

## Product Quality, Price, Promotion, and Loyalty: The Mediating Role of Satisfaction at RSU Adhyaksa Sehat Sejahtera Berdikari Cooperative

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### ABSTRACT

The purpose of this study is to examine how customer satisfaction at the RSU Adhyaksa Sehat Sejahtera Berdikari Cooperative influences the loyalty of Samsung entry-level series smartphones consumers in relation to product quality, price, and promotion. The methodology is quantitative and of the associative research type, and the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) is utilized to analyze the data. The study's findings show that customer satisfaction is significantly impacted by pricing, marketing, and product quality. Additionally, customer loyalty is significantly impacted by these three factors. Customer loyalty has been shown to be significantly impacted by customer satisfaction. Additionally, the link between pricing, promotion, and product quality and customer loyalty is strongly mediated by consumer satisfaction. Thus, it can be concluded that customer satisfaction plays an important role in strengthening the relationship between product quality, price, and promotion on the loyalty of Samsung entry-level series smartphones users. This study provides practical implications for companies in improving marketing strategies through quality improvement, price adjustments, and effective promotions to increase customer loyalty.

**Keywords:** Product Quality, Price, Promotion, Customer Satisfaction, Customer Loyalty

### 1. Introduction

Smartphones have become a global phenomenon, significantly shaping daily life worldwide. In Indonesia, smartphone usage is deeply embedded in everyday activities. By 2022, the country ranked fourth globally in smartphone users, with 187.7 million users (dataindonesia.id, 2024). Among various market segments, the entry-level segment (priced below IDR 2 million or  $\leq$  USD 150) continues to experience rapid growth due to its affordability and ability to meet basic user needs. This growing user base has intensified competition among smartphone brands. With a wide range of options available, consumers are becoming more selective in choosing products that align with their preferences. Samsung, known for its modern design and advanced technology, remains one of the most popular brands among Indonesian consumers. According to Top Brand Award (2023), Samsung competes with brands such as Apple, Vivo, Oppo, Xiaomi, Realme, and Infinix. The highly competitive market offers consumers better opportunities to select products that offer the best value.

Globally, demand for entry-level smartphones rose by 33% year-on-year, from 90 million units in Q1 2023 to 120 million in Q1 2024 (Omdia, 2024). Southeast Asia, including Indonesia, mirrors this trend. Reports from Canalys (2023) and IDC Indonesia (2023) highlight that Samsung remains a dominant player in Indonesia's entry-level segment,

competing closely with Xiaomi, Infinix, and Oppo. Although brands like Xiaomi and Infinix are more aggressive in offering superior specifications in the entry-level segment, Samsung maintains its position due to strong brand trust, purchasing convenience through cooperatives, and word-of-mouth recommendations from colleagues and social communities. This phenomenon is worth further investigation, as it highlights that brand loyalty in the entry-level market is influenced not only by price or product specifications but also by perceived quality, personal satisfaction, and social influence.

In general, every business organization aims to achieve certain objectives such as increasing profits, expanding market share, improving brand awareness, and enhancing customer satisfaction. Among these goals, profitability is often a key indicator of success. Profit levels are closely tied to customer satisfaction, which in turn is strongly influenced by customer loyalty. Customer loyalty reflects the willingness to repurchase, recommend the brand to others, remain committed despite competitive offers, and even pay premium prices. As noted by Gremler (in Hasan & Ali, 2018), actual loyalty behavior includes repeat purchases, increased spending, positive referrals, and continued usage as long as quality is maintained.

One major determinant of customer satisfaction is product quality. According to Kotler and Keller (2018), consistent and high-quality products are essential to sustaining customer satisfaction and, ultimately, fostering loyalty. Lupiyoadi (2018) also emphasizes that product quality aligned with customer expectations increases the likelihood of repeat purchases and brand attachment. Zeithaml, Bitner, and Gremler (2018) further affirm that customer perceptions of quality play a critical role in shaping loyalty intentions. Data from the 2023 Indonesia Customer Satisfaction Index (ICSI) show that companies with higher product quality scores also report better levels of customer satisfaction and loyalty compared to their competitors. This indicates that product quality contributes not only to short-term transactions but also to long-term customer relationships. Thus, a direct relationship exists between product quality and customer satisfaction: the better the quality, the higher the satisfaction and vice versa.

In addition to product quality, price is a critical factor in determining customer satisfaction. Kotler and Keller (2019) describe price as the only element in the marketing mix that generates revenue, while other elements incur costs. Setting an appropriate price is key to delivering value and enhancing satisfaction. Customers who perceive prices as fair and justified by product quality are more likely to be satisfied. Tjiptono (2019) supports this by stating that price perception significantly affects customer satisfaction. Reasonable and competitive pricing tends to increase customer confidence and satisfaction. Likewise, Lupiyoadi (2018) notes that transparent and relevant pricing contributes meaningfully to customer satisfaction. ICSI (2023) findings confirm that price, along with quality and service, is among the top dimensions influencing customer satisfaction.

Promotion is another crucial factor in shaping customer satisfaction. Kotler and Armstrong (in Ridwansyah, 2017) suggest that promotion helps convey product value and benefits, playing a key role in influencing customer perception. Effective promotional strategies such as discounts, loyalty programs, bonuses, and clear messaging can positively impact satisfaction and trust. Conversely, misleading or excessive promotions may lead to customer disappointment. In Samsung's case, promotional challenges often stem from a mismatch between marketing strategies and local consumer behavior. Despite its global

status and large-scale campaigns, some promotional approaches in Indonesia have failed to generate lasting loyalty. Promotions centered solely on discounts or cashback may result in transactional behavior, where customers remain loyal only during sales. Inconsistent messaging across digital and physical platforms may also reduce trust.

Given intense competition from brands like Xiaomi, Oppo, and Infinix, Samsung must localize its promotional strategies, personalize digital marketing efforts, and strengthen product differentiation. If left unaddressed, these issues could diminish the effectiveness of promotions in driving purchases and retaining customers. Therefore, examining the impact of pricing on customer satisfaction is essential for developing more effective marketing strategies.

This study aims to examine how product quality, price, and promotion influence the loyalty of Samsung entry-level smartphone users, with customer satisfaction as a mediating variable. The research focuses on users affiliated with the RSU Adhyaksa Sehat Sejahtera Berdikari Cooperative in East Jakarta. The goal is to assess how perceived product quality and price-value alignment contribute to customer satisfaction, which in turn fosters loyalty encouraging continued product use despite competing brands. This research offers novelty by targeting a rarely studied population entry-level Samsung users within an employee cooperative and by introducing new price and loyalty indicators, such as cooperative pricing, peer recommendations, and social comfort. It also expands the promotional construct to include informal promotion, which is underexplored in current literature.

## **2. Literature Review**

In essence, marketing management is a strategic process that includes organizing, planning, directing, and coordinating marketing initiatives in order to successfully and efficiently accomplish corporate objectives (Sударsono, 2020). According to the American Marketing Association, marketing is an organizational function and a collection of procedures for developing, communicating, and providing value to customers as well as managing customer relationships in a way that benefits the company and its stakeholders. Kotler and Keller (2017) define marketing as meeting needs profitably. According to Tjiptono (2019), marketing management includes how a business plans, chooses, and disseminates goods, services, and concepts that satisfy the demands of its target market. In a similar vein, Assauri (2018) claims that marketing management entails developing and carrying out business strategies meant to produce revenue.

Customer satisfaction refers to the emotional response that arises when consumers compare the perceived performance of a product or service with their initial expectations. According to Kotler and Keller (2018), satisfaction occurs when performance meets or exceeds expectations, whereas dissatisfaction emerges when performance falls short. The term "satisfaction" itself is derived from Latin *satis* (adequate) and *facio* (to do or to make) and is often interpreted as the act of fulfilling or making something adequate (Tjiptono & Chandra, 2019). Park (2018) defines customer satisfaction as the emotional response to a consumed product or service, while Oliver (2020) describes it as a fulfillment response when customer needs and expectations are met. In essence, satisfaction plays a vital role in evaluating post-purchase behavior and sustaining long-term customer loyalty.

Customer loyalty refers to a consistent pattern of repeat purchases and commitment to a brand or company over time. Griffin (2016:142) characterizes loyal customers as those

who repeatedly buy or use the same company's products or services, explore other offerings from the same business, share positive experiences with others, and resist switching to competitors despite external offers. Hasan (2016:75) defines customer loyalty as behavioral tendencies reflecting continued support for a product, including the likelihood of renewing brand contracts and expressing satisfaction or dissatisfaction through specific actions. If dissatisfied, customers may exit (discontinue purchases) or voice their complaints directly. In summary, customer loyalty represents the sustained behavior of individuals who repeatedly return to the same provider to fulfill their needs through consistent product or service purchases.

The capacity of a product to satisfy or beyond the demands and expectations of the consumer is referred to as product quality. It is evaluated based on practical usefulness, aesthetics, and emotional appeal in addition to physical durability. Product quality, according to Kotler and Keller (2019:489), is "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs." Similar to this, Tjiptono (2019:223) emphasizes that a company's competitive advantage may be derived from consistently excellent quality, characterizing product quality as the extent of product excellence in meeting consumer expectations.

Kotler and Armstrong (2018:314) define price as the cost of a good or service, or the value that customers trade for the advantages of using or owning it. A key component of the marketing mix, price affects consumer perception, profitability, and product positioning. Companies may adopt penetration pricing (low initial price) or price skimming (high initial price for unique products). Pricing strategies must align with overall business goals whether targeting profit, sales volume, market share, or brand image. Consumers often associate higher prices with better quality, making price a key factor in purchasing decisions.

According to Laksana (2019), sales promotion is a short-term, non-routine activity aimed at accelerating market response through alternative promotional tools. Kotler and Armstrong (in Ridwansyah, 2017) define promotion as company activities to communicate customer value. Alma (2020) emphasizes promotion as persuasive communication to attract, inform, remind, and convince potential buyers. Malau (2017) adds that sales promotion involves direct persuasion using incentives to stimulate purchases and increase sales volume. In summary, promotion is a strategic effort to inform and attract consumers to a product, encouraging them to purchase and engage with the brand.

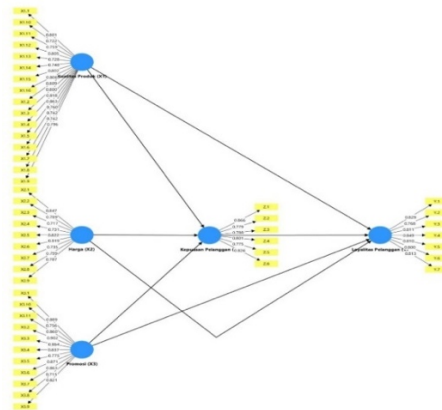
### **3. Research Methods**

This study adopts a quantitative approach with an associative type of research, as it aims to examine the relationships among multiple variables using statistical methods. The quantitative approach is applied throughout the entire research process from the formulation of hypotheses to data collection, analysis, and interpretation emphasizing numerical data, measurement, and precision. The associative design is employed to identify and analyze the influence among two or more variables. The research was conducted at the RSU Adhyaksa Sehat Sejahtera Berdikari Cooperative, with data collection taking place between April and August 2025. The population of the study includes all active members of the cooperative as of December 31, 2024. To test the hypotheses, this study utilizes the Structural Equation Modeling (SEM) technique based on Partial Least Squares (PLS). PLS is

a variance-based SEM approach suitable for complex predictive models involving latent constructs, and it allows simultaneous estimation of multiple relationships within the model.

#### 4. Result and Discussion

The link between latent variables and their indicators is evaluated using the outer model, also known as the measuring model. Validity is evaluated using Average Variance Extracted ( $AVE \geq 0.50$ ), while reliability is assessed through Composite Reliability and Cronbach's Alpha (both  $\geq 0.70$  and  $\geq 0.60$ , respectively). Discriminant validity is confirmed when the square root of AVE for each construct is higher than its correlation with other constructs (Hair, 2022, p. 36).



**Figure 1. Outer Model**

Source: Processed data (2025)

The degree to which a concept varies from other components in the model is measured by discriminant validity. If a construct's AVE root value is greater than the correlation between other constructs, discriminant validity is said to be excellent.

**Table 1. Discriminant Validity**

|                                  | <b>Price (X2)</b> | <b>Customer Satisfaction (Z)</b> | <b>Product Quality (X1)</b> | <b>Customer Loyalty (Y)</b> | <b>Promotion (X3)</b> |
|----------------------------------|-------------------|----------------------------------|-----------------------------|-----------------------------|-----------------------|
| <b>Price (X2)</b>                | <b>0.784</b>      |                                  |                             |                             |                       |
| <b>Customer Satisfaction (Z)</b> | 0.504             | <b>0.807</b>                     |                             |                             |                       |
| <b>Product Quality (X1)</b>      | 0.705             | 0.656                            | <b>0.782</b>                |                             |                       |
| <b>Customer Loyalty (Y)</b>      | 0.517             | 0.698                            | 0.692                       | <b>0.812</b>                |                       |
| <b>Promotion (X3)</b>            | 0.751             | 0.535                            | 0.696                       | 0.505                       | <b>0.833</b>          |

Source: Processed data (2025)

The square root of each variable's AVE is higher than its correlation with other variables, according to discriminant validity testing using the Fornell-Larcker criterion. The

AVE for Promotion, for example, has a square root of 0.833, greater than its correlations with other factors like Price (0.751) and Product Quality (0.696). The outcomes for the other factors are comparable. Consequently, it may be said that any construct satisfies the requirements for discriminant validity.

The internal consistency of indicators used to measure a concept is referred to as reliability. Composite Reliability (CR), which has an ideal value of  $> 0.70$ , and Cronbach's Alpha, which has a minimum value of  $\geq 0.60$ , are often used metrics that show how dependable the indicators are.

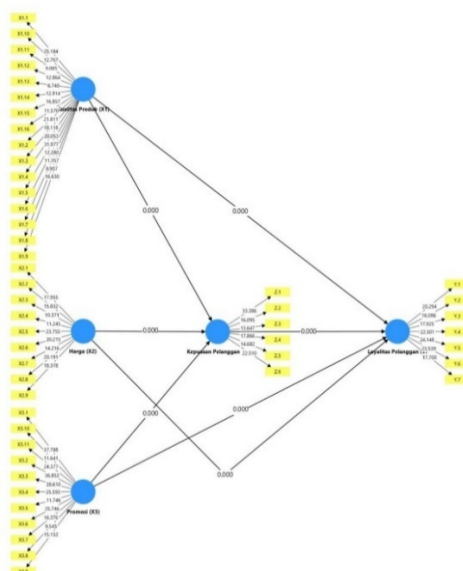
**Table 2. Construct Reliability and Validity**

|                                  | <i>Cronbach's alpha</i> | <i>Composite reliability</i> | <i>Average variance extracted (AVE)</i> |
|----------------------------------|-------------------------|------------------------------|---|
| <b>Price (X2)</b>                | 0.921                   | 0.935                        | 0.615                                   |
| <b>Customer Satisfaction (Z)</b> | 0.892                   | 0.918                        | 0.650                                   |
| <b>Product Quality (X1)</b>      | 0.958                   | 0.962                        | 0.612                                   |
| <b>Customer Loyalty (Y)</b>      | 0.913                   | 0.931                        | 0.659                                   |
| <b>Promotion (X3)</b>            | 0.956                   | 0.961                        | 0.694                                   |

Source: Processed data (2025)

All variables have Cronbach's Alpha values over 0.70 and Composite Reliability values above 0.70, according to the findings of the construct reliability test, suggesting that all constructions are dependable. Furthermore, all five variables' Average Variance Extracted (AVE) values are greater than the 0.50 minimum, indicating that all constructs satisfy the requirements for validity and reliability.

Examining the connections between latent variables and testing the suggested hypotheses are the goals of the inner model, also known as the structural model. To determine how much the independent factors contributed to the dependent variable, this study looks at the path coefficients, t-statistics, p-values, and R<sup>2</sup> value. If the p-value is less than 0.05 and the t-value is more than 1.96, the association is deemed significant (Hair, 2022).



**Figure 2. Inner Model**

Source: Processed data (2025)

R Square ( $R^2$ ) indicates the degree of contribution of the independent variables to the dependent variable. A higher  $R^2$  value reflects a stronger predictive ability of the model.

**Table 3. R Square**

|                           | <b>R Square</b> | <b>R Square Adjusted</b> |
|---------------------------|-----------------|--------------------------|
| Customer Satisfaction (Z) | 0.643           | 0.622                    |
| Customer Loyalty (Y)      | 0.584           | 0.563                    |

Source: Processed data (2025)

The variable Customer Satisfaction (Z) has an  $R^2$  value of 0.643, according to the findings of the R Square ( $R^2$ ) test. This means that the independent variables in the model account for 64.3% of the variation in Customer Satisfaction. According to the variable Customer Loyalty (Y), its influencing structures account for 58.4% of the variance in Customer Loyalty, as indicated by its  $R^2$  value of 0.584. As a result, the model shows a high degree of predictive power.

Path Coefficient Analysis is used to assess the direct influence between constructs in the structural model. A relationship between variables is considered significant if the p-value is less than 0.05, indicating that the effect is statistically acceptable within the model. Meanwhile, the Specific Indirect Effect analysis is conducted to assess the indirect influence through a mediating construct. The mediation effect is considered significant if the p-value is less than 0.05, indicating that the mediating variable contributes meaningfully to the relationship between constructs in the model.

**Table 4. Direct and Indirect Hypothesis Analysis**

|   | <b>Original Sample</b> | <b>T Statistic</b> | <b>P Value</b> |
|---|------------------------|--------------------|----------------|
| Product Quality (X1) -> Customer Satisfaction (Z) | 0.149                  | 4.421              | 0.000          |

|  |       |       |       |
|--|-------|-------|-------|
| Price (X2) -> Customer Satisfaction (Z)                                      | 0.206 | 3.043 | 0.000 |
| Promotion (X3) -> Customer Satisfaction (Z)                                  | 0.148 | 3.089 | 0.000 |
| Product Quality (X1) -> Customer Loyalty (Y)                                 | 0.156 | 3.160 | 0.000 |
| Price (X2) -> Customer Loyalty (Y)   | 0.145 | 2.396 | 0.000 |
| Promotion (X3) -> Customer Loyalty (Y)                                       | 0.143 | 2.406 | 0.000 |
| Customer Satisfaction (Z) -> Customer Loyalty (Y)                            | 0.232 | 4.393 | 0.000 |
| Product Quality (X1) -> Customer Satisfaction (Z) -><br>Customer Loyalty (Y) | 0.337 | 2.811 | 0.000 |
| Price (X2) -> Customer Satisfaction (Z) -> Customer<br>Loyalty (Y)           | 0.302 | 3.043 | 0.000 |
| Promotion (X3) -> Customer Satisfaction (Z) -><br>Customer Loyalty (Y)       | 0.464 | 4.131 | 0.000 |

Source: Processed data (2025)

Product quality, pricing, and marketing all significantly improve customer satisfaction and loyalty, according to the direct effect analysis's findings. Customer satisfaction ( $\beta = 0.149$ ,  $p = 0.000$ ) and loyalty ( $\beta = 0.156$ ,  $p = 0.000$ ) are both strongly impacted by product quality, indicating that customers appreciate dependable and long-lasting cellphones, which in turn encourage loyalty. This finding is consistent with research by Putri (2025) and Munawaroh (2025), who emphasized that superior product quality strengthens consumer perception, enhances trust, and promotes long-term loyalty especially within price-sensitive markets like the entry-level segment. Likewise, price has a significant effect on satisfaction ( $\beta = 0.206$ ,  $p = 0.000$ ) and loyalty ( $\beta = 0.145$ ,  $p = 0.000$ ), indicating that affordability and value-for-money are key considerations for entry-level smartphone users. Nurasiah (2025) and Soetiyono (2025) also found that competitive pricing aligned with product quality can improve perceived value and satisfaction, reinforcing the importance of fair pricing in cooperative settings where affordability is prioritized.

Promotion significantly influences satisfaction ( $\beta = 0.148$ ,  $p = 0.000$ ) and loyalty ( $\beta = 0.143$ ,  $p = 0.000$ ), underlining the impact of compelling and targeted marketing. This aligns with findings from Ferdianto (2025) and Aftezza (2025), who concluded that emotionally resonant and consistent promotional strategies enhance product perception and satisfaction. These strategies not only communicate product value but also cultivate emotional loyalty and consumer trust, particularly within cooperative environments. Moreover, customer satisfaction has a direct and significant effect on customer loyalty ( $\beta = 0.232$ ,  $p = 0.000$ ), validating its mediating role. Jannah (2024) and Wahyuningtyas (2024) similarly demonstrated that high satisfaction levels foster continued product usage and positive word-of-mouth, both crucial to brand loyalty.

Customer satisfaction has a mediating function, which is further supported by the indirect impact analysis. Significant indirect impacts on loyalty via satisfaction are shown by pricing ( $\beta = 0.302$ ,  $p = 0.000$ ), promotion ( $\beta = 0.464$ ,  $p = 0.000$ ), and product quality ( $\beta = 0.337$ ,  $p = 0.000$ ). These findings align with previous studies Sholikhah (2023) and Soetiyono (2025) on product quality; Humairah (2025) and Hapizah (2024) on price; Olivia (2021) and Manihuruk (2023) on promotion which demonstrated that satisfaction effectively mediates the relationships between these factors and loyalty. In summary, enhancing product quality, setting fair prices, and executing effective promotions not only directly increase customer



loyalty but also indirectly strengthen it by boosting satisfaction, confirming that satisfaction is a key pathway in the development of long-term loyalty.

## **5. Conclusion**

According to the study's findings, customer satisfaction and loyalty are significantly and favorably impacted by pricing, promotion, and product quality. Furthermore, customer satisfaction has a significant positive influence on customer loyalty. This implies that when customers perceive high-quality products, fair pricing, and attractive promotions, their satisfaction increases, which in turn fosters stronger loyalty to the brand.

Based on these findings, it is suggested that the Adhyaksa Sehat Sejahtera Berdikari RSU Cooperative prioritize efforts to maintain and improve product quality, offer affordable and attractive pricing, and implement well-targeted promotional campaigns. These strategies should be aligned with the goal of maximizing customer satisfaction, which serves as a key driver of loyalty. Future researchers are encouraged to broaden the sample population, explore other smartphone brands or regions, and consider additional mediating or moderating variables to deepen the understanding of loyalty dynamics in the mobile phone industry.

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