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# The Effect of Product Quality and Price on Consumer Satisfaction at Kopi Jago, with Customer Retention as a Moderating Factor (Case Study: Kopi Jago Touring Sunter Lake)

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**Abstract:** This study investigates how Product Quality and Price affect Consumer Satisfaction at Kopi Jago Keliling Danau Sunter, while also examining the moderating role of Customer Retention. Using a sample of 150 respondents and analyzed through SmartPLS (Partial Least Square) with a causal research design, the study tested both direct and moderating effects. The findings reveal several key points. First, Product Quality significantly influences Consumer Satisfaction, confirming that aspects such as product appearance, taste, texture, and uniqueness enhance customer experiences. Second, Price also has a significant effect, showing that affordability, competitiveness, and perceived value contribute to satisfaction. Third, Customer Retention strongly impacts Consumer Satisfaction, as indicators like revisiting interest, repeat purchases, recommendations, and loyalty reinforce positive consumer experiences. Fourth, Customer Retention moderates the relationship between Product Quality and Consumer Satisfaction positively, strengthening the effect. However, fifth, Customer Retention does not moderate the relationship between Price and Consumer Satisfaction, meaning price remains a direct driver rather than a moderated one. Overall, the study highlights that improving product quality, setting appropriate pricing, and fostering customer retention are crucial strategies for enhancing satisfaction and sustaining long-term customer relationships.

**Keywords:** Product Quality, Price, Customer Satisfaction, Customer Retention.

## INTRODUCTION

The Kopi Jago is a new innovation in the coffee beverage industry that carries the concept of "Coffee On Wheels" or a mobile cafe with a coffee cart. Since its founding in 2020, Kopi Jago aims to bring convenience and efficiency to coffee lovers with services that directly reach consumers through its mobile fleet (Simorangkir & Rosiana, 2022). The Kopi Jago fleet, which has now reached 300 units, is planned to be expanded to 1500 units to serve up to 50 areas in the city of Jakarta (A. M. Fauzi, 2024). This cafe-on-wheels concept is a unique solution amid the pandemic by offering its main product, coffee, which can be ordered easily, including

through a special application that was just launched in 2022. While promoting the use of electric bicycles as delivery vehicles to reduce delivery costs and offer service flexibility.

The Kopi Jago phenomenon illustrates the development of new and modern trends in the Indonesian coffee industry, especially in responding to the needs of young consumers such as Generation Z who enjoy coffee drinks as part of their daily lifestyle (Sri Sukartono Nathadiharja., 2024). In a highly competitive business world, especially in the food and beverage sector, Kopi Jago's success is not only based on the quality of its products, but also on how they are able to provide added value to the customer experience in terms of price, service, as well as technological innovation and high mobility (Fauzi & Anggraini, 2024). The strategic rebranding carried out in 2020 with a fresher and more attractive cart appearance is also an important step in strengthening Kopi Jago's position in the increasingly competitive mobile coffee market. (Andreas et al., 2025).

Previous research has examined the relationship between variables that are used as considerations in comparing variables to make research more accurate. Pratiwi & Pusporini (2022) stated that product quality has a positive and significant effect on consumer satisfaction. Nurdin & Prasetyo (2025) stated that product quality has a positive but insignificant effect on consumer satisfaction. Haryoko et al., (2020) stated that price has a positive and significant effect on consumer satisfaction. Purwanto (2020) stated that price does not have a significant effect on consumer satisfaction. Yasfi & Pardede, (2023) stated that customer retention has a positive and significant effect on consumer satisfaction. This study is in contrast to Januardi's (2025) study , which stated that customer retention has no significant effect on consumer satisfaction.

*The research gap* results above, there is a difference in the influence of the variables Product Quality and Price on Consumer Satisfaction, where this study chose Customer Retention as the moderator. The choice of moderation as a variable makes this study unique, distinguishing it from other studies. This impact is able to focus on the relationship between product quality and price on consumer repurchase intention at Kopi Jago, which is an aspect of customer satisfaction. Academically, this study also provides a role in how to attract customers or customer retention in running a coffee on wheels business as a supporting variable.

The purpose of this study is to provide strategic recommendations for Kopi Jago to improve customer satisfaction and retention. Furthermore, this study aims to analyze the role of customer retention as a moderating variable that can strengthen or weaken the relationship between product quality and price with the level of customer satisfaction. The benefits of this study help Kopi Jago management optimize their marketing and service strategies to retain customers and attract new ones in the highly competitive coffee market. Furthermore, the findings of this study contribute to the literature on the dynamics of customer satisfaction and customer retention in mobile coffee businesses, especially in cities like Jakarta. Therefore, this study is expected to form the basis for practical suggestions that will help Kopi Jago's business grow in the future.

## Literature Review

*The grand theory* of this research is Marketing Strategy, which means the entire system used by businesses to plan, price, promote, and distribute goods or services intended to meet the needs of buyers, both accrual and potential. The spectrum of marketing activities is very broad because goods and services must go through various stages of the process before reaching consumers. Companies recapture customer value by creating value for them and building strong customer relationships , this is known as marketing (Nathadiharja et al., 2024) . According to Kotler et al., (2009) Marketing Strategy is Function organization and a series of

processes for create , communicate and give mark to customer with profitable way organizations and stakeholders interest.

**Product Quality**

Ability something product For do its function , like reliability , power durability , accuracy , ease operations , and repairs , as well as feature important others , known as quality product (Philip & Amstrong, 2008) . According to Saputra & Wibowo (2017) the ability of a product or service to meet customer needs is considered quality.

**Price**

According to Aziz (2019), companies must understand how price plays a significant role in influencing consumer attitudes because it is a crucial component for consumers. Price is defined as a concept that has different meanings for each consumer depending on their characteristics, situation, and product. Meanwhile, according to Kotler & Keller (2021), price is one component of the marketing mix that generates revenue, while other components generate costs. It is the easiest component in a marketing program to change product features, channels, and even communication, which requires a lot of time.

**Consumer Satisfaction**

According to Adisaputro (2010) Satisfaction is defined as a person's feeling of pleasure or disappointment as a result of comparing perceived product performance (results or results) related to their expectations. According to Christian & Nuari (2016) Consumer satisfaction is when consumers feel good or dissatisfied after fulfilling their desires and expectations regarding the menu, price, facilities, and services offered. If their desires and expectations are met, consumers will feel satisfied, but if not, consumers will feel dissatisfied.

**Customer Retention**

Retention customer is part important from connection business customer with something brand (Elfa & Utami, 2024). Workers throughout the industry is very aware the importance of customer retention. Relationship consistent business between clients and companies known as retention customer (Khan, 2012) . Sharma & Singh ( 2023) State that involvement customers and retention customer can understood through behavior purchase business.

**The Influence of Product Quality on Consumer Satisfaction**

According to researchers Fadhilla & Heriyanto (2022) , product quality means the ability of a product to achieve its intended purpose, with features such as reliability, general durability, ease of use, accuracy, and maintenance. Products that meet consumer desires are considered high quality and provide the best quality, including ensuring consumer satisfaction, because the level of consumer satisfaction is directly influenced by product quality. When consumers receive a product that shows quality, they will be happy with its quality. Product quality is a factor that influences consumer satisfaction. Experts (Kurriwati, 2015) also stated that a high level of consumer satisfaction is the result of high-quality products. Consumer happiness will increase the longevity of existing client relationships and encourage the acquisition of new relationships. Consumer satisfaction is positively and significantly influenced by product quality; in other words, better products can have an impact on consumer satisfaction (Cahyani & Sitohang, 2016) . Product quality consists of various features, such as durability, reliability, appearance, and usability, which meet or exceed buyer expectations. When a product is of high quality, consumers will feel satisfied because the product is able to meet their needs and desires. The higher the product quality, the higher the consumer satisfaction. Consumer satisfaction is essential for building long-term relationships with a company and fostering loyalty.

$H_1$ Determined: Product quality has a positive effect on consumer satisfaction.

**Influence Price to Customer Satisfaction**

This finding aligns with research conducted by Fuji et al. (2016) , which found that price has a significant and positive influence on consumer satisfaction. Price is one of the most flexible components in marketing because it is only through it that other elements generate revenue. Prices can change quickly, and sellers go through a bargaining process to reach a specific price agreement, unlike product characteristics and distribution channel obligations. This suggests that consumers will be more satisfied if their perception of price is better. Price is also a factor important For satisfaction consumer (Adi & Yoestini, 2012) , because price is amount of money given to something product or service together with the total value exchanged by consumers or profit as results from use product or service said. Satisfaction customer after purchase return influenced by price. Is it difference price between seller reasonable , can accepted , or justified based on judgment and emotion consumer known as fairness perceived value (Parry et al., 2021).

$H_2$ Determined: Price has a positive effect on consumer satisfaction.

**The Influence of Customer Retention on Consumer Satisfaction**

According to Widodo & Sri (2012) , buyers who repurchase a product and then tell others about their experience with it can be considered satisfied. Buyers buy products not only because of their physical appearance, but also because of the benefits they provide. Customer retention is a form of loyalty related to loyal behavior measured by consumer buying behavior indicated by the high frequency of consumers purchasing a product (Rangkuti, 2018) . Based on research by Kurniawati (2014), it shows that customer retention has a positive and significant impact on customer satisfaction. Satisfaction is the end result of a purchase, which is defined as an attitude and intention to act in the future. This is demonstrated through things such as a commitment to buy the company's product if they need it, and a commitment to provide positive recommendations to others. Returning customers gain more experience, which allows them to build a deeper understanding of the product. This can increase satisfaction because they feel more competent or familiar, reducing uncertainty.

$H_3$ Determined: Customer Retention has a positive effect on Consumer Satisfaction

**Moderation of Customer Retention on the Influence of Product Quality on Consumer Satisfaction**

According to research (Darmawan et al., 2020) , to maintain product excellence, customer loyalty is one of the key factors that must be considered in the business world for consumer satisfaction. The belief that customer retention is crucial for the sustainability and prosperity of an organization is undeniable. Maintaining customer retention, which is a stable source of income, is a key focus for any entity. Companies with a good reputation tend to provide customers with their products. Company management must improve their company's reputation so they can maintain or expand their existing customer base. Retaining customers will generate profits for businesses (Issalillah et al., 2021) . Product quality is crucial in maintaining customer retention. (Ermawati & Sutopo, 2021) . Product quality refers to the condition of an item based on an evaluation of its extent to which it meets established standards; how well the item meets the standards, so the more it meets the standards, the higher the product's quality is assessed. Consumer will feel satisfied If quality products and image brand make they feel at home with him. Satisfaction consumers are very important For continuity business something company Because ensure that other customers will buy the same product , because one of them focus main something entity is guard retention customer Because

functioning as source stable income. Customer tend buy goods from companies that have good reputation.
$H_4$ Determined: Customer retention strengthens the positive influence of product quality on consumer satisfaction.

**Moderation of Customer Retention on the Effect of Price on Consumer Satisfaction**

Yusuf's (2020) show that Customer Retention Moderation strengthens influence positive from The Influence of Price on Consumer Satisfaction. Product Price refers to the amount of money given seller For use goods or services. Price is very important For decision purchase. Price does not only is part important from marketing strategies that produce profit for company , but also a component important thing that determines measure success business Because price product impact directly on the profits obtained from sale product (Musarofah, 2020) . Accuracy in choose price goods can influence desire customer For buy goods said ; price goods that are considered comparable with mark benefit goods tend increase desire For buy goods Again (Salsabila et al., 2022) . Very important For form interest buy repeat with using the determination strategy price wise product Because price product influence income company and how customer see goods or service However , with bridge expectations and experiences customer from time to time , retention customer as variables moderation increase strength connection this. Continuous customer buy goods more tend feel satisfied and consider price as something natural If compared to with mark overall goods and services. Therefore that is, the application of the right pricing strategy together with effort For maintain retention customers are very important For maintain and improve satisfaction customer in a way consistent.
$H_5$ Determined: Customer retention strengthens the positive influence of price on consumer satisfaction.

## METHODS

The research method used is a quantitative method with *structural equation modeling (SEM).* The *SEM model* is relevant to use because the variables studied have varied measurement indicators and have *a moderating effect* (J. Hair & Alamer, 2022) . The research model consists of four variables. First, Product Quality consists of five indicators , namely Appearance, Taste, Flavor, Texture, Different (Kotler & Armstrong, 2010) . Second, Price consists of five indicators, namely Price affordability, Price suitability with product quality, Price competitiveness, Price suitability with benefits, Special discounts (Hasan, 2015) . Third, Consumer Satisfaction consists of five indicators, namely Product quality, Price, Service quality, Fulfillment of customer expectations, Attitude/desire to reuse the product (Kotler & Keller, 2009) . Fourth, Customer Retention consists of five indicators Interested in revisiting, Frequency of visits, Recommendations, Invitations, and Priority (Sari et al., 2018).

This analysis process includes several steps, the first step is the presentation of respondent demographic data, which includes the number of respondents by gender, education level, and age group. The second step involves the use of descriptive statistics to present information such as minimum data, maximum data, and average values ( *mean* ). Third, data validity and reliability tests are carried out to assess whether the research instrument used is appropriate and whether the respondents' answers are consistent (Heryanto et al., 2023) . Fourth, the model strength test is carried out using the r- *square test* , the f- *square test* , and the q- *square test* , as well as *the quality of fit test* by looking at the SRMR and NFI *scores* or looking at the *root mean square theta score* (Ghozali & Latan, 2015) . Fifth, the hypothesis test and the regression equation formed, along with their explanations (Lo et al., 2020) . Sixth, the research results are discussed through interpretation and comparison with previous research findings.

The population of this study was all Kopi Jago consumers who used the mobile coffee cart service in the Jakarta area. Based on company management data, the number of active consumers over the past six months is estimated at 5,000. Random sampling was used to select respondents based on specific criteria relevant to the research objectives. The respondent criteria included:

1. Have you bought coffee at Kopi Jago at least once in the last 3 months?
2. Aged 18-45 years (millennial and Gen Z consumers are the main targets)
3. Willing to fill out the questionnaire completely and honestly

Based on the recommendations of JF Hair et al., (2019) for Smart PLS analysis, the minimum sample size is 5-10 times the maximum number of indicators in a construct. In this study, the maximum number of indicators is 5, so the minimum sample size is 5 × 20 = 100 respondents.

## Results and Discussion

This study used a sample of 150 student and community respondents with 97 female respondents (64.7%) and 53 male respondents (35.3%). The respondents in this study were based on 4 age groups, namely <20 years old as many as 42 people (28%), 21-25 years old as many as 87 people (58%), 26-30 years old as many as 14 people (9.3%), >30 years old as many as 7 people (4.7%). The education of junior high school respondents or equivalent as many as 16 people (10.7%), high school / vocational school as many as 42 people (28%), D3 students / D3 graduates as many as 11 people (7.3%), S1 students / S1 graduates as many as 81 people (54%). The data quality test in this study used *partial least square* (pls) analysis, which is a *structural equation model* (SEM) equation model with an approach based on *variance* or *component based structural equation modeling. The software* used is SmartPLS ( *Partial Least Square* ).

## SmartPLS Descriptive Statistics Test

According to (Wijayanti et al., 2022) , descriptive statistics is an analysis technique that describes research data through minimum, maximum, average, standard deviation, *sum, range* , kurtosis, and distribution skewness values. The descriptive analysis technique used in this study is the minimum, maximum, *mean* , and standard deviation values of each variable, namely Product Quality, Price, Consumer Satisfaction, and Customer Retention.

**Table 1. Descriptive Statistical Test**

| Variables | N | Minimum | Maximum | Mean | Standard Deviation | Percentage |
|---|---|---|---|---|---|---|
| Product Quality | 150 | 1 | 5 | 3.93 | 0.739 | 73.9% |
| Price | 150 | 1 | 5 | 4.01 | 0.786 | 78.6% |
| Customer Satisfaction | 150 | 1 | 5 | 4.04 | 0.845 | 84.5% |
| Customer Retention | 150 | 1 | 5 | 3.94 | 0.839 | 83.9% |

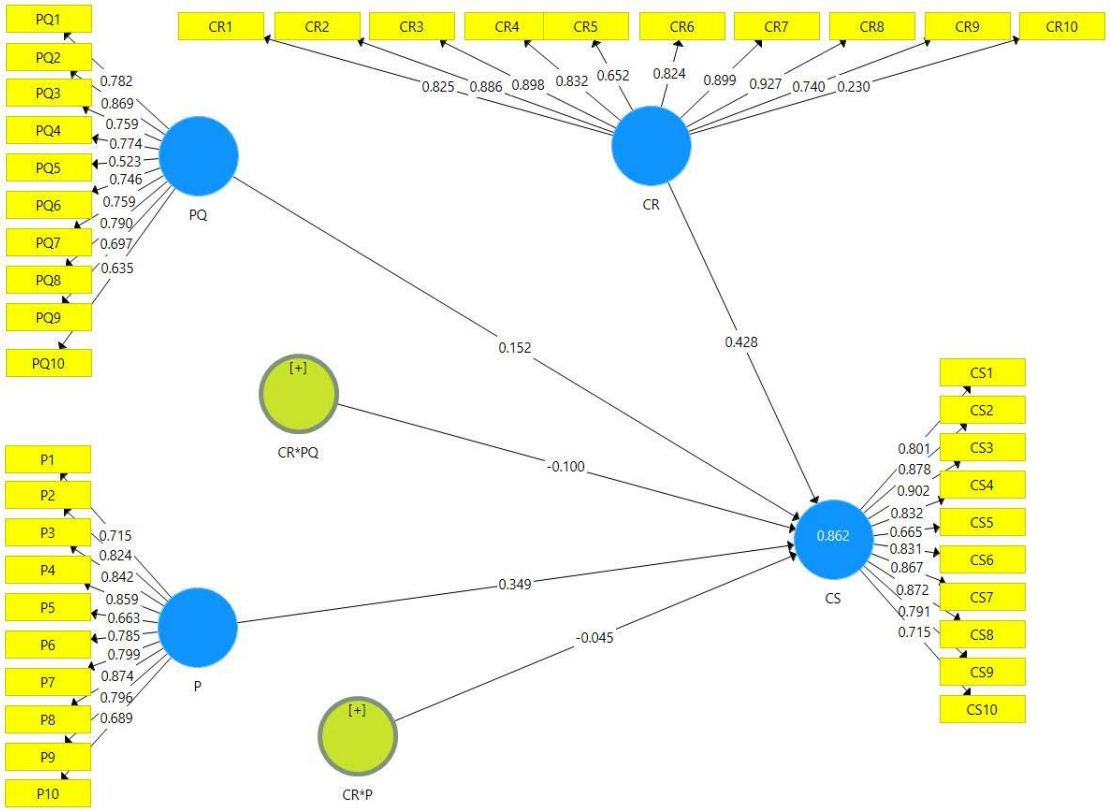
Based on the Descriptive Statistics Test Results it was found as follows:

1. Referring to the results of the descriptive statistical analysis obtained from the variable (X1) Product Quality, the minimum value is stated as 1 and the maximum value is stated as 5. It has an average or mean of 3.93 and a standard deviation of 0.739 or equivalent to 73.9%.
2. Referring to the results of the descriptive statistical analysis obtained from the variable (X2) Price, the minimum value is stated as 1 and the maximum value is stated as 5. It has an average or mean of 4.01 and a standard deviation of 0.786 or equivalent to 78.6%.
3. Referring to the results of the descriptive statistical analysis obtained from the variable (Y) Consumer Satisfaction, the minimum value is stated as 1 and the maximum value is stated

as 5. It has an average or mean of 4.04 and a standard deviation of 0.845 or equivalent to 84.5%.

4. Referring to the results of the descriptive statistical analysis obtained from the Customer Retention variable (Z), the minimum value is stated as 1 and the maximum value is stated as 5. It has an average or mean of 3.94 and a standard deviation of 0.839 or equivalent to 83.9%.

**Figure 1. Loading Factor Results**




Based on the loading factor results shown above, all figures are above 0.5. This indicates that all indicators are valid. Therefore, it can be concluded that all indicators in the variables in this study are valid.

**Validity and Reliability Test**

Research data processing begins with a validity and reliability test. Validity testing examines the research instrument, specifically the statements in the questionnaire, to determine whether they adequately represent the variables being studied. Reliability testing assesses the consistency of respondents' responses and whether they are serious about answering the questionnaire.

A reliability test is a measurement that indicates the extent to which the measurement is free from bias (error- *free* ) and therefore ensures consistent measurement across time and across various items in its indicators. In PLS, this test can be conducted using the following methods:

1. *Cronch's Alpha* : measures the lower limit of the reliability value of a variable and is acceptable if the value is >0.6
2. *Composite Reliability* : measures the true value of a variable's reliability and is acceptable if the value is >0.7
3. *Average Variance Extracted* (AVE) is acceptable if its value is above 0.5

**Table 2. Validity and Reliability**

| Variable | Croncbach's Alpha | rho_A | Composite Reliability | AVE |
|---|---|---|---|---|
| PQ | 0.905 | 0.914 | 0.922 | 0.546 |
| P | 0.926 | 0.937 | 0.942 | 0.620 |
| CS | 0.930 | 0.950 | 0.953 | 0.670 |
| CR | 0.869 | 0.949 | 0.942 | 0.633 |
| CR * PQ | 1,000 | 1,000 | 1,000 | 1,000 |
| CR * P | 1,000 | 1,000 | 1,000 | 1,000 |

Explanation: Product Quality, Price, Customer Satisfaction, Customer Retention

The validity and reliability tests confirm that all variables used in the study meet the required criteria. The product quality variable shows Cronbach's alpha of 0.905, composite reliability of 0.922, and AVE of 0.546, indicating reliability and acceptability. The price variable is also reliable with Cronbach's alpha of 0.926, composite reliability of 0.942, and AVE of 0.620. Consumer satisfaction demonstrates strong consistency with Cronbach's alpha of 0.930, composite reliability of 0.953, and AVE of 0.670. Customer retention is acceptable with Cronbach's alpha of 0.869, composite reliability of 0.942, and AVE of 0.633. Moderating variables of customer retention on product quality and price both show perfect values (Cronbach's alpha, composite reliability, and AVE all 1.000), meaning they are highly consistent and acceptable. Overall, the measurement model confirms convergent validity and reliability across all variables, while the structural model (inner model) testing through R-square and path coefficients provides the basis for hypothesis testing. These results ensure that the variables are valid, reliable, and suitable for analyzing the relationships in the study.

R- *square* is index that shows to what extent a tool gauge For determine how much Lots endogenous variables are influenced other variables. Based on the existing data presentation, the R-Square value for the Consumer Satisfaction variable is 0.862. These results explain that the percentage of Product Quality, Price, and Customer Retention is 86.2%, and the R-Adjust value is 0.857 or 85.7%. Therefore, the data obtained is considered satisfactory because the R-Adjust value is above 50%.

Inside F- *square* there is influence between variables with effect *Size* , F- *square* value 0.02 ( small ), 0.15 ( medium ), and a value of 0.35 ( large ) if compared values not enough from 0.02 then Can ignored or No accepted. So based on table F- *square* value above which has large size effect with The criteria a >0.35 is for the Price variable which has a value range of 0.15 to 0.35, namely 0.367, so Price is included in the large effect.

## Hypothesis Testing

Testing the five hypotheses in the study in the table below, based on the data processing carried out, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T- *statistics* value and the P- *value.* The research hypothesis can be declared accepted if the T- *statistics value* is >1.96 and the P- *value* <0.05. The following figure and table of research results that have been tested using PLS to see significant and insignificant data.

**Table 3. Hypothesis Testing**

| Hypothesis | | Coefficient Value | Sample Mean | Standard Deviation | T Statistics | P Value | Decision |
|---|---|---|---|---|---|---|---|
| H1 | Product Quality>>Consumer Satisfaction | 0.349 | 0.154 | 0.057 | 2,667 | 0.004 | Accepted |
| H2 | Price >> Customer Satisfaction | 0.152 | 0.351 | 0.076 | 4,624 | 0.000 | Accepted |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| H3 | Customer Retention >> Customer Satisfaction | 0.428 | 0.423 | 0.093 | 4,622 | 0.000 | Accepted |
| H4 | Moderation Customer Retention >> Product Quality >> Customer Satisfaction | -0.100 | -0.094 | 0.038 | 2,620 | 0.005 | Accepted |
| H5 | Moderation Customer Retention >> Price >> Customer Satisfaction | -0.045 | -0.040 | 0.039 | 1,158 | 0.124 | Rejected |

Source: SmartPLS Data Processing Results, 2026

Based on the data results above, it can be concluded that the hypothesis test obtained is that of the 5 hypotheses proposed in this study, 4 hypotheses and variables were accepted and 1 was rejected.

**Proof of the First Hypothesis: The Effect of Product Quality on Consumer Satisfaction**

The first hypothesis test confirms a significant and positive effect of product quality on consumer satisfaction, with a P-value of 0.004 < 0.005, T-statistic 2.667 > 1.96, and a positive original sample value of 3.49. This indicates that product quality strongly influences consumer satisfaction. Product quality is measured through five indicators: appearance (design, shape, color, cleanliness, neatness, and packaging quality), which builds consumer trust and confidence; taste, which includes flavor, aroma, balance, and consistency, and is crucial for food and beverage products; texture, representing physical characteristics that shape user experience and enhance product enjoyment; and distinctiveness, which highlights unique features such as flavor variations, menu innovations, or presentation styles that differentiate products from competitors. Together, these indicators demonstrate how product quality enhances customer experiences, strengthens perceptions of value, and ultimately drives satisfaction. This finding emphasizes that maintaining high standards in product design, taste, texture, and uniqueness is essential for fostering consumer trust and loyalty.

**Proof of the Second Hypothesis: The Effect of Price on Consumer Satisfaction**

The second hypothesis test confirms a significant and positive effect of price on consumer satisfaction, with a P-value of 0.000 < 0.005, T-statistic 4.624 > 1.96, and a positive original sample value of 0.152. This means the hypothesis is accepted, showing that price has a strong relationship with consumer satisfaction. Price is measured through five indicators: affordability, which reflects whether consumers feel the price is within their purchasing power and not burdensome; suitability with product quality, where consumers expect higher-priced products to deliver better quality in taste, texture, and appearance; competitiveness, which highlights the company's ability to set prices comparable to or better than competitors; price-benefit fit, which assesses whether the benefits and experiences gained from the product are commensurate with the price paid; and special discounts, which enhance consumer happiness by creating perceptions of added value. Together, these indicators demonstrate that well-managed pricing strategies not only meet consumer expectations but also strengthen satisfaction by aligning affordability, quality, competitiveness, and perceived value.

**Proof of the Third Hypothesis: The Effect of Customer Retention on Consumer Satisfaction**

The third hypothesis test confirms a significant and positive effect of customer retention on consumer satisfaction, with a P-value of 0.000 < 0.005, T-statistic 4.622 > 1.96, and a positive original sample value of 0.428. This means the hypothesis is accepted, showing that customer retention strongly influences satisfaction. Customer retention is measured through five indicators: interest in revisiting, which reflects customers' willingness to repurchase or

return, signaling satisfaction and positive experiences; frequency of recurrence, where repeated visits indicate strong engagement and satisfaction; recommendations, showing customers' tendency to encourage others to try or buy the product, which reflects trust and loyalty; encouraging behavior, where customers actively influence friends, family, or colleagues to purchase or visit, reinforcing satisfaction-driven advocacy; and priority, which highlights customers' preference for the product or company over alternatives, demonstrating attachment and loyalty. Together, these indicators show that customer retention enhances consumer satisfaction by fostering repeat purchases, positive word-of-mouth, and strong loyalty, ultimately strengthening the overall customer experience.

**Proof of the Fourth Hypothesis: Moderation of Customer Retention on the Influence of Product Quality on Consumer Satisfaction**

The fourth hypothesis test shows that when viewed from the P- *value* of 0.005, it is smaller than significant (0.005) with a T- *statistic value* of 2.620>1.96 and the original sample value is negative at -0.100. The fourth hypothesis is accepted or significant, it is explained that the moderation of customer retention on the influence of product quality has a strong relationship to consumer satisfaction. Because consumers who have high retention usually have repeated experience in using the product, so they are better able to assess product quality consistently over time. Consumers who frequently make repeat purchases tend to have higher trust in the product, so good product quality will have a greater impact on their satisfaction.

**Proof of the Fifth Hypothesis: Moderation of Customer Retention on the Effect of Price on Consumer Satisfaction**

The fifth hypothesis test shows that when viewed from the P- *value* of 0.124, it is greater than significant (0.005) with a T- *statistic value* of 1.158>1.96 and the original sample value is negative at -0.045. The fifth hypothesis is rejected or not significant, which means that customer retention does not strengthen the relationship between price and consumer satisfaction. This means that even though consumers have a tendency to continue purchasing or reusing a product (high retention), this does not directly make the price factor more decisive in shaping their satisfaction. In other words, consumers who have high retention do not necessarily make price the main consideration in assessing satisfaction, because their satisfaction can be more influenced by other factors such as product quality, taste, convenience, service experience, or trust in the brand.

## CONCLUSION

The conclusion of this study is the answer to the problem formulation that has been formulated previously. Based on statistical tests, the results of this study are obtained. The results of the study show that First, Product Quality has a significant effect on Consumer Satisfaction, which means that based on this, the hypothesis is accepted. Second, Price has a significant effect on Consumer Satisfaction, which means that the hypothesis is accepted. Third, Customer Retention has a significant effect on Consumer Satisfaction, which means that the hypothesis is accepted. Fourth, Customer Retention Moderation strengthens the relationship between Product Quality and Consumer Satisfaction with a significant effect, which means that the hypothesis in this study is accepted. Fifth, Customer Retention cannot strengthen the relationship between Price and Consumer Satisfaction, so the hypothesis is rejected.

A limitation encountered in this study, which should be a concern for future researchers, is the importance of improvements in various aspects. This study has several shortcomings that need to be addressed in further research. One limitation is the number of respondents, which was only 150, which is insufficient to fully reflect the actual situation. During data collection,

the information provided by respondents via questionnaires sometimes did not reflect their true opinions due to differences in thinking, assumptions, understanding, and honesty in completing the questionnaires.

Research conducted in the Case Study of Kopi Jago Keliling Danau Sunter shows that study This Still own Lots shortcomings , so that Still There is there's a lot to do done and some suggestions that should be given :

1. For academics/students, this research is expected to serve as a reference in developing marketing management studies, particularly regarding product quality, pricing, consumer satisfaction, and customer retention in the mobile coffee beverage industry (coffee on wheels). This research can also be a consideration for students who want to research the food and beverage business sector, especially those that are growing in urban communities.
2. Companies are advised to improve and maintain consistent product quality, as it has been shown to significantly impact customer satisfaction, particularly in aspects such as appearance, taste, texture, and uniqueness. Companies should also set prices that reflect quality and benefits, while maintaining competitive pricing to ensure consumers feel they are receiving value for money.
3. Future researchers are advised to conduct research with a larger sample size to better reflect the actual situation. Further research can add other variables that could potentially influence consumer satisfaction.

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