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The Effect of Service Quality, Marketing Mix, Customer Satisfaction, and Customer Trust on Customer Loyalty at Buley Steak

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Abstract: This study aims to examine perceptions and analyze the effect of service quality and marketing mix on customer satisfaction, trust, and loyalty toward Buley Steak. A quantitative research method was applied through a survey conducted with end customers who have consumed Buley Steak products for at least in the past year. A total of 280 respondents completed the questionnaire distributed online. The independent variables in this study are service quality and marketing mix, while the dependent variables include satisfaction, trust, and customer loyalty. Data were analyzed using descriptive statistical techniques. The findings reveal that service quality significantly affects both customer satisfaction and trust. Similarly, the marketing mix also has a significant impact on satisfaction and trust. Furthermore, customer satisfaction strengthens trust, which in turn significantly affects loyalty. Based on these findings, managerial implications suggest that Buley Steak should enhance service quality and marketing strategies to foster customer satisfaction, build trust, and achieve long-term customer loyalty.

Keyword: Loyalty, Restaurant, Satisfaction, SEM-PLS, Trust.

INTRODUCTION

The food and beverage industry are a strategic sector that continues to experience positive growth despite facing challenges such as raw material price fluctuations, shifting consumption patterns, and the impact of the pandemic. Its increasing contribution to the national GDP reflects the adaptability of business actors through the utilization of digital technologies such as e-commerce and food delivery services. In addition to driving economic growth, the sector also contributes to job creation, product innovation, and the strengthening of downstream industries such as logistics and tourism.

The development of the culinary industry in Indonesia has shown rapid trends, marked by the presence of various global cuisines across market segments. A wide range of international dishes can now be found both in shopping malls and street vendors. Daily culinary offerings include traditional Indonesian dishes, as well as Japanese, Korean, and continental

cuisines originating from Europe and America. One culinary product that has recently gained attention is Meltique steak, a high-quality processed meat product offered at a more affordable price than traditional premium steaks. The innovation of Meltique steak has shifted public perceptions of steak, which was previously seen as a luxury food. Meltique steak is processed meat injected with fat to mimic the characteristics of wagyu beef, but at a more accessible price (Apriantini et al., 2024). In an increasingly competitive culinary industry, a restaurant's success depends not only on food quality but also on its marketing strategies, service quality, and customer trust. Therefore, understanding the factors that affect customer loyalty is essential for sustaining business growth.

Buley Steak is a restaurant that serves affordable Meltique steak in a strategic location in West Jakarta, near university campuses and office areas. As a Meltique steak provider, Buley Steak faces challenges in maintaining and increasing its customer base amid intense competition. With a street food concept and supporting facilities such as free Wi-Fi, VIP rooms, and delivery services, the restaurant targets students and young professionals. Buley Steak capitalizes on this opportunity by offering affordable pricing and leveraging its street food concept to reach younger and middle-income consumers. Active promotion through social media platforms such as TikTok and Instagram has become a key strength in expanding its market.

In 2022, Buley Steak recorded a total of 35,329 customers, which slightly increased to 35,917 in 2023. However, in 2024, the number dropped significantly to 31,556. This decline may be attributed to increasing competition from other steakhouse brands such as Holycow!, Steak 21, and Gandy Steak House, internal challenges such as employee turnover, and external factors such as rising ingredient costs. Moreover, customer satisfaction reviews indicate a growing number of patrons whose expectations were not met. When customer experiences do not align with expectations, trust in the restaurant may decline, which in turn affects their purchasing decisions. According to Buley Steak management, the decrease in customers has directly correlated with declining sales. A Google rating of 4.3 out of 5 stars suggests that there is still room for improvement in service quality and customer experience. Thus, more refined service strategies and marketing approaches are needed to retain customer loyalty. These efforts should not only focus on promotional activities but also on building customer trust by delivering better experiences in terms of taste, service, and facilities. By understanding the key factors influencing customer purchase decisions, Buley Steak can formulate more targeted strategies and ensure its business sustainability in the future.

This study aims to identify customer perceptions of service quality, marketing mix, satisfaction level, trust, and loyalty at Buley Steak. Furthermore, it analyzes the effect of service quality and marketing mix on customer satisfaction and trust to enhance customer loyalty and ultimately formulates managerial implications that Buley Steak can apply in practice.

METHOD

This study employed a quantitative approach using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis method. The objective was to examine the effect of service quality and marketing mix as independent variables on customer loyalty as the dependent variable, with customer satisfaction and trust as mediating variables. The model was tested using SmartPLS 3.0 software.

The research was conducted at Buley Steak Meruya, West Jakarta, from March to June 2025. The population comprised all customers who had made dine-in purchases at Buley Steak. The sample was determined through a non-probability sampling technique using convenience sampling, which is based on ease of access to respondents who were available, willing to participate, had dined at least once in the past year, and agreed to complete the questionnaire.

Primary data were collected via an online questionnaire using Google Forms, distributed directly to customers on-site and accessed through their mobile devices. Based on SEM guidelines (Hair et al., 2010), the minimum sample size required to assess 42 indicators is 210 respondents. In this study, data were successfully obtained from 280 respondents. The research instrument consisted of 42 statement items representing five main variables: service quality, marketing mix, customer satisfaction, customer trust, and customer loyalty. Each item was measured using a 4-point Likert scale. The validity and reliability of the instrument were tested during the data analysis stage using outer loading values and Cronbach’s Alpha.

Data analysis was conducted using both descriptive and inferential techniques. Descriptive analysis was used to identify respondent characteristics and response tendencies through the Top and Bottom Two Boxes approach. Meanwhile, SEM-PLS was applied to examine the relationships among variables in the proposed research model.

The structural model developed in this study includes eight hypotheses that describe causal linkages among latent constructs (see Figure 1). These hypotheses are: H1: Service Quality effect Satisfaction; H2: Service Quality effect Trust; H3: Marketing Mix effect Satisfaction; H4: Marketing Mix effect Trust; H5: Satisfaction effect Trust; H6: Satisfaction effect Loyalty; H7: Trust effect Loyalty; H8: Service Quality effect Loyalty; and H9: Marketing Mix effect Loyalty. This conceptual framework aims to assess how service quality and the marketing mix impact on customer loyalty.

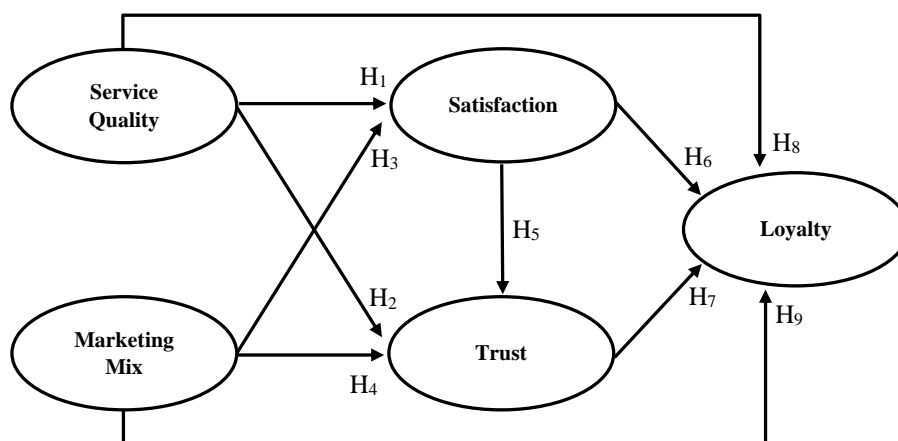


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Descriptive Analysis

The demographic profile and behavioral characteristics of the 280 respondents show that the majority were female (53.9 percent), with most employed in the private sector (28.2 percent) or categorized as students (25.4 percent). A substantial proportion (48.2 percent) reported purchasing the Meltique beef steak menu. Regarding purchase behavior, most respondents preferred to dine in (61.4 percent). Furthermore, 57.5 percent of respondents indicated that they chose Buley Steak primarily due to the quality of its steak's taste.

Table 1. Characteristics of Respondents

Characteristics	Number (n)	Percentage (%)
Gender		
Male	98	42.8
Female	131	57.2
Age		
18 - 30 tahun	168	73.4

Characteristics	Number (n)	Percentage (%)
31 - 50 tahun	54	23.6
> 51 tahun	7	3.1
Education		
Elementary and Junior High School	0	0.0
Senior High School or Equivalent	16	7.0
Bachelor's Degree	123	53.7
Diploma	68	29.7
Postgraduate	22	9.6
Occupations		
Private Sector Employee	98	42.8
Student	56	24.5
Entrepreneur	27	11.8
Civil Servant	31	13.5
Housewife	10	4.4
Others	7	3.1

Table 2. Customer Behavior

Characteristics	Number (n)	Percentage (%)
Most Frequently Purchased Menu		
Meltique Steak Menu	135	48.2
Chicken Steak Menu	49	17.5
Others Menu	96	34,3
Purchase Frequency		
Once a week or more	19	6.8
2–3 times a month	62	22.1
Once a month	112	40.0
Once every 2–3 months or less	87	31.1
Purchase Method		
Dine-in	172	61.4
Takeaway	45	16.1
Online application	63	22.5
Main Reason for Choosing Buley Steak		
Taste quality	161	57.5
Affordable price	75	26.8
Service	24	8.6
Strategic location	20	7.1

SEM-PLS Analysis Result

This study employs the Structural Equation Modeling approach using the Partial Least Squares (SEM-PLS) method to examine the relationships between variables in the research model. The analysis tests the influence of service quality and marketing mix variables on customer satisfaction, customer trust, and customer loyalty. Additionally, the study analyzes the effects of customer satisfaction and customer trust on customer loyalty. The collected data were processed using SEM-PLS. In the PLS model evaluation, assessments were carried out in two stages: the measurement model (outer model), which evaluates the relationship between latent constructs and their indicators, and the structural model (inner model), which tests the causal relationships among latent variables (Hair et al., 2019).

Outer Model Evaluation

The evaluation of the outer model includes tests of validity and reliability. The first stage is convergent validity, which is assessed through the outer loading values, supported by the Average Variance Extracted (AVE). This is followed by discriminant validity testing, which

can be examined through cross loading. Subsequently, reliability testing is conducted using two main measures: Cronbach’s Alpha (CA) and Composite Reliability (CR).

Convergent validity was assessed using the Average Variance Extracted (AVE) values for each variable. The results show that all AVE values met the required threshold of ≥ 0.5 (Hair et al., 2010). According to the rule of thumb, Cronbach's Alpha (CA) and Composite Reliability (CR) values should exceed 0.7, although a value of 0.6 is still acceptable (Hair et al., 2010). As shown in Table 3, all AVE, CA, and CR values satisfied the specified criteria.

Table 3. Average Variance Extracted, Cronbach's Alpha and Composite Reliability Values

Variable Dependent	Average Variance Extracted	Cronbach's Alpha	Composite Reliability
Service Quality	0.628	0.934	0.944
Marketing Mix	0.680	0.957	0.962
Satisfaction	0.744	0.931	0.946
Trust	0.680	0.905	0.927
Loyalty	0.956	0.991	0.992

Inner Model Evaluation

Evaluation of the structural model was conducted using the coefficient of determination (R-square test). The R² value is used to measure the degree of variation in the dependent variable explained by the independent variables. As shown in Table 4, the customer satisfaction variable had an R² value of 0.771, customer trust was 0.834, and customer loyalty was 0.866, indicating that 77.1 percent, 83.4 percent, and 86.6 percent of the variance in each respective variable were explained by the predictors in the model, while the remaining variances were influenced by factors outside the model.

Table 4. R-Square Values

Variable Dependent	R-Square
Satisfaction	0.866
Trust	0.771
Loyalty	0.834

The predictive relevance of the model was evaluated using the Q-square (Q²) statistic. According to Hair and Alamer (2022), Q² is calculated using the blindfolding technique and is used to assess the model's ability to predict data not included in the estimation process. A Q² value greater than zero indicates that the model has relevant predictive capability, while a negative value suggests a lack of predictive relevance. As shown in Table 5, the Q² value for customer satisfaction is 0.642 and for customer loyalty is 0.733. These positive values reflect that the PLS model possesses good predictive relevance for both endogenous variables, based on the contribution of the exogenous variables.

Table 5. Q-Square Values

Variable Dependent	Q-Square	Description
Satisfaction	0.866	Indicates predictive relevance
Loyalty	0.834	Indicates predictive relevance

The next stage of testing involved assessing the Goodness of Fit (GoF) of the model to determine how well the constructed model fits the empirical data. In common practice and as recommended by Hair et al. (2019), SRMR and d_ ULS are frequently used due to their clearer interpretation and compatibility with most SEM-PLS software. Based on the Table 6, the SRMR values in this study were 0.066 and 0.067, indicating that the model remained within the acceptable threshold and demonstrated a reasonably good fit to the empirical data.

Furthermore, the d_{ULS} value exceeding 2.000 further supports the model's adequate compatibility with the tested data.

Table 6. SRMR, d_{ULS} Values

	Saturated Model	Estimated Model
SRMR	0.066	0.067
D_{ULS}	6.561	6.720

Hypothesis Test

Direct Effects between Variables

In marketing research, a significance level of 5 percent is typically applied (Hair et al., 2010), with the corresponding t-value (2-tailed) being 1.96. Therefore, to accept a hypothesis, the t-statistic value must exceed 1.96. In this study, hypothesis testing was conducted using path coefficient analysis and t-statistic values within the structural equation model. A relationship between variables is considered significant if the path coefficient is greater than 0.05 and the t-statistic exceeds 1.96; otherwise, it is classified as not significant. Based on the data analysis results, all nine proposed hypotheses were accepted.

Table 7. Direct Effect Hypothesis Test Results Between Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Value	Description
Service Quality Satisfaction (H ₁) →	0,485	0,485	0,021	22,841	0,000	H ₁ accepted
Service Quality Trust (H ₂) →	0,121	0,120	0,047	2,559	0,011	H ₂ accepted
Marketing Mix Satisfaction (H ₃) →	0,566	0,566	0,021	27,389	0,000	H ₃ accepted
Marketing Mix Trust (H ₄) →	0,702	0,702	0,044	15,934	0,000	H ₄ accepted
Satisfaction Trust (H ₅) →	0,323	0,320	0,064	5,053	0,000	H ₅ accepted
Satisfaction Loyalty (H ₆) →	0,469	0,471	0,073	6,458	0,000	H ₆ accepted
Trust Loyalitas (H ₇) →	0,138	0,140	0,054	2,537	0,011	H ₇ accepted
Service Quality Loyalty (H ₈) →	0,537	0,537	0,048	11,168	0,000	H ₈ accepted
Marketing Mix Loyalty (H ₉) →	0,248	0,251	0,060	4,122	0,000	H ₉ accepted

The Effect of Service Quality on Customer Satisfaction (H₁)

The hypothesis testing results show that service quality has a positive and significant effect on customer satisfaction, with a path coefficient of 0.485, a t-statistic of 22.841, and a p-value of 0.000 ($p < 0.05$), thus supporting H₁. This finding aligns with Lovelock and Wirtz (2011) and Supriyanto et al. (2021), who emphasized that service quality reflects the extent to which services meet or exceed customer expectations, which are formed through subjective experiences in service interaction and outcomes.

The Effect of Service Quality on Customer Trust (H₂)

The results indicate that service quality has a positive and significant effect on customer trust, with a path coefficient of 0.121, a t-statistic of 2.559, and a p-value of 0.011 ($p < 0.05$), confirming H₂. This supports Yoo's (2011) view that service quality is a comprehensive evaluation of service excellence based on perceptions of interaction, process, and outcomes.

High service quality reflects a provider's orientation toward fulfilling customer needs and building trust. These findings are consistent with Anggardini and Ratnasari (2022), who reported that improved service quality enhances customers' trust in service providers.

The Effect of Marketing Mix on Customer Satisfaction (H₃)

The results show that the marketing mix has a positive and significant effect on customer satisfaction, with a path coefficient of 0.566, a t-statistic of 27.389, and a p-value of 0.000 ($p < 0.05$), thus supporting H₃. These findings suggest that elements of the marketing mix, especially promotion and product quality, significantly contribute to customer satisfaction. According to MASB (2021), the marketing mix is a set of strategic instruments used to create and deliver value to customers. These results are in line with Strauss and Frost (2012), Wati and Indiani (2022), Abdelkhair et al. (2023), and Buchori and Harwani (2021), who consistently emphasize the role of the product as the core of customer satisfaction.

The Effect of Marketing Mix on Customer Trust (H₄)

The results indicate that the marketing mix has a positive and significant effect on customer trust, with a path coefficient of 0.702, a t-statistic of 15.934, and a p-value of 0.000 ($p < 0.05$), thus confirming H₄. These findings highlight the role of marketing mix elements, particularly price, in shaping customer perceptions and trust. Competitive pricing aligned with product quality can signal perceived value, which ultimately fosters trust. This is consistent with the views of Su and Huang (2011) and Maulana et al. (2021), who asserted that an appropriate marketing mix strategy can enhance consumer trust levels.

The Effect of Satisfaction on Customer Trust (H₅)

The analysis reveals that customer satisfaction has a positive and significant effect on trust, with a path coefficient of 0.323, a t-statistic of 5.053, and a p-value of 0.000 ($p < 0.05$), thereby supporting H₅. This finding is consistent with Costabile (2000) and Mansouri et al. (2022), who found that satisfaction levels are closely related to customer trust, greater satisfaction leads to stronger trust.

The Effect of Satisfaction on Customer Loyalty (H₆)

The results indicate that customer satisfaction has a positive and significant effect on loyalty, with a path coefficient of 0.469, a t-statistic of 6.458, and a p-value of 0.000 ($p < 0.05$), thus confirming H₆. This finding aligns with research by Mansouri et al. (2022), Kurniawan and Kunci (2022), and Faridah and Yoeliastuti (2022), which found that high satisfaction levels encourage customer loyalty, repeat purchases, and positive word-of-mouth. Loyalty in this context reflects a long-term commitment to the brand.

The Effect of Trust on Customer Loyalty (H₇)

The hypothesis testing results show that trust has a significant effect on loyalty, with a path coefficient of 0.138, a t-statistic of 2.537, and a p-value of 0.011, thus supporting H₇. This result is in line with Hermawan (2004), Siboro and Suhardi (2020), and Cardoso et al. (2022), who demonstrated that consumer trust has a significant impact on sustained customer loyalty, as trust in producers directly contributes to long-term loyalty.

The Effect of Service Quality on Customer Loyalty (H₈)

The analysis shows that service quality has a significant effect on customer loyalty, with a path coefficient of 0.537, a t-statistic of 11.168, and a p-value of 0.000, confirming H₈. This finding aligns with Syah et al. (2024) and Andriani and Nalurita (2021), who found that the dimensions of service quality including interaction, process, and outcome contribute to

building customer loyalty. Customers who perceive high service quality tend to experience greater satisfaction, which in turn strengthens their attachment to the service provider.

The Effect of Marketing Mix on Customer Loyalty (H9)

The results indicate that the marketing mix has a significant effect on customer loyalty, with a path coefficient of 0.359, a t-statistic of 5.003, and a p-value of 0.000, thereby supporting H9. This finding is consistent with Dhita et al. (2022), who suggested that a structured and integrated marketing mix strategy comprising product, price, promotion, place, people, process, and physical evidence plays a key role in shaping positive customer experiences and enhancing long-term loyalty.

Indirect Effects between Variables

In addition to the direct relationships between variables, this study also found several significant indirect effects. The data analysis revealed significant indirect effects of the marketing mix on customer loyalty through satisfaction and trust. Furthermore, customer satisfaction also had a significant indirect effect on loyalty through trust. However, the indirect effect of satisfaction through trust on loyalty was not statistically significant.

Table 8. Indirect Effect Hypothesis Test Results Between Variables

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T-Statistic (O/STDEV)</i>	<i>P-Value</i>	Description
Service Quality → Satisfaction → Loyalty	0,228	0,228	0,035	6,413	0,000	Significant
Service Quality → Trust → Loyalty	-0,017	-0,016	0,009	1,848	0,065	Not Significant
Marketing Mix → Satisfaction → Loyalty	0,266	0,267	0,044	6,002	0,000	Significant
Marketing Mix → Trust → Loyalty	0,097	0,098	0,038	2,517	0,012	Significant

The Effect of Service Quality on Loyalty through Satisfaction

The analysis results indicate that service quality has a significant effect on customer loyalty through satisfaction, as evidenced by a path coefficient value of 0.228, a t-statistic of 6.413, and a p-value of 0.000. This finding is consistent with the study by Pasionus et al. (2021), which confirmed that service quality has a positive and significant effect on loyalty through satisfaction.

The Effect of Service Quality on Loyalty through Trust

The analysis shows that service quality does not have a significant effect on customer loyalty through trust, as indicated by a path coefficient of -0.017, a t-statistic of 1.848, and a p-value of 0.065. This result aligns with the findings of Syahran et al. (2024), who reported that trust does not serve as a significant mediator in the relationship between service quality and customer loyalty.

The Effect of Marketing Mix on Loyalty through Satisfaction

The results indicate that the marketing mix significantly affects customer loyalty through satisfaction, with a path coefficient of 0.266, a t-statistic of 6.002, and a p-value of 0.065. This finding is in line with the research by Danapriatna et al. (2024), which showed that the marketing mix has a positive and significant effect on loyalty through customer satisfaction.

The Effect of Marketing Mix on Loyalty through Trust

The analysis demonstrates that the marketing mix significantly affects customer loyalty through trust, as reflected by a path coefficient of -0.017, a t-statistic of 1.848, and a p-value of 0.065. This finding is consistent with Widyawati (2008), who concluded that the marketing mix has a positive and significant effect on loyalty through customer trust.

CONCLUSION

This study aims to analyze the effect of service quality and marketing mix on customer satisfaction, trust, and loyalty at Buley Steak. The results indicate that service quality has a significant effect on customer satisfaction and trust, although trust does not significantly mediate the relationship between service quality and loyalty. Meanwhile, the marketing mix significantly affects customer satisfaction, trust, and loyalty, both directly and indirectly. Customer satisfaction also exerts a strong effect on trust and loyalty, highlighting the importance of consistently managing the customer's experience.

The implications of these findings in the context of industrial engineering emphasize the need for a systemic approach to managing service quality and marketing strategies, including the utilization of digital technology for loyalty programs and the optimization of social media to reach key customer segments. These results contribute to the development of more integrated service and marketing strategies to enhance operational efficiency and customer loyalty in the culinary industry.

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