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## **Analysis of the Impact of Product Quality and Service Quality on Customer Loyalty mediated by Customer Satisfaction on Bubble Tea Drink Brands in Batam**

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***Abstract:***

*This objective of this research is to analyse the impact of product and service quality that influence customer loyalty with customer satisfaction as mediator for bubble tea drink brands in Batam. The factors used in this research to analyse the influence include trust, price, and promotion. The population in this research were all bubble tea drink customers that make direct purchase on some bubble tea brands in Batam. The sample in this research was taken by using purposive sampling technique from non-probability sampling method with a result of 294 respondents. The criteria sample are customers who consume bubble tea drinks and purchase more than one time from brands such as DingTea, Chatime, Xing Fu Tang, Street Boba, and KOI The. In this research, an online questionnaire was distributed to the citizens of Batam to gather data. The data collected will be analysed using the linear regression analysis technique with SMARTPLS software. The results indicate that trust, service quality and promotion have no significant effect on customer loyalty. On the other hand, price, customer satisfaction, and product quality have a positive effect on customer loyalty. Moreover, customer loyalty has a significant influence on product and service quality with customer satisfaction as mediator.*

**Keywords:** Service Quality; Customer Satisfaction; Product Quality; Customer Loyalty

### **1. Introduction**

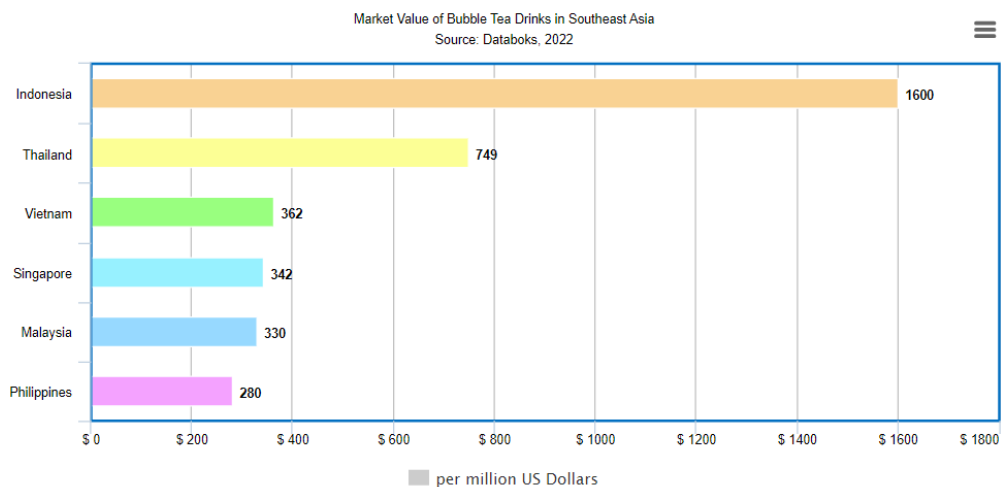
Since the Covid-19 reach Indonesia in 2020, the government has made various policies to reduce the spread of the Covid-19 pandemic case. These policies include prohibiting certain activities such as going to workplaces, schools, lectures, and places of worship, thus requiring many people to stay at home and work from home. Other policies to limit public interactions are that factories and offices are closed, schools are held online, and restaurants do not accept dine-in so many people consume food and drinks produced or made at home. In addition, the government also decided to make social distancing regulations.

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Due to these policies and regulations, it has led to a huge impact on the economic sector where the economic growth of the country and society has decreased, starting from many companies, factories, shops, and other MSMEs are forced to close their businesses to prevent the spread of the virus which led to many entrepreneurs to go bankrupt, and employees losing their jobs. In order to ensure that the country's economy and society could recover slowly, the government decided to allow companies, shops, and others to reopen their businesses with regulations such as restaurants allowing customers to eat at a table with a minimum of two customers. The pandemic has led many entrepreneurs to open and introduce popular brands, leading to increased competition in various industries across different countries. During this pandemic, there has been increased competition among beverages companies in Indonesia (Erlinda et al., 2022). This trend is evident in the following table:



**Figure 1. Market Value of Bubble Tea Drinks in Southeast Asia**

Source: Databoks (2022) Infographic of Indonesia: the largest bubble tea drink market in Southeast Asia

As shown in Figure 1 based on Databoks (2022), the highest market for bubble tea drinks in Southeast Asia is Indonesia with an estimated market value of US\$1.6 billion or IDR 24 trillion at an exchange rate of IDR 15,706.00 per US Dollar (United States Dollar). Furthermore, the second and third highest markets are Thailand with a market value of US\$749 million, and Vietnam with a market value of US\$362 million. According to GoodStats (2022), majority of the bubble tea consumers come from the younger generation approximately 41% from 15 to 39 years old. The market of bubble tea drinks has experienced significant growth due to the surge in delivery orders during the Covid-19 pandemic.

The existence of bubble tea drinks has been around for a long time, but with the development of times and trends has resulted in this bubble tea drink becoming popular and trending again. The bubble tea brands that is currently available in Batam include DingTea, Chatime, Xing Fu Tang, Street Boba, and others. Xing Fu Tang and Street Boba are new brands carried to Batam in 2021 and 2022. Many bubble tea drink companies are becoming increasingly competitive, so many entrepreneurs have decided to bring new bubble tea drinks to Batam. However, there are many consumers in Batam that are still loyal to the bubble tea drink brands they like and have been around for a long time. As a result, entrepreneurs implemented various strategies to ensure that the brand they bring continues to be favoured by consumers.

According to Laia & Handini (2022), product quality refers to a product that is produced and used as a factor for sales volume. On the other hand, a characteristic of a service or product that can impact customer satisfaction by meeting their stated needs is known as service quality. According to Saputra & Natalia (2021), consumers with a sense of loyalty who will contribute by purchasing products or goods at affordable prices from companies that have the potential to acquire new consumers through an effective word-of-mouth strategy. Loyalty refers to the commitment of consumers to consistently purchase services or products from a company over a period of time. According to Tumangkeng et al (2022), customer satisfaction as the feeling person experiences when the performance they receive aligns with their expectations, resulting in a sense of contentment.

According to Kasinem (2020), trust is an essential variable in building a long-term cooperative relationship between two parties. On the other hand, price refers to the amount of money that must be paid by users or buyers in order to obtain a product. According to Erinawati & Syafarudin (2021), price is a marketing strategy element that is related to revenue and can cause its own problems. According to Herlambang & Komara (2021), promotion involves communication made by a company to inform, persuade, and influence consumers regarding the goods or services offered.

A good product quality will undoubtedly attract customers, leading them to become loyal and satisfied with the brand. In order to develop and maintain the satisfaction from customer, the quality of service is needed. If customers receive services that align with their expectations, they will feel satisfied and develop a sense of loyalty. A company's products must be tested and meet the standards in accordance with existing regulations. Customers will prefer products that have good quality to meet their desired needs (Woen & Santoso, 2021).

According to Erlinda et al (2022), during the Covid-19 pandemic there have been significant changes in the quality of service. These changes include the need to

maintain cleanliness when serving customers, wearing masks and gloves, and following health protocols. These health protocols have a huge impact on service provided to customers, therefore companies are required to implement efficient and effective service improvements for customers. According to Tungka et al (2020), there was a decrease in the purchase of bubble tea drinks during the pandemic. This decrease was due to the government restrictions and recommendation to consume homemade beverages. This previous research shows that the importance of product and service quality can impact the satisfaction and loyalty from customers. Based on the phenomenon above, the researcher decided to conduct research with the objective to expand the findings of previous research with bubble tea drinks that are available in Batam City. The previous research series include Erdiansyah & Imaningsih (2021), Rahayu & Susanti (2022), Erlinda et al (2022), Kasinem (2020), Anggraini & Budiarti (2020), and Setyowati & Kade R K (2022) that did research on trust, price, promotion, product quality, service quality, customer satisfaction and customer loyalty. The researchers expected that this research can provide information to help companies develop marketing strategies to maintain the business and help other researcher to understand better about product and service quality that can effect customer loyalty.

## **2. Theoretical Background**

### **a) Trust on Loyalty**

Research by Rinaldi & Effendi (2021) demonstrates that trust can influence consumer loyalty significantly and positively because it can increase consumer's sense of loyalty. On the other hand, a research by I. P. K. Putra et al (2020) also demonstrates that trust can influence consumer loyalty significantly and positively because if a customer's trust increases, their sense of loyalty also grows. Research by Hamdan (2022), Hartanto & Aprianingsih (2022), and Nuryadin et al (2021) also demonstrates that trust can influence consumer loyalty significantly and positively. Trust can influence customer loyalty because trust can expand business capabilities. Customers who frequently make purchases will increasingly remember the product or brand they want, making it easier for customers to make purchasing decisions about products (Ramadhan et al., 2022).

Research by Saputra & Natalia (2021) shows that trust does not influence customer loyalty significantly. Besides that, trust does not influence customer loyalty significantly because if a consumer places their trust in two companies that have good and similar service quality, the customer will compare both companies and choose the company that can benefit the customer. Therefore, attempting to enhance customer trust does not result in an increase in customer loyalty (Kevin & Anandya, 2021).

Research by E. Rahayu et al (2020) also demonstrates that customer trust does not influence on customer loyalty significantly because customers want to be treated with the same people, especially services that need to clarify the credibility of staff to make customers more loyal. Apart from that, customer trust does not influence customer loyalty because the services that customer receives does not necessarily make them loyal to the company (Surapati et al, 2020).

**H1:** Trust impact customer loyalty positively and significantly.

#### **b) Price on Loyalty**

Research by Cahyani et al (2021) shows that price influence customer loyalty significantly and positively because customers will develop a sense of loyalty if company provides product prices that are proportional to the value of the benefits given to customers. Research by Sunda et al (2021), Sabaru et al (2022), Permono & Pasharibu (2021), and Mahanani & Alam (2022) also shows that price influence customer loyalty significantly and positively.

Besides that, price can influence customer loyalty because price is important for companies in increasing customer loyalty (Anggraini & Budiarti, 2020). However, a research by Pramesti & Chasanah (2021) shows that price does not influence on customer loyalty significantly and positively because the higher the prices of the product will still not affect the level of consumer loyalty.

**H2:** Price impact customer loyalty positively and significantly.

#### **c) Promotion on Loyalty**

Research by Siregar (2021) demonstrates that promotion influence customer loyalty significantly and positively because the promotions carried out can provide attraction and memory to consumers so that the sense of satisfaction obtained will lead to loyalty from customers. Research by Arianto & Kurniawan (2021), Cahyani et al (2021), and Suriansha (2022) also shows that promotion influence customer loyalty significantly and positively. Promotion can influence customer loyalty because if promotional activities are carried out regularly, it can attract customer attention and create a sense of loyalty in customers (Anggraini & Budiarti, 2020). Furthermore, sales promotion influence customer loyalty because the better the sales promotions carried out, the greater the sense of loyalty to customers (Rahmayanti & Ekawati, 2021).

However, research by Erdiansyah & Imaningsih (2021) demonstrates that promotion does not influence customer loyalty because promotion is not essential. Promotion is not significant and impact customer loyalty negatively because as most marketplaces implement the same promotion. This led to many promotional choices facing customers and customers will find it difficult to remain loyal to one market (Meitiana & Sembhodo, 2022). Furthermore, promotion does not influence visitor loyalty because promotions that are carried out continuously without visitors coming to

experience the place will not create a sense of satisfactions and thus not create a sense of loyalty (Pratama et al, 2022).

**H3:** Promotion impact customer loyalty positively and significantly.

#### **d) Product Quality on Loyalty**

Research by Woen & Santoso (2021) and Sabaru et al (2022) shows product quality influence customer loyalty positively and significantly because consumers will be loyal to the company if the quality of product provided is high. Zamiah Hasibuan et al (2022) and Natalini & Telagawathi (2022) also researched that product quality influence customer loyalty.

Product quality influence customer loyalty positively and significantly because positive changes that occur in product quality will increase consumer loyalty (Ramanta et al, 2021). In addition, product quality can influence customer loyalty because many consumers prioritize product quality in accordance with consumer needs (Setyowati & Kade R K, 2022). However, Morasa et al (2022) researched that product quality does not influence customer loyalty and has negative impact because the good quality of the product provided does not necessarily make customers feel satisfied or loyal.

**H4:** Product quality impact customer loyalty positively and significantly.

#### **e) Service Quality on Loyalty**

Research by Rahmayanti & Ekawati (2021) demonstrates that service quality influence customer loyalty positively and significantly because a good quality of service can increase customer loyalty. Research by Putri et al (2021), Arianto & Kurniawan (2021) and Setyowati & Kade R K (2022) also shows that service quality influence customer loyalty positively and significantly. In addition, service quality influence customer loyalty because if the service provided is very helpful when customers experience it, it will increase customer satisfaction, thereby making customers loyal (Woen & Santoso, 2021).

Research by Rinaldi & Effendi (2021) demonstrates service quality influence customer loyalty positively and significantly because improvements in facilities and services will increase consumer loyalty. However, research by Surahman et al (2020) demonstrates service quality does not significant influence on customer loyalty and has negative impact because increasing quality of service from physical evidence, facilities, and comfort does not increase loyalty which led to the decrease of trend. Furthermore, Suriانشa (2022) researched that service quality is not significant and influence customer loyalty negatively because if the quality service provided does not align with the customer's expectations and is not good, it will not make customers feel

satisfied and loyal. Simanjuntak & Djumarno (2022) also researched service quality does not influence customer loyalty because customers who receive good service do not necessarily make them loyal.

**H5:** Service quality impact customer loyalty positively and significantly.

**f) Product Quality on Loyalty with Satisfaction as mediator**

Research by Palilati et al (2022) shows that product quality with customer satisfaction as mediating variable has a significant and positive influence on customer loyalty because customer satisfaction can increase the influence of product quality on customer loyalty. Furthermore, research by Firli & Stiawan (2021), Dwiantari (2020), and Dewantoro et al (2021) also shows that customer satisfaction can be a mediator of product quality and customer loyalty.

Research by Rajab & Nora (2021) and K. A. A. D. Putri & Rastini (2022) shows that customer satisfaction can be a mediator of product quality on customer loyalty because a high product quality can create a sense of satisfaction in consumers, thus leading to a sense of loyalty and devotion to the product they receive. However, research by Pramesti & Chasanah (2021) shows that customer satisfaction does not mediate and has a negative influence on product quality and customer loyalty because consumers may not feel satisfied with the product they get that does not meet their expectations.

**H6:** Product Quality has a positive and significant impact on customer loyalty with customer satisfaction as mediator.

**g) Service Quality on Loyalty with Satisfaction as mediator**

Research by Arianto & Kurniawan (2021) shows that customer satisfaction can be a mediator so that it has a significant and positive influence on service quality with customer loyalty as good service can make customers satisfied, giving rise to a feeling of loyalty and faithfulness. Firli & Stiawan (2021), Hidayat & Peridawaty (2020), and Hasibuan et al (2022) also researched that service quality has a positive and significant influence on customer loyalty with customer satisfaction as mediating variable.

Customer satisfaction can be a mediator so that it has a significant influence on service quality and customer loyalty because service quality has a high contribution so it is very essential for the development and success of a company (Anggraini & Budiarti, 2020). Furthermore, research by Nalendra et al (2022) and Dewi (2020) also researched that customer satisfaction can be a mediator so that it has a positive and significant influence on service quality and customer loyalty because high quality service can strengthen customer satisfaction and thus influence customer loyalty.

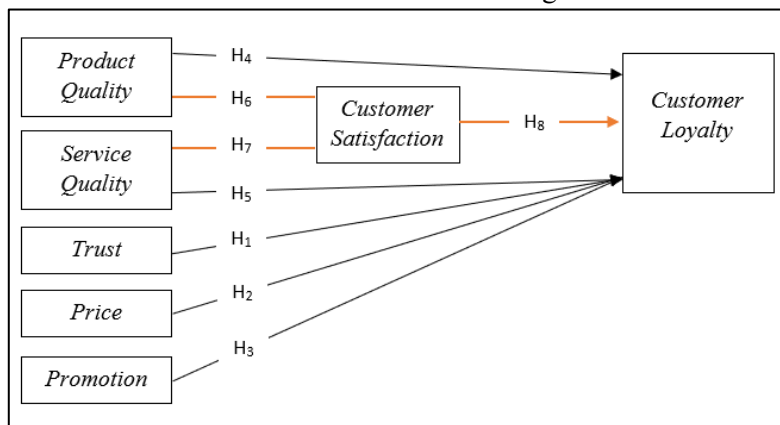
**H7:** Service Quality has a positive and significant impact on customer loyalty with customer satisfaction as mediator.

### h) Satisfaction on Loyalty

Research by Putri et al (2021) shows that customer satisfaction has a positive and significant influence on customer loyalty. Customer loyalty refers to the attitude formed based on the experience gained. Ramanta et al (2021) also researched that customer satisfaction has a positive influence because positive changes in customer satisfaction have an impact on increasing customer loyalty. Research by Rahmayanti & Ekawati (2021) shows that customer satisfaction has a positive and significant influence on customer loyalty because the increase in customer satisfaction will increase customer loyalty. Research by Saputra & Natalia (2021) also shows that customer satisfaction has a positive and significant influence on customer loyalty.

Customer satisfaction has a positive and significant influence on customer loyalty because the satisfaction felt by consumers will result in consumers becoming loyal and tending to make repeat purchases (Woen & Santoso, 2021). Furthermore, customer satisfaction has a positive and significant influence on customer loyalty because customer that feel satisfied will decide to be loyal and faithful to the company (Siregar, 2021). However, research by Setyowati & Kade R K (2022) shows that customer satisfaction is not significant and has a negative impact on customer loyalty. **H8:** Customer satisfaction has a positive and significant impact on customer loyalty.

Based on the articles obtained and included in the theoretical background, the researcher decided to research variables as shown in Figure 2.



**Figure 2. Research Framework**

Source: Processed Data (2023)

## 3. Methodology

The research conducted is quantitative research with the objective of determining the relationship between variables in a population. These variables include trust, price,



product quality, service quality, and promotion as independent variables. On the other hand, customer loyalty is dependent variable, while customer satisfaction serves as the mediating variable. Based on the research problem above, it is evident that the characteristic of this problem can be classified as causal-comparative research, which has a cause-and effect relationship between two or more variable (Syahza, 2021).

In this research, the researcher focuses on the population of people in Batam City that consume bubble tea drinks. On the other hand, the sample for this research is the individuals in Batam who consume bubble tea drink and purchase more than one time from specific brands such as DingTea, Chatime, Xing Fu Tang, Street Boba, and KOI The. The researcher chose this brand as it was a franchise brand from outside Batam City which was then present in Batam City. The sampling method used in this research is non-probability sampling, which means that data collection was based on specific characteristics. On the other hand, the sampling technique used is purposive sampling, which involves selecting sample data from a population based on specific criteria (Hendriyani et al., 2017).

The method used in collecting numbers of respondents and samples is distributing an online questionnaire to the citizen of Batam according to the specified criteria and documentary research such as journals and books. The numbers of samples used is determined using the (Hair et al., 2014) method 1:10, which means that each variable represent 10 respondents. The questionnaire used in this research has seven variables with a total of 26 questions. Therefore, the number of samples required by researchers is  $26 \times 10 = 260$  respondents. Moreover, the data collected will be analysed using the SMARTPLS 3.0 software.

#### 4. Empirical Findings/Result

In this research, the respondents who participated on filling out the online questionnaire that was distributed is 294 respondents who were consumers of bubble tea drinks with specified brands such as DingTea, Chatime, Xing Fu Tang, Street Boba, and KOI The in Batam.

**Table 1. Characteristics of Respondents**

	Intervals	Amount	%
Gender	Woman	196	66.7%
	Man	98	33.3%
Age	< 18 years old	15	5.1%
	18-25 years old	146	49.7%
	25-30 years old	107	36.4%
	>30 years old	26	8.8%
Job	Student	88	29.9%

	Employee	92	31.3%
	Self-employed	53	18.0%
	Government employees	43	14.6%
	Housewife	10	3.4%
	Doesn't work	5	1.7%
	Designer	3	1.0%
Brands of bubble tea drinks that respondents are interested in	DingTea	36	12.2%
	Chatime	30	10.2%
	Xing Fu Tang	40	13.6%
	Street Boba	3	1.0%
	KOI The	185	62.9%
Number of visits to bubble tea drink brand outlet that respondents are interested in	<2 times	112	38.1%
	2-3 times	142	48.3%
	4-5 times	27	9.2%
	>5 times	13	4.4%
Expenses for buying bubble tea drinks in 1 month	<Rp. 200.000,00	193	65.6%
	Rp. 200.000,00 – Rp. 300.000,00	88	29.9%
	.Rp. 300.000,00	13	4.4%

According to Table 1, the category gender is dominated by Woman with a total of 196 respondents (66.7%). Furthermore, the age category is dominated by 18-25 years old with a total of 146 respondents (49.7%) and the smallest frequency was <18 years old with a total of 15 respondents (5.1%). Table 1 shows that the job category is dominated by employees with a total of 92 respondents (31.3%) and the smallest frequency was designer with a total of 3 respondents (1%). The brands that respondent interested in is KOI The with a total of 185 respondents (62.9%). In addition, the number of visits to bubble tea drink brand outlet that respondent interested in is 2-3 times with a total of 142 respondents (48.3%). Lastly, the expenses for buying bubble tea drinks in 1 month is dominated by total expense of <Rp. 200.000,00 with the total of 193 respondents (65.6%).

The following are the findings of validity and reliability test include convergent validity, discriminant validity, reliability, r square and inner model using SMARTPLS 3.0 application.

#### a) Convergent validity

**Table 2. Outer Loadings**

Variables	Value	Information	Variables	Value	Information
CL1	0.778		PQ3	0.799	
CL2	0.828		PQ4	0.622	
CL3	0.823		PR1	0.802	
CL4	0.690		PR2	0.786	

CS1	0.727	Valid	PR3	0.826	Valid
CS2	0.719		PR4	0.753	
CS3	0.758		SQ1	0.808	
CS4	0.824		SQ2	0.688	
P1	0.851		SQ3	0.848	
P2	0.797		SQ4	0.732	
P3	0.755		T1	0.838	
PQ1	0.727		T2	0.871	
PQ2	0.779		T3	0.678	

Source: Processed Data (2023)

The table 2 demonstrates the results of validity testing with outer loading to test the accuracy of each question indicator where the criteria of value exceed 0.5 can be said to be valid. The results in Table 2 shows that all variables meet the criteria in the outer loading test and can be used for further testing.

**Table 3. Average Variance Extracted (AVE)**

Variable	AVE	Information
Customer Loyalty	0.610	Valid
Customer Satisfaction	0.574	
Price	0.642	
Product Quality	0.539	
Promotion	0.627	
Service Quality	0.593	
Trust	0.637	

Source: Processed Data (2023)

The table 3 demonstrates the results of validity testing with average variance extracted, where the criteria of value exceed 0.5 can be said to be valid. The results in Table 2 shows that all variables meet the criteria in the average variance extracted test and can be used for further testing.

#### b) Discriminant validity

**Table 4. Cross Loadings**

	Customer Loyalty (CL)	Customer Satisfaction (CS)	Price (P)	Product Quality (PQ)	Promotion (PR)	Service Quality (SQ)	Trust (T)
CL1	<b>0.778</b>	0.646	0.509	0.398	0.405	0.399	0.355
CL2	<b>0.828</b>	0.641	0.547	0.513	0.552	0.409	0.398

CL3	<b>0.823</b>	0.576	0.502	0.480	0.482	0.378	0.404
CL4	<b>0.690</b>	0.476	0.297	0.359	0.376	0.289	0.235
CS1	0.605	<b>0.727</b>	0.340	0.355	0.382	0.243	0.227
CS2	0.558	<b>0.719</b>	0.533	0.481	0.473	0.339	0.351
CS3	0.540	<b>0.758</b>	0.587	0.474	0.505	0.614	0.581
CS4	0.590	<b>0.824</b>	0.530	0.455	0.460	0.491	0.484
P1	0.551	0.566	<b>0.851</b>	0.453	0.461	0.494	0.499
P2	0.449	0.548	<b>0.797</b>	0.446	0.383	0.592	0.588
P3	0.445	0.477	<b>0.755</b>	0.391	0.496	0.411	0.443
PQ1	0.397	0.419	0.291	<b>0.727</b>	0.438	0.488	0.393
PQ2	0.497	0.469	0.476	<b>0.779</b>	0.554	0.502	0.434
PQ3	0.461	0.489	0.460	<b>0.799</b>	0.430	0.504	0.472
PQ4	0.256	0.314	0.325	<b>0.622</b>	0.364	0.487	0.392
PR1	0.478	0.531	0.504	0.472	<b>0.802</b>	0.397	0.341
PR2	0.471	0.435	0.399	0.556	<b>0.786</b>	0.336	0.287
PR3	0.491	0.469	0.399	0.504	<b>0.826</b>	0.388	0.317
PR4	0.413	0.477	0.466	0.404	<b>0.753</b>	0.358	0.346
SQ1	0.366	0.428	0.467	0.521	0.335	<b>0.808</b>	0.657
SQ2	0.318	0.404	0.389	0.576	0.387	<b>0.688</b>	0.480
SQ3	0.390	0.489	0.535	0.534	0.385	<b>0.848</b>	0.664
SQ4	0.391	0.424	0.510	0.435	0.337	<b>0.732</b>	0.521
T1	0.302	0.429	0.514	0.415	0.296	0.633	<b>0.838</b>
T2	0.445	0.502	0.602	0.427	0.392	0.600	<b>0.871</b>
T3	0.308	0.378	0.371	0.561	0.263	0.598	<b>0.678</b>

Source: Processed Data (2023)

The table 4 demonstrates the findings of validity testing with cross loadings, where the criteria for each variable are highly correlated and converge to exceed a value of 0.7. The results show that the variable indicators Y.4, X4.4, X5.3 and X1.3 does not have values according to the criteria, which is 0.690, 0.622, 0.688, and 0.678. However, this value is still higher and can be said to be valid when compared to the indicator values of other variables.

### c) Reliability

**Table 5. Cronbach's Alpha**

Variable	Cronbach's Alpha	Information
Customer Loyalty	0.785	Reliable
Customer Satisfaction	0.749	Reliable
Price	0.720	Reliable
Product Quality	0.713	Reliable
Promotion	0.800	Reliable
Service Quality	0.766	Reliable
Trust	0.714	Reliable

Source: Processed Data (2023)

The table 5 demonstrates the findings of reliability testing with cronbach's alpha to check the consistency and accuracy of a questionnaire returned by respondents where the variable criteria exceed the value of 0.6. The results show that all variables can be used in the next test because they comply with the criteria.

**Table 6. Composite Reliability**

Variable	Composite Reliability	Information
Customer Loyalty (Y)	0.861	Reliable
Customer Satisfaction	0.842	Reliable
Price	0.842	Reliable
Product Quality	0.821	Reliable
Promotion	0.870	Reliable
Service Quality	0.852	Reliable

Trust	0.838	Reliable
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Source: Processed Data (2023)

The table 5 demonstrates the findings of reliability testing with composite reliability, where the criteria of value exceed 0.60 can be said to be valid and can be used for further testing.

#### d) R Square

**Table 7. Adjusted R Square**

Variable	R Square	Information
Customer Loyalty	0.617	Strong
Customer Satisfaction	0.405	Moderate

Source: Data processed (2023)

The R Square test is carried out to see the correlation between dependent and independent variable. The table 7 demonstrates the value for customer loyalty is 0.617, this implies that trust, price, promotion, product quality and service quality explain the customer loyalty by 61.7%. On the other hand, the value of customer satisfaction is 0.405, this implies that product quality, service quality and customer loyalty explain the customer satisfaction variable of 40.5%. In addition, the remaining percentage of these two variables is influenced by other factors that were not considered in this research. According to Hair et al (2019), the criteria for R square value  $>0.50$  can be said to be a strong category and R square value  $<0.25$  is said to be a weak category.

#### e) Inner model

**Table 8. Path Coefficients (Direct Effect)**

Connection (X → Y)			T-Statistics	P-Values	Hypothesis
Satisfaction to Loyalty			8,426	0,000	<b>H8:</b> influence positively and significantly
Price to Loyalty			2,718	0,007	<b>H2:</b> influence positively and significantly
Product Quality to Loyalty			2,116	0,035	<b>H4:</b> influence positively and significantly

Promotion to Loyalty	1,693	0,091	<b>H3:</b> does not influence significantly
Service Quality to Loyalty	0,774	0,439	<b>H5:</b> does not influence significantly
Trust to Loyalty	0,619	0,536	<b>H1:</b> does not influence significantly

Source: Processed Data (2023)

A variable connection can be said to be positive if it has values that match the criteria including, T-statistics exceeding 1.96 and P-values below 0.05 (Hair et al., 2014). The table 8 demonstrates that price, product quality and customer satisfaction influence customer loyalty positively and significantly whereas trust, promotion, and service quality does not have influence significantly.

**Table 9. Indirect Effect**

Connection (X → Y)	T-Statistics	P-Values	Hypothesis
Product Quality with Satisfaction to Loyalty	4,722	0,000	<b>H6:</b> influence positively and significantly
Service Quality with Satisfaction to Loyalty	4,409	0,000	<b>H7:</b> influence positively and significantly

Source: Processed Data (2023)

The table above demonstrates product and service quality have influence customer loyalty positively and significantly mediated by customer satisfaction with a result of 4.722 ( $p < 0.05$ ) and 4.409 ( $p < 0.05$ ).

## 5. Discussion

### a) The impact of trust on loyalty (H1)

The direct effect test results based on Table 8 shows that the T-statistics value is 0.619 and P-value is 0.536. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means trust has no influence on customer loyalty so Hypothesis 1 (H1) is not accepted. This result is not consistent with the previous research Rinaldi & Effendi (2021), I. P. K. Putra et al (2020),

Hamdan (2022), Hartanto & Aprianingsih (2022), Nuryadin et al (2021), and Ramadhan et al (2022) who states that trust can influence loyalty because trust can expand business capabilities. However, the result is consistent with the findings of Saputra & Natalia (2021), Kevin & Anandya (2021), E. Rahayu et al (2020), and (Surapati et al., 2020). This means that attempting to enhance the customer trust will not result in an increase of loyalty from customers and the services that they receive does not necessarily make them loyal. This reason is because when customer places trust in two companies that have good and similar service quality, the customer will compare both companies and choose one company that can benefit and meet their needs.

**b) The impact of price on customer loyalty (H2)**

The direct effect test results based on Table 8 shows that the T-statistics value is 2.718 and P-value is 0.007. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means price has influence on customer loyalty so Hypothesis 2 (H2) is accepted. This result is not consistent with the previous research by Pramesti & Chasanah (2021) who states price does not influence loyalty because the higher the prices of a product will still not affect the level of consumer loyalty. However, the result is consistent with the findings of Cahyani et al (2021), Sunda et al (2021), Anggraini & Budiarti, (2020), Mahanani & Alam (2022), Sabaru et al (2022), Permono & Pasharibu, (2021). This means that if a company provides product prices that are proportional to the value of the benefits given to customers, it will create a sense of loyalty. This reason is because price is one of the variables that can determine the customer's acceptance of a product.

**c) The impact of promotion on customer loyalty (H3)**

The direct effect test results based on Table 8 shows that T-statistics value is 1.693 and P-value is 0.091. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means promotion has no influence on customer loyalty so Hypothesis 3 (H3) is not accepted. This result is not consistent with the previous research by Siregar (2021), Arianto & Kurniawan (2021), Cahyani et al (2021), Suriansha (2022), (Rahmayanti & Ekawati, 2021), and Anggraini & Budiarti (2020) who states promotion can influence loyalty because if promotional activities are carried out regularly, it can attract customers attention and create a sense of loyalty. However, the result is consistent with the findings of Erdiansyah & Imaningsih (2021), Meitiana & Sembhodo (2022), and Pratama et al (2022). This means that promotion is not the essential thing that can influence customer loyalty. Most marketplaces implement the same promotion which led to many promotional choices facing customers and customers will find it difficult to remain loyal to one market. Promotions that are carried out continuously without any customers coming will not create the sense of satisfactions and loyalty.



**d) The impact of product quality on customer loyalty (H4)**

The direct effect test results based on Table 8 shows that T-statistics value is 2.116 and P-value is 0.035. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means product quality has influence on customer loyalty so Hypothesis 4 (H4) is accepted. This result is not consistent with the previous research by Morasa et al (2022) who states product quality does not influence loyalty and impact negatively because a product provided to customer which has good quality does not necessarily make them satisfied or loyal. However, the result is consistent with the findings of Ramanta et al (2021), Setyowati & Kade R K (2022), Woen & Santoso (2021), Hasibuan et al (2022), Sabaru et al (2022), and Natalini & Telagawathi (2022). This means that customer loyalty can be formed because many consumers prioritize product quality provided by companies to meet their needs and the positive changes in product quality will increase consumer loyalty.

**e) The impact of service quality on loyalty (H5)**

The test results based on Table 8 shows that T-statistics value is 0.774 and P-value is 0.439. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means service quality has no influence on customer loyalty so Hypothesis 5 (H5) is not accepted. This result is not consistent with the previous research by Rahmayanti & Ekawati (2021), Putri et al (2021), Arianto & Kurniawan (2021), Setyowati & Kade R K (2022), and Rinaldi & Effendi (2021) who states that improvements in facilities and services can increase consumer loyalty. In addition, Woen & Santoso (2021) states that if the service provided is very helpful for customers, it will result in satisfaction and loyalty. However, the result is consistent with the findings of Suriansha (2022), Surahman et al (2020), and Simanjuntak & Djumarno (2022). This means that service quality does not form loyalty. This reason is because increasing service quality from physical evidence, facilities, and comfort does not increase loyalty which led to the decrease of trend. Customers who receive good service do not necessarily make the customer loyal. In addition, if the quality of the service provided does not meet the customer's expectations and is not good, it will not make customers feel satisfied and loyal.

**f) The impact of product quality on loyalty with satisfaction as mediator (H6)**

The test results based on Table 9 shows that T-statistics value is 4.722 and P-value is 0.000. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means product quality can impact customer loyalty mediated by customer satisfaction so Hypothesis 6 (H6) is accepted. This result is not consistent with the previous research by Pramesti & Chasanah (2021) who states that customer satisfaction does not mediate product quality and loyalty because consumers will not feel satisfied if the product they receive does not meet their expectations. However, the result is consistent with the findings of Palilati et al (2022), Firli & Stiawan (2021), Dwiantari (2020), Rajab & Nora (2021), K. A. A. D. Putri &

Rastini (2022), and Dewantoro et al (2021). This means that a high product quality can create a sense of satisfaction in consumers, thus leading to a sense of loyalty and devotion to the product they receive.

**g) The impact of service quality on loyalty with satisfaction as mediator (H7)**

The test results based on Table 9 shows that T-statistics value is 4.409 and P-value is 0.000. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means quality service can impact customer loyalty mediated by customer satisfaction so Hypothesis 7 (H7) is accepted. This result is consistent with the findings of Arianto & Kurniawan (2021), Anggraini & Budiarti (2020), Firli & Stiawan (2021), Nalendra et al (2022), Hidayat & Peridawaty (2020), (Dewi, 2020), and Hasibuan et al (2022). This means that service quality has a high contribution so it is very essential for the development and success of a company as well as good service can make customers satisfied, giving rise to a feeling of loyalty and faithfulness. In addition, high quality service can strengthen customer satisfaction and loyalty.

**h) The impact of satisfaction on loyalty (H8)**

The direct effect test results based on Table shows that T-statistics value is 8.426 and P-value is 0.000. According to Hair et al (2014), the criteria are T-statistics exceeding 1.96 and P-values below 0.05, which means customer satisfaction has an impact on customer loyalty so Hypothesis 8 (H8) is accepted. This result is consistent with the findings of Putri et al (2021), Ramanta et al (2021), Rahmayanti & Ekawati (2021), Saputra & Natalia (2021), Woen & Santoso (2021), and Siregar (2021). This means loyalty can be formed because positive changes in customer satisfaction have an impact on increasing customer loyalty. In addition, a customer satisfaction will make them become loyal and faithful which led to repeat purchases by customers.

## **6. Conclusions**

Based on the discussions above, the conclusion from this research shows that trust, promotion, and service quality have no significant influence on loyalty. Variables such as price, product quality and satisfaction have significant influence on loyalty. In addition, there is a significant relationship between product and service quality on loyalty with satisfaction as a mediator. The research results shows that companies should focus more on providing a product price that are proportional to the value of the product, and maintaining their product quality because it can make customers satisfied and thus become more loyal. A company that is popular and is known for the providing best product quality will lead to previous customers that are loyal to make repeat purchases and attract more new customers because of word-of-mouth or recommendation. Companies should increase the quality of service so that customer will feel satisfied and trust them. Companies should also increase the promotional

activities that are unique and different to attract more customers. In this research, there are limitations such as researchers need to distribute the online questionnaire by social media platforms and the researchers only choose five bubble tea brands in Batam City, meanwhile there are other brands that can be used in this research. The researchers would like to give suggestions for future research, specifically by expanding the research on customer satisfaction with variables such as brand awareness and popularity. Furthermore, it is advisable for future researchers to broaden the reach of the online questionnaire outside of Batam City so that they can create research that are logical and systematic.

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