
**CUSTOMER SATISFACTION MEDIATES PRODUCT QUALITY AND PROMOTION TO
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Abstrak: *In the current era of globalization, the industrial business world is experiencing very rapid growth, this is due to creative and innovative ideas created by a company. This study aims to determine the direct effect, indirect effect and the total effect of product quality and promotion on consumer loyalty through customer satisfaction. The sample in this study amounted to 100 respondents carried out by proportional random sampling. The data used in this study is ordinal data which is converted into interval scale metric data using the Method of Successive Interval (MSI). Data analysis using path analysis and Sobel Test analysis through IBM SPSS Version 25.00. The results of the study show that there is a direct and positive effect of product quality and promotion on consumer satisfaction. There is a direct and positive effect of product quality and promotion on consumer loyalty. There is a direct and positive effect of consumer satisfaction on consumer loyalty. There is an indirect and positive influence on product quality and promotion, which has an indirect and positive effect on consumer loyalty through consumer satisfaction*

PENDAHULUAN

In the current era of globalization, the industrial business world is experiencing very rapid growth, this is due to creative and innovative ideas created by a company. Likewise, there is competition between companies selling similar baby and children's formula milk products. Consumer desires are varied, making consumers free to determine products and choose places to satisfy their needs. Therefore, companies must have a marketing strategy that is superior to their competitors. The need for formula milk for babies and children is a supporting need for growth and development, so it is not surprising that parents want to provide the best quality milk products for their children so that they can help their development properly, as is well known.

According to Kotler and Keller (2016: 138), consumer loyalty is a deeply held commitment to decisions and satisfaction in purchasing a product. According to Hasan (2015:79), the factor that influences consumer loyalty is consumer satisfaction. According to Tjiptono (2015: 146), consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations. According to Tjiptono (2016: 295), the factors that influence

consumer satisfaction are product quality and promotion. One of the factors that influence consumer satisfaction is product quality. According to Wijaya (2019:11), product quality is the total combination of product characteristics to meet consumer expectations. Product quality indicators according to Wijaya (2019: 13), consist of performance, aesthetics, ease of maintenance and repair, uniqueness, reliability, quality of suitability and appropriate usability. Apart from product quality, promotion is also another factor that influences consumer satisfaction. Promotion is an important factor in sales in order to meet market needs and competitiveness. According to Kotler and Armstrong (2019: 117), promotion is something that is used to communicate and persuade the market regarding a new product or service through advertising, personal selling, sales promotion or publication. Promotion indicators according to Kotler and Armstrong (2016: 432), consist of advertising, sales promotion, personal selling, public relations and direct selling.

PT. Nestle Indonesia is a multinational company engaged in the field of nutritional food and beverages which was established on March 29, 1971 based in Vevey, Switzerland. PT. Nestle Indonesia produces high-quality baby and children's formula milk. One of the products is S-26 milk. This S-26 milk product has several varied product segments, namely super premium, high premium and low premium with different qualities according to needs and also has various stages according to the age of the child. S-26 milk is also available in Minimarkets, Supermarkets and Hypermarkets as a container for conducting promotions to consumers. Avoiding switching of consumers as well as creating special advantages is the company's goal so that consumers buy their products repeatedly and become loyal or permanent consumers. Of course, every company has a target to get loyal customers so that their products can be purchased repeatedly by these consumers. As for data on loyal consumers of PT's S-26 milk products. Nestle Indonesia in Bogor City can be seen in the following table:

Table 1. Loyal Consumer Data for Dairy Products S-26 PT. Nestle Indonesia in Bogor City in 2022

| Month | Consumer (Person) | | Percentage (%) | Information |
|------------------|-------------------|-------------|----------------|---------------------|
| | Target | Realization | | |
| January | 117 | 122 | 104 | Achieved |
| February | 117 | 120 | 102 | Achieved |
| March | 117 | 118 | 101 | Achieved |
| April | 117 | 104 | 89 | Not Achieved |
| May | 117 | 111 | 95 | Not Achieved |
| June | 117 | 104 | 89 | Not Achieved |
| Jul | 117 | 105 | 90 | Not Achieved |
| August | 117 | 119 | 102 | Achieved |
| September | 117 | 117 | 100 | Achieved |
| October | 117 | 114 | 97 | Not Achieved |
| November | 117 | 118 | 101 | Achieved |
| December | 117 | 116 | 99 | Not Achieved |
| Jumlah | 1404 | 1368 | 1169 | |
| Rata-rata | 117 | 114 | 97 | Not Achieved |

Source: Wyeth Nutrition, PT. Nestle Indonesia 2022 (diolah).

Table 1 can be seen that the target of getting loyal customers is determined by the company PT. Nestle Indonesia, which is 117 consumers per month with the achievement of a loyal consumer target of 100%. The realization of loyal consumer data in 2022 is 114 with a target achievement of 97%, which means that the target of loyal consumers of PT Nestle Indonesia's S-26 milk products has not yet been achieved. However, in certain months in 2022 there are those that exceed the target, namely in January, February, March, August, September, November and December, namely 112, 120, 118, 119 117 and 118 in the months of sales of S-milk products. 26 is quite high. Meanwhile, in April, May, June, July, October and December, namely 104, 111, 104, 105, 114 and 116, in those months the Brand Project was unable to achieve its target of getting loyal consumers due to the Brand Project having more competitors. near displays and also offers with more attractive promotions. To find out that consumer satisfaction is thought to be influenced by product quality and promotion, conduct a preliminary survey of 30 consumers on October 25 2022 with the following results:

Table 2. Preliminary Consumer Satisfaction Survey Results

| No | Indicator | Statement | No | Yes | Interpretation |
|---|----------------------------|---|----|-----|--|
| 1 | Conformity to expectations | I chose S-26 milk product because the product met expectations. | 17 | 13 | 43% of consumers stated that the S-26 milk product was in line with expectations, while 57% stated the opposite. |
| 2 | Interest in revisiting | I visited to buy back S-26 milk product. | 19 | 11 | 47% of consumers stated that they visited to buy back S-26 milk products, while 53% stated the opposite. |
| 3 | Willingness to recommended | I recommend the S-26 milk product because the product meets the level of satisfaction and expectations. | 16 | 14 | 37% of consumers recommend S-26 milk products because the products meet their level of satisfaction and expectations, while 63% say the opposite. |
| Average Consumer Satisfaction Rating | | | 17 | 13 | As much as 57% of consumers stated that they were not satisfied in buying the satisfaction of consumers of dairy products S-26 PT. Nestle Indonesia, while 43% said otherwise. |

Source: Preliminary Survey, 2022.

Based on Table 2, it is known that the results of a preliminary survey of 30 consumers of S-26 milk products stated that the average consumer satisfaction rating for S-26 milk

products was 17 consumers or 57% were not satisfied with their satisfaction in purchasing PT S-26 milk products. Nestle Indonesia, while only 13 consumers or 43% stated that they were satisfied with the purchase of PT. S-26 milk products. Nestlé Indonesia. Whereas the average consumer of S-26 milk products is not satisfied in purchasing S-26 milk products. Currently, many companies offer similar products, causing intense competition to win market share and it can be seen that there is a comparison of S-26 milk products with the following competing products:

Table 3. Competitor Product Comparison Data

| Brand | S-26 | Nutrilon | Morinaga | Pediasure | Enfagrow |
|------------------|--|---|---|--|--|
| Industry | Milk Processing (Priority) | Milk Processing (Priority) | Milk Processing (Priority) | Milk Processing (Priority) | Milk Processing (Priority) |
| Website | www.S26.com | www.nutrilon.com | www.morinaga.com | www.pediasure.com | www.enfagrow.com |
| Target consumers | Female consumers | Female consumers | Female consumers | Female consumers | Female consumers |
| Competitor Type | Close competitor (same product) | Close competitor (same product) | Close competitor (same product) | Close competitor (same product) | Close competitor (same product) |
| Differentiator | Growth milk with nutritional content formulated using A2 cow's milk by Wyeth Nutrition Expert to support your little one's great potential and learning. | Growth milk with higher nutrition to support the body's endurance, ability to perceive and development of the nervous system. | Children's growth milk with the Moricare formula is equipped with triple bifidus probiotics and GOS prebiotics which are good for helping the immune system and supporting children's intelligence. | Growth milk with the best nutrition to help achieve weight and height according to age and supports your little one's growth and development by providing balanced nutrition according to his age stage. | Growth milk is rich in omega 3 and 6 for optimal development, maximizing your little one's potential and is scientifically formulated. |
| Product | S-26 procal Ultima, S-26 Procal Gold, S-26 Procal nutrissentials | Nutrilon Royal | Chil-kid Platinum, Chil-kid Gold, Chil-go | PediaSure, PediaSure Complete | Enfagrow A+, Enfagroe Essential, |

Source: Child Growth Premium Milk Products Website, 2022.

Based on Table 3, it is known that there are still many companies offering similar products with the advantages of each product being known to the public and having benefits that are not much different from competing products. In this case, most consumers are looking for products that have well-known advantages with unquestionable quality. Apart from that, Nutrilon, Morinaga, Pediasure, and Enfagrow products have products with similar packaging, namely cans and pouches, promotions that are not much different and easy to get. Therefore, PT. S-26 dairy products. Nestle Indonesia needs to evaluate the S-26 milk product because of consumer desires, the product purchased has advantages with a brand known to the public and many product users are not disappointed with the quality as desired and provide confidence in the benefits produced so that the superiority of the product will always be in their minds. consumers remember a product. In terms of product quality, consumers will consider loyalty and satisfaction when purchasing PT S-26 milk products. Nestlé

Indonesia.

Table 4. PT S-26 Milk Product Promotion Activities. Nestle Indonesia

| No | Promotional Form | Media Promotion |
|----|-------------------------|---|
| 1 | <i>Advertising</i> | Social media (Instagram, Facebook, Tweeter, Tiktok, Whatsapp), Television Advertising, and E-Commerce (Shopee, Tokopedia, Lazada) |
| 2 | <i>Sales Promotion</i> | D iscounts, Merchandise, Shopping Vouchers |
| 3 | <i>Personal Selling</i> | <i>Brand Project (BP), Brand Ambassaodor</i> |
| 4 | <i>Public Relations</i> | Bazaar, Baby Fair |
| 5 | <i>Direct Marketing</i> | Marketing milk shops, Pharmacies |

Source: PT. Nestle Indonesia 2022.

Based on Table 4, PT. Nestle Indonesia carries out different promotional activities ranging from advertising, sales promotions, personal sales, public relations, and direct sales. All forms of promotion carried out have been running well and are long term. However, several forms of promotion carried out are still less than optimal which have an impact on sales revenue, including sales promotions, personal sales and advertising. There are several obstacles such as similar promotions carried out by competitors, competitors' brand projects being more adequate, and a lack of consumer interest in seeing information about products through advertising or social media because consumer attraction has not yet been achieved. In marketing a product, promotion is needed. This is done to introduce the product to consumers, so that consumers can find out the advantages of the product they are going to buy.

Based on this description, the objectives of this research are (1) to analyze consumer responses to product quality, promotion, consumer satisfaction and consumer loyalty, (2) to analyze the direct influence of product quality, promotion and consumer satisfaction on consumer loyalty, (3) to analyze indirect influence of product quality and promotion on consumer loyalty through consumer satisfaction as an intervening variable.

LITERATURE REVIEW

Consumer Loyalty

Consumer loyalty has an important role in the company, retaining consumers is the goal of improving performance and maintaining business continuity. According to Kotler and Keller (2016: 138), consumer loyalty is a deeply held commitment to decisions and satisfaction in purchasing a product. Indicators of consumer loyalty according to Kotler and Keleer (2016: 157), namely loyalty to purchasing a product, resistance to negative influences on the company and referencing the total existence of a company.

Consumer Satisfaction

Consumer satisfaction is the level of consumer feelings after comparing what is received and what is expected. According to Tjiptono (2015: 146), consumer satisfaction is a

person's feeling of happiness or disappointment that arises after comparing the perception of the performance (results) of a product with his or her expectations. The indicators of consumer satisfaction according to Tjiptono (2015: 101), namely conformity to expectations, interest in revisiting and willingness to recommend.

Product quality

Product quality is the level of ability of a product to provide satisfaction for consumers. According to Wijaya (2019: 11), product quality is the overall combination of product characteristics to meet consumer or consumer expectations. According to Wijaya (2019:13), product quality indicators are performance, aesthetics, ease of maintenance and repair, uniqueness, reliability, suitability quality and appropriate use.

Promotion

Promotion is influencing the attitudes and behavior of consumers so that they want to buy the products offered by the company. According to Kotler and Armstrong (2019: 117) promotion is something that is used to communicate and persuade the market regarding a new product or service through advertising, personal selling, sales promotion or publication. As for promotion indicators according to Kotler and Armstrong (2016: 432), namely advertising, sales promotion, personal selling, public relations and direct selling.

Hypothesis Development

Direct Influence of Product Quality on Consumer Satisfaction

Product quality is the ability of the product to carry out its role, this skill includes strength, skill, accuracy produced, ease of operation and overall product improvement. Based on empirical studies on previous research by Maharani (2020) it shows that there is a positive and significant direct effect on product quality on consumer satisfaction.

H₁: There is a direct and positive influence of product quality on consumer satisfaction.

The Direct Effect of Promotion on Consumer Satisfaction

Promotion is a marketing function that focuses on communicating persuasive marketing programs to target consumers to encourage the creation of transactions or exchanges between companies and consumers. Based on empirical studies on previous research by Juniantara, et al (2018) proved that there is a positive and significant direct effect of promotion on consumer satisfaction.

H₂: There is a direct and positive effect of promotion on consumer satisfaction.

Direct Influence of Product Quality on Consumer Loyalty

Product quality is a dynamic condition that is interconnected even though it has a different definition, but the product in essence has a specification for an item or service that can lead to satisfaction that meets or exceeds the expectations of consumers who use it. Therefore, it is stated that companies should focus more on product quality and compare it with competitor products. This is because the higher the quality of the product, the more consumers will make purchasing decisions. Based on empirical studies on previous research by Febrianti, et al (2022) shows that there is a positive direct effect of product quality on consumer loyalty.

H₃: There is a direct and positive influence of product quality on consumer loyalty.

The Direct Effect of Promotion on Consumer Loyalty

Promotion is a very important activity in marketing products or services so that it can attract consumers to buy the product repeatedly and regularly find out information related

to the product. Based on empirical studies in previous research by Olivia (2021), it is proven that there is a direct positive influence of promotion on consumer loyalty. From this description, the following hypothesis is proposed:

H₄: There is a direct and positive effect of promotion on loyalty consumer.

Direct Effect of Consumer Satisfaction on Consumer Loyalty

Consumer satisfaction is an assessment of the characteristics or features of the product or service itself which provides the level of consumer satisfaction related to fulfilling consumer consumption needs. Based on empirical studies in previous research by Fahmi (2020), it shows that there is a positive direct influence of consumer satisfaction on consumer loyalty.

H₅: There is a direct and positive effect of customer satisfaction on loyalty consumer.

Indirect Influence of Product Quality on Consumer Loyalty Through Consumer Satisfaction

Product quality is the ability of a product to provide results that are in line with what consumers expect and can even exceed consumer expectations. From this understanding it can be interpreted that brand loyalty is obtained due to a combination of satisfaction and complaints. Based on empirical studies in previous research by Rico (2021), it shows that there is an indirect influence of product quality on consumer loyalty through consumer satisfaction.

H₆: There is an indirect and positive effect of product quality on loyalty consumers through consumer satisfaction.

Indirect Effect of Promotion on Consumer Loyalty Through Consumer Satisfaction

The purpose of promotion is to get attention, educate, remind and convince potential customers. By providing customer satisfaction, companies must be able to provide good products according to the needs and desires of customers. Based on empirical studies in previous research by Nurmin (2019), it shows that there is an indirect effect of promotion on consumer loyalty through consumer satisfaction.

H₇: There is an indirect and positive effect of promotion on consumer loyalty through consumer satisfaction.

RESEARCH METHODS

The objects of this research are product quality, promotion, customer satisfaction and customer loyalty. The location of this research was carried out at PT. Nestle Indonesia, located at Arkadia Green Office, Tower G, Jl. TB Simatupang No.88, RT.01/RW.01, Kebagusan, South Jakarta City, Special Capital Region of Jakarta, 12520. Meanwhile, the sample in this study was 100 respondents. This is based on the use of proportional random sampling. With data collection techniques consisting of interviews, data collection using questionnaires and also observations.

The data testing methods in this research are validity and reliability testing, classical assumption testing, which is carried out with the help of the statistical package for the social sciences (SPSS) software program and also the sobel test with the help of Danielsoper.com. Based on the results of validity testing on 100 respondents, it shows that the statements of each variable are declared valid because they have an r value of more than or equal to 0.3. Likewise, the reliability test shows that all variables used have a Cronbach's Alpha value ≥ 0.6 so that all of these variables can be declared reliable and acceptable.

The classical assumption test consists of: 1) The normality test in this study was carried out using the Kolmogorov Smirnov method. Normal Probability Plot in the SPSS 25 program. If the significance value \geq significant level (0.05), then the data distribution is declared normal and if the significance value is $<$ significant level (0.05), then the data distribution is declared abnormal. The results of the calculation of the first equation normality test in this study can be explained that the value of Assymp. Sig. Of 0.200, the second equation is 0.192. This means that the table is normally distributed because the Assymp value. Sig. Greater than 0.05; 2) Multicollinearity test whether the regression model found any correlation between independent variables. From the results of the Variance Inflation Factor (VIF) test on the output SPSS table of coefficients, each independent variable of product quality and promotion on consumer satisfaction has a Tolerance value of > 0.05 and a VIF value < 5 , variable product quality, promotion and consumer satisfaction on loyalty consumers have a Tolerance value of > 0.05 and a VIF value < 5 , so the multiple linear regression model does not have multicollinearity between the variables associated with the independent variables so that it can be used in research; 3) The heteroscedasticity test shows that the points on the scatterplot graph spread in an unclear pattern and are below the number 0 at point Z and point Y. So in the regression model there is no heteroscedasticity, so the regression model becomes feasible to be used to predict each variable in this research. Meanwhile, the data analysis method is descriptive analysis, path analysis.

RESULT AND DISCUSSION

Consumer Characteristics

Consumer characteristics of the 100 consumers who were sampled in the research, the majority of consumers were women, namely 81%, this shows that the majority of consumers who have used the product are women who are married and have children to meet their children's growth and development needs. The largest age group of consumers in this study is 26-35 years, namely 36%, this shows that the criteria are in accordance with the consumers who will be used as data sources, one of which is consumers who are seen as adults to fill out the questionnaire on the grounds that they are able to make rational choices. , this age is the productive age. The consumer group based on education with bachelor's degree graduates is 61%, this shows that the level of education is one of the factors that influences food consumption patterns and nutritional status. So it can be concluded that consumers with good education will have a supervised (controlled) selection of products consumed by children. because consumers know and believe the quality of the product is good and suitable for children or not, so that children's growth and development can be formed well. The consumer group based on occupation is dominated by housewives, namely 42%, this shows that the majority of those who use the product are housewives who already have children to meet the nutritional needs of their children's growth and development. Most consumers have an income of $> \text{Rp. } 5,000,000,-$, this shows that there is still some income that is not in accordance with the Bogor City UMR income because based on the interview results, most housewives have no income or only receive income/month from their husbands. used for household needs. The consumer group based on region in Bogor City is dominated by West Bogor subdistrict at 21%, this shows that product consumers are domiciled in West Bogor District and the percentage results are in accordance with the results of calculating the

highest sales for products in Bogor City which influences the level of consumer loyalty.

Consumer Responses to Product Quality, Promotion, Consumer Satisfaction and Consumer Loyalty

The following is a recapitulation of consumer responses to product quality, promotions, consumer satisfaction and consumer loyalty:

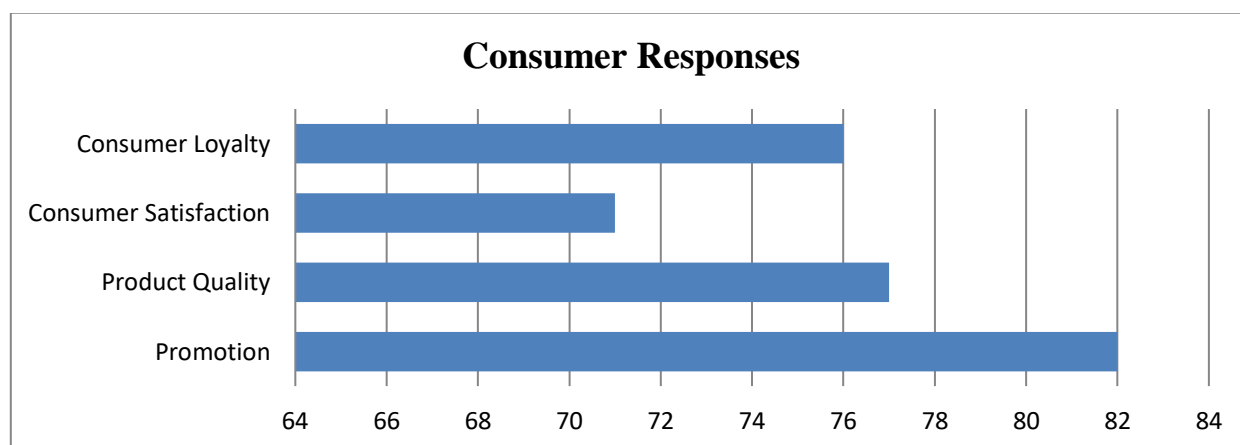


Figure 1 Recapitulation of Consumer Responses

Source: Primary Data, 2023 (Data processed)

Based on this recapitulation, it can be explained that:

1. Quality of S-26 milk products PT. Nestle Indonesia has an average value of 77%, this shows that product quality is included in a good interpretation based on statements covering performance, aesthetics, ease of maintenance and repair, reliability, uniqueness, quality of suitability and appropriate usability.
2. Promotions are determined to have an average of 82%, meaning promotions in an interesting interpretation based on statements covering advertising, sales promotion, personal selling, public relations and direct selling.
3. Consumer satisfaction has an average of 71% meaning that it is in a high interpretation based on statements which include conformity of expectations, interest in revisiting and willingness to recommend.
4. Consumer loyalty has an average value of 76% meaning that it is in a high interpretation based on statements which include loyalty to products or services, resistance to negative influences about the company and referring to the total existence of a company.

Results of Path Analysis for Variable X Against Z

The first equation shows the effect of product quality and promotion on consumer satisfaction. The regression results from SPSS are as follows:

Table 5. Path Analysis of X Against Z

| Variable | R ² | Path Coefficient | t _{count} | Sig |
|-----------------------------------|----------------|------------------|--------------------|-------|
| Product Quality (X ₁) | 0,678 | 0,586 | 4,889 | 0,000 |
| Promotion (X ₂) | | 0,260 | 2,170 | 0,032 |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

Based on Table 5, it can be seen that the significance value of the two variables, namely product quality (X1) = 0.000 and promotion (X2) = 0.032, is smaller than 0.05. These results provide the conclusion that the first equation model, namely product quality (X1) and promotion (X2) variables have a direct and positive effect on consumer satisfaction (Z). The significance value of the product quality and promotion variables on consumer satisfaction is 67.8% and the remaining 32.2% is influenced by other factors of consumer satisfaction according to Tjiptono (2016: 295), namely price, service quality and emotionality.

Results of Path Analysis of Variable X to Y

The second equation shows the effect of product quality and promotion on consumer loyalty. The regression results from SPSS are as follows:

Tabel 6. Path Analysis of X Against Y

| Variable | R ² | Path Coefficient | t _{count} | Sig |
|----------------------|----------------|------------------|--------------------|-------|
| Product Quality (X1) | 0,695 | 0,363 | 2,771 | 0,007 |
| Promotion (X2) | | 0,272 | 2,265 | 0,026 |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

Based on Table 6, it can be seen that the significance value of the two variables, namely product quality (X1) = 0.007, promotion (X2) = 0.026, is less than 0.05. These results suggest that the second model, namely product quality (X1) and promotion (X2), has a significant effect on consumer loyalty (Y). The significance value of product quality and promotion variables on consumer loyalty is 69.5% and the remaining 30.5% is influenced by other factors of consumer loyalty according to Hasan (2015: 79), namely brand image, perceived value, trust, consumer relational and switching costs.

Results of Path Analysis Variable Z Against Y

The third equation shows the influence of consumer satisfaction on consumer loyalty. The regression results from SPSS are as follows:

Tabel 7. Path Analysis of Z Against Y

| Variable | R ² | Path Coefficient | t _{count} | Sig |
|-----------------------|----------------|------------------|--------------------|-------|
| Kepuasan Konsumen (Z) | 0,695 | 0,251 | 2,531 | 0,013 |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

Based on Table 7, it can be seen that the significance value of the consumer satisfaction variable (Z) = 0.013 is smaller than 0.05. These results conclude that the third equation model, namely the consumer satisfaction variable (Z), has a significant effect on consumer loyalty (Y). The significance value of the consumer satisfaction variable on consumer loyalty is 69.5% and the remaining 30.5% is influenced by other factors of consumer loyalty.

The path analysis structural equation model in this research is as follows:

1. $Z = P_{zx1}X_1 + P_{zx2}X_2 + P_{z\epsilon}$
 $Z = 0,586X_1 + 0,260X_2 + 0,322$

2. $Y = P_{yx1}X_1 + P_{yx2}X_2 + P_{zy}Y + P_{Y\epsilon}$
 $Y = 0,363X_1 + 0,272X_2 + 0,251Y + 0,305$
3. $Y = P_{zy}Y + P_{Y\epsilon}$
 $Y = 0,251Y + 0,305$

The recapitulation of the coefficient results for direct effect, indirect effect and total effect are as follows:

Table 8. Recapitulation of Influence Coefficient Results

| Variable | | Path Coefficient | | |
|---------------------------|----------------------|------------------|----------|-------|
| Exogenous | Endogenous | Direct | Indirect | Total |
| Product Quality (X_1) | Consumer | 0,586 | | |
| | Satisfaction (Z) | | 0,417 | |
| Promotion (X_2) | Consumer | 0,260 | 0,365 | 0,237 |
| | Satisfaction (Z) | | | |
| Product Quality (X_1) | Consumer Loyalty (Y) | 0,363 | | |
| Promotion (X_2) | Consumer Loyalty (Y) | 0,272 | | |
| Consumer Satisfaction (Z) | Consumer Loyalty (Y) | 0,251 | | |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

The equation model can be explained in a path diagram model as follows:

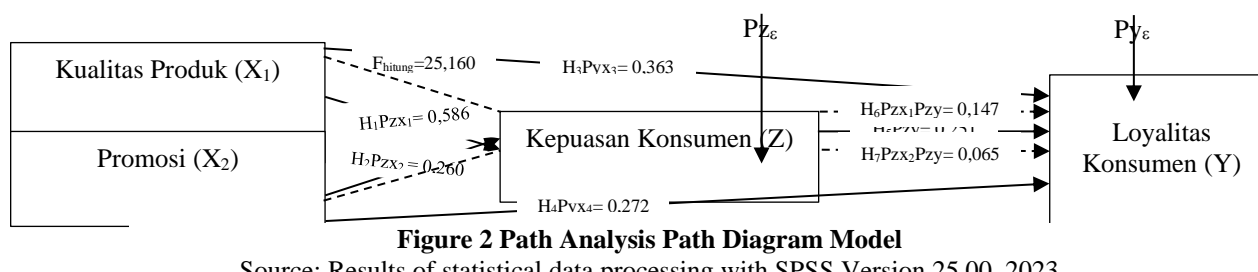


Figure 2 Path Analysis Path Diagram Model

Source: Results of statistical data processing with SPSS Version 25.00, 2023

To prove the calculation above, the following is the result of the calculation from the Sobel test Calculator for the Significance of Mediation:

Hypothesis test

Hypothesis testing is done to see the meaning of each variable using the t test. Usually two models are proposed to test the null hypothesis (H_0) and the alternative hypothesis (H_a). So the t test is used to test whether the hypothesis is accepted or rejected. The results of hypothesis testing can be seen in Table 9.

Tabel 9. t-Test Hypothesis Test

| Hypothesis | Path Coefficient | t _{count} | t _{table} | Sig | Decision | Conclusion |
|---------------|------------------|--------------------|--------------------|-------|----------------|-------------|
| $P_{zx1} = 0$ | 0,586 | 4,889 | 1,661 | 0,000 | H_0 rejected | Significant |

| | | | | | | |
|----------|-------|-------|-------|-------|-------------|-------------|
| Pzx2 = 0 | 0,260 | 2,170 | 1,661 | 0,032 | H0 rejected | Significant |
| Pyx1 = 0 | 0,363 | 2,771 | 1,661 | 0,007 | H0 rejected | Significant |
| Pyx2 = 0 | 0,272 | 2,265 | 1,661 | 0,026 | H0 rejected | Significant |
| Pzy = 0 | 0,251 | 2,531 | 1,661 | 0,013 | H0 rejected | Significant |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

The t test statistic is used to test the direct effect of exogenous variables on endogenous variables where the results (Ho accepted/rejected) are found by comparison between the tcount value and the t-table value or can be seen from the significance value:

1. Direct and positive influence of product quality on consumer satisfaction
The ttable value for $\alpha = 0.05$ with degrees of freedom $100-1-1 = 98$ is 1.661, meaning that $tcount > ttable$ ($4.889 > 1.661$). So that $Ha1$ is accepted and $H01$ is rejected, meaning that product quality has a direct and positive effect on consumer satisfaction.
2. The direct and positive influence of promotion on consumer satisfaction
The ttable value for $\alpha = 0.05$ with degrees of freedom $100-2-1 = 97$ is 1.661, meaning $tcount > ttable$ ($2.170 > 1.661$). So that $Ha2$ is accepted and $H02$ is rejected, meaning that promotion has a direct and positive effect on consumer satisfaction.
3. Direct and positive influence of product quality on consumer loyalty
The ttable value for $\alpha = 0.05$ with degrees of freedom $100-1-1 = 98$ is 1.661, meaning $tcount > ttable$ ($2.771 > 1.661$). So that $Ha3$ is accepted and $H03$ is rejected, meaning that product quality has a direct and positive effect on consumer loyalty.
4. The direct and positive influence of promotion on consumer loyalty
The ttable value for $\alpha = 0.05$ with degrees of freedom $100-2-1 = 97$ is 1.661, meaning $tcount > ttable$ ($2.265 > 1.661$). So that $Ha4$ is accepted and $H04$ is rejected, meaning that promotion has a direct and positive effect on consumer loyalty.
5. Direct and positive influence of consumer satisfaction on consumer loyalty
The ttable value for $\alpha = 0.05$ with degrees of freedom $100-3-1 = 96$ is 1.661, meaning $tcount > ttable$ ($2.531 > 1.661$). So that $Ha5$ is accepted and $H05$ is rejected, meaning that consumer satisfaction has a direct positive effect on consumer loyalty.

Hypothesis testing of the indirect influence of exogenous variables on endogenous variables through intervening variables:

6. Indirect and positive influence of product quality on consumer loyalty through consumer satisfaction

Table 10. Testing Hypothesis X_1 against Y through Z

| Hypothesis | Influence | | Decision |
|-------------------------|-----------|--------|-------------|
| | Indirect | Direct | |
| H06 : Pzx1Pzy=Pyx1=0 | 0,417 | 0,363 | H0 rejected |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

In Table 10 it can be seen that tcount of exogenous variables relative to endogenous variables is smaller than ttable. So Ha6 is rejected and H06 is accepted. Based on Table 4.77, it shows that the indirect influence value is greater than the direct influence ($0.417 < 0.363$). So Ha6 is accepted and H06 is rejected, meaning that product quality has an indirect and positive effect on consumer loyalty through consumer satisfaction.

7. Indirect influence and positive promotions on consumer loyalty through consumer satisfaction

Tabel 11. Testing Hypothesis X₂ against Y through Z

| Hypothesis | Influence | | Decision |
|-------------------------|-----------|--------|-------------|
| | Indirect | Direct | |
| H07 : Pzx2Pzy=Pyx2=0 | 0,365 | 0,272 | H0 rejected |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

In Table 11 it can be seen that the tcount of exogenous variables to endogenous variables is smaller than ttable. So that Ha7 is rejected and H07 is accepted. Based on Table 4.78 it shows that the value of the indirect effect is greater than the direct effect ($0.365 < 0.272$). So Ha7 is accepted and H07 is rejected, meaning that promotion has an indirect and positive effect on consumer loyalty through consumer satisfaction.

Sobel test analysis is used to determine the strength and significance of the influence of intervening variables. Two tests were carried out for product quality and promotion variables on consumer loyalty through consumer satisfaction. The Sobel test output can be seen in table 12.

Table 12. Sobel Test Output Results

| a | b ₁ | b ₂ | b ₁ b ₂ | SEa | SEb ₁ | SEb ₂ | SEb ₁ SEb ₂ |
|-------|----------------|----------------|-------------------------------|-------|------------------|------------------|-----------------------------------|
| 0,523 | 0,315 | 0,188 | 0,0592 | 0,093 | 0,064 | 0,087 | 0,00556 |

Source: Results of statistical data processing with SPSS Version 25.00, 2023

Information:

a : Y beta is not standardized with respect to Z

b₁ : Unstandardized Beta of X₁ with respect to Z

b₂ : Unstandardized Beta of X₂ with respect to Z

SEa: Standard error of the coefficient Y against Z

SEb₁ : Standard error of path coefficient X₁ with respect to Z

SEb₂ : Standard error of path coefficient X₂ with respect to Z

The results of the Sobel test analysis test are used to find the Z_{count} value, the following is the calculation:

1. Calculation of the Zcount value of product quality on consumer loyalty through consumer satisfaction

The results of the Sobel test analysis test are used to find the Z_{count} value, the following is the calculation:

$$Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

$$Z = \frac{0,523 \times 0,315}{\sqrt{(0,315^2 \cdot 0,093^2) + (0,523^2 \cdot 0,064^2)}}$$

$$Z = \frac{0,1647}{\sqrt{(0,09922 \times 0,008649) + (0,2735 \times 0,0040)}}$$

$$Z = \frac{0,1647}{\sqrt{0,0008581 + 0,001094}}$$

$$Z = \frac{0,1647}{\sqrt{0,0019521}}$$

$$Z = \frac{0,1647}{0,04418}$$

$$Z = 3,72$$

The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the correctness of these calculations:

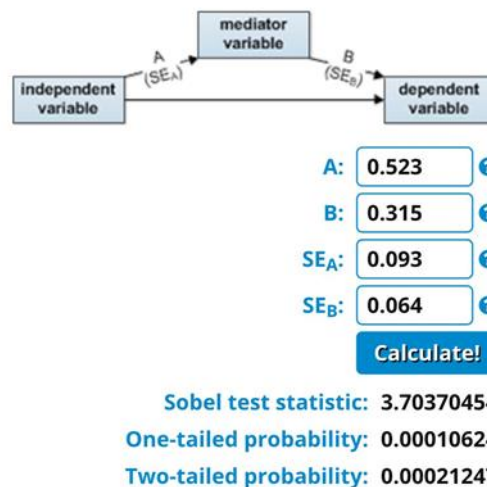


Figure 3 Sobel Test Calculation Results

Source: Mediation Significance Sobel Test Calculator Output, 2023.

The results of calculating the statistical value of the Sobel test above obtained a Zcount value of 3.70. $Z_{count} > Z_{table}$ ($3.70 > 1.96$), these results prove that consumer satisfaction has a significant intervening effect between product quality and consumer loyalty.

2. Calculation of the Zcount value of promotions on consumer loyalty through consumer satisfaction

The effect is not directly significant or cannot be tested using the following Sobel test formula:

$$Z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

$$Z = \frac{0,523 \times 0,188}{\sqrt{(0,188^2 \times 0,093^2) + (0,523^2 \times 0,087^2)}}$$

$$Z = \frac{0,0983}{\sqrt{(0,035344 \times 0,008649) + (0,2735 \times 0,007569)}}$$

$$Z = \frac{0,0983}{\sqrt{0,0003056 + 0,00207012}}$$

$$Z = \frac{0,0983}{\sqrt{0,00237}}$$

$$Z = \frac{0,0983}{0,04868}$$

$$Z = 2,01$$

The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the correctness of these calculations:

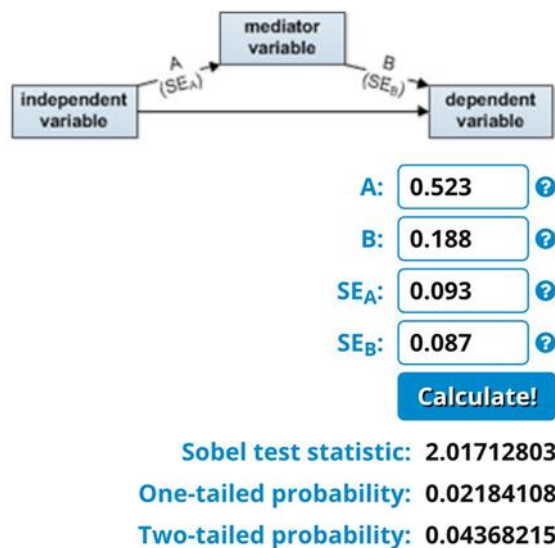


Figure 4 Calculate Sobel Test Results

Source: Sobel Test Calculator Output For The Significance Of Mediation, 2023

The results of calculating the statistical value of the Sobel test above obtained a Zcount value of 2.01. The value of $Z_{\text{count}} > Z_{\text{table}}$ ($2.01 > 1.96$), these results prove that consumer satisfaction has a significant intervening effect between promotion and consumer loyalty.

DISCUSSION

Direct and Positive Influence of Product Quality on Consumer Satisfaction

Product quality has a direct and positive effect on consumer satisfaction. Product quality is quality that includes efforts to meet or exceed customer expectations; quality which includes products, services, people, processes, and the environment; Quality is an ever-changing condition (for example, what is considered quality now may be considered less quality in the future). Things that can support product quality variables that are considered good include performance which can be seen from the level of product consistency, attractive aesthetics starting from the appearance of the product, product improvements related to ease of maintenance, the uniqueness of having product characteristics that are functionally different from other similar products, reliability, probability of the product according to its function, quality, suitability of the product that meets specifications and appropriate use in suitability of the product to carry out existing functions. The results of this research are supported by Maharani (2020) that product quality has a positive and significant influence on consumer satisfaction.

Direct and Positive Effect of Promotion on Consumer Satisfaction

Promotion has a direct and positive effect on consumer satisfaction. Promotion has an important role to communicate the existence and value of the product to potential customers. In designing marketing strategies, companies/supermarkets must always be customer-oriented, starting from finding the products that customers want, their motives and buying habits and determining prices according to customers' purchasing power, determining

distribution channels and finally determining promotional programs in an effort to increase sales. The results of this study are supported by Juniantara, et al (2018) that promotion has a positive and significant effect on consumer satisfaction.

Direct and Positive Influence of Product Quality on Consumer Loyalty

Product quality has a direct and positive effect on consumer loyalty. Product quality provides an incentive for consumers to establish strong relationships with the company. In this way, companies can increase consumer satisfaction where companies can provide the best for consumers. An important step in placing a beverage company to be superior is that it must be able to provide quality products. Companies are required to continue to make improvements, especially in the quality of their products. The results of this research are supported by Febrianti, et al (2022) that product quality has a positive and significant effect on consumer loyalty.

Direct and Positive Effect of Promotion on Consumer Loyalty

Promotions have a direct and positive effect on consumer loyalty. Promotion is one of the ways that companies need to increase sales volume. Therefore, these promotional activities must be carried out in line with marketing plans and properly directed and controlled so that these promotions can really make a high contribution in efforts to increase sales volume. Promotion is one of the determining factors for the success of a marketing program, no matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful to consumers, consumers will not buy it. Promotion is one of the integrated marketing communication variables used by companies to notify that a product exists and to introduce the product and provide confidence in the benefits of the product to buyers or prospective buyers. The results of this research are supported by Olivia (2021) that promotions have a positive and significant effect on consumer loyalty.

Direct and Positive Influence of Consumer Satisfaction on Consumer Loyalty

Consumer satisfaction has a direct and positive effect on consumer loyalty. Consumer satisfaction is an assessment given by customers after consumers use a product or service, where the expectations and needs of consumers are met. Consumer satisfaction is very important to create customer loyalty. Customer loyalty is very important for companies that maintain the continuity of their business. Loyal consumers are those who are very satisfied with a particular product or service, so that consumers have the enthusiasm to refer product excellence to anyone they know. In the next stage, loyal customers will expand consumer loyalty to the company's products or services. The results of this research are supported by Fahmi (2020) that consumer satisfaction has a positive and significant effect on consumer loyalty.

Indirect and Positive Influence of Product Quality on Consumer Loyalty Through Consumer Satisfaction

There is an indirect and positive influence of product quality on consumer loyalty through consumer satisfaction as an intervening variable. Quality or quality is a dominant issue in many companies, along with fast time, flexibility in meeting consumer demands (products made are always according to what consumers demand) and low selling prices, quality is a key and strategic choice. The level of satisfaction is a function of the difference between perceived performance and expectations. Customer expectations can be shaped by past experiences, comments from relatives and promises of information from marketers and

competitors. Satisfied customers will be loyal longer, are less sensitive to price and give good comments about the company. The results of this study are supported by Rico (2021) that indirectly product quality has a positive effect on consumer loyalty through consumer satisfaction.

Indirect Influence and Positive Promotion on Consumer Loyalty Through Consumer Satisfaction

There is an indirect influence and positive promotion on consumer loyalty through consumer satisfaction as an intervening variable. Promotion is an important aspect of marketing management and is often said to be a continuous process. This is because promotions can trigger a series of further activities in the company. Promotion is the delivery of information from sellers to buyers to influence attitudes and behavior in order to create exchange, so that the aim of increasing the expected quantity of sales can be realized. Promotion can be said to be a communication activity where everything is needed to move a product, message or idea regarding distribution which indirectly influences the consumer's sense of satisfaction. The results of this research are supported by Sondak (2021) that promotions indirectly have a positive effect on consumer loyalty through consumer satisfaction.

CONCLUSIONS AND IMPLICATIONS

The conclusions of the research are 1) There is a direct and positive influence on product quality on consumer satisfaction; 2) There is a direct influence and positive promotion on consumer satisfaction; 3) There is a direct and positive influence on product quality on consumer loyalty; 4) There is a direct influence and positive promotion on consumer loyalty; 5) There is a direct and positive influence of consumer satisfaction on consumer loyalty; 6) There is an indirect and positive influence of product quality on consumer loyalty through consumer satisfaction; 7) There is an indirect and positive promotional effect on consumer loyalty through consumer satisfaction.

The theoretical implication of this research is that the quality of the company's products and promotions should need to be improved and adjusted in order to maintain and maintain consumer satisfaction and consumer loyalty. It is hoped that the results of this research can strengthen knowledge, especially in the field of management, especially in the field of marketing, and it is hoped that it can become a source of thought and input for companies to launch company activities related to product quality, promotions, consumer satisfaction and consumer loyalty so that they can be taken into consideration for future planning, which will come.

The limitation of this research is that it only uses a relatively small sample, namely 100 respondents from the city of Bogor, so the results are not optimal and further research is directed at using variables that influence consumer loyalty such as brand image, perceived value, trust, consumer relationships and preservation costs. In order to obtain optimal results.

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