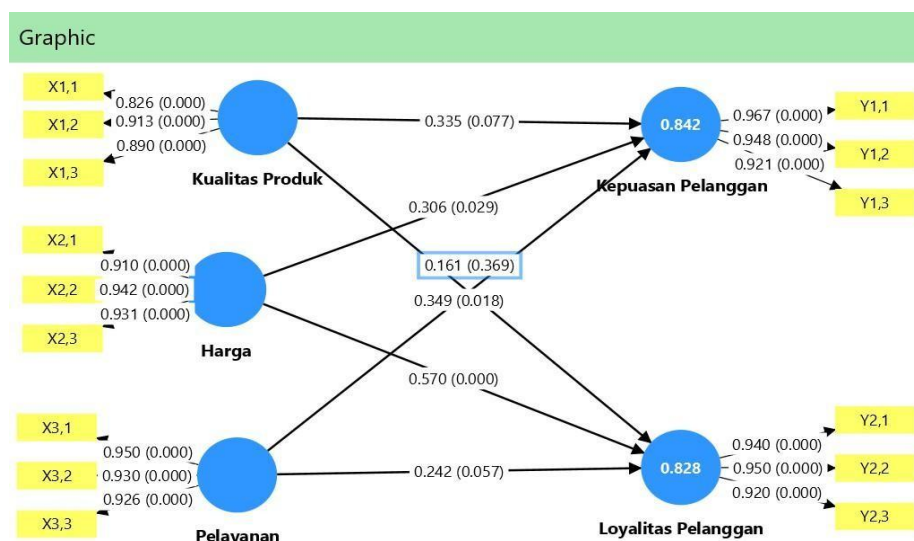
Picture 1. Path Analysis

Interpretation :

- Quality Product → Satisfaction Customer
  No Influential positive And significant (coefficient 0.335; p-value 0.077).
- Price → Satisfaction Customer
  influential significant (coefficient 0.306; p-value 0.029).
- Service → Customer satisfaction
  Influential positive And significant (coefficient 0.349; p-value 0.018).
- Quality product → Loyalty Customer
  No influential significant (coefficient 0.161; p-value 0.369).
- Price → Loyalty Customer
  Influential positive And significant (coefficient 0.570; p-value 0,000).
- Service → Loyalty Customer
  No Influential positive And significant (coefficient 0.242; p-value 0.057).

Table 1. Discriminant Validity - Fornell-Larcker Criterion

	Price	Customer satisfaction	Product Quality	Customer Loyalty	Service
Price	0.927				
Customer satisfaction	0.849	0.946			
Product Quality	0.873	0.874	0.877		
Customer Loyalty	0.884	0.87	0.847	0.937	
Service	718	0.83	0.781	0.777	0.935

This study employs the Fornell–Larcker criteria and cross-loading to assess discriminant validity. The diagonal values (0.927, 0.946, 0.877, 0.937, 0.935) are all greater than the correlation values between other variables in their respective rows or columns. This indicates that the discriminant validity requirements have been met according to the Fornell–Larcker criteria.

Table 2. Construct Reliability and Validity – Overview

Variables	Cronbach's Alpha	Composite Reliability (ρc)	Composite Reliability (ρa)	Average Variance Extracted (AVE)
Price	0.919	0.923	0.949	0.86
Satisfaction Customer	0.941	0.941	0.962	0.895
Quality Product	0.851	0.869	0.909	0.77
Loyalty Customer	0.93	0.931	0.955	0.877
Service	0.929	0.931	0.954	0.875

Table 2 above presents the Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) values for each construct. The Cronbach's alpha values all exceed 0.7, with the highest value observed for Customer Satisfaction (0.941) and the lowest for Product Quality (0.851). The Composite Reliability values also surpass the threshold of 0.7, indicating good internal consistency among the constructs. Furthermore, the AVE values for all constructs are above 0.5, further confirming the model's reliability and validity. Thus, based on the validity and reliability tests, the research model can be classified as valid and reliable, supporting the subsequent Structural Model Evaluation (Inner Model).

Table 3. Path Coefficients – Mean, STDEV, T Values, P Values

Track Connection	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Values
Price → Customer satisfaction	0.306	0.292	0.14	2,189	0.029
Price → Loyalty Customer	0.57	0.571	0.138	4.124	0
Quality Product → Customer satisfaction	0.335	0.348	0.189	1,773	0.077
Quality Product → Customer Loyalty	0.161	0.189	0.179	0.9	0.369
Service → Customer satisfaction	0.349	0.341	0.147	2,377	0.018
Service → Customer Loyalty	0.242	0.205	0.127	1,908	0.057

The hypothesis test conducted in this study aims to test the relationship between factors like, quality product, price, service, customer satisfaction And loyalty customer. Based on test path coefficients in table above, the results are as follows:

1. The Influence of Price on Customer Satisfaction. Price has a positive and significant towards satisfaction customers with mark coefficient of 0.306, the T-statistic value of 2.189 (> 1.96) and the P value of 0.029 (< 0.05). Thus, the hypothesis stating that price influences customer satisfaction is accepted.
2. The Effect of Price on Customer Loyalty. Price has a significant effect on customer loyalty, as indicated by a coefficient value of 0.570, a T-statistic of 4.124 (<1.96), and a P-value of 0.000 (>0.05). Therefore, the hypothesis that price influences customer loyalty is supported.
3. The Influence of Product Quality on Customer Satisfaction. Product quality does not have a positive and significant effect on customer satisfaction with a coefficient value of as big as 0.335 mark T-statistic of 1.773 (> 1.96) and a P-value of 0.077 (<0.05). Thus, the hypothesis that product quality influences customer satisfaction is not significant.
4. The Influence of Product Quality on Customer Loyalty. Product quality does not have a significant effect on customer loyalty with a coefficient value of as big as 0.161, mark T-statistic as big as 0.900 (< 1.96), And P value of 0.369 (> 0.05). Thus, the hypothesis that product quality influences customer loyalty is rejected.
5. Influence Service to Satisfaction Customer. Service has a positive and significant effect on customer satisfaction with a coefficient value of 0.349, a T-statistic value of 2.377 (> 1.96), and a P value of 0.018 (< 0.05). Thus, the hypothesis that service influences customer satisfaction is accepted.
6. The Influence of Service on Customer Loyalty. Service has no effect significant to loyalty customer, shown by coefficient value of 0.242, value T-statistic of 1,908 (< 1.96) and P The value is 0.057 (> 0.05). Therefore, the hypothesis that service influences customer loyalty is rejected.

Based on Picture on Also can explained that equality happen as follows :

$Y = B1.X1 + B2.X2$

$Y1 = 0.335*X1 + 0.306*X2 + 0161*X3$

$Y2 = 0.842*Y1 + 0.306*X1 + 0.570*X2 + 0.242*X3$

B= Coefficient

Y1= Satisfaction Customer Y2= Loyalty Customer X1= Product quality X2=Price

X3=Service

CONCLUSION

Based on the quantitative analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS), this study concludes that, in the context of GOODTRY Burger Outlets, price and service significantly influence customer satisfaction, with price also exerting a significant effect on customer loyalty. The perception of fair and affordable pricing relative to the benefits received plays a crucial role in shaping both satisfaction and loyalty, aligning with previous research. Additionally, service quality—encompassing factors such as service speed, staff friendliness, and order accuracy—positively affects customer satisfaction. While service quality does not have a significant direct effect on loyalty, its role in customer relationship management remains vital. Product quality, however, was found to have no significant impact on either satisfaction or loyalty. These findings suggest that in the fast-food industry, customers tend to prioritize economic value and service experience over product attributes. To enhance satisfaction and loyalty, GOODTRY Burger's management should therefore focus on maintaining competitive pricing and superior service quality, strategically integrating both elements to ensure sustainable competitiveness.

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