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## Impact of Service Quality, Price, and Product Quality on Customer Loyalty through Customer Satisfaction: A Case Study of Shoessimple.id

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Dammandtyo Tegar Samudra<sup>1</sup>, Rusdi Hidayat Nugroho<sup>2</sup>

### ***Abstract:***

*The continuous growth of the global economy drives business competition to become increasingly fierce, including the rapid growth of startups. This research will discuss the aspects influencing business competition, namely Service Quality, Price, and Product Quality on Customer Loyalty through Customer Satisfaction. This research employs an associative research type with a quantitative approach, collecting data through questionnaire distribution. The sample consists of 200 respondents of shoessimple.id shoe washing service customers selected using Non-Probability Sampling-Purposive Sampling techniques. Data analysis is conducted using path analysis method with SPSS 2.0 for Windows statistical software. The research findings indicate that service quality, price, and product quality significantly affect customer satisfaction. Furthermore, customer satisfaction also plays a significant role as an intervening variable mediating the relationship between service quality, price, and product quality with customer loyalty. These findings provide a better understanding of the factors that can enhance customer loyalty in the shoe washing service industry and offer guidance for the management of Shoessimple.id Shoe Washing Service to improve their service quality.*

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

## **1. Introduction**

Business competition at the global level is becoming increasingly important alongside the continuous growth of the economy. Companies from various countries compete to gain a larger market share, driven by advancements in technology and increasing globalization that enhance international connectivity. Not only large corporations but also small and medium-sized enterprises, as well as startups, participate in this competition by leveraging technology. Competition extends beyond products and services to include aspects of technology, innovation, and human resource development. Its impact is felt in international economic and trade policies, prompting the adoption of innovative competitive strategies to achieve success in the global market.

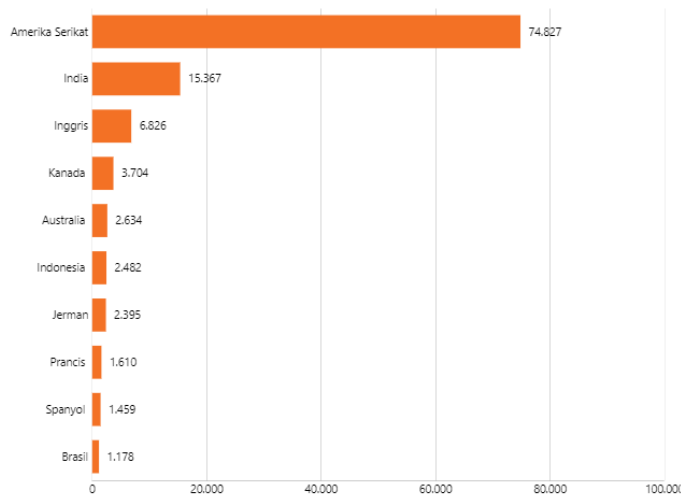
Data from the Startup Ranking as of June 14, 2023, indicates that Indonesia has a significant number of startups, totaling 2,482. This positions Indonesia as the sixth in

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<sup>1</sup> Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia.  
[dammandtyo14@gmail.com](mailto:dammandtyo14@gmail.com)

<sup>2</sup> Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia.

the world, surpassing developed countries such as Germany and France, as seen in Picture 1



**Picture 1. Data On The Top 10 Countries With The Highest Number Of Startups In The World**

From the data above, it can be concluded that Indonesia's achievement, ranking sixth, indicates significant potential within the global startup ecosystem. In Asia, Indonesia holds a relatively high position, with India being the second-largest country in Asia and second in the world with a total of 15,367 startups. Therefore, the importance of Indonesia's startup ecosystem can be seen from its global ranking and its impact on economic growth. With the increasing number of startups, it is hoped that Indonesia can continue to strengthen its position in the global market and make a significant contribution to innovation, job creation, and overall economic growth.

The shoe cleaning startup is one of the trends among novice entrepreneurs, showing a smart response to changing consumer patterns and environmental concerns. This startup offers professional services to clean and maintain shoes, keeping their appearance pristine and extending their lifespan. By using environmentally friendly materials and efficient cleaning techniques, this startup also helps reduce negative environmental impact. Shoessimple.id is one such startup located in Sidoarjo. Established in 2021, it offers various treatments to clean and maintain shoes, including fast clean, deep clean, unyellowing, reglue, and repaint, at relatively affordable prices ranging from Rp20,000 to Rp80,000. One of Shoessimple.id's advantages is providing free pickup and delivery services for customers, making it convenient for those unable to visit the store.

Despite offering innovative and environmentally friendly solutions, such as those reflected in Shoessimple.id, shoe cleaning startups still face certain

challenges. One of the main challenges is maintaining service quality to ensure customer satisfaction. Friendly, responsive, and professional service will strengthen customer relationships and build a positive reputation for the startup. Additionally, in a competitive market, setting competitive prices is important to attract and retain customers. Startups need to set appropriate prices to balance price appeal and reasonable profits. Lastly, product quality is also crucial in gaining customer trust and building a loyal customer base, as offered by Shoessimple.id with various shoe cleaning and maintenance treatments.

This is also consistent with the research (Rahmah et al., 2021) stating that service quality positively and significantly influences customer loyalty through customer satisfaction as an intervening variable. However, the study (Sarifah, 2023) contradicts this as its findings indicate that service quality does not affect customer loyalty through customer satisfaction.

In terms of pricing, this aligns with the research (Khair, 2023) showing that price significantly affects consumer loyalty through customer satisfaction. However, this is inconsistent with the study (Kurniati et al., 2022) indicating that price does not significantly influence customer loyalty through customer satisfaction.

Meanwhile, regarding product quality, this corresponds with the research (Tirtayasa, 2022) demonstrating that product quality significantly affects customer loyalty through customer satisfaction. Nevertheless, this is also inconsistent with the study (Pradiani et al., 2023) indicating that product quality does not affect customer loyalty through customer satisfaction.

Referring to previous research data and findings, it can be concluded that the challenges faced by shoe cleaning service startups, such as Shoessimple.id, remain relevant and require further attention. The increasingly fierce business competition, both locally and globally, demands the adoption of innovative and effective strategies to sustain business operations. Factors such as service quality, pricing, and product quality have been proven to significantly influence customer satisfaction and loyalty, yet there are still differing research findings that need further clarification. Therefore, further research on this dynamics within the context of shoe cleaning service businesses is crucial in assisting startups in overcoming challenges and strengthening their position in the competitive market.

## **2. Theoretical Background**

### **Service Quality**

Service quality is the presentation of a product or service according to the applicable standards where the product is produced, and its delivery is at least the same as what consumers expect and want. Fulfillment of promises in service will relate to and reflect the interests of the company. The appearance and capability of physical facilities and infrastructure must be reliable, and the condition of the surrounding environment is concrete evidence of the services provided by the service provider. Service quality has five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The five main dimensions are: (i) tangibles describe physical facilities, equipment, and personnel appearance, (ii) reliability describes the ability of staff and the company to perform promised services reliably and accurately, (iii) responsiveness describes employees' willingness to help customers and provide prompt service, (iv) assurance describes the knowledge and courtesy of employees and their ability to inspire trust and confidence, and (v) empathy describes the individual care and attention provided by the company to its customers (Rendiansyah & Putra, 2024).

Furthermore, (Mahsyar & Surapati, 2020) also define Service as the provision of services by service providers with the aim of creating comfort, efficiency, good relationships, skills, and friendliness, which are manifested through attitudes and behaviors in meeting customer needs. Service quality can be assessed by comparing customers' perceptions of the services received with their expectations or desires regarding the attributes of services offered by the company. The relationship between producers and consumers extends beyond the purchase process to include post-sales service, which has long-term effects beyond product ownership. Companies consider it important to treat customers well because the positive influence of customers can benefit the company's sustainability.

### **Price**

Price is also an important factor in attracting consumer attention, as a price that is neither too expensive nor too cheap can be deemed in line with prior expectations, and communicates the intended value of the company's product to the market, while pricing strategy becomes crucial in situations such as setting prices for new products or considering long-term or short-term changes to established products (Sudarso & Sukiman, 2022).

Another definition is also proposed by (Waheed et al, 2023), stating that price is an element that needs to be adjusted to meet consumers' scientific conception of certain types of products or services. Perception of price has a significant influence on consumers' rational decision-making in paying for a product or

service. Generally, people tend to associate low prices with low product or service quality, and vice versa. Price also functions as an indicator of quality level, considered balanced when it aligns with the quality provided. Therefore, research indicates that the relationship between reasonable pricing, product quality, and service quality contributes to customer satisfaction and loyalty.

### **Product Quality**

Product quality is the ability of a product to carry out its functions and performance, which can meet the needs and desires of customers. Product quality has two dimensions: the level of consistency in developing the product; the company must pay attention to and choose a quality level that will support product positioning. This quality level means the quality of the product in performing its function so that the resulting product can be of high quality and must be maintained by the company (Naini et al, 2022).

Another definition is also expressed by (Grace et al, 2021) Product quality is a key aspect in policies that are highly crucial for enhancing product competitiveness and ensuring consumer satisfaction. Product quality is directly linked to the product's ability to perform its functions, such as reliability, accuracy, ease of operation, repairability, and other value-added attributes. Product quality reflects all dimensions that provide benefits to customers. Although products offered by various businesses may share similarities in type, they must possess distinguishing characteristics to compete effectively, as product quality will ultimately determine consumer satisfaction with the purchase and use of the product.

### **Customer Satisfaction**

The origin of the word "satisfaction" comes from the combination of words in Latin meaning "enough" and "doing," simplifying it as an effort to fulfill a need. According to this concept, satisfaction refers to a person's feeling of pleasure or disappointment that arises after comparing the performance of a product with the desired expectations. If the product's performance exceeds expectations, customers will feel satisfied or happy, while if it falls below expectations, customers will feel dissatisfied. Customer satisfaction plays a crucial role in influencing purchasing decisions, where perceived satisfaction encourages customers to repurchase and consume the product again, while dissatisfaction may hinder their desire for repeat purchases (Masfiyah & Artanti, 2023).

Customer satisfaction is a key factor in business success, which is not only dependent on product innovation or competitive pricing. It reflects a positive relationship between customers and businesses, demonstrated by customers' tendency to recommend businesses and provide positive feedback. Satisfaction

is influenced by various factors such as service quality and pricing. By understanding and meeting customer expectations, businesses can enhance loyalty, retention, and their image in the eyes of consumers. Post-purchase evaluations are also important to gauge how well products or services meet customer expectations. In the context of competitive business, prioritizing customer satisfaction becomes an essential strategy (Indajang et al, 2023).

### **Customer Loyalty**

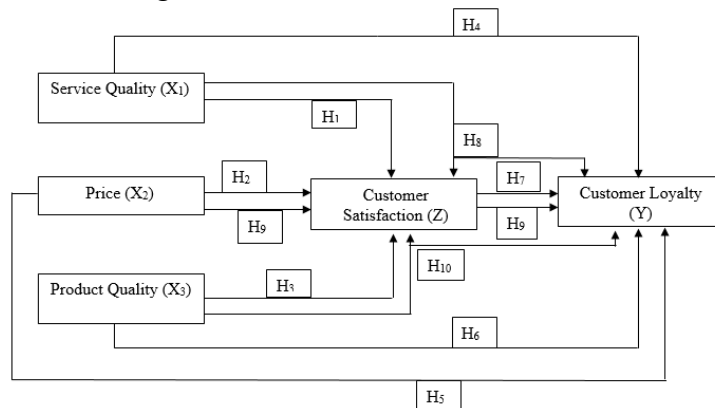
Loyalty is described as an indication of emotional attachment that transforms repetitive purchasing behaviors into a relational bond. This loyalty results in recurrent transactions, referrals, and an increasing share of expenditures. Furthermore, loyalty is depicted as primarily behavioral rather than attitudinal, with loyal customers exhibiting consistent purchasing patterns over an extended period, facilitated by decision-makers or collection units. According to marketing experts, establishing robust and intimate connections with customers is a universal aspiration among marketers, serving as a cornerstone for sustained marketing achievements. In the marketing context, customer loyalty is crucial as it plays a role in extending business relationships, expanding brand reach through recommendations, and increasing company revenue. This indicates that there is a significant interest for companies to build customer loyalty as a strategy to enhance long-term business performance (Timo et al, 2019).

Customer loyalty is the behavioral intention of buyers to maintain long-term relationships with service providers. This includes the customers' desire to repeatedly use a company's products and services over an extended period and recommend them to others. Customer loyalty is often linked to the willingness to consistently purchase specific products or services, driven by psychological ties with the company providing them. For businesses, customer loyalty is a crucial element that impacts profitability success, as loyal customers tend to be less sensitive to price changes and more inclined to repurchase a company's products (Surahman et al, 2020).

### **Hypothesis**

A thinking framework in research can take the form of a visual depiction or written representation that reflects the key concepts, factors, and relationships under investigation. It provides a clear and concise overview of the research problem, research questions, and hypotheses that help guide the research process. The thinking framework typically encompasses a set of interconnected concepts, variables, and assumptions used to explain the phenomena under investigation. It is often employed in quantitative research to assist researchers in developing hypotheses and guiding the selection of

research methods and data analysis techniques (Sani et al, 2024). The following is the thinking framework in this research:



**Picture 2. Thinking Framework**

### **The Effect of Service Quality on Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

In general, there is a close relationship between service quality and customer satisfaction. When customers receive quality service, they tend to be satisfied with their experience. Good service quality can build a positive relationship between the company and customers, thus increasing customer loyalty and the likelihood of recommending the company to others. Conversely, customer dissatisfaction often arises from unsatisfactory service, which can reduce customer loyalty and affect the company's reputation. Therefore, attention to service quality is key to improving customer satisfaction and the long-term success of the company. In line with research (Panday & Nursal, 2021) that service quality have a impact on customer satisfaction. So, the first hypothesis proposed in this study is:

**H1** : Service quality has a significant effect on customer satisfaction in the use of shoe washing services shoessimple.id.

### **The Effect of Price on Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Price plays a crucial role in shaping customers perception of the value of products or services provided by a company. When the price is considered appropriate for the quality and benefits received, customers tend to feel satisfied. However, if the price is perceived as too high compared to the value provided, it can decrease customer satisfaction. Therefore, new business owners need to pay attention to pricing strategies that align with customer expectations and provide adequate added value to enhance customer satisfaction. By understanding the relationship between price and customer satisfaction, new business owners can optimize marketing strategies and improve the quality of customer relationships to achieve sustainable business

success. In line with research (Ongkowijoyo, 2022) that price have a impact on customer satisfaction. So, the second hypothesis proposed in this study is:

**H2 :** Price has a significant effect on customer satisfaction in the use of shoe washing services shoessimple.id.

### **The Effect of Product Quality on Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Good product quality tends to enhance customer satisfaction, as high-quality products provide added value and meet customer expectations. Conversely, if the product quality is low, customers may feel disappointed and unsatisfied with their experience. Therefore, it is important for companies to ensure that the products they offer meet adequate quality standards to improve customer satisfaction. Thus, the relationship between product quality and customer satisfaction becomes a key factor in business success. In line with research (Razak et al, 2016) that product quality have a impact on customer satisfaction. So, the third hypothesis in this study is:

**H3 :** Product Quality has a significant effect on customer satisfaction in the use of shoe washing services shoessimple.id.

### **The Effect of Service Quality on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

High service quality often leads to increased customer loyalty, as exceptional service creates a positive experience and strengthens trust and satisfaction among customers. Conversely, poor service quality can result in customer dissatisfaction and a lack of loyalty to the brand or company. Therefore, it is important for businesses to prioritize and maintain high standards of service quality to cultivate and retain customer loyalty. By consistently delivering excellent service, companies can strengthen the bond with their customers, leading to long-term loyalty and sustainable business success. In line with research (Fahrezi et al, 2023) that service quality have a impact on customer loyalty. So, the fourth hypothesis proposed in this study is:

**H4 :** Service Quality has a significant effect on customer loyalty in the use of shoe washing services shoessimple.id.

### **The Effect of Price on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

The price set will influence customers' perception of the value of the product or service offered. Reasonable pricing aligned with the quality of the product or service can enhance customer loyalty by creating satisfaction and trust in the brand. However, if the price is deemed too high or not commensurate with the benefits obtained, it can reduce customer loyalty. Therefore, it is important for companies to set competitive prices that align with the value provided to customers to maintain or increase customer loyalty. By understanding the



relationship between price and customer loyalty, companies can develop effective marketing strategies to strengthen long-term relationships with customers and achieve sustainable business success. In line with research (Lestari et al, 2023) that price have a impact on customer loyalty. So, the fifth hypothesis proposed in this study is:

**H5 :** Price has a significant effect on customer loyalty in the use of shoe washing services shoessimple.id.

### **The Effect of Product Quality on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

Good product quality tends to increase customer loyalty because it creates satisfaction and trust in the brand. Products that provide added value and meet customer expectations have the potential to maintain or enhance customer loyalty. However, if the product quality is perceived as low or does not meet expected standards, it can reduce customer loyalty. Therefore, companies need to ensure that the products they offer meet adequate quality standards to build and maintain strong relationships with customers and enhance their loyalty. By understanding the relationship between product quality and customer loyalty, companies can take appropriate steps to improve customer satisfaction and achieve long-term success in business. In line with research (Purwanto & Hapsari, 2020) that product quality have a impact on customer loyalty. So, the sixth hypothesis proposed in this study is:

**H6 :** Product quality has a significant effect on customer loyalty in the use of shoe washing services shoessimple.id.

### **The Effect of Customer Satisfaction on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

High customer satisfaction tends to increase customer loyalty because satisfied customers are more likely to remain loyal and return to use products or services from the same company. They tend to choose to make repeat purchases or use services again because of the positive experiences they have had. However, if customer satisfaction is low, they are likely to seek alternatives or even switch to competitors, which can reduce their loyalty to a particular brand or company. Therefore, it is important for companies to ensure that the level of customer satisfaction remains high in order to maintain or increase customer loyalty. By understanding the relationship between customer satisfaction and customer loyalty, companies can take the appropriate steps to improve the quality of their services and products, thus strengthening their bond with customers and achieving sustainable business success. In line with research (Harzaviona & Syah, 2020) that customer satisfaction have a impact on customer loyalty. So, the seventh hypothesis proposed in this study is:

**H7 :** Customer Satisfaction has a significant effect on customer loyalty in the use of shoe washing services shoessimple.id.

**The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

The relationship between service quality and customer loyalty through customer satisfaction illustrates how the quality of service provided by a business can influence customer loyalty through the level of satisfaction experienced by customers. This means that the better the quality of service provided by a business to its customers, the more likely customers will be satisfied with their experience. This customer satisfaction can then impact their level of loyalty to the business, where customers are more likely to be loyal and committed to using the products or services from that business again. Therefore, high service quality can enhance customer loyalty through increased customer satisfaction. In line with research (Sagala et al, 2021) that service quality have a impact on customer loyalty through customer satisfaction. So, the eighth hypothesis proposed in this study is:

**H8 :** Service quality has a significant effect on Customer Loyalty through Customer Satisfaction.

**The Effect of Price on Customer Loyalty Through Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

The relationship between price and customer loyalty through customer satisfaction explains how the price of a product or service influences customer loyalty through the perceived level of satisfaction by customers. This means that the price set for a product or service can affect how satisfied customers are with their experience, which in turn can influence how loyal they are to the brand or company. In other words, the more satisfied customers are with the price they pay and the quality of the product or service they receive, the more likely they are to remain loyal to the brand or company. In line with research (Sudarso & Sukiman, 2022) that price have a impact on customer loyalty through customer satisfaction. So, the ninth hypothesis proposed in this study is:

**H9 :** Price has a significant effect on Customer Loyalty through Customer Satisfaction.

**The Effect of Product Quality on Customer Loyalty Through Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

The relationship between product quality and customer loyalty through customer satisfaction explains how the quality of a product affects customer loyalty through the level of satisfaction perceived by customers. This means that the quality of the product provided can influence how satisfied customers are with their experience, which ultimately can affect how loyal they are to the brand or company. In other words, the more satisfied customers are with the quality of the product they receive, the more likely they are to remain faithful

and loyal to the brand or company. In line with research (Wahyuni & Sanjaya, 2021) that product quality have a impact on customer loyalty through customer satisfaction. So, the tenth hypothesis proposed in this study is:

**H10** : Product Quality has a significant effect on Customer Loyalty through Customer Satisfaction.

### 3. Methodology

This study employs an associative method with a quantitative approach through path analysis to analyze the relationships between variables in order to identify the direct and indirect effects of a set of independent variables on the dependent variable. In this research, the author utilizes both primary and secondary data obtained from questionnaire responses, interviews, observations, and other primary sources, as well as references from books, journals, previous research articles, and relevant theories as secondary sources. The sampling technique employed is Non-Probability Sampling-Purposive Sampling, resulting in a sample size of 200 respondents obtained through the distribution of questionnaires to customers of the shoe cleaning service Shoessimple.id.

The variables in this study consist of three categories: independent variables, dependent variables, and intervening variables. The independent variables include Service Quality (X1), Price (X2), and Product Quality (X3), while the dependent variable is Customer Loyalty (Y) and the intervening variable is Customer Satisfaction (Z). All data collected are subsequently analyzed using the statistical software SPSS for Windows version 2.0. The testing methods include validity tests, reliability tests, tests for classical assumptions, and hypothesis testing.

### 4. Empirical Findings/Result

Based on several tests, the following are the results of this study:

#### Validity Test

**Table 4. Validity Test Results**

No	Variable/Indicator	Correlation	r <sub>table</sub>	Sig	Description
<b>Service Quality</b>					
1	X <sub>1.1</sub>	0,726	0.138	0,000	Valid
2	X <sub>1.2</sub>	0,733	0.138	0,000	Valid
3	X <sub>1.3</sub>	0,763	0.138	0,000	Valid
4	X <sub>1.4</sub>	0,725	0.138	0,000	Valid
5	X <sub>1.5</sub>	0,716	0.138	0,000	Valid
<b>Price</b>					
1	X <sub>2.1</sub>	0,840	0.138	0,000	Valid

2	X <sub>2.2</sub>	0,790	0.138	0,000	Valid
3	X <sub>2.3</sub>	0,771	0.138	0,000	Valid
4	X <sub>2.4</sub>	0,818	0.138	0,000	Valid
<b>Product Quality</b>					
1	X <sub>3.1</sub>	0,800	0.138	0,000	Valid
2	X <sub>3.2</sub>	0,817	0.138	0,000	Valid
3	X <sub>3.3</sub>	0,779	0.138	0,000	Valid
4	X <sub>3.4</sub>	0,793	0.138	0,000	Valid
5	X <sub>3.5</sub>	0,796	0.138	0,000	Valid
<b>Customer Satisfaction</b>					
1	Z.1	0,855	0.138	0,000	Valid
2	Z.2	0,861	0.138	0,000	Valid
3	Z.3	0,832	0.138	0,000	Valid
<b>Customer Loyalty</b>					
1	Y.1	0,808	0.138	0,000	Valid
2	Y.2	0,834	0.138	0,000	Valid
3	Y.3	0,799	0.138	0,000	Valid

Source: Output SPSS 2023

Based on the results in the table analysis above for the validity test of each variable >tabel.

### Reliability Test

**Table 5. Reliability Test Results**

Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Description
Service Quality (X <sub>1</sub> )	0,855	0,6	Reliabel
Price (X <sub>2</sub> )	0,783	0,6	Reliabel
Product Quality (X <sub>3</sub> )	0,811	0,6	Reliabel
Customer Satisfaction (Z)	0,807	0,6	Reliabel
Customer Loyalty (Y)	0,742	0,6	Reliabel

Source: Output SPSS 2023

Based on the results in the table analysis above for the Reliability test for each variable > Cronbach's alpha 0.6

**Table 6. Normality Test Results  
One-Sample Kolmogorv-Smimov Tes**

		Unstandardized
N	Residual	200
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,32343660
Most Extreme Differences	Absolute	,057
	Positive	,028
	Negative	-,057
Test Statistic		,057
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

Based on the results in the table analysis above for the normality test  $> 0.5$  significance, namely 0.200

### Multicollinearity Test

**Table 7. Multicollinearity Test Results**

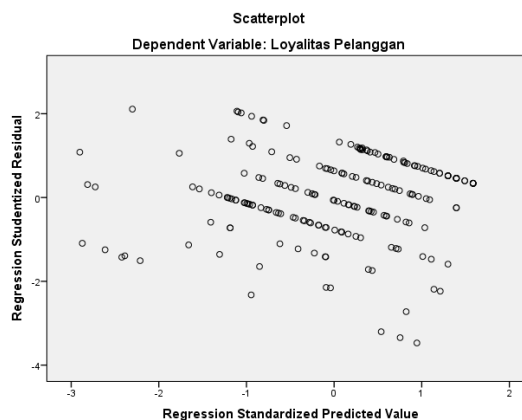
		Coefficients <sup>a</sup>	
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality ( $X_1$ )	.792	1.263
	Price ( $X_2$ )	.749	1.335
	Product Quality ( $X_3$ )	.760	1.316
	Customer Satisfaction ( $Z$ )	.643	1.556

**a. Dependent Variable: Customer Loyalty**

Source: Output SPSS 2023

Based on the result in the table, the value of  $VIF \leq 10$  and tolerance  $> 0.1$ . The conclusion from this data is that there is no multicollinearity in the independent variables.

### Heteroskedasticity Test



**Picture 3. Heteroscedasticity Test Results**

The results of the Scatterplot graph image show that there is no clear pattern in the dominant points spreading above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity in this study.

### Linearity Test

**Table 8. Linearity Test Results**

No.	Variable	Sig. <i>Deviation From Linierity</i>	Sig.	Conclusion
1	Service Quality ( $X_1$ )	0,581	0,05	Linear
2	Price ( $X_2$ )	0,156	0,05	Linear
3	Product Quality ( $X_3$ )	0,189	0,05	Linear
4	Customer Satisfaction (Z)	0,777	0,05	Linear

Source: Output SPSS 2023

The results of the table above can be seen that Deviation From Linearity > Sig. value of 0.05 for each variable. It can be concluded that there is linearity between the dependent, independent, intervening variables.

### Path Analysis

#### Sub Structure 1

Sub structure I is used to determine the effect of X to Z or the independent variable on the intervening variable

**Table 9. The Results Of The Sub Structure1**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig
	B	Std. Error	Beta			
1 (Constant)	2,860	1,021			2,802	,006
Service Quality	,170	,035	,299		4,919	,000
Price	,243	,044	,339		5,500	,000
Product Quality	,123	,042	,190		2,950	,004

a. Dependent Variable : Customer Satisfaction

$$Z = a + p_1X_1 + p_2X_2 + p_3X_3 + e1$$

$$= 2,860 + 0,170X_1 + 0,243X_2 + 0,123X_3 + e1$$

1. The constant value ( $\alpha$ ) of 2.860 indicates that the variables of Service Quality, Price, and Product Quality are considered fixed if there is no change in the Customer Satisfaction variable of 2.860.
2. The Service Quality Coefficient ( $X_1$ ) of 0.170 indicates that each one unit increase in the Service Quality variable will result in an increase of 0.170 units in Customer Satisfaction at Shoessimple.id Shoe Washing Services.

3. The Price Coefficient (X2) of 0.243 indicates that each one unit increase in the Price variable will lead to an increase of 0.243 units in the Price at Shoessimple.id Shoe Washing Services.
4. The Product Quality Coefficient (X3) of 0.123 indicates that each increase of one unit in the Product Quality variable will result in an increase of 0.123 units in Product Quality at Shoessimple.id Shoe Washing Services.

The results of the T test are as follows :

1. Service Quality (X1) has  $t_{count} > t_{table}$ , namely  $4.919 > 1.652$ . So it can be concluded that Service Quality (X1) has a significant effect on Customer Satisfaction (Z).
2. Price (X2) has  $t_{count} > t_{table}$ , namely  $5,500 > 1,652$ . So it can be concluded that Price (X2) has a significant effect on Customer Satisfaction (Z).
3. Product Quality (X3) has  $t_{count} > t_{table}$ , namely  $2.950 > 1.652$ . So it can be concluded that Product Quality (X3) has a significant effect on Customer Satisfaction (Z).

**Table 10. Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,598 <sup>a</sup>	,357	,347	1,33353

a. Predictors: (Constant), Product Quality, Service Quality, Price  
In the model summary table data above, the R square value is 35.2%. This can be interpreted that the value of 35.2% of Customer Satisfaction is influenced by the variables of Service Quality, Price and Product Quality.

## Sub Structure 2

Sub structure II is used to determine the effect of X and Z to Y or independent variables and intervening variables on the dependent variable.

**Table 11. The Results Of The Sub Structure 2**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig
	B	Std. Error	Beta			
1 (Constant)	3,653	1,119			3,265	,001
Service Quality	,086	,039	,148		2,178	,031
Price	,115	,051	,158		2,253	,025
Product Quality	,079	,046	,120		1,732	,085
Customer Satisfaction	,296	,077	,291		3,857	,000

a. Dependent Variable: Customer Loyalty

$$Y = a + p_4X_1 + p_5X_2 + p_6X_3 + p_7Z + e_2$$

$$= 3,653 + 0,086X_1 + 0,115X_2 + 0,079X_3 + 0,296Z + e_2$$

1. The constant value ( $\alpha$ ) of 3.653 indicates that the variables of Service Quality, Price, and Product Quality are considered fixed if there is no change in the value of the Customer Loyalty variable of 3.653.
2. The Service Quality Coefficient (X1) of 0.086 indicates that each one unit increase in the Service Quality variable will result in an increase of 0.086 units in Customer Satisfaction at Shoessimple.id Shoe Washing Services.
3. The Price Coefficient (X2) of 0.115 indicates that each increase of one unit in the Price variable will lead to an increase of 0.115 units in the Price at Shoessimple.id Shoe Washing Services.
4. The Product Quality Coefficient (X3) of 0.079 indicates that each one unit increase in the Product Quality variable will result in an increase of 0.079 units in Product Quality at Shoessimple.id Shoe Washing Services.
5. The Customer Satisfaction Coefficient (Z) of 0.296 indicates that each one unit increase in the Customer Satisfaction variable will result in an increase of 0.296 units in Customer Satisfaction at Shoessimple.id Shoe Washing Services.

The results of the T test are as follows :

1. Service Quality (X1) has  $t_{count} > t_{table}$ , namely  $2.178 > 1.652$ . So it can be concluded that Service Quality (X1) has a significant effect on customer Loyalty(Y).
2. Price (X2) has  $t_{count} > t_{table}$ , namely  $2.253 > 1.652$ . So it can be concluded that Price (X1) has a significant effect on Customer Loyalty (Y).
3. Product Quality (X3) has  $t_{count} > t_{table}$ , namely  $1.732 > 1.652$ . So it can be concluded that Product Quality (X3) has a significant effect on Customer Satisfaction (Z).
4. Customer Satisfaction (Z) has  $t_{count} > t_{table}$ , namely  $3.857 > 1.652$ . So it can be concluded that Customer Satisfaction (Z) has a significant effect on Customer Loyalty (Y).

**Table 12. Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 <sup>a</sup>	.286	.271	1,43362

a. Predictors: (Constant), Customer Satisfaction, Product Quality, Service Quality, Price

In the model summary table data above, the R square value is 28.6%. This can be interpreted that the value of 28.6% of Customer Loyalty is influenced by the variables of Service Quality, Price, Product Quality, and Customer Satisfaction.

## 5. Discussion



### **The Effect of Service Quality on Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, service quality has a significant influence on customer satisfaction, as evidenced by  $t_{count} > t_{table}$ , namely  $4.919 > 1.652$ . This indicates a strong correlation between the service quality provided by shoessimple.id and the perceived level of customer satisfaction. These findings suggest that efforts to enhance service quality can positively impact customer satisfaction. Therefore, shoessimple.id can prioritize the development and improvement of service quality as part of their marketing strategy to strengthen bonds with customers and achieve sustainable business success. These findings also contribute to understanding the effect of service quality on customer satisfaction, which is crucial for maintaining business continuity, especially for startups.

This is in line with the research from (Panday & Nursal, 2021) in the study titled "The Effect of Service Quality and Customer Satisfaction on Customer Loyalty" One of the conclusions of their research indicates that service quality have a positive and significant effect on consumer satisfaction.

### **The Effect of Price on Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, price significantly influence customer satisfaction, as evidenced  $t_{count} > t_{table}$ , namely  $5.500 > 1.652$ . This indicates a strong correlation between price and the quality of service provided by shoessimple.id. It suggests that the offered price can influence customers' perception of the provided service quality. These findings also suggest that improving service quality can be an effective strategy to enhance customer satisfaction. Therefore, shoessimple.id may consider allocating additional resources and efforts to enhance their service quality, which can help strengthen customer relationships and achieve long-term business success. With a deeper understanding of the relationship between price and service quality, shoessimple.id can develop more effective marketing strategies to optimize customer satisfaction and maintain their position in the market.

This is in line with the research from (Ongkowijoyo, 2022) in the study titled "The Effect of Price and Product Quality on Consumer Satisfaction and Repurchase Interest at Cipork Kriyuk (Cab. G-Walk)" One of the conclusions of their research indicates that price have a significant effect on consumer satisfaction

### **The Effect of Product Quality on Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, product quality has a significant influence on customer satisfaction, as evidenced by  $t_{count} > t_{table}$ , namely  $2.950 > 1.652$ . This indicates that the product quality provided by shoessimple.id has a significant impact on the perceived level of customer satisfaction. These findings imply that efforts to improve product quality can play a positive role in enhancing customer satisfaction. Therefore, shoessimple.id may consider allocating more resources and efforts to enhance their product quality as part of their marketing strategy, which can help strengthen customer relationships and achieve long-term business success. With a better understanding of the relationship between product quality and customer satisfaction, shoessimple.id can formulate more effective marketing strategies to enhance customer satisfaction and maintain their position in the market.

This is in line with research from (Razak et al, 2016) in the study titled "The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value" One of the conclusions of their research indicates that product quality have a significant effect on customer satisfaction.

#### **The Effect of Service Quality on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, service quality significantly influence customer loyalty, as evidenced  $t_{count} > t_{table}$ , namely  $2.178 > 1.652$ . This means that from the data analysis results, it can be concluded that there is a strong correlation between the service quality provided by shoessimple.id and the level of loyalty shown by customers. This finding indicates that efforts to improve service quality can have a positive impact on maintaining customer loyalty to shoessimple.id. Therefore, it is important for shoessimple.id to continuously pay attention to and improve the standards of service quality provided to strengthen the bond with customers and achieve long-term success in their business.

This is in line with research from (Fahrezi et al, 2023) in the study titled "The Effect of Service Quality and Satisfaction on Customer Loyalty" One of the conclusions of their research indicates that service quality have a positive and significant effect on customer loyalty.

#### **The Effect of Price on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, price significantly influence customer loyalty, as evidenced  $t_{count} > t_{table}$ , namely  $2.253 > 1.652$ . This indicates that in the context of the data analysis, there is strong evidence that price significantly influences the level of customer loyalty to Shoessimple.id. This means that changes in prices implemented by Shoessimple.id can affect

customers' tendency to remain faithful or loyal to the services or products offered by Shoessimple.id. Therefore, Shoessimple.id needs to carefully consider their pricing strategies to positively influence customer loyalty, which in turn can impact the long-term success of their business.

This is in line with research from (Lestari, 2023) in the study titled "The Effect of Price and Ease of Use on Customer Loyalty: A Case Study of Repeat Transaction Interest Through the OVO Application" One of the conclusions of their research indicates that price have a positive and significant effect on customer loyalty.

### **The Effect of Product Quality on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, product quality significantly influence customer loyalty, as evidenced  $t_{count} > t_{table}$ , namely  $1.732 > 1.652$ . This indicates that there is a significant correlation between the product quality provided by Shoessimple.id and the level of customer loyalty. This means that customers' experience with the quality of the products provided can influence their tendency to remain faithful or loyal to Shoessimple.id. Therefore, Shoessimple.id needs to continue paying attention to and improving the standards of their product quality in order to strengthen their bond with customers and achieve long-term success in their business.

This is in line with research from (Purwanto & Hapsari, 2021) in the study titled " The Effect of Product Quality on Customer Loyalty with Customer Trust and Customer Satisfaction as Intervening Variables in Using Consumer Credit at Bank BJB - Surabaya Branch Office " One of the conclusions of their research indicates that product quality have a significant effect on customer loyalty.

### **The Effect of Customer Satisfaction on Customer Loyalty to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, customer satisfaction significantly influence customer loyalty, as evidenced  $t_{count} > t_{table}$ , namely  $3.857 > 1.652$ . This indicates that there is a strong correlation between the level of customer satisfaction and their loyalty. In other words, the more satisfied customers are with the services or products provided by Shoessimple.id, the greater the likelihood they will remain faithful or loyal to the company. Therefore, Shoessimple.id needs to pay attention to and continually improve efforts to enhance customer satisfaction as part of their strategy. In this way, Shoessimple.id can strengthen its bond with customers and achieve long-term success in their business.

This is in line with research from (Harzaviona & Syah, 2020) in the study titled "Effect of Customer Satisfaction on Customer Loyalty and Marketing Organization Performance in B2B Market Over Heavy Equipment Company" One of the conclusions of their research indicates that customer satisfaction have a positive and significant effect on customer loyalty.

### **The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, service quality significantly influence customer loyalty through customer satisfaction, as evidenced  $t_{count} > t_{table}$ , namely  $18.671 > 1.652$ . The  $t_{count}$  value greater than the  $t_{table}$  value indicates that the relationship between service quality and customer loyalty through customer satisfaction is statistically significant. This means that the higher the service quality provided by Shoessimple.id, the more likely customers are to feel satisfied and remain loyal to their services. This underscores the importance of Shoessimple.id in maintaining and improving their service quality as a strategy to retain customer loyalty and achieve long-term business success.

This is in line with research from (Sagala et al, 2021) in the study titled "The Impact of Service Quality Through Customer Satisfaction on Customer Loyalty" One of the conclusions of their research indicates that service quality have a positive and significant effect on customer loyalty through customer satisfaction.

### **The Effect of Price on Customer Loyalty Through Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, price significantly influence customer loyalty through customer satisfaction, as evidenced  $t_{count} > t_{table}$ , namely  $26.689 > 1.652$ . The analysis highlights the significance of pricing policies in influencing customer satisfaction and, ultimately, their loyalty to Shoessimple.id's services or products. When customers feel that the price they pay is commensurate with the value they receive from the product or service, they are more likely to feel satisfied and remain loyal customers. Therefore, an effective pricing policy is a crucial factor in strengthening the relationship between Shoessimple.id and its customers, potentially leading to long-term business success. By understanding the importance of the relationship between pricing, customer satisfaction, and customer loyalty, Shoessimple.id can design more efficient pricing strategies to achieve their business goals.

This is in line with research from (Sudarso & Sukiman, 2022) in the study titled "Analysis of The Influence of Product Quality and Price on Customer Loyalty Through Customer Satisfaction as An Intervening Variable in Restaurants

Hisana Fried Chicken Surabaya" One of the conclusions of their research indicates that price have a positive and significant effect on customer loyalty through customer satisfaction.

### **The Effect of Product Quality on Customer Loyalty Through Customer Satisfaction to Use Shoessimple.id Shoe Washing Service**

Based on the data analysis results, product quality significantly influence customer loyalty through customer satisfaction, as evidenced  $t_{count} > t_{table}$ , namely  $13.509 > 1.652$ . This indicates that the quality of products provided by Shoessimple.id has a strong influence on how satisfied customers are with their experience. When customers are satisfied with the quality of products received from Shoessimple.id, they tend to be more loyal and remain as customers. Therefore, it is important for Shoessimple.id to ensure that the quality of products they offer meets or even exceeds customer expectations, as this can strengthen customer loyalty and maintain their business success in the long run.

This is in line with research from (Wahyuni & Sanjaya, 2021) in the study titled " The Influence of Product Quality and Service Quality on Customer Loyalty through Consumer Satisfaction (Study on My Caramel 1994 Jl. Pramuka Samarinda)" One of the conclusions of their research indicates that product quality have a significant effect on customer loyalty through customer satisfaction.

## **5. Conclusions**

Based on the data analysis results, service quality, price, and product quality from Shoessimple.id significantly influence customer loyalty through customer satisfaction. This finding highlights the importance of Shoessimple.id's efforts to continuously improve the standards of the services they offer, set appropriate prices, and ensure quality products for customers. In a competitive market, strategies such as enhancing service quality to enhance customer satisfaction and adjusting prices to improve perceived value for customers are crucial. With a deeper understanding of the relationship between these factors, Shoessimple.id can devise more effective marketing strategies to strengthen customer relationships, maintain their loyalty, and achieve long-term business success. Emphasizing these aspects will help Shoessimple.id remain competitive in the market and expand their market share.

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