

Economic and Business Horizon

ISSN: 2963-2765

**Economic and Business
Horizon**

Volume: 04

Issue: 02

Year: 2025

Page: 167-180

Citation:

Ratnasari, M. G. A.,
Wibowo, E. A., & Soesanto,
H. (2025). Influence of
Service Quality, Price,
Promotion and Loyalty
Through Satisfaction
Lazada Semarang.
*Economic and Business
Horizon* 4(2), 167-180

Influence of Service Quality, Price, Promotion and Loyalty Through Satisfaction Lazada Semarang

Maria Gratia Adi Ratnasari^{*}, Estri Ayu Wibowo¹, Harry Soesanto¹

¹ Universitas Diponegoro, Semarang, Indonesia

^{*} *Corresponding author: Maria Gratia Adi Ratnasari*
(mariagratiadiratnas@students.undip.ac.id)

Abstract

This study aims to evaluate the influence of price perception, service quality, and promotion on Lazada customer loyalty in Semarang, with customer satisfaction as a mediating variable. This study is motivated by the results of previous studies that showed inconsistent findings regarding the relationship between these variables. Using a quantitative approach and survey method, data were collected through questionnaires distributed to 100 active Lazada users in Semarang, who were selected randomly. Data analysis was carried out using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) technique using SmartPLS software. The results showed that service quality, fair price perception, and promotion have a positive influence on customer satisfaction. In addition, satisfaction was shown to play a significant mediating role in strengthening customer loyalty. These findings highlight the importance of integrating digital transformation and sustainable marketing in building a valuable customer experience. The strategic implications of this study provide direction for Lazada to increase retention and loyalty through quality service, competitive prices, and relevant and socially responsible promotional communications.

Keywords

Service Quality, Price Perception, Promotion, Customer Loyalty.

1. Introduction

In this globalized world, the economic sector has experienced quite a large expansion, especially in Indonesia on the e-commerce platform used for online retail. Application-based media designed to facilitate online transactions between merchants and buyers is called e-commerce (Ahmia & Belbachir, 2018; Aysa, 2021). In Indonesia, the leading e-commerce platforms used by the public include Shopee, Bukalapak, Tokopedia, Blibli, and Lazada. Lazada, a leading e-commerce site, has emerged as a preferred choice for some consumers to meet their needs. The number of e-commerce users in Indonesia is increasing, driven by easy access, a variety of products, and several attractive promos provided by this platform, making it a pragmatic choice for shopping without time and space constraints. (Rahmi et al., 2016).

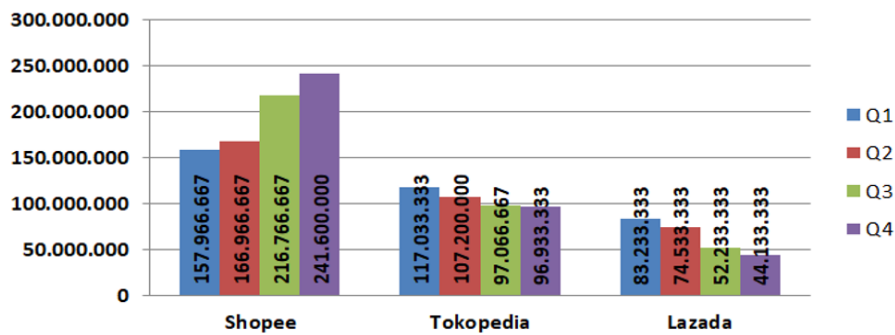


Figure 1. E-Commerce users in Indonesia

The data in Figure 1 shows a consistent decline in the number of Lazada users throughout 2023, from the first quarter to the fourth quarter. In the first quarter, the platform recorded 83.2 million users, but this figure dropped significantly to 44.1 million in the fourth quarter. This downward trend indicates a significant decline in consumer loyalty to Lazada's e-commerce services. This trend highlights the challenges faced by companies in maintaining customer loyalty over time (Maharani et al., 2024; Parwati & Mardiyono, 2025). To foster sustainable customer loyalty, it is important for companies to provide a user experience that matches or exceeds consumer expectations. Customer satisfaction is generally conceptualized as the judgment formed by an individual when juxtaposing prior expectations with the actual delivery of a service or product (Wibawa et al., 2014; Parwati & Mardiyono, 2025).

As the e-commerce industry becomes increasingly competitive, understanding what drives customer loyalty becomes critical for businesses. Rundh (2005) and Lo and Campos (2018) Dedicated clients are critical to achieving sustainable success, as they not only contribute through repeat purchasing behavior but also advocate the brand through word-of-mouth communication, thereby facilitating wider market reach. Lee (2013) Key influences on loyalty include service quality, customer perception of price, and promotional efforts. Lichtenstein et al. (1993) stated Price perception refers to how customers evaluate the fairness and value of the price they pay. Promotions are used to attract attention and encourage purchase decisions. However, maintaining customer loyalty is a challenging task. Businesses must consistently deliver satisfaction, which occurs when customer expectations are aligned with or exceeded by the actual performance of the product or service (Wibawa et al., 2014).

This research was initiated to explore challenges associated with the Lazada online shopping platform. Previous studies conducted by Anggraini and Budiarti

(2020), as well as Insani and Madiawati (2020), shows that service provision standards, prices, and promotional efforts play a very important role in generating consumer satisfaction and loyalty. Likewise, Nurwulandari and Maharani (2021) identified that pricing strategies and promotional efforts positively influence customer satisfaction and foster ongoing consumer loyalty. However, contrasting results emerged in the research by Permono and Pasharibu (2021), which shows that although price and promotion contribute positively to customer satisfaction and loyalty, quality in service does not show a significant influence. The conflicting results of previous studies encourage researchers to investigate more deeply the factors that influence consumer satisfaction and how this satisfaction influences the development of increasingly loyal customers.

This study shows that customer satisfaction plays a very important role in strengthening the relationship between service quality, perception of price fairness, and promotional efforts with customer loyalty. Customers who are pleased with the service, view prices as reasonable, and are attracted by promotional offers are generally more loyal. The writers has objective to critically evaluate effects of perception, price, service quality and promotion initiatives on customer loyalty toward Lazada in Semarang, concurrently examining the mediating function of customer satisfaction. The outcomes of this study aspire to furnish strategic insights for Lazada's leadership, enabling the formulation of robust approaches to augment customer loyalty amidst intense competition within the e-commerce sector.

2. Literature Review and Hypothesis Development

2.1. The Influence of Excellent Service and Consumer Satisfaction

Customer satisfaction is generally understood as an individual's affective response or personal evaluation of a product or service after its use or consumption. Customer satisfaction is generally defined as an individual's emotional reaction or subjective evaluation of a product or service after experiencing it (Gupta & Bansal, 2012). In contrast, service quality refers to the overall assessment of a service, which is shaped by the experience it provides (George & Kumar, 2014). Parasuraman et al. (1988) described five important dimensions of service quality: dependability, physical aspects, timeliness, trustworthiness, and understanding. These elements reflect that effective service quality should include well-maintained physical infrastructure, reliable and accurate service delivery, prompt response to customer needs, a sense of security and trust, and an attentive approach that is in line with individual customer preferences (Ryu & Han, 2011).

Tjiptono (2016), Minta (2018), and Molle et al. (2019) customer satisfaction results from both positive and negative emotional responses that occur when individuals compare perceived product performance to their initial expectations. Ultimately, satisfaction stems from personal judgment, where consumers feel their decisions meet or exceed what they anticipated (Bloemer & de Ruyter, 1998). Zameer et al. (2015) and Paul et al. (2016) private banks in India, found that product understanding, meeting customer needs, resolving queries, providing prompt service, enabling direct contact with the right personnel, and minimizing waiting time all contributed positively to customer satisfaction.

H1: Service excellence has a significant positive impact on customer satisfaction.

2.2. Price Perception and Customer Satisfaction

Pricing plays an important role in influencing customer satisfaction, as many consumers consider it a reflection of the quality of a product or service. Price is an important element in the marketing mix, consumers can obtain goods such as products or services if they pay a certain amount of money to the producer or seller

(Rachmayani, 2015; Liao, 2022). Singh, (2012) explains that price can be seen through several indicators, including affordability, discounts, and payment methods. Liao (2022) conceptualizes price as a combination of financial and non-financial resources exchanged in return for the utility or function of a product. Singh and Sirdeshmukh (2000) found that pricing plays an important role in shaping customer satisfaction in the context of the service industry.

Similarly, Han and Ryu (2009) found that the way customers perceive prices greatly influences their satisfaction in a restaurant environment. Jiang and Rosenbloom (2005) also showed that positive perceptions of pricing have a beneficial impact on customer satisfaction as well as on prospective behavioral intentions. Yieh et al. (2007) stated that customers who perceive pricing as fair are more likely to form favorable perceptions toward service providers, which in turn shape their future actions. More recently, Kaura (2013) found that perceptions of price fairness significantly increased satisfaction levels in both public and private banking sectors. Varki and Colgate (2001) also explained the important role of price in shaping customer behavior.

H2: Price perception has a significant positive effect on customer satisfaction.

2.3. The Effect of Promotions and Customer Satisfaction

Promotion is an important component in the marketing mix that has an important function for organizations in distributing and marketing their products or services. Through promotion, companies aim to convey complete information about the features, benefits, prices, and advantages of the product, so that customers can make more informed purchasing decisions. Mangold and Faulds (2009) Ofunya Afande & Mathenge Paul Maina, (2015) stated that promotion aims to convey product benefits and convince consumers to buy. Thabit & Raewf, (2018) added that promotion is a short-term marketing activity that is different from direct selling and advertising, which aims to encourage customer purchases. Kotler, (1991) stated that promotion uses short-term incentive tools to encourage faster or larger product purchases.

Caesar et al., (2017) explained that promotion also functions as a communication and influence tool to trigger purchases according to consumer needs. Effective promotion not only increases awareness, but also creates added value for consumers, such as discounts or special offers, which ultimately increases customer satisfaction. Research by Qomariah (2021), Sudari et al. (2019), and Wibowo et al. (2021) showed that promotions can increase customer satisfaction, because promotions help shape positive perceptions and provide additional benefits to consumers. Ratnasari and Gumanti (2019) and Rosalina et al. (2019) In addition, it was observed that promotional activities have a significant influence on customer satisfaction. A good promotional strategy encourages customers to repurchase and share positive experiences, which in turn strengthens customer loyalty.

H3: Promotion has a positive impact on customer satisfaction.

2.4. Customer Satisfaction and Customer Loyalty

Customer loyalty refers to a strong and enduring commitment by consumers to repeatedly select a particular product or service over time, even when faced with external factors or competitors' promotional strategies that may influence customers in their purchasing decisions (Kotler and Keller, 2016). Customers show loyalty to a service provider when they demonstrate a willingness to make repeat purchases, have a favorable opinion of them, and think of them only when they need their services (Gremler & Brown, 1996). According to Afsar et al. (2010), satisfaction is a

key component of loyalty. When trying to build client loyalty to a service provider, satisfaction is an important factor to consider. When a business meets its consumers' needs and exceeds their expectations, the result is customer loyalty (Anderson & Jacobsen, 2000).

Customer loyalty has been widely explored in academic literature. Jacoby and Kyner (1973) defined it as a consistent and intentional pattern of behavior, such as repeat purchasing, directed toward one or more specific brands. This behavior stems from psychological processes such as evaluation and decision making. Dick and Basu (1994) conceptualized loyalty as the degree of alignment between consumers' mindsets and their intentions to make subsequent purchases. Oliver (1980) defined loyalty as an unwavering dedication to consistently repurchase or use a preferred product or service. Similarly, Kim et al. (2004) defined loyalty as a combination of positive attitudes coupled with actual repeat purchasing behavior. In short, customer loyalty is a fundamental element in driving business success (Yap et al., 2012).

H4: Customer satisfaction has a significant positive effect on customer loyalty.

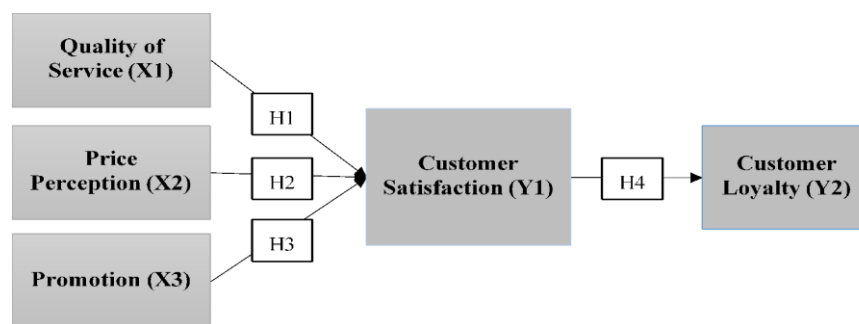


Figure 2. Research Framework

Figure 2 presents a research framework that illustrates the relationship between service quality, price perception, and promotion on customer satisfaction, and how satisfaction influences customer loyalty. This framework is built on the assumption that the main factors in marketing strategy—namely service quality (H1), price perception (H2), and promotion (H3)—have an important role in shaping the level of customer satisfaction. Furthermore, customer satisfaction is positioned as a mediating variable that directly influences customer loyalty (H4). This approach is relevant in the context of modern business where retaining loyal customers is the key to long-term competitive advantage. By testing these relationships empirically, this framework is expected to provide a deeper understanding of how marketing elements work synergistically to create positive and sustainable customer experiences.

3. Methods

This research method uses a quantitative approach research method based on an associative or relational framework as its focus. Ansori (2020) explains that quantitative research involves mathematical quantification of the research process. According to Sekaran and Bougie (2016), population refers to a full group of individuals, events, or entities that are to be understood and potentially influenced by a study. This particular study focuses on users of the Lazada e-commerce platform. The sample, which is part of a broader population, was selected through a sampling technique (Sekaran & Bougie, 2016). This study uses a random sampling technique, where participants are randomly selected by the researcher, without taking into account certain population subgroups. Given the lack of clarity regarding

the total population, it is important to determine certain criteria to ensure an adequate and representative sample size. As suggested by Heckathorn (1997), in cases where the exact population size is unknown, a sample of 100 respondents is considered appropriate. The representative sample for this study has a total of 100 as a requirement.

This study uses Primary data refers to information collected directly from individuals or original sources (Hardani et al., 2020). Primary data for this study were collected through a survey given and filled out by employees in the consumer division at Lazada. The researcher used this questionnaire as a tool to collect data. The questionnaire serves as a method of collecting information by providing respondents with a series of written questions or commands that they must answer. This study will analyze the questionnaire responses using a Likert scale. As noted by Hardani et al. (2020), the Likert Scale consists of a series of statements designed to measure respondents' attitudes toward the subject being studied. . . This study uses the Partial Least Squares (PLS) technique for data examination and applies Structural Equation Modeling (SEM) to investigate the reciprocal relationships among variables in the proposed framework. The analysis was conducted using SmartPLS software.

To examine the structural model, several statistical tests were used, including analysis of coefficient of determination (R^2), path coefficient, effect size (F^2), Goodness of Fit (GoF), predictive relevance (Q^2), and hypothesis testing procedures. The R^2 value measures how well the model explains the variance in the dependent variable. The F^2 test provides the contribution of each independent variable to the model predictive accuracy. The Q^2 statistic assesses the predictive ability of the model, while the GoF test determines the overall fit and consistency of the model in the context of PLS-SEM. The path coefficient is used to measure the influence of one construct on another construct. To test the proposed hypotheses, this study uses the t-test for partial significance, the F-test for joint significance, and moderated regression analysis to test interaction effects.

4. Results

This research investigates how service excellence, perceived pricing, promotional strategies affect consumer behavior satisfaction and subsequently, how these factors affect customer loyalty toward Lazada. Data was collected from 100 Lazada users located in Semarang using a structured questionnaire. In this research, data analysis was performed utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This study focused on evaluating the reliability and validity of the measurement instruments to confirm their adequacy. Indicators are evaluated using Cronbach's Alpha and Composite Reliability. Results are all constructs namely service quality, promotion, consumer perception of price, consumer loyalty and consumer satisfaction has effect on satisfactory reliability. Cronbach's alpha coefficients has result surpassing the threshold of 0.70 and composite reliability values exceeding 0.80, demonstrating dependable measurement.

Table 1. Example

Variable	Cronbach's alpha	Rho_A	Composite reliability	Average variance extracted
Quality of Service	0.864	0.898	0.915	0.685
Price Perception	0.887	0.888	0.918	0.691
Promotion	0.921	0.924	0.941	0.762
Customer Satisfaction	0.877	0.878	0.910	0.672
Customer Loyalty	0.901	0.904	0.922	0.784

The results displayed in Table 1 reveal that the analysis of reliability and validity confirms that all constructs meet the required standards. Reliability was evaluated through Composite Reliability (CR), rho A, and Cronbach's Alpha with all constructs exceeding the 0.70 benchmark for Cronbach's Alpha. Notably, the Promotion construct recorded the highest value at 0.921, indicating excellent internal consistency. Similarly, both rho_A and CR metrics supported these findings, Composite Reliability surpassing 0.9 across all constructs.

Instead, the AVE resulting above suggested threshold. Promotion has result greatest AVE, with a value of 0.762, indicating that its indicators accurately capture the construct's variance. Similarly, other constructs like Price Perception (0.691) and Customer Loyalty (0.784) showing high AVE scores, which further support the convergent validity of these constructs. Taken together, these findings indicate that the tools applied in this research are both trustworthy and accurate, effectively measuring the targeted variables and reliably reflecting their corresponding variations. Therefore, the dataset is deemed suitable for analyzing variable relationships within the proposed model.

Fornell Larcker approach as discriminant validity in conjunction with an analysis of item cross-loadings. Based on the criterion, the square root of the AVE for each indicators within its respective correlations with other constructs, Additionally, this study revealed that each indicator demonstrated its strongest loading on the construct it was intended to measure, thereby providing evidence for validity.

Table 2. Fornell-Larcker Criterion

Variable	Quality of Service	Price Perception	Promotion	Customer Satisfaction	Customer Loyalty
Quality of Service (X1)	0.830				
Price Perception (X2)	0.828	0.853			
Promotion (X3)	0.826	0.831	0.863		
Customer Satisfaction (Y1)	0.810	0.828	0.838	0.878	
Customer Loyalty (Y2)	0.784	0.814	0.806	0.816	0.883

Table.2 indicate that the square root of the Average Variance Extracted (AVE) for each construct highlighted along the diagonal of the table exceeds the corresponding correlations with other variables, which are displayed in the off-diagonal positions. For instance, the square root of the AVE for the Service Quality construct is 0.830, surpassing its correlation coefficients with Price Perception (0.828) and other associated constructs. Likewise, the square root of the Average Variance Extracted (AVE) for Customer Loyalty is 0.883, surpassing its correlation values with other constructs such as Customer Satisfaction (0.816) and Promotion (0.806). These results indicate that each construct accounts for a greater portion of the variance in its variable. Additional support comes from the cross-loading results (not shown in the table), which indicate that each indicator loads most strongly onto the construct it is meant to measure. This reinforces that each indicator accurately reflects its intended construct, thereby validating the measurement model. Following the confirmation of reliability and validity for all questionnaire items, the next step involves evaluating the structural model using the R² test. A coefficient of determination (R²) above 0.50 is considered sufficient to confirm the model's capability to explain the dependent variables effectively.

Table 3. R-square

R-square	
Customer Loyalty	0.687

The results displayed in Table 3 indicating coefficient for on Customer Loyalty implying Customer Loyalty successfully has significant portion of the variation in Customer Loyalty. In particular, 68.7% of the variance in Customer Loyalty is accounted for by the predictor variables incorporated in the model, with Customer Satisfaction serving as a primary determinant. Conversely, 31.3% is affected by additional variables not accounted. The results are satisfying the minimum threshold in structural model analysis. The findings indicate this study a robust predictive capable, highlighting relevance and significance of the relationship between the hypothesized variables in elucidating Customer Loyalty.

The results indicate that the framework utilized in this study is well-constructed, revealing that the Customer Satisfaction variable exerts a notable influence on Customer Loyalty. This research, marked by a substantial R² coefficient, provides meaningful understanding of the factors that drive Customer Loyalty. The implications of these outcomes are significant for developing marketing approaches and managing customer satisfaction, with the objective of strengthening loyalty toward the examined company or e-commerce platform. Upon obtaining adequate data from the R² analysis, the subsequent procedure involves performing hypothesis testing to ascertain independent variable between dependant variable. This assessment is crucial to validate the meaningfulness of the observed relationships.

Table 4. Path coefficients/direct effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Quality of Service -> Customer Satisfaction	0.660	0.642	0.127	6.073	0.000
Price Perception -> Customer Satisfaction	0.730	0.871	0.142	9.855	0.000
Promotions -> Customer Satisfaction	0.245	0.244	0.124	1.978	0.049
Customer Satisfaction-> Customer Loyalty	0.450	0.552	0.307	6.143	0.000

The path coefficient analysis presented in Table 4 shows the influence between variables. The relationship leading to Service Quality and Customer Satisfaction shows a result of 0.660 which indicates a strong positive effect between Service Quality on Customer Satisfaction. The calculated t value of 6.073 substantially exceeds the critical threshold of 1.96 at a significance level of 5%, while the p value of 0.000 strengthens the statistical validity of this relationship. This result strengthens the statement that increasing service quality leads to increased satisfaction. The results show the impact between Price and Customer Satisfaction, the value between variables is 0.730. The t value result is 9.955, the value in the p sample is 0.000, which confirms the statistical significance of this relationship. Consequently, the proposition that positive price perceptions increase customer satisfaction is proven.

The relationship related to Customer Satisfaction and Promotion shows a line coefficient value of 0.245 reflecting a beneficial effect, although less prominent than

the previous two factors. The t-statistic of 1.978 slightly exceeds the critical value of 1.96, while the p-value of 0.049 confirms that this effect is statistically significant at the 5% confidence level. This indicates that although promotional activities have a positive contribution to customer satisfaction, the influence between variables is moderate. Customer Satisfaction with Customer Loyalty shows a moderate and positive relationship between Customer Satisfaction and Customer Loyalty of 0.450. Meanwhile, the t-statistic result of 6.143 exceeds the threshold, while the p-value result of 0.000 confirms the statistical robustness of this relationship. These findings strengthen the statement that customer satisfaction is a significant determinant that influences customer loyalty.

5. Discussion

The importance of a deep understanding of how service quality, price perception, and promotion shape customer satisfaction, which in turn impacts loyalty. Service quality is a major factor in shaping positive customer perceptions of the Company (Afsar et al., 2010; Al-Swidi et al., 2014). When service is provided consistently, quickly, and in a friendly manner, customers feel valued and prioritized. This kind of positive experience strengthens the sense of trust and comfort in interacting with the brand, which then forms emotional and functional satisfaction. The perception of fair price also has a major influence in shaping satisfaction. Prices that are considered comparable to the benefits or quality received will encourage customers to remain loyal. In an era of high competition, price perception is not only about nominal, but also about perceived value. If customers feel they are getting the appropriate benefits, they are likely to be satisfied and continue to use the product or service (Maina & Afande, 2015; Zameer et al., 2015).

Promotion also plays an important role, although its influence is not as big as the other two factors. Relevant and consistent promotions can create emotional appeal, introduce new products, and provide added value to customers. In this context, promotions are not only considered as short-term marketing tools, but as a means to build long-term relationships, as long as they are carried out transparently and not misleadingly (Paul et al., 2016; Rahmi et al., 2016). Customer satisfaction is the main foundation for creating loyalty. When customers are satisfied, they tend to continue using the same product, even recommending it to others. This loyalty is important because it can be the main driver of stable and sustainable business growth. Loyal customers not only provide repeat purchases, but also create a positive reputation through support and word of mouth promotion.

In the context of digital transformation and sustainable marketing, these findings indicate the need for companies to integrate sustainability values into their digital strategies. Digital technology enables a more personal, efficient, and measurable approach to building relationships with customers. However, the use of technology must be supported by consistent values, such as transparency, social responsibility, and commitment to the environment (Caesar et al., 2017; Aysa, 2021). Companies that are able to authentically communicate their sustainability values through digital channels will find it easier to build trust. Modern consumers are increasingly selective and critical in assessing a company's commitment to social and environmental issues. Therefore, digital marketing is not enough to just display an environmentally friendly image; the most important thing is to ensure that strategies, products, and operational processes truly reflect these values (Nurwulandari & Maharani, 2021).

Sustainable marketing, when implemented seriously, provides a strategic advantage. Companies that demonstrate social responsibility and sustainability not only attract customers but also build long-term loyalty. On the other hand, digital transformation allows companies to dynamically adjust marketing strategies, based on evolving consumer data and behavior (Rahmi et al., 2016; Caesar et al., 2017;

Aysa, 2021; Nurwulandari & Maharani, 2021). Thus, this discussion confirms that the integration of service quality, fair price perception, and appropriate promotion with a sustainable digital approach will create a strong synergy (Fauzi & Purnomo, 2023; Sutarjo et al., 2024). This synergy will support strong and long-term business growth, while answering the demands of modern consumers who not only want economic value, but also ethical and sustainable values in every purchasing decision they make.

6. Conclusion

Based on in-depth studies and further discussions, it can be concluded that the quality of service, price perception, and promotional efforts have a positive and statistically significant effect on customer satisfaction. Among the three variables, price perception shows the highest influence on customer satisfaction, followed by service quality and promotion. Furthermore, customer satisfaction is proven to play an important role as a mediating variable that significantly affects customer loyalty. This study shows that in order to maintain and continue to increase customer loyalty, Lazada must prioritize improving overall service quality, implementing fair competitive pricing strategies, and designing more attractive and targeted promotional programs. Customer satisfaction is confirmed as a key pathway that connects these factors to long-term loyalty. This study has some limitations, including a relatively small number of respondents and a sample limited to the Semarang area, which means the results cannot be fully generalized to all Lazada users in Indonesia. It is advisable for subsequent studies to broaden the geographical coverage and incorporate additional variables, such as consumer confidence, user experience, and platform technological innovation as variables that may also influence loyalty.

References

- Afsar, B., Rehman, Z., Qureshi, J., & Shahjehan, A. (2010). Determinants of customer loyalty in the banking sector: the case of Pakistan. *African Journal of Business Management*, 4(6), 1040–1047.
- Ahmia, M., & Belbachir, H. (2018). p, q-Analogue of a linear transformation preserving log-convexity. *Indian Journal of Pure and Applied Mathematics*, 49(3), 549–557.
- Ahyar, H., Andriani, H., Sukmana, D. J., Hardani, S. P., MS, N. H. A., GC, B., ... & Istiqomah, R. R. (2020). *Buku metode penelitian kualitatif & kuantitatif*. Yogyakarta: CV. Pustaka Ilmu.
- Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Rivista Di Economia Agraria*, 2, 121–138.
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580.
- Anderson, H., & Jacobsen, P. N. (2000). Creating loyalty: Its strategic importance in your customer strategy. *Customer relationship management*, 55(3), 67–81.
- Anggraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, 8(3), 86–94
- Ansori, M. (2020). *Metode Penelitian Kuantitatif Edisi 2*. Airlangga University Press.
- Asiva Noor Rachmayani. (2015). The Influence of Marketing Mix (Product, Price, Place, and Promotion) and Service on Customer's Decision of Using BSM Saving Products. *Global Review of Islamic Economics and Business*, 3(2), 6–15.
- Aysa, I. R. (2021). Tantangan Transformasi Digital Bagi Kemajuan Perekonomian Indonesia. *Jurnal At-Tamwil: Kajian Ekonomi Syariah*, 3(2), 140–153.
- Bloemer, J., & de Ruyter, K. (1998). On the relationship between store image, store satisfaction and store loyalty. *European Journal of Marketing*, 32(5/6), 499–513.

- Caesar, A. E., Maayir, G., Osei-Agyemang, A., & Anaba, O. A. (2017). Marketing Mix Practices in the Development of Small and Medium Enterprises in the Bolgatanga Municipality, Ghana. *International Journal of Management Sciences and Business Research*, 6(12), 90–102.
- Dick, A., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., Bryant, B., & E. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. *American Customer Satisfaction Index*, 7(3), 7–18.
- George, A., & Kumar, G. G. (2014). Impact of Service Quality Dimensions in Internet Banking on Customer Satisfaction. *Decision*, 41(1), 73–85.
- Gremler, D. D., & Brown, S. W. (1996). Service loyalty: its nature, importance, and implications. *Advancing service quality: A global perspective*, 5(1), 171–181.
- Gummesson, E. (1993). *Quality management in service organizations: an interpretation of the service quality phenomenon and a synthesis of international research*. Isqa.
- Gupta, K., & Bansal, I. (2012). Development of an instrument to measure internet banking service quality in India. *Researchers World*, 3(2), 11.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510.
- Heckathorn, D. D. (1997). Respondent-driven sampling: a new approach to the study of hidden populations. *Social problems*, 44(2), 174–199.
- Insani, N. A., & Madiawati, P. N. (2020). Pengaruh kualitas pelayanan, harga dan promosi terhadap loyalitas pelanggan GoFood di Kota Bandung. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 4(3), 112–122.
- Jacoby, J., & Kyner, D. B. (1973). Brand Loyalty vs. Repeat Purchasing Behavior. *Journal of Marketing Research*, 10(1).
- Jamal, A., & Naser, K. (2002). Customer satisfaction and retail banking: An assessment of some of the key antecedents of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 20(4), 146–160.
- Jiang, P., & Rosenbloom, B. (2005). Customer intention to return online: price perception attribution-level performance, and satisfaction unfolding over time. *European Journal of Marketing*, 89(1), 50–174.
- Kaura, V. (2013). Antecedents of customer satisfaction: a study of Indian public and private sector banks. *International Journal of Bank Marketing*, 31(3), 167–186.
- Kim, M., Park, M., & Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunications Policy*, 28(2), 145–159.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Lee, H. S. (2013). Major moderators influencing the relationships of service quality, customer satisfaction and customer loyalty. *Asian Social Science*, 9(2), 1–11.
- Lee, H., Lee, Y., & Yoo, D. (2000). The determinants of perceived service quality and its relationship with satisfaction. *Journal of Services Marketing*, 14(3), 217–231.
- Liao, A. (2022). Spare Parts Management. *Management for Professionals, Part F527(1)*, 115–140.
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30(2), 234–246.
- Lo, F. Y., & Campos, N. (2018). Blending Internet-of-Things (IoT) solutions into relationship marketing strategies. *Technological Forecasting and Social Change*, 137(3), 10–18.
- Maichum, K., Parichatnon, S., & Peng, K. C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability (Switzerland)*, 8(10), 1–20.
- Maina, P., & Afande, F. (2015). Effect of promotional mix elements on sales volume of financial institutions in Kenya: Case study of Kenya post office savings bank. *Journal of Marketing and Consumer Research*, 11(1), 64–91.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357–365.

- Minta, Y. (2018). Link between satisfaction and customer loyalty in the insurance industry: Moderating effect of trust and commitment. *Journal of Marketing Management*, 6(2), 25–33.
- Molle, M. A., Mandey, S. I., & Kojo, C. (2019). Pengaruh Kepuasan Konsumen Terhadap Loyalitas Konsumen Pada Royal's Resto and Function Hall Di Kota Ternate. *Jurnal EMBA*, 7(1), 871–880.
- Nurwulandari, A., & Maharani, S. (2021). Pengaruh Harga, Produk, Distribusi Dan Promosi Terhadap Kepuasan Konsumen Dan Dampaknya Pada Loyalitas Pelanggan Pada Kedai Kopi Coffee 19 Café. *Jurnal Ilmiah MEA (Manajemen, Ekonomi Dan Akuntansi)*, 5(3), 465–493.
- Oliver, R. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, 64(1), 12–34.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Parwati, D., & Mardiyono, A. (2025). The Impact of Live Streaming, Free Shipping Vouchers, and Promotions on Purchase Decisions in TikTok Shop. *Economic and Business Horizon*, 4(1), 1–12.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, 29(3), 123–134.
- Permono, V. R., & Pasharibu, Y. (2021). Pengaruh Kualitas Layanan, Harga dan Promosi Terhadap Loyalitas Pelanggan Pada Pizza Hut. *Jimek: Jurnal Ilmiah Mahasiswa Ekonomi*, 4(1), 2621–2374.
- Rahmi, R., Perdana Sari, R., & Suhatman, R. (2016). Pendekatan Metodologi Extreme Programming pada Aplikasi E-Commerce (Studi Kasus Sistem Informasi Penjualan Alat-alat Telekomunikasi). *Jurnal Komputer Terapan*, 2(2), 83–92.
- Ratnasari, D., & Gumanti, T. A. (2019). Relationship marketing, service quality, satisfaction and customers loyalty of bank sharia mandiri banyuwang. *International Journal of Scientific and Technology Research*, 8(6), 7–10.
- Rosalina, M., Qomariah, N., & Sari, M. I. (2019). Dampak Promosi, Harga Dan Kualitas Produk Terhadap Loyalitas Konsumen Oppo Smartphone. *Jurnal Penelitian IPTEKS*, 4(2), 161–174.
- Rundh, B. (2005). The multi-faceted dimension of packaging: Marketing logistic or marketing tool?. *British food journal*, 107(9), 670–684.
- Seth, N., Deshmukh, S. G., & Vrat, P. (2005). Service quality models: a review. *International journal of quality & reliability management*, 22(9), 913–949.
- Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science*, 28, 150–167.
- Singh, M. (2012). Marketing Mix of 4P'S for Competitive Advantage. *IOSR Journal of Business and Management*, 3(6), 40–45.
- Spreng, R. A., Page, T. J., & Hui Shi, L. (2009). Service quality and satisfaction in business-to-business services. *Journal of Business & Industrial Marketing*, 24(8), 537–548.
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(9), 1385–1396.
- Teich, I. (1997). Holding on to customers: The bottom line benefits of relationship building. *Secured Lender*, 53(2), 20–23.
- Thabit, T. H., & Raewf, M. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 4(4), 23–31.
- Ueltschy, L. C., Laroche, M., Eggert, A., & Bindl, U. (2007). Service quality and satisfaction: An international comparison of professional services perceptions. *Journal of Services Marketing*, 21(6), 410–423.
- Varki, S., & Colgate, M. (2001). The role of price perceptions in an integrated model of behavioral intentions. *Journal of Service Research*, 3(3), 232–240.
- Wibawa, P. T., Farida, N., & Listyorini, S. (2014). Pengaruh Kualitas Pelayanan, Hharga dan Promosi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan PT. Matahari Silverindo Jaya Semarang. *Jurnal Ilmu Administrasi*, 3(4), 185–190.

- Wibowo, Y. G., Wulandari, R. H., & Qomariah, N. (2021). Impact of Price, Product Quality, and Promotion on Consumer Satisfaction in Cosmetics and Skincare. *Journal of Economics, Finance and Management Studies*, 4(7), 978–986.
- Yap, B. W., Ramayah, T., & Wan Shahidan, W. N. (2012). Satisfaction and trust on customer loyalty: A PLS approach. *Business Strategy Series*, 13(4), 154–167.
- Yieh, K., Chiao, Y., & Chiu, Y. (2007). Understanding the antecedents to customer loyalty by applying structural equation modeling. *Total Quality Management*, 18(3), 267–284.
- Zameer, H., Tara, Q., Kausar, U., & Mohsin, A. (2015). Impact of service quality, corporate image and customer satisfaction towards customers' perceived value in the banking sector in Pakistan. *International Journal of Bank Marketing*, 33(4), 442–456.



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).