THE EFFECT OF PRICE AND PRODUCT QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN THE COFFEE SHOP

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Abstract:
This study aims to examine the effect of price and product quality on customer loyalty, and to find out whether customer satisfaction is an Intervening variable to strengthen the effect of price and product quality on customer loyalty at the Coffee Shop. This research was conducted in the DKI Jakarta area. For four months starting from February 2021 to June 2021. The research method used is a survey method with the population used is people in the DKI Jakarta area with an age range of 17-40 years and over. The sampling technique used was purposive sampling as many as 200 respondents. While this analysis technique uses path analysis. The results of this study indicate that: There is a positive and significant effect between price on customer satisfaction. Positive and significant influence between product quality on customer satisfaction. Positive and significant influence between price on customer loyalty. Positive and significant influence between product quality on customer loyalty. Positive and significant influence between customer satisfaction on customer loyalty. And the role of customer satisfaction mediates the effect of price and product quality on customer loyalty.
Keywords: Price, Product Quality, Customer Loyalty, Customer Satisfaction

Background

As time goes by, developments in the business world have sprung up many products or services by offering the advantages and characteristics of each of these products. This causes a large selection of products or services offered by producers to customers. The more products or services offered by producers, the competition in the business world will be more intense. One of the tightest competition in the business world is in the cafe business, such as a coffee shop.

At this time, one of the lifestyle changes is by consuming coffee which is increasing. Coffee is one type of global beverage that is loved by the community and has become a daily lifestyle. Coffee is very easy to find, such as coffee shops on the side of the road, cafes and also hotels or canteens located in the hospital area with different flavors and prices. Coffee Shop in Indonesia or what we often call a coffee shop or coffee shop. Coffee Shop is one of the cafe businesses with very tight competition. Coffee Shops are starting to appear in remote villages and even in large urban centers.

Price and product quality play an important role in creating customer loyalty and satisfaction for a product presented by the coffee shop. This is evidenced by the results of an initial survey conducted by researchers that price and product quality can create customer loyalty and satisfaction for coffee shop visitors. This survey is in line with the results of research conducted by Wantara and Tambrin (2019) The results showed that price and product quality had a significant effect on customer satisfaction and customer loyalty.

In this case, there are complaints that are felt by customers who are coffee shop connoisseurs, based on an initial survey, namely 17.1% because the price is not in accordance with the products presented, 32.9% because the choice of menu variants is less, 6.1% because the service is lacking. friendly, 30.5% because the serving time is very slow, 29.3% because the coffee product is too sweet, 9.8% because the environmental area is not clean. The initial survey of coffee shop visitor loyalty was 62.2% because of the many menu variants, 45.1% because it was easy to remember the products offered, 26.8% because of the attractive interior, 42.7% because the service was very friendly.

From the results of this study, there are several reasons for customers to recommend the coffee shop they visit as a reference for other customers in visiting the coffee shop. According to Kotler and Keller that loyalty is a commitment held by customers to buy and support the preferred product or service in the future despite the influence of the situation that causes the customer to switch.

This opinion is in accordance with the results of the initial survey that the researchers conducted on customer loyalty to the Janji Jiwa coffee shop. One of the reasons customers have loyalty to the Janji Jiwad Soul coffee shop is because there are many menu variants with the highest percentage of 62.2%. Even though there are many competitors for coffee shops or other cafes, the Janji Jiwa of the soul will continue to create new innovations, for example the soul tost product which will later affect customer loyalty. According to Prybutok in Putra (2018) that customer satisfaction can make customers loyal and strengthened by Sembiring et al (2014) that loyalty can be formed from the bottom when the customer has experienced satisfaction.

Based on the description above and the results of preliminary research conducted by researchers regarding the price and quality of coffee shop products, the researchers are interested in conducting a study entitled " The Effect Of Price and Product Quality On Customer Loyalty With Customer Satisfaction As An Intervening Variable In The Coffee Shop (Study on the people of DKI Jakarta). Jakarta which is the end of the Janji Jiwa Coffee Shop in the last 6 months)".

THEORETICAL FRAMEWORK

Customer Loyalty
Loyalty by Lovelock et al. In Putu et al (2018) expresses an old word usually used to describe loyalty and obedience to a country, movement or individual. Oliver in Bela DK (2016) defines loyalty as a deeply held commitment to buy or support a preferred product or service in the

future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. According to Sumarwan in Putra (2018) loyalty is good customer behavior towards a brand, customers have a high willingness to buy the same goods now and in the future.

Price

Kotler and Keller in Sari (2018) argues that price is the amount of money or value that customers exchange for the benefit of ownership or charge for a product or service. Kotler in Amilia (2017) said the price indicators are as follows; (1) price affordability; (2) price match with product quality; (3) price competitiveness; (4) price match with benefits. Farhan in Efnita (2017) price indicators are as follows; (1) price affordability; (2) price match with product quality; (3) price compatibility with benefits and price competitiveness; (4) discounted or discounted prices.

Product Quality

According to Merentek et al., (2017) product quality indicators are; (1) product features; (2) product durability; (3) product or packaging design; (4) product quality. Mulyono in Pandesia et al., (2017) said product quality can be put forward four measurement scales, namely as follows; (1) display of the resulting product; (2) the level of conformity of the resulting product; (3) product durability; (4) the reliability of the resulting product. The longer the durability, of course, the more durable, durable products will be perceived to be of higher quality than products that run out quickly or are quickly replaced. From several definitions that have been explained above, that product quality is a characteristic of goods or services that have benefits and advantages in accordance with customer needs and expectations.

Customer Satisfaction

Maccording to Jahanshahi et al., in Santoso (2016) Customer satisfaction is the result of customer perceptions received in a transaction or bond, where the perceived quality of service has a value that matches the price and payment issued by the customer. Customer satisfaction is the customer's response to the evaluation of the perceived difference between initial expectations before purchase or other performance standards of actual perceived product performance after use or related products by customers. According to Kotler and Armstrong in Avianty and Waloejo (2019), price is the amount of money charged for a product or service or the amount of value exchanged by customers for the benefits of having or using the product or service.

Price and Customer Satisfaction

According to Kotler and Armstrong in Avianty and Waloejo (2019), price is the amount of money charged for a product or service or the amount of value exchanged by customers for the benefits of having or using the product or service. with the target market and the quality of the product provided, can encourage customer satisfaction for the product because the money spent is exchanged for the desired product and in accordance with the benefits obtained.

Product Quality and Customer Satisfaction

Quality is an important factor in a product. Basically the quality of the product that is felt is the customer, because the customer uses the item. If producers want to survive in the market, they must provide good quality products. According to Cravens in Widiaswara and Sutopo (2017) the performance of a product or service is important in influencing customer satisfaction. Sri Yulianto's research in Sari (2018) which states that good product quality can directly increase customer satisfaction is supported by Evawati in Sari (2018) which states that product quality has a strong influence in creating customer satisfaction.

Price and Customer Loyalty

According to Brown in Anggraini (2020) loyalty is a psychological condition (attitudinal and behavioral) related to attitudes towards services, customers will form beliefs, determine likes and dislikes, and decide whether they want to buy services. This is in accordance with the results of Nalendra's research (2018), there is a positive influence between price and customer loyalty. Supported by research by Lukman, Azis and Maria in Sari (2018) which states that price has a significant effect on customer loyalty and is supported by research by Ria Syaputri in Sari (2018) which states that price has a positive effect on the formation of customer loyalty.

Product Quality and Customer Loyalty

Loyalty shows the tendency of customers to use a certain brand with a high level of consistency. This means that loyalty is always related to customer preferences and the actual purchase of Mardasil in (Handoko, 2017). According to research by Lestari and Yulianto (2018), it shows that product quality has an effect on customer loyalty. Quality is very influential because the customer will be loyal from the results of what he feels after making a purchase and consuming it, including in terms of product quality.

According to Novitawati et al., (2019) in their research that product quality has a significant effect on customer loyalty at Sanger Aceh Coffee Shops, Malang City. So it can be concluded that product quality is very influential on customer loyalty, so product quality is what is needed in a business where to maintain the trust that has been seen by customers.

Customer Satisfaction and Customer Loyalty

Lovelock, et al. in Wantara and Tambrin (2019) argues that customers who are very satisfied or even like the service tend to be loyal to the company's supporters and spread positive news. i Dissatisfaction returns the customer and becomes the determining factor in changing behavior. While the results of Ganiyu's research (2017) show that customer satisfaction affects brand loyalty. Broadly speaking, customer satisfaction provides two main benefits for companies, namely in the form of loyalty and doing business.

According to Al Masud (2017) customer satisfaction is a key element for any organization that wants to increase customer loyalty and create better business performance. This supports the research of Widjaya et al in Putra (2018) that satisfaction has a significant effect on the loyalty of a particular product and brand.

Customer Satisfaction Mediates the Effect of Price on Customer Loyalty

Dewi in Akbar (2020) said that loyalty is the cornerstone of buying attitudes. The characteristics of loyal customers are; (1) make repeated purchases; (2) buying between product and service lines; (3) refer to others; (4) as well as display immunity to pull from competitors. Price is one important element in the evaluation of customer loyalty. Not only that, the price can also affect customer satisfaction which can lead to customer loyalty.

According to Aris and Utama in Akbar (2020) the creation of customer satisfaction has the basis for repeated purchases by customers, creating customer loyalty, and making customers recommend word of mouth that is profitable for the company.

Customer Satisfaction Mediates the Effect of Product Quality on Customer Loyalty

The results of Andreas and Yuniati's research in Wardani (2018) state that there is an indirect effect between product quality and customer loyalty through customer satisfaction as an immediation variable, which means that customer satisfaction can be imediation good quality. Mayasari in Wardani (2018)if customer satisfaction can mediate product quality on customer loyalty. While Aryani and Rosinta in Wardani (2018) product quality has a direct and indirect influence on customer loyalty with customer satisfaction as a mediating variable. Sulianto in Wardani (2018) customer quality can mediate product quality on product customer loyalty.

Research Hypothesis

H1 : Price has a direct effect on customer satisfaction.

H2 : Product quality has a direct effect on customer satisfaction.

H3 : Price has a direct effect on customer loyalty.

H4 : Product quality has a direct effect on customer loyalty.

H5 : Customer satisfaction has a direct effect on customer loyalty.

H6 : Customer Satisfaction Mediates the Effect of Price on Customer Loyalty.

H7: Customer Satisfaction Mediates the Effect of Product Quality on Customer Loyalty.

METHOD

This research method uses a survey method with data measurement techniques using a 5-point Likert scale.

Population

The population of this study is the people in Jakarta who have visited the Janji Jiwad Soul Coffee Shop three times in the last six months.

Sample

The sample for this research is people in DKI Jakarta who have visited the Janji Jiwad Soul Coffee Shop three times in the last six months with an age range of 17-40 years and above and the sample to be studied is a minimum of 200 respondents. The sampling method in this research used purposive sampling method. This method was selected because the samples taken had certain characteristics. These characteristics include:

1) The people of DKI Jakarta who are visitors *Coffee Shop* Soul Janji Jiwa.

2) The people of DKI Jakarta with an age range of 17-40 years and over.

3) Been to *Coffee Shop* three times in the last six months.

The number of population in this research is not known, so to ensure the size of the sample to be used is based on the rule of tumb which states that the sample size ranges from 200 to 500 Hair samples in (Wantara & Tambrin, 2019).

Data collection technique

The data collection method used to obtain data in this study is to use primary data, by distributing questionnaires. In this study, the questionnaire was conducted by giving questions to respondents who live in Jakarta and have visited the Janji Jiwad Soul Coffee Shop for transactions at least three times in the last six months.

The distribution of the questionnaires was carried out online through the google form. In addition, researchers also use secondary data in the form of information obtained through the results of research conducted by snapcart, articles, and other reference sources.

RESULT

Classic Assumption Test

Normality test

Testing the normality of the data in this study using the one sample Kolmogorov-Smirnov test with the condition that if asympp sig (2-tailed) > 0.05 then the data is normally distributed. On the other hand, if asymp sig (2-tailed) < 0.05 then the data is not normally distributed (Ghozali, 2016).

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.58751955

Most Extreme Differences	Absolute		.077
	Positive		.069
	Negative		-.077
Test Statistics			.077
asymp. Sig. (2-tailed)			.006c
Monte Carlo Sig. (2-tailed)	**Sig.**		**.172d**
	99% Confidence Interval	Lower Bound	.162
		Upper Bound	.182

Source: Data processed by researchers using SPSS v.22

The table above shows the results of the normality test with a significance value (Monte Carlo. Sig) of 0.172. It can be seen that the significance of the variable data is greater than 0.05. Then the data is normally distributed, which means that H_o is accepted.

Linearity Test
To find out whether there is a linear or non-linear relationship between variables. In this, the researcher tested using SPSS software version 22.0. Deviation from Linearity is used in linearity testing, by looking at Deviation from Linearity 0.05, it means that there is a linear relationship between X and Y variables.

Linearity Test Results

No	Variable	Deviation from Linearity
1	**Price*Customer Satisfaction**	0.200
2	**Product Quality*Customer Satisfaction**	0.929
3	**Price *Customer Loyalty**	0.193
4	**Product Quality*Customer Loyalty**	0.282
5	**Customer Satisfaction*Customer Loyalty**	0.97

Based on the table above, all variables have a linear relationship because they have a value of *Deviation from Linearity* 0.05.

Determining the Path Analysis Equation (Path Analysis)
Path analysis is used to determine the direct effect of the independent variable on the dependent variable, path analysis is used to determine the pattern of the relationship between variables.
Calculating Individual Direct Effects
Price Against Customer Satisfaction

The results of the t-test obtained the results of the price T_{hitung} of 7,306. T_{tabel} of 1.652 is found in the 0.05 significance table with df = n-k-1 = 200-2-1 = 197 (k is the number of independent variables and n is the number of samples).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,160	,897		10,217	,000
	Price	,421	0.058	,461	7,306	,000

Then it is known that 7.306 > 1.652 is T_{hitung} is greater than T_{tabel}. It states that there is a positive and significant direct effect between price on customer satisfaction.

Product Quality on Customer Satisfaction

The output of the t-test obtained is that the product quality T_{hitung} is 5.146. T_{tabel} of 1.652 is found in the 0.05 significance table with df = n-k-1 = 200-2-1 = 197 (k is the number of independent variables and n is the number of samples).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,591	,990		10,696	,000
	Product quality	,332	,065	,343	5.146	,000

Then it is known that 5.146 > 1.652 is T_{hitung} is greater than T_{tabel}. It states that there is a positive and significant direct influence between product quality and customer satisfaction.

Price Against Customer Loyalty

The output of the t-test is obtained by the result of T_{hitung} of 7.182. T_{table} of 1.652 is found in the significance table of 0.05 with df = n-k-1 = 200-2-1=197 (k is the number of independent variables and n is the number of samples).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,667	,977		9,892	,000
	Price	,451	,063	,455	7,182	,000

Then it is known that 7.182 > 1.652 is T_{hitung} is greater than T_{tabel}. This states that there is a positive and significant direct influence between price on customer loyalty.

Product Quality Against Customer Loyalty

The output of the t test is that the result of T_{hitung} is 5.734. T_{tabel} of 1.652 is found in the 0.05 significance table with df = n-k-1 = 200-2-1 = 197 (k is the number of independent variables and n is the number of samples).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.

		B	Std. Error	Beta		
1	(Constant)	10,587	1.060		9,983	,000
	Product quality	,396	0.069	,377	5,734	,000

Then it is known that $5.734 > 1.652$ is T_{hitung} is greater than T_{tabel}. It states that there is a positive and significant direct influence between product quality and customer loyalty.

Customer Satisfaction with Customer Loyalty

The output of the t test is that the result of T_{hitung} is 12.822. T_{tabel} of 1.652 is found in the 0.05 significance table with df = n-k-1 = 200-2-1 = 197 (k is the number of independent variables and n is the number of samples).

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	5.167	,901		5,737	,000
	Customer satisfaction	,732	0.057	,674	12.822	,000

Then it is known that $12.822 > 1.652$, is T_{hitung} is greater than T_{tabel}. This states that there is a positive and significant direct influence between customer satisfaction and customer loyalty.

Calculating Indirect Effect

The indirect effect of price on customer loyalty through customer satisfaction can be found by multiplying the direct effect of price variable on customer satisfaction = (0.461) with the direct effect of customer satisfaction variable on customer loyalty = (0.674). So that the indirect effect of the price variable on customer loyalty through customer satisfaction is 0.461 * 0.674 = 0.310. The indirect effect of product quality on customer loyalty through customer satisfaction can be found by multiplying the direct effect of product quality on customer satisfaction = (0.343) with the direct effect of customer satisfaction on customer loyalty = (0.674). So that the indirect effect of the price variable on customer loyalty through customer satisfaction is 0.343 * 0.674 = 0.231.

Calculating Total Effect (Total Effect)

The price variable on customer loyalty can be calculated the total effect by adding up the direct effect of price on customer loyalty = (0.455) with the indirect effect of the experience variable on the intention to reuse = (0.3017). Then the total effect of the price variable on customer loyalty is 0.455 + 0.3017 = 0.7567.

Product quality variable on customer loyalty can be calculated the total effect by adding up the direct effect of product quality on customer loyalty = (0.377) with the indirect effect of product quality variable on customer loyalty = (0.231). Then the total effect of the price variable on customer loyalty is 0.455 + 0.231 = 0.686.

Overall Coefficient of Determination

The results of the analysis of the coefficient of determination (R^2) of price and product

quality variables on customer loyalty through customer satisfaction can be seen from the

following table:

Overall Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,702a	,493	,485	1,726
a. Predictors: (Constant), Customer Satisfaction, Product Quality, Price				
b. Dependent Variable: Customer Loyalty				

Source: Data processed using SPSS v.22

Table above show value Adjusted R square of 0.485. This means that the variables of customer satisfaction, product quality and price can affect customer loyalty by 48.5%. And the remaining 51.5% is influenced by other variables that are not measured in this paper.

DISCUSSION
The Effect of Price on Customer Satisfaction

The test results of the variable price effect on customer satisfaction in this study indicate that price has a positive effect on customer satisfaction. This is evidenced by the results shown in table 4.23 with a positive Beta coefficient value of 0.461 with a T_{hitung} value of 7.306 and a significance level of 0.000 (less than 0.05) which means H_1 accepted. This means that the price (X_1) has a positive effect on customer satisfaction (Z). Based on table the R value of 46.1% indicates that the price with customer satisfaction has a moderate interpretation. And the value of R^2 shows that the variation in customer satisfaction can be explained by the price of 21.2%.

The results of this study are in accordance with those proposed by Wantara and Tambrin (2019) according to the results, that price has a significant and positive effect on customer satisfaction, which is in accordance with previous research according to Han, et al in Djumarno et al. (2018) there is a possibility that price matching can support customer satisfaction after reaching the level of profit desired by customers which urges customers to continue to trust and make repeat purchases.

The Effect of Product Quality on Customer Satisfaction
The test results of the variable product quality influence on customer satisfaction in this study indicate that product quality has a positive influence on customer satisfaction. This is evidenced by the results shown in table 4.24 with a positive Beta coefficient of 0.343 with a tcount value of 5.146 and a significance level of 0.000 (less than 0.05) which means H_2 is accepted. This means that product quality (X_2) has a positive influence on customer satisfaction (Z). Based on table 4.42, the R value of 34.3% shows that product quality with customer satisfaction has a low interpretation. And the value of R^2 indicates that the variation in customer satisfaction can be explained by the product quality of 18.8%.
The results of this study are in accordance with the opinion of Kusuma, et al in Widiaswara and Sutopo (2017) regarding the effect of product quality on customer satisfaction for batik customers Bojonegoro Marely Jaya. The results showed that product quality had a positive and

significant effect on customer satisfaction. Sri Yulianto's Research in Sari (2018) which states that good product quality can directly increase customer satisfaction with the support of Evawati in Sari (2018) which states that product quality has a strong influence in creating customer satisfaction.

The Effect of Price on Customer Loyalty

The test results of the variable price effect on customer loyalty in this study indicate that price has a positive influence on customer loyalty. This is evidenced by the results shown in table 4.25 with a positive Beta coefficient value of 0.455 with a tcount value of 7.182 and a significance level of 0.000 (less than 0.05) which means H_3 is accepted. This means that the price (X_1) has a positive influence on customer loyalty (Y). Based on table 4.43 the R value of 45.5% indicates that prices with customer loyalty have a moderate interpretation. And the value of R^2 shows that the variation in customer loyalty can be explained by the price of 20.7%.

From the following test results it can be concluded that the relationship between price and customer loyalty is as expected, this happens because when the price offered is in accordance with the value of the product perceived by the customer. Price is the value that consumers exchange for the benefits of having or using a product or service whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price as the buyer. Consumers decide to buy a product if the efficacy experienced is greater than or equal to what has been spent to get it.

Effect of Product Quality on Customer Loyalty

The test results of the variable product quality influence on customer loyalty in this study indicate that product quality has a positive influence on customer loyalty. This is evidenced by the results shown in table 4.26 with a positive Beta coefficient of 0.377 with a tcount of 5.734 and a significance level of 0.000 (less than 0.05) which means H_4 is accepted. This means that product quality (X_2) has a positive influence on customer loyalty (Y). Based on table 4.44, the R value of 37.7% indicates that product quality with customer loyalty has a low interpretation. And the value of R^2 shows that the variation of customer loyalty can be explained by the quality of the product by 14.2%.

From the following test results it can be concluded that the relationship between product quality and customer loyalty is as expected, this happens because if the quality of the product produced is good, consumers will tend to make repeat purchases, while if the quality of the product is not in accordance with what consumers want it will transfer the next purchase to another similar product.

The Effect of Customer Satisfaction on Customer Loyalty

The test results of the variable influence of customer satisfaction on customer loyalty in this study indicate that customer satisfaction has a positive influence on customer loyalty. This is evidenced by the results shown in table 4.27 with a positive Beta coefficient of 0.674 with a tcount of 12.822 and a significance level of 0.000 (less than 0.05) which means H_5 is accepted. This means that customer satisfaction (Z) has a positive influence on customer loyalty (Y). Based on table 4.45 the R value of 67.4% indicates that customer satisfaction with customer loyalty has a high interpretation. And the value of R^2 shows that variations in customer loyalty can be explained by customer satisfaction of 45.4%.

From the following test results it can be concluded that the relationship between customer satisfaction and customer loyalty is as expected, this happens because customer satisfaction is one of the factors that influence customer loyalty. Customers who feel satisfied with something tend to be loyal to it. The results of this study are in accordance with Al Masud (Al Masud, 2017) Customer satisfaction is a key element for any organization that wants to increase customer loyalty and create better business performance. Satisfaction is very influential on

customer loyalty, this is because the satisfaction felt by the customer will result in the customer being loyal to what he feels. Customer satisfaction is very important to get customer loyalty to an item or service.

Customer Satisfaction Mediates the Effect of Price on Customer Loyalty

The results of the tests carried out in this study on the customer satisfaction variable as a mediating variable that mediates the relationship between customer loyalty and price, which is positive or significant, which means that the customer satisfaction variable does not mediate on customer loyalty through price which can be shown in tables 4.36 and 4.37. that the value of the price regression coefficient on customer loyalty is 0.451 and the significance value is 0.000 <0.05. Furthermore, for customer satisfaction to get a coefficient value of 0.640 with a value and significance value of 0.000 <0.05. So that the price has a significant direct effect on customer loyalty as well as customer satisfaction has a significant direct effect on customer loyalty.

There is a positive and significant effect of price on customer loyalty of 0.451. The probability value is less than 0.0. The value of the indirect effect is smaller than the value of the direct effect of 0.310. That is, customer satisfaction shaped by price can affect loyalty among the people of DKI Jakarta.

So the hypothesis H_o is rejected. It can be concluded that this variable is not in accordance with what is expected. Price does not directly affect customer loyalty through customer satisfaction. This is not in line with previous research according to Dewi in Akbar (Akbar, 2020) Disclosing the price is one of the significant elements in the evaluation of customer loyalty.

Customer Satisfaction Mediates the Effect of Product Quality on Customer Loyalty

The results of the tests carried out in this study on the customer satisfaction variable as a mediating variable that mediates the relationship between customer loyalty and product quality, which is positive or significant, which means that the customer satisfaction variable does not mediate on customer loyalty through product quality which can be shown in table 4.38 and 4.39 shows that the regression coefficient value of product quality on customer loyalty is 0.396 and the significance value is 0.000 <0.05. Furthermore, for customer satisfaction to get a coefficient value of 0.670 with a value and significance value of 0.000 <0.05. So that product quality has a significant direct effect on customer loyalty as well as customer satisfaction has a significant direct effect on customer loyalty.

There is a positive and significant effect of product quality on customer loyalty through customer satisfaction of 0.396. The probability value is less than 0.05. The value of the indirect effect is smaller than the value of the direct influence of 0.231. That is, customer satisfaction formed by product quality can affect loyalty among the people of DKI Jakarta. So the H_o hypothesis is rejected. It can be concluded that this variable is not in accordance with what is expected. Product quality does not directly affect customer loyalty through customer satisfaction. These results are in accordance with research conducted by Mayasari in Wardani (2018) if customer satisfaction can mediate product quality on customer loyalty.

While Aryani and Rosinta are in Wardani (2018) product quality has a direct and indirect effect on customer loyalty with customer satisfaction as a mediating variable. Sulianto in Wardani (2018) customer quality can mediate product quality on product customer loyalty.

CONCLUSION

Based on the results of research conducted on the people of DKI Jakarta with an age range of 17-40 years and above regarding the effect of price and product quality on customer loyalty through customer satisfaction, conclusions are obtained as evidenced by the hypothesis set out at the beginning of the study. The research that has been carried out from February 2021 to June 2021 has the following results.

1. There is a positive and significant direct influence between price on customer satisfaction. That is, the people of DKI Jakarta tend to give a positive response to the prices offered by the Coffee Shop so as to create a sense of customer satisfaction.
2. There is a positive and significant direct influence between product quality and customer satisfaction. That is, the quality of the product affects the level of customer satisfaction of the people of DKI Jakarta and allows the public to feel the benefits of the quality of the products served.
3. There is a positive and significant direct influence between price on customer loyalty. That is, the more the price offered is in accordance with the wishes of the people of DKI Jakarta, it will increase customer loyalty.
4. There is a positive and significant direct influence between product quality and customer loyalty. That is, the better the quality of the product provided and in accordance with the benefits felt by the people of DKI Jakarta, it will increase customer loyalty.
5. There is a positive and significant direct influence between customer satisfaction and customer loyalty. This means that the satisfaction felt by the people of DKI Jakarta will result in community loyalty with perceived benefits.
6. There is a positive and significant effect of price on customer loyalty through customer satisfaction. That is, customer satisfaction shaped by price can affect customer loyalty among the people of DKI Jakarta.
7. There is a positive and significant influence of product quality on customer loyalty through customer satisfaction. That is, customer satisfaction formed by product quality can affect customer loyalty among the people of DKI Jakarta.

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