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**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND SATISFACTION AS IMPORTANT FACTORS IN CUSTOMER LOYALTY AT AYAM GORENG PAK CIPTO BANYUANYAR**

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**Abstract**

*Customer loyalty is essential for the sustainability of culinary enterprises, particularly traditional small and medium-sized enterprises (SMEs) that rely significantly on repeat purchases. The purpose of this study is to investigate how customer loyalty is impacted by the quality of products and services, while also assessing the pivotal role of customer satisfaction in enhancing loyalty. Utilizing a quantitative research methodology, the study employed a survey design. The target population consisted of patrons of Ayam Goreng Pak Cipto Banyuanyar, with a total of 100 respondents selected through purposive sampling based on their experience of at least three purchases. Data were gathered through Partial Least Squares (PLS) analysis was performed on structured surveys technique to assess both measurement and models of structure. The results indicate that product quality and customer satisfaction have a positive effect on customer loyalty, with customer satisfaction identified as the most influential variable. Conversely, In this case, loyalty is not directly impacted by service quality specific context. These findings suggest that traditional culinary enterprises should focus on sustaining consistent product quality and enhancing the overall customer experience to bolster loyalty.*

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## INTRODUCTION

In the contemporary culinary landscape marked by intense competition, establishments must not only provide superior food offerings but also provide outstanding customer service to encourage repeat business retention. Consumer loyalty has become a pivotal factor in ensuring business sustainability, particularly for small and medium-sized enterprises (SMEs) in the food sector, which are heavily dependent on repeat clientele and favorable word-of-mouth promotion. According to Griffin, as referenced in (Nuridin SE, 2018), customer loyalty is characterized by a pledge to regularly buy a good or service again, despite the multitude of alternatives presented by competitors. Loyal customers contribute not only through their repeat purchases but also serve as voluntary advocates for the product, thereby enhancing the firm's market position (Muh K Bonesaputra Rukman et al., 2023). Ayam Goreng Pak Cipto Banyuanyar, a prominent traditional fried chicken venue in Surakarta, is contending with escalating competition from contemporary restaurants and fast-food franchises, necessitating the optimization of product quality, enhancement of service delivery, and maintenance of customer satisfaction to secure enduring loyalty. Prior research has highlighted the critical impact of The impact of product and service quality on client satisfaction, which subsequently influences customer loyalty (Rimawan et al., 2017). Nevertheless, issues such as inconsistent service speed, variable taste quality, and increasing consumer expectations underscore the necessity for immediate investigation to comprehend these dynamics within the context of Ayam Goreng Pak Cipto Banyuanyar.

Ayam Goreng Pak Cipto Banyuanyar was selected as the research site because it represents a traditional, non-franchise culinary enterprise operating within a culturally embedded business model. Unlike standardized franchise restaurants, traditional food businesses rely more on experiential value, long-established culinary practices, and sustained customer relationships, which may shape loyalty formation in distinct ways. This context provides a relevant setting for examining customer behavioral patterns, particularly the roles of product quality, service quality, and customer satisfaction in fostering loyalty. Focusing on a long-established traditional culinary business allows this study to contribute to the limited empirical literature on customer loyalty in non-franchise food enterprises, where factors such as taste consistency, cultural familiarity, and emotional attachment may outweigh formal service attributes. Therefore, Ayam Goreng Pak Cipto serves as an appropriate case for investigating loyalty mechanisms within traditional culinary SMEs.

Product quality, Customer happiness and service excellence are commonly acknowledged as fundamental factors impacting client loyalty. The effectiveness of a product in fulfilling its intended functions serves as a principal measure of product quality. This aspect of quality is intrinsically linked to customer satisfaction, as it can be assessed by how well the product aligns with consumer expectations (Andri et al., 2022). Superior product quality, exemplified by consistency in taste, freshness, and presentation, directly influences customer perceptions and enhances satisfaction (Kusuma et al., 2014). Numerous prior studies have demonstrated that high-quality products can elevate customer satisfaction, which subsequently fosters customer loyalty (Akbar & Parvez, 2009). Service quality, encompassing responsiveness, assurance, empathy, reliability, and tangible elements, plays a vital role in shaping a favorable customer experience and fortifying the emotional connection with the brand (Parasuraman et al., 1988) and (Bali, 2022). In this regard, Tjiptono, (as cited in Rossitya Dwi Setyawardani, 2021), characterizes service quality as the endeavor to satisfy consumer needs and desires,

coupled with precision in delivering services that fulfill customer expectations. Research by Dahiyat et al., (2011) underscores that optimal service quality can enhance customer satisfaction and, ultimately, contribute to the development of loyalty. Customer satisfaction serves a mediating function, bridging both product and service quality to loyalty, given that satisfied customers are more likely to make repeat purchases, offer recommendations, and remain steadfast against competitor advances (Hongdiyanto & Liemena, 2021). Thus, the interplay among these variables constructs an integrated behavioral framework that influences customer loyalty in food-service environments.

Previous studies on customer loyalty in the culinary sector have produced inconsistent findings regarding the relative importance of product quality, service quality, and customer satisfaction. While several studies report significant relationships between quality dimensions and loyalty (Sagala et al., 2021; Kusuma et al., 2014), others find weak or non-significant effects, particularly concerning service quality (Aryani & Rosinta (2010; Jannah et al., 2019; Naini et al., 2022). These inconsistencies matter because most existing studies are conducted within standardized or franchise-based food service settings, where service systems and customer expectations are relatively uniform. Consequently, prior research has not sufficiently examined whether loyalty formation operates differently in traditional, non-franchise culinary businesses, where cultural familiarity, experiential value, and long-term consumption habits may play a more prominent role. This theoretical and empirical gap limits the generalizability of existing loyalty models to traditional culinary SMEs. Therefore, this study directly addresses this gap by investigating how product quality, service quality, and customer satisfaction influence customer loyalty within a traditional Indonesian culinary context.

The purpose of this study is to address the identified research gap by examining how product quality, service quality, and customer satisfaction influence customer loyalty within a traditional Indonesian culinary enterprise. Unlike previous studies that predominantly focus on standardized or franchise-based food services, this research situates loyalty formation within a context characterized by cultural familiarity, experiential consumption, and long-term customer relationships. The study extends the SERVQUAL framework by integrating it with contemporary consumer behavior perspectives that emphasize experiential value and contextual specificity in loyalty development. By empirically testing these relationships in a traditional culinary SME, this research contributes to refining existing loyalty models, particularly by highlighting their contextual limitations. The findings are expected to enrich the literature on customer loyalty in traditional food businesses and offer evidence-based insights for improving customer retention strategies in non-franchise culinary enterprises.

## **METHOD**

This study employed a quantitative survey design to examine the effects of product quality, service quality, and customer satisfaction on customer loyalty at Ayam Goreng Pak Cipto Banyuanyar. Data were collected in July 2025 at the Banyuanyar branch using structured questionnaires administered to customers who had made repeated purchases. Purposive sampling was applied to ensure that respondents possessed sufficient consumption experience to evaluate the research variables meaningfully. Customers who had purchased more than three times within the previous three months were selected, as repeated purchase behavior reflects familiarity with product attributes and service encounters, which is essential for assessing satisfaction and loyalty-related attitudes.

A total of 100 respondents were included in the analysis. This sample size is considered adequate for Partial Least Squares–Structural Equation Modeling (PLS-SEM), which is suitable for exploratory and prediction-oriented research with relatively small to medium samples. Following the 10-times rule recommended by Hair et al., the minimum sample size should be at least ten times the maximum number of structural paths directed at a latent construct, a criterion that was met in this study. Therefore, the sample size was sufficient to ensure reliable parameter estimation within the proposed research model. Primary data were obtained directly from respondents, while secondary data were sourced from relevant literature and theoretical references.

The measurement tool utilized in this research was a Likert-scale survey, created. The research instrument consisted of a structured Likert-scale questionnaire developed based on the operational definitions of each variable. Product quality was measured using indicators such as flavor, texture, presentation, and conformity with customer expectations. Service quality was assessed using the SERVQUAL dimensions, including tangibles, reliability, assurance, responsiveness, and empathy. Customer satisfaction was measured through indicators reflecting overall satisfaction, confirmation of expectations, positive emotional responses, and comparison with an ideal dining experience. Customer loyalty was evaluated through repurchase intention, word-of-mouth willingness, price tolerance, and resistance to competitors.

Data collection was conducted on-site at Ayam Goreng Pak Cipto Banyuwangi. Questionnaires were distributed directly to customers after they completed their dining experience to minimize response bias related to service encounters. Participation was voluntary, and respondents were informed that their responses would remain anonymous and be used solely for academic purposes. No personal identifying information was collected. This approach was intended to reduce social desirability bias and ensure honest responses. All measurement items were subsequently subjected to validity and reliability testing to confirm the adequacy of the research instrument.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software to examine the relationships among product quality, service quality, customer satisfaction, and customer loyalty. The analysis followed a two-stage approach, consisting of the evaluation of the measurement model (outer model) and the structural model (inner model). The measurement model was assessed through convergent validity, discriminant validity, and reliability tests, using indicators such as outer loadings, Average Variance Extracted (AVE), Fornell–Larcker criterion, HTMT ratio, Cronbach’s alpha, and composite reliability. Subsequently, the structural model was evaluated by examining path coefficients, coefficient of determination ( $R^2$ ), and predictive relevance. Hypothesis testing was performed using a bootstrapping procedure to assess the significance of the direct effects among constructs based on t-statistics and p-values. This PLS-SEM approach was selected due to its suitability for predictive analysis, complex models with latent variables, and relatively small sample sizes.

## RESULTS AND DISCUSSION

According to the findings of the study, the primary demographic characteristic identified was the age of the participants. The respondents were categorized into four distinct Age groups: 20–30, 31–40, 41–50, and above 50. As illustrated in Table 4.1, the predominant age group comprised individuals aged 20–30 years, totaling 44 respondents (44%), followed by the 31–40 year cohort with 32 respondents (32%). In contrast, the

group aged 41–50 years consisted of 19 respondents (19%), while individuals over 50 years constituted the smallest segment with merely 5 respondents (5%). Collectively, 76% of the participants fell within the productive young age demographic of 20–40 years, suggesting that a significant portion of Ayam Goreng Pak Cipto Banyuanyar's clientele is derived from younger populations, although there remains a presence of older customers.

Additionally, the respondents were categorized based on their residence. As indicated in Table 4.2, a substantial majority of respondents resided in Surakarta, amounting to 69 individuals (69%), while the remaining 31 respondents (31%) hailed from outside Surakarta. This observation suggests that a considerable number of Ayam Goreng Pak Cipto Banyuanyar's patrons are local inhabitants, although the establishment successfully attracts clientele from external regions.

The subsequent characteristic analyzed was the frequency of purchases made by the respondents. They were divided into four frequency categories: 3–5 times, 6–8 times, 9–12 times, and more than 12 times. As per Table 4.3, the majority of respondents made purchases within the 3–5 times range, totaling 42 individuals (42%). This was succeeded by those purchasing 6–8 times, comprising 28 individuals (28%), and respondents who purchased 9–12 times, totaling 18 individuals (18%). Conversely, the segment of respondents making purchases more than 12 times was represented by 12 individuals (12%). These outcomes indicate that the majority of customers are categorized within the low to moderate frequency of purchases, despite a segment of customers exhibiting a higher level of purchasing activity.

## Outer Model

### Convergent Validity Test

**Table 1.** Outer Loading Results

| Variable                    | Indicator | Outer Loading | Description |
|-----------------------------|-----------|---------------|-------------|
| <i>Product Quality (X1)</i> | PQ1       | 0,829         | Valid       |
|                             | PQ2       | 0,790         | Valid       |
|                             | PQ3       | 0,764         | Valid       |
|                             | PQ4       | 0,728         | Valid       |
|                             | PQ5       | 0,777         | Valid       |
| <i>Service Quality (X2)</i> | SQ1       | 0,757         | Valid       |
|                             | SQ2       | 0,717         | Valid       |
|                             | SQ3       | 0,754         | Valid       |
|                             | SQ4       | 0,697         | Marginal    |
|                             | SQ5       | 0,774         | Valid       |
| <i>Satisfaction (X3)</i>    | SAT1      | 0,767         | Valid       |
|                             | SAT2      | 0,792         | Valid       |
|                             | SAT3      | 0,774         | Valid       |
|                             | SAT4      | 0,817         | Valid       |
|                             | SAT5      | 0,843         | Valid       |
| <i>Customer Loyalty (Y)</i> | CL1       | 0,764         | Valid       |
|                             | CL2       | 0,807         | Valid       |
|                             | CL3       | 0,783         | Valid       |
|                             | CL4       | 0,795         | Valid       |
|                             | CL5       | 0,855         | Valid       |

Source: Primary Data 2025, processed

The results from the outer loading evaluation show that practically all indicators surpass the 0.70 benchmark, confirming their validity. The constructs of Customer satisfaction, product quality, and loyalty completely meet the standards for convergent validity. Within the Service Quality construct, there is one indicator (SQ4 = 0.697) that slightly falls below the ideal level; nevertheless, it remains acceptable for exploratory research purposes. Thus, it can be concluded that every construct have effectively met The convergent validity criterion and are suitable for further analysis.

**Table 2.** AVE Results

|     | AVE   | Description |
|-----|-------|-------------|
| CL  | 0,641 | Valid       |
| PQ  | 0,606 | Valid       |
| SAT | 0,645 | Valid       |
| SQ  | 0,546 | Valid       |

Source: Primary Data 2025, processed

Considering the data's outcomes examination, Each construct's Average Variance Extracted (AVE) values exceed the predetermined minimum benchmark of 0.50. The Customer Loyalty variable presented an AVE score of 0.641, Product Quality 0.606, Satisfaction 0.645, and Service Quality 0.548. These results indicate that each of the four constructs satisfies the convergent validity requirements, as each one effectively accounts for more than half of the variation in each of its metrics. Therefore, the research tool can be regarded as convergently valid and suitable for use in the next stage of analysis.

**Discriminant Validity Test**

**Table 3.** Fornell-Lacker Criterion Results

|     | PQ    | SQ    | SAT   | CL    |
|-----|-------|-------|-------|-------|
| PQ  | 0,778 |       |       | 0,471 |
| SQ  | 0,568 | 0,740 | 0,526 | 0,346 |
| SAT | 0,509 |       | 0,803 | 0,590 |
| CL  |       |       |       | 0,801 |

Source: Primary Data 2025, processed

Based on it is evident from the discriminant validity analysis results utilizing the Fornell-Larcker criterion that the square root values of the Average Variance Extracted (AVE) for each construct (diagonal entries: CL = 0.801; PQ = 0.778; SAT = 0.803; SQ = 0.740) exceed the correlations between constructs that are outside the diagonal. This indicates that each construct within the research model is more capable of explaining its own indicators than those of other constructs. Hence, it can be concluded that every concept satisfies the discriminant validity requirements specified by the Fornell-Larcker criterion.

**Table 4.** HTMT Test

|     | PQ    | SQ    | SAT   | CL    |
|-----|-------|-------|-------|-------|
| PQ  |       |       |       | 0,540 |
| SQ  | 0,692 |       | 0,626 | 0,405 |
| SAT |       | 0,600 |       | 0,681 |

CL

*Source: Primary Data 2025, processed*

Considering the findings from the HTMT analysis, all the values for inter-construct relationships are below the suggested threshold of 0.90 (or 0.85 for a more rigorous standard). The recorded HTMT values are as follows: CL–PQ = 0.540; CL–SAT = 0.681; CL–SQ = 0.405; PQ–SAT = 0.600; PQ–SQ = 0.692; and SAT–SQ = 0.626. Since all HTMT values are under 0.90, it can be concluded that each construct in this research framework is clearly distinct from the others, thus meeting the criteria for discriminant validity according to HTMT. Therefore, as both assessments for discriminant validity comply with the set standards, the research model is confirmed to have attained legitimacy of discrimination.

### Reliability Test

**Table 5.** Reliability Test Results

|     | <b>Cronbach's alpha</b> | <b>Composite reliability (rho_a)</b> | <b>Composite reliability (rho_c)</b> | <b>Description</b> |
|-----|-------------------------|--------------------------------------|--------------------------------------|--------------------|
| PQ  | 0.838                   | 0.850                                | 0.885                                | Valid              |
| SQ  | 0.796                   | 0.808                                | 0.858                                | Valid              |
| SAT | 0.862                   | 0.865                                | 0.901                                | Valid              |
| CL  | 0.860                   | 0.864                                | 0.899                                | Valid              |

*Source: Primary Data 2025, processed*

Based on the results of the reliability evaluation shown in the table above, it is clear that all research constructs have Cronbach's Alpha values larger than 0.70. These values indicate that the indicators associated with each variable exhibit a high level of consistency in their measurements. Additionally, all structures' Composite Reliability (CR) scores surpass the 0.70 benchmark, indicating that each construct has a considerable level of reliability. Thus, it can be inferred that all constructs in this study are dependable and suitable for further analysis.

### Inner Model

#### Coefficient of Determination (R<sup>2</sup>)

**Table 6.** Coefficient of Determination (R<sup>2</sup>) Results

|    | <b>R-square</b> | <b>Description</b> |
|----|-----------------|--------------------|
| CL | 0.389           | Moderat            |

*Source: Primary Data 2025, processed*

In reference to the table provided, the R<sup>2</sup> value for the CL construct is recorded at 0.389, with an adjusted R<sup>2</sup> value of 0.370. This indicates that the independent variables analyzed in the research account for 38.9% of the variation in the CL construct, leaving 61.1% impacted by external elements that are not considered inside the model. Following

the classifications set forth by Hair in (Ali et al., 2022), an  $R^2$  value of 0.389 is regarded as moderate. As a result, the structural model utilized showcases a fairly effective ability to explain the dependent variable.

### Path Significance Test (Bootstrapping)

**Table 7.** Path Significance Test (Bootstrapping) Results

|           | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | p values |
|-----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| PQ -> CL  | 0.252               | 0.254           | 0.102                      | 2.457                    | 0.014    |
| SAT -> CL | 0.491               | 0.490           | 0.094                      | 5.218                    | 0.000    |
| SQ -> CL  | -0.056              | -0.039          | 0.110                      | 0.505                    | 0.613    |

Source: Primary Data 2025, processed

The bootstrapping analysis's findings show that customer loyalty (CL) is positively and statistically significantly impacted by product quality (PQ), indicated by a p-value of 0.014. Likewise, customer satisfaction (SAT) shows a positive and statistically substantial connection with loyalty, supported by a p-value of 0.000, making it the most influential factor. In contrast, service quality (SQ) fails to demonstrate a statistically significant impact on customer loyalty, as shown by a p-value of 0.613. These findings confirm that customer loyalty is influenced more significantly by product quality and customer satisfaction as opposed to service quality.

## Discussion

### Product Quality on Customer Loyalty

The significant positive relationship between product quality and customer loyalty highlights the central role of core consumption attributes in traditional food businesses. In line with experiential consumption theory, consumers in food-related contexts often prioritize sensory attributes such as taste consistency, texture, and freshness over peripheral service elements. In the Indonesian dining culture, particularly within traditional eateries, food quality is closely associated with authenticity and cultural familiarity, which fosters emotional attachment and habitual consumption. Previous studies by Kusuma et al. (2014) confirm this conclusion, demonstrating that product quality substantially impacts client loyalty and satisfaction within the food industry. This finding supports prior evidence that product-related performance can outweigh service factors in shaping loyalty in non-franchise culinary environments. The result also helps reconcile inconsistencies in the literature by suggesting that the dominance of product quality is contingent on the nature of the dining context rather than universally applicable across all food service models.

### Service Quality on Customer Loyalty

Contrary to classical service marketing theories such as SERVQUAL, service quality was found to have no significant direct effect on customer loyalty. This result does not necessarily contradict existing theories but instead reflects contextual boundaries of their applicability. In traditional Indonesian culinary settings, service interactions are often informal, efficiency-oriented, and culturally normalized, leading customers to form relatively modest service expectations (John C. Mowen, 1997). As a result, service quality

may function as a hygiene factor rather than a loyalty driver its absence may generate dissatisfaction, but its presence does not automatically enhance loyalty. Similar findings have been reported in prior studies that observed weak or non-significant effects of service quality in specific culinary sectors. This tension in the literature suggests that standardized service quality models may be less effective in explaining loyalty behavior in informal, tradition-based food establishments. Nevertheless, certain research, such as that conducted by Syariful & Untung (2020), has shown that loyalty is not always impacted by service quality, particularly in specific culinary sectors

### **Customer Satisfaction on Customer Loyalty**

Customer satisfaction emerged as the strongest predictor of customer loyalty, reinforcing its role as an integrative construct that captures the overall consumption experience. From a consumer behavior perspective, satisfaction reflects the cumulative evaluation of both functional and emotional aspects of dining, including product quality, environmental comfort, and cultural familiarity. In the context of Indonesian traditional cuisine, satisfaction is not solely derived from service encounters but from the holistic dining experience that aligns with expectations of taste, value, and social norms. This finding supports the notion that satisfaction mediates the effects of quality dimensions on loyalty, even when certain elements such as service quality do not exert a direct influence. Additionally, prior research by Hongdiyanto & Liemena (2021) corroborates this conclusion by demonstrating that satisfaction serves as an essential mediator between consumer loyalty and the quality of goods and services. Therefore, satisfaction acts as the key mechanism through which loyalty is formed in traditional culinary SMEs.

### **CONCLUSIONS AND SUGGESTIONS**

This study demonstrates that customer loyalty in a traditional Indonesian culinary enterprise is primarily shaped by product quality and customer satisfaction, while service quality does not exert a direct influence. These findings suggest that loyalty formation in traditional food SMEs is driven less by formal service performance and more by experiential and emotional value derived from the core product. Consistency in taste, perceived authenticity, and alignment with customer expectations emerge as critical mechanisms that encourage repeat patronage and word-of-mouth behavior. Customer satisfaction functions as an integrative construct that captures the cumulative dining experience, reinforcing its central role in sustaining loyalty within non-franchise culinary settings.

From a practical perspective, the findings indicate that traditional culinary SMEs should prioritize strategic product differentiation rather than attempting to emulate standardized service models commonly adopted by franchise restaurants. Maintaining taste consistency, preserving traditional cooking methods, and reinforcing product authenticity can serve as powerful loyalty anchors. Additionally, customer satisfaction can be strengthened through experiential design elements such as a familiar dining atmosphere, perceived value for money, and emotional comfort associated with local food culture. Although service quality does not directly drive loyalty, it remains a supporting factor that prevents dissatisfaction and protects overall experience quality. Therefore, managerial focus should shift from service formalization toward optimizing the holistic dining experience that aligns with local consumer expectations.

Despite its contributions, this study has several limitations that should be acknowledged. First, the use of purposive sampling restricts the generalizability of the

findings beyond customers with repeated purchase experience, although this approach was intentionally selected to ensure informed evaluations of loyalty-related constructs. Second, the reliance on self-reported survey data may introduce response bias, as perceptions of satisfaction and loyalty are inherently subjective. Third, the study focuses on a single traditional culinary business, which limits the ability to capture variation across different types of traditional food enterprises or regional dining cultures.

Moreover, while the cross-sectional design was appropriate for examining associative relationships, it does not allow for observation of changes in loyalty behavior over time. Future studies may benefit from longitudinal approaches to explore how loyalty evolves alongside shifts in consumer preferences or competitive dynamics. Additionally, the model does not incorporate potential mediating or moderating variables such as emotional attachment, perceived authenticity, or price sensitivity that may further explain the mechanisms underlying loyalty formation in traditional culinary contexts. Addressing these aspects would contribute to a more comprehensive understanding of consumer loyalty in non-franchise food SMEs.

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