

## The Effect of Service Quality and Product Quality on Customer Loyalty Through Purchasing Decisions (Study on Consumers of Nocs Coffee Lab Surabaya)

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### ABSTRAK

*Penelitian ini menganalisis pengaruh beban kerja dan lokus kendali terhadap kinerja karyawan, dengan persepsi dukungan organisasi sebagai variabel intervening, di PT. Kereta Api Indonesia (Persero) Area Operasional 8 Surabaya. Lebih lanjut, kinerja karyawan merupakan faktor penting untuk mendukung keberhasilan operasional perusahaan yang bergerak di bidang jasa transportasi umum dan memprioritaskan ketepatan waktu, keselamatan, dan kualitas layanan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kausal. Populasi penelitian terdiri dari seluruh karyawan di PT KAI Daop 8 Surabaya. Data dikumpulkan menggunakan metode pengambilan sampel non-probabilitas dan kuesioner yang dibagikan kepada responden. Selanjutnya, data dianalisis menggunakan Partial Least Square (PLS) dengan SmartPLS. Hasil penelitian menunjukkan bahwa beban kerja memiliki pengaruh negatif dan tidak signifikan terhadap kinerja karyawan. Sementara itu, lokus kendali memiliki pengaruh positif dan signifikan terhadap kinerja karyawan. Demikian pula, persepsi dukungan organisasi memiliki pengaruh positif dan signifikan terhadap kinerja karyawan. Selain itu, beban kerja memiliki pengaruh negatif dan signifikan terhadap persepsi dukungan organisasi. Sebaliknya, lokus kendali memiliki pengaruh positif dan signifikan terhadap persepsi dukungan organisasi. Selain itu, persepsi dukungan organisasi dapat memediasi pengaruh beban kerja dan lokus kendali terhadap kinerja karyawan.*

**Kata kunci:** Beban Kerja, Lokus Kendali, Persepsi Dukungan Organisasi, Kinerja Karyawan.

### ABSTRACT

*This study aims to analyze the influence of service quality and product quality on customer loyalty through purchase decisions (a study on consumers of Nocs Coffee Lab Surabaya). Service quality and product quality are important factors that can affect customer loyalty, while Purchase decisions act as intermediary variables that strengthen the relationship between those variables. This study uses a quantitative approach with a type of causal research. The population in this study is all consumers of Nocs Coffee lab Surabaya, with sampling techniques using the non-probability sampling method. Data was collected through questionnaire deployment and analyzed using the Partial Least Square (PLS) method with the help of SmartPLS software. The results of the study show that Service Quality and Product Quality have a positive and significant effect on Purchase Decisions. In addition, Purchase Decisions have a positive and significant effect on Customer Loyalty. Directly, Service Quality and Product Quality also have a positive and significant effect on Customer Loyalty. Purchase Decisions are proven to be a mediating variable that strengthens the influence of Service Quality and Product Quality on Customer Loyalty at Nocs Coffee Lab Surabaya.*

**Keywords:** Workload, Locus of Control, Perceived Organizational Support, Employee Performance

## INTRODUCTION

In this era of globalization, economic growth in the field of *Food and Beverage* develops very quickly, especially in *coffee shop*. *Coffee shop* is a familiar thing among the Indonesian people. many Indonesians choose to enjoy coffee at the coffee shop directly. Enjoy coffee at *coffee shop* directly today it has become a daily lifestyle of the community, especially in Surabaya Karina and Sari (2023). *coffee shop* Those who want to develop and be competitive must be able to provide good service quality and product quality to customers, so that it can encourage the creation of purchase decisions that provide customer satisfaction. The large number of interest in coffee consumption in Indonesia has made the coffee processing industry grow. Increasing coffee consumption makes growth *coffee shop* in Indonesia has become quite rapid. Currently, drinking coffee is not only to reduce drowsiness, but it has become a habit of people today.

In the period 2024 or 2025, in several reports from the coffee market research institute, domestic coffee consumers are estimated to reach 4.8 million bags, an increase from 4.45 million bags in 2020 or 2021, According to Kuntoro (2025) The growing food and beverage, hospitality, and coffee shop sectors are driving this growth, with the market share of Indonesian coffee shops estimated to reach 2.1 billion US dollars (Rp 34 trillion) and an annual growth of around 10 percent.

Along with the increasingly fierce business competition in Indonesia, every entrepreneur is required to continue to present innovations to strengthen their business focus and competitiveness. A *coffee shop* can build consumer loyalty if it is able to provide optimal service and present quality products that meet customer expectations. In its operational activities, *coffee shops* are obliged to manage raw materials effectively until they become valuable products, so in principle professional management is needed to ensure the creation of superior product quality. Therefore, entrepreneurs must be able to coordinate and mobilize human resources optimally so that the planned business goals can be achieved.



Source: Santino 2025

Figure 1. Coffee Consumption Data in Indonesia in 1990-2024

Based on data from the *International Coffee Organization* (ICO), the level of coffee consumption in Indonesia reached its highest point in the 2020-2021 period, thus placing Indonesia as the country with the fifth largest coffee consumption in the world at that time. This increase in consumption is influenced by changes in people's lifestyles, especially the younger generation, which increasingly makes coffee drinking activities part of daily culture. Meanwhile, data from the Ministry of Agriculture compiled by the Indonesian Chamber of Commerce and Industry shows that national coffee production in 2022 reached 793.19 thousand tons. Of this amount, net exports were recorded at 413.53 thousand tons, while domestic consumption is estimated to reach 379.655 thousand tons. However, projections in the following years indicate a downward trend in domestic consumption, with an estimated 372.6 thousand tons in 2023 and declining again to around 361 thousand tons in 2026.

Indirectly, based on this data, it shows that coffee consumption is increasing. Thus, the supporting factor for the increase in the number of coffee requests is due to the number of *coffee shops* in Indonesia, especially in Surabaya. This provides its own challenges for *coffee shop* owners to be able to compete in the current era. The better the quality of the products sold, the more it will have a positive effect on product user satisfaction. In addition, consumers today are also starting to assess the quality of service provided in a *coffee shop*, if the *coffee shop service* is good in the eyes of

consumers, then buyers will feel satisfied and can even become customers in *the coffee shop*.

Customer loyalty is a deep-seated commitment of customers to consistently re-subscribe or repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change, according to Ahmaddien and Widati (2019). It is important for *coffee shop* owners to know and pay attention to the factors that trigger customer loyalty. Factors that affect customer loyalty itself include product quality, service quality, and customer satisfaction.

Service quality is a measure of how well the level of service provided is able to meet customer expectations, the quality of service is usually realized through customer fulfillment and desires and accuracy in delivery to keep up with customer expectations, according to Kotler and Keller (2016).

Product quality is a characteristic of a product or service that affects its ability to satisfy the stated or implied needs of the customer. Product quality is an important tool for marketers to do positioning, according to Kotler and Armstrong (2020:239). Quality affects the performance of a product or service, which means that it is closely related to value and consumer satisfaction. Therefore, good product quality is a demand and a must that must be fulfilled by companies so that consumers do not switch to other competitor products.

Purchase Decisions are as a stage in the buyer's decision process where consumers actually make a purchase of a product or service, According to Kotler and Keller (2016). The theory of purchasing decisions is very comprehensive, covering two main components, namely the Decision Making Process and the Factors That Influence the Process.

A number of previous studies have shown mixed results regarding the relationship between service quality, product quality, customer loyalty, and purchase decisions. Research by Cahyaningrum *et al.*, (2024) between product quality and customer loyalty in his research there were results, namely,

product quality has no effect and is not significant on customer loyalty. This shows that if the quality of the product is improved, it will increase customer loyalty. Product quality has no effect and is not significant to customer loyalty. This shows that if the quality of the product is improved, it will increase customer loyalty.

Based on the background, the formulation of the problem in this study is: (1) Does Service Quality affect the Customer Loyalty of Nocs *Coffee* Lab Surabaya?, (2) Does Product Quality affect Nocs *Coffee* Lab Surabaya?, (3) Does Service Quality affect the Purchase Decision of Nocs *Coffee* Lab Surabaya?, (4) Does Product Quality affect the Product Quality affects the Purchase Decision of Nocs *Coffee* Lab Surabaya?, (5) Does the Purchase Decision affect the Customer Loyalty of Nocs *Coffee* Lab Surabaya?, (6) Does the Quality of Service affect the Customer Loyalty through the Purchase Decision of Nocs *Coffee* Lab Surabaya?, (7) Does the Product Quality affect the Customer Loyalty through the Purchase Decision of Nocs *Coffee* Lab Surabaya?, (1) To find out and analyze the influence of Service Quality on the Customer Loyalty of Nocs *Coffee* Lab Surabaya, (2) To know and analyze the influence of Product Quality on the Customer Loyalty of Nocs *Coffee* Lab Surabaya, (3) To know and analyze the influence of Service Quality on the Purchase Decision of Nocs *Coffee* Lab Surabaya, (4) To find out and analyze the influence of Product Quality on the Purchase Decision of Nocs *Coffee* Lab Surabaya, (5) To find out and analyze the influence of the Purchase Decision on the Loyalty of Nocs *Coffee* Customers Surabaya Lab, (6) To find out and analyze the influence of Service Quality on Customer Loyalty through the Purchase Decision of Nocs *Coffee* Lab Surabaya, (7) To find out and analyze the influence of Product Quality on Customer Loyalty through the Purchase Decision of Nocs *Coffee* Lab Surabaya.

### **Theoretical Review**

Service quality is a measure of how well the level of service provided is able to meet customer expectations, the quality of service is

usually realized through customer fulfillment and desires and accuracy in delivery to keep up with customer expectations, according to Kotler and Keller (2016). Service quality is the service provided by internal and external parties to professionals that includes all types of facilities and infrastructure provided, equipment, and the hospitality of service providers and service products provided, according to Fernandes (2018). The service quality indicators refer to Kotler and Keller (2016) are: (a) Reliability, (b) Responsiveness, (c) Assurance, (d) Empathy, (e) Physical Evidence (*Tangibles*).

Product quality is a characteristic of a product or service that affects its ability to satisfy stated or implied customer needs, according to Kotler and Armstrong (2020:239). In simple terms, product quality is the overall ability of the product to perform its functions and meet customer expectations, wants, and needs. The product quality indicators refer to Kotler and Keller (2010) are: (a) Form, (b) Features, (c) Performance, (d) Conformance Quality, Durability, Reliability, Serviceability, (h) Aesthetics), (i.) Perceived Quality.

Customer loyalty is a deep-seated commitment of customers to consistently re-subscribe or repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change, according to Ahmadden and Widati (2019). Customer loyalty is defined as a customer's commitment to a brand, store, or supplier, which is based on a positive attitude and is reflected in consistent repurchases, according to Tjiptono (2014). The indicators of customer loyalty refer to Kotler and Keller (2016:138) are: (a.) Deep Commitment, (b.) Buying or Supporting Again, (c.) Resilience to Competitor Influence.

Purchase Decisions are as a stage in the buyer's decision process where consumers actually make a purchase of a product or service, According to Kotler and Keller (2016). The theory of purchasing decisions is very comprehensive, covering two main components, namely the Decision Making Process and the Factors That Influence the

Process. The indicators of purchase decisions referring to Kotler and Keller (2016) are: (a) Recognition of Needs, (b.) Introspection Search, (c.) Alternative Evaluation, (d.) Purchase Decision, (e.) Post-Purchase Behavior.

**Past Researcher**

Previous research was used as the basis for the preparation of this research, among others, namely research conducted by Budiarno and Lukitaningsih (2022) stating that Service Quality has a significant effect on Customer Loyalty. Research conducted by Budiarno and Lukitaningsih (2022) states that Product Quality has a significant effect on Customer Loyalty. Research conducted by Cahyaningrum *et al* (2024) shows that Service Quality has a significant effect on customer loyalty.

**Conceptual Framework**

In summary, the conceptual framework in this study is to explain the factors that affect Employee Performance, so the framework that can be compiled is as follows:

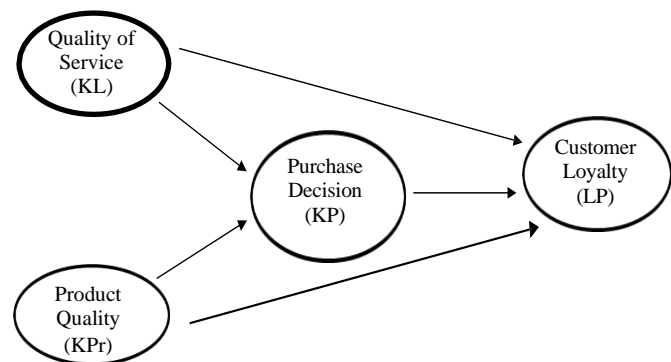


Figure 2. Conceptual Framework

**Hypothesis Development**

**The Influence of Service Quality on Customer Loyalty**

Good service quality emphasizes that it will create customer satisfaction, According to Kotler and Keller (2016). Satisfaction is the key to retaining consumers. Satisfied consumers have a higher commitment to make repeat purchases (loyalty) and recommend products or services. The results of the research

of Budiarno and Lukitaningsih (2022) Service Quality has a significant effect on Customers. In other words, the better the quality of service, the more loyal customers will be. Based on the explanation of H1: Service Quality has a significant effect on Customer Loyalty.

### **The Influence of Product Quality on Customer Loyalty**

Product quality is defined as a characteristic that depends on its ability to meet the stated or implied needs of the customer, According to Kotler and Armstrong (2023). Products that have good quality, reliability, and performance will create customer satisfaction. The results of research by Budiarno and Lukitaningsih (2022) Product Quality has a significant effect on customer loyalty. In other words, the better the quality of the product, the more loyal customers will be. Based on the explanation of H2: Product Quality has a significant effect on Customer Loyalty.

### **The Influence of Service Quality on Purchase Decisions**

Service Quality is one of the factors that influence the perception of consumer value in the Purchase Decision process model, according to Kotler and Armstrong (2017). In Kotler and Armstrong's (2017) purchase decision process model, consumers evaluate alternative superior services, such as ease of transaction, speed, and friendliness, can be significant differentiating factors in the evaluation stage, thus influencing consumers' choice to make a purchase at the place Kotler and Armstrong (2017). The results of Soetiyono and Alexander's (2025) research results on service quality has a significant effect on purchasing decisions. In other words, the better the quality of the service, the more it affects or increases the likelihood of a purchase decision. Based on the explanation of H3: Service quality has a significant effect on the purchase decision.

### **The Influence of Product Quality on Purchase Decisions**

Product quality is everything that is offered to the market to satisfy a desire or need, according

to Kotler and Keller (2016). Product quality is a basic attribute that is the main consideration for consumers. If consumers perceive a product to be of good quality, in accordance with their expectations, and offer higher value, this will encourage and accelerate the decision process to purchase the product Kotler and Keller, (2016). The results of Soetiyono and Alexander's (2025) research results have a positive effect on purchasing decisions. In other words, the better the quality of the product, the more likely it is to encourage or increase the likelihood of a purchase decision. Based on the explanation of H4: Product Quality has a significant effect on Purchase Decisions.

### **The Influence of Purchase Decisions on Customer Loyalty**

In the consumer behavior model, the process does not stop at the purchase decision, but rather continues to the post-purchase behavioral stage, according to Kotler and Keller (2016). Once consumers buy, they will compare the perceived performance of the product or service with their expectations. If performance meets or exceeds expectations after purchase (satisfaction occurs), then consumers are more likely to take post-purchase actions in the form of repurchase (loyalty), and say good things about the brand, according to Kotler and Keller (2016). The results of Ahmaddien and Widati (2019) Research Results Purchase Decisions Have a Significant Effect on Customer Loyalty. In other words, purchasing decisions affect customer loyalty. Based on the explanation H5: Purchase decisions have a significant effect on customer loyalty.

### **The Influence of Service Quality on Customer Loyalty Through Purchase Decisions**

Superior service quality, such as staff friendliness, speed of service, and ease of access, affect the perception of customer value. The perception of high value as a result of good service quality further drives purchase decisions, especially in the context of services, so that purchase decisions act as a mediating

variable. Through the purchase decision, customers get the opportunity to experience the services provided by the company. Once the purchase is made, the customer will evaluate the perceived post-purchase experience. If the quality of service received meets or exceeds expectations, this will form customer loyalty as a bound variable, which is reflected in the repurchase behavior and the spread of positive *word of mouth*. The quality of service affects customer behavior, including purchasing decisions and customer loyalty, according to Kotler and Keller (2016). Purchasing decisions can act as a mediating variable that links service quality to customer loyalty, as customers who are satisfied with the service will be more confident in making purchasing decisions and are likely to maintain long-term relationships with the company. The results of Ahmaddien and Widati (2019) research results of service quality have a significant effect on customer loyalty through purchase decisions. This indicates that the better the quality of the Service, the more it supports Customer Loyalty through the purchase decision. Based on the explanation of H6: Service Quality has a significant effect on Customer Loyalty through Purchase Decisions.

### **The Influence of Product Quality on Customer Loyalty Through Purchase Decisions**

Product quality which includes features, performance, reliability, and durability of the product affects consumers' assessment of products with perceived quality that are better than competitors and offer high value will be more likely to be chosen and purchased by consumers. Purchase Decision is the stage where the consumer commits to trying the product. Forming Tied Variable Loyalty, After the purchase decision, consumers evaluate the post-purchase experience. If the perceived performance of the product matches or exceeds the expectations formed at the time of the purchase decision, this creates satisfaction, which is a major prerequisite for loyalty, According to Kotler and Keller (2016). The results of Ahmaddien and Widati (2019) Research Results of Product Quality Have a

Significant Effect on Customer Loyalty through Purchase Decisions. This indicates that the better the quality of the product, the more it supports Customer Loyalty through the purchase decision. Based on the explanation of H7: Product Quality has a significant effect on Customer Loyalty through Purchase Decisions.

### **METHODS**

This study uses a quantitative method. According to Sugiyono (2018), the quantitative approach is based on the philosophy of positivism and is used to research the relationships between variables so as to produce predictions, explanations, or confirmations. The research data is in the form of numbers that are analyzed with statistical techniques to test hypotheses. The research population is all customers of Nocs *Coffee Lab* Surabaya which totals 110 people.

Samples are part of the number and characteristics of the population that are *representative* (mewaliki), Sugiyono (2018). The method used in this study is *non-probability* sampling with a purposive sampling approach. The purposive sampling technique is one of the sampling techniques that is carried out by considering something as a criterion for consideration by Sugiyono (2017:85). The samples taken by the researcher were all customers of Nocs *Coffee Lab* Surabaya.

This study uses primary data, namely data obtained directly from observations of the object being studied. According to Sugiyono (2020), primary data is a source of information from respondents which is then submitted directly to data collectors. The primary data of this study was obtained through a questionnaire distributed to respondents using *Google Forms*.

This study uses a closed questionnaire, which is a questionnaire whose answers have been determined by the researcher, respondents only need to choose and are not given the opportunity to provide other answers, so that the respondents' answers are in accordance with the needs of the research. This study uses the likert *rating scale* as a

research tool to measure the statements stated in the questionnaire.

### **Variables and Operational Definitions of Variables**

Research variables are characteristics or attributes of individuals or organizations that can be measured or observed, and the author determines certain variations to be used as learning and conclusions drawn, according to Sugiyono (2020). In this study, the variables are divided into 3, namely the independent variable (X) becomes the variable that affects or becomes a change, the dependent variable (Y) is the variable that is affected or that becomes a consequence, and the *intervening* variable is the moderation variable that affects the relationship between the free variable (X) and the bound variable (Y). Independent variables are variables that affect a change or the emergence of bound variables, dependent variables are variables that are affected due to the existence of independent variables, while *intervening variables* are intermediate variables that bridge the relationship between independent variables and dependent variables.

### **Define Operational Variables**

Service quality is Nocs *Coffee Lab's* ability to provide services that meet customer needs and expectations. The indicators in this study refer to the opinion According to Tjiptono (2014): (a) *Tangibles*, (b) *Reliability*, (c) *Responsiveness*, (d) *Assurance*, (e) *Empathy*.

Product quality is the ability of Nocs *Coffee Lab* products to produce products that meet customer expectations in terms of function, appearance, and other additional advantages. The indicators in this study refer to the opinion According to Tjiptono (2014): (a) *Performance*, (b) *Additional Features*, (c) *Reliability*, (d) *Conformity with Specifications*, (e) *Durability*, (f) *Aesthetics*.

Purchase decisions are the process of determining the choice by consumers for products or services that are considered most suitable for their needs and desires. In the context of Nocs *Coffee Lab* Surabaya, purchasing decisions show how consumers choose the menu, coffee brands, and service

preferences offered. The indicators in this study refer to the opinion of According to Kotler (2008:181): (a) The ability of the buyer after knowing the product information, (b) Deciding to buy because the brand is the most preferred, (c) Buying because it suits the wants and needs, (d) Buying because it gets recommendations from others.

Customer Loyalty is a deeply held commitment to buy back or to re-endorse a preferred product or service in the future, despite the situation and marketing efforts that could potentially cause customers to switch. The indicators in this study refer to the opinion According to Kotler and Keller (2012): (a) *Repeat*, (b) *Retention*, (c) *Referrals*.

### **Test Research Instruments**

The validity test shows the level of accuracy of the measuring instrument in measuring the problem being studied. The test was carried out by entering each item of respondents' answers to each variable into the reliability calculation. In this study, the validity of the instrument refers to the criteria of Ghozali (2016), namely by comparing the calculated r value on the corrected item-total correlation with the critical r of 0.30. If the correlation value is positive and  $\geq 0.30$ , then the indicator or statement is declared valid.

The Reliability Test is an instrument measurement to assess the stability and consistency of the measuring instrument so as to show the level of reliability of the instrument Sekaran and Bougie (2013). Reliability calculations were carried out using *Cronbach's Alpha* Ghozali, (2016:47–48). The instrument is declared reliable if *Cronbach's Alpha* value  $> 0.6$ , while if it  $< 0.6$ , it is declared unreliable.

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing it into units, synthesizing, organizing it into patterns, choosing which ones are important and what will be studied, and making conclusions so that they are easy to understand by themselves and others. According to Sugiyono, (2018).

Data analysis in this study was carried out using PLS (*Partial Least Square*) and data was processed using *the SmartPLS 4.0* program. The PLS measurement model consists of an outer *model*, and a structural model (*inner model*). PLS aims to test the predictive relationship between constructs by seeing if there is an influence or relationship between these constructs, Ghozali and Latan, (2015).

**Measurement Model (Outer Model)**

According to Abdillah and Jogiyanto (2015:195), it is stated that the indicator is considered valid if each indicator reaches a loading value of  $> 0.07$  (Abdillah and Jogiyanto, 2015:195) and an *Average Variance Extrated (AVE) value* of  $> 0.5$ .

*Discriminant validity* is an indicator measurement of its latent variable by comparing the root value of each construct with the correlation between constructs in the model. According to Ghozali and Latan (2012), a construct is declared to have good discriminant validity if the root value of AVE is greater than the correlation between variables and the AVE value  $> 0.50$ .

A *composite reliability* is said to be good if the reliability value  $> 0.07$  even though the value is 0.6, then the construct can be said to be reliable. Abdillah and Jogiyanto, (2015:196).

**Model Struktural (Inner Model)**

*R Square* is the coefficient of determination used in endogenous constructs. Based on research by Sarwono (2015: 30), the criteria for limiting the *R Square* value are classified into three categories, namely 0.67 as substantial, 0.33 as moderate, and 0.19 as weak.

The model fit test aims to assess the overall feasibility of the model. The GoF value is obtained by multiplying *the Average Variance Extracted (AVE)* by the average of R-square. GoF values range from 0–1, with criteria of 0.10 (small), 0.25 (medium), and 0.36 (large) at the level.

**Pengujian Hypothesis**

In this study, hypothesis testing on the *Partial Least Square (PLS)* method was carried out using *the bootstrapping* technique.

*Bootstrapping* is a resampling method that produces a number of samples from the initial data. If the t-value  $> 1.96$ , or the P-Value value  $< 0.05$ , then the variable is declared to have a significant effect and vice versa. The criteria for testing the hypothesis are as follows: (a) The P Value  $< 0.05$  then the exogenous variable has an effect on the endogenous variable, meaning that the hypothesis is accepted and (b) the P Value  $> 0.05$  then the exogenous variable has no effect on the endogenous variable, meaning that the hypothesis is rejected.

**RESULTS AND DISCUSSION**

**Test Research Instruments**

**Validity Test**

The validity test is one of the tools to measure whether the questionnaire used in the study is declared valid or not. A statement item is declared valid if the correlation value of *r* is calculated  $\geq r$  of the table with a critical value of 0.30 and a positive value. This refers to Ghozali (2016). Thus, if these criteria are met, the variable is declared valid.

Tabel 1. Instrument Validity Test

V	Statement	R Count	R Table	Ket
Quality of Service (KL)	KL 1	0,638	0,361	Valid
	KL 2	0,642		Valid
	AT 3 AM	0,593		Valid
	AT 4 AM	0,517		Valid
	AT 5 AM	0,719		Valid
Product Quality (KPr)	KPr 1	0,618	0,361	Valid
	KPr 2	0,535		Valid
	KPr 3	0,786		Valid
	KPr 4	0,622		Valid
	KPr 5	0,753		Valid
	KPr 6	0,634		Valid
Purchase Decision (KP)	KP 1	0,728	0,361	Valid
	KP 2	0,723		Valid
	KP 3	0,692		Valid
	KP 4	0,829		Valid
Customer Loyalty (LP)	LP 1	0,717	0,361	Valid
	LP 2	0,881		Valid
	LP 3	0,826		Valid

Source: Primary data, Processed 2026

Based on the table above, it is known that the four variables, namely Service Quality,

Product Quality, Purchase Decision and Customer Loyalty, can be declared Valid because  $r$  is calculated  $> r$  table.

Source: Primary data, Processed 2026

**Reliability Test**

In this study, internal consistency was evaluated using *Cronbach's Alpha*, both for the entire scale and for each dimension. An instrument is declared to have adequate reliability if *Cronbach's Alpha* value  $\geq 0.70$ . If the value obtained meets these criteria, then the instrument is declared reliable and suitable for use as a measurement tool in research as revealed by Ghozali (2018).

Table 2 Instrument Reliability Test

Indicator	Cronbach's Alpha	Remarks
Quality of Service	0.910	Reliabel
Product Quality	0.874	Reliabel
Purchase Decision	0.856	Reliabel
Customer Loyalty	0.766	Reliabel

Source: Primary data, Processed 2026

Based on the reliability test table, the results were obtained that the service quality variable had a *Cronbach's Alpha* value of 0.910, the product quality variable of 0.874, the purchase decision variable of 0.856, and the customer loyalty variable of 0.766. All variables result in *Cronbach's Alpha* values that are above the set minimum limit ( $\geq 0.70$ ). Thus, it can be concluded that all research instruments are declared reliable and able to produce consistent and reliable data.

**Research Model Results**

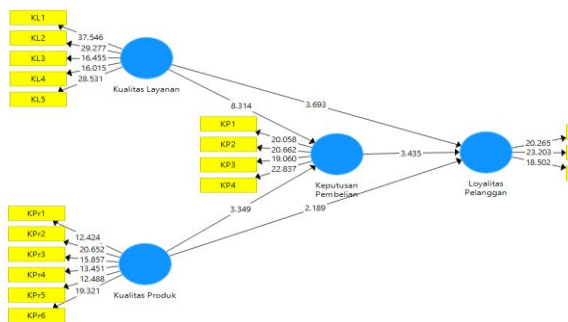


Figure 3. Diagram

Based on the results of the analysis of the *Partial Least Squares* (PLS) model, all indicators in each variable have a loading factor value above the stipulated limit so that it is declared valid in measuring the construct. The results of the structural model show that service quality and trust have an effect on customer satisfaction, with the influence of trust being more dominant. Furthermore, customer satisfaction has a strong effect on customer loyalty. The value of the determination coefficient shows that customer satisfaction and customer loyalty can be well explained by the variables in the model, so that the PLS model used is considered to have strong explanatory capabilities.

**Validity Test**

**Convergent Validity Test**

The Convergent Validity Test is used to measure the *value of the loading factor* against the latent construct.

Table 3. Outer Loading Value

Indicator	KP	KL	KPr	LP	Ket
AT 1 AM		0.909			Valid
AT 2 PM		0.876			Valid
AT 3 AM		0.812			Valid
AT 4 AM		0.829			Valid
AT 5 AM		0.906			Valid
KP 1	0.828				Valid
KP 2	0.831				Valid
KP 3	0.855				Valid
KP 4	0.835				Valid
KPr 1			0.772		Valid
KPr 2			0.831		Valid
KPr 3			0.794		Valid
KPr 4			0.763		Valid
KPr 5			0.727		Valid
KPr 6			0.815		Valid
LP 1				0.815	Valid
LP 2				0.822	Valid
LP 3				0.845	Valid

Source: Primary data, Processed 2026

Based on the table above, each indicator has an *outer loading* value of  $> 0.7$  so that it can be concluded that the indicators used to measure the variables in this study are declared valid and have met the *criteria for convergent validity*.

**Discriminating Validity Test**

The discriminant validity test was carried out by looking at *the cross loading value*. If the cross loading value  $> 0.7$ , it is said to be valid. On the other hand, if the cross loading value  $< 0.7$ , it is said to be invalid on each indicator.

Table 4. Nilai Cross Loading

Indicator	KP	KL	KPr	LP	Ket
AT 1 AM	0.738	0.909	0.622	0.756	Valid
AT 2 PM	0.690	0.876	0.526	0.684	Valid
AT 3 AM	0.638	0.812	0.551	0.635	Valid
AT 4 AM	0.602	0.829	0.540	0.635	Valid
AT 5 AM	0.710	0.906	0.612	0.686	Valid
KP 1	0.828	0.673	0.616	0.622	Valid
KP 2	0.831	0.578	0.462	0.592	Valid
KP 3	0.855	0.712	0.533	0.685	Valid
KP 4	0.835	0.643	0.575	0.705	Valid
KPr 1	0.425	0.427	0.772	0.459	Valid
KPr 2	0.550	0.559	0.831	0.617	Valid
KPr 3	0.554	0.593	0.794	0.572	Valid
KPr 4	0.499	0.428	0.763	0.435	Valid
KPr 5	0.478	0.473	0.727	0.511	Valid
KPr 6	0.559	0.586	0.815	0.539	Valid
LP 1	0.638	0.618	0.673	0.815	Valid
LP 2	0.611	0.649	0.528	0.822	Valid
LP 3	0.686	0.681	0.465	0.845	Valid

Source: Primary data, Processed 2026

It can be seen in table 4 that each indicator on purchase decisions, service quality, product quality, and customer loyalty has a higher value compared to other variables. Therefore, it can be said that the indicators used in this study have good discriminative validity.

**Discriminating Validity Test**

Used to assess the convergent validity of each construct and latent variable. Declared fully valid if it has gone through *the Average Variance Extracted (AVE)* test. The AVE value criteria is declared valid if the value is  $> 0.5$ .

Table 5 Nilai AVE (*Average Variance Extracted*)

Indicator	Rata-rata <i>Average Varians Diekstrak (AVE)</i>	Remarks
Purchase Decision	0.701	Valid
Quality of Service	0.752	Valid
Product Quality	0.615	Valid
Customer Loyalty	0.684	Valid

Source: Primary data, Processed 2026

Based on table 5, there is an *Average Variance Extracted (AVE)* value for each variable, namely Purchase Decision of 0.701, Service Quality of 0.752, Product Quality of 0.615, and Customer Loyalty of 0.684. The results show that each variable has an *AVE* value of  $> 0.5$  so that it can be said to be valid and meets the criteria of convergent validity.

**Reliability Test**

The reliability test in this study was carried out using *the Cronbach's Alpha* value criterion, where an instrument is declared reliable if it has a  $\geq$  value of 0.6, while *the Cronbach's Alpha* value  $< 0.6$  indicates that the instrument is unreliable. *Cronbach's Alpha* is an interrelated test and is an important part of the reliability test of the *Partial Least Squares (PLS)* data analysis method.

Table 6 Reliability Test

Indicator	<i>Cronbach's Alpha</i>	Remarks
Purchase Decision	0.858	Reliabel
Quality of Service	0.917	Reliabel
Product Quality	0.875	Reliabel
Customer Loyalty	0.769	Reliabel

Source: Primary data, Processed 2026

Based on the results of the reliability test using *Cronbach's Alpha* value, it is known that all research variables have a *Cronbach's Alpha* value above 0.60. The purchase decision variable has a value of 0.858, service quality of 0.917, product quality of 0.875, and customer loyalty of 0.769. These results show that all variables are declared reliable, so that the research instrument has a good level of consistency and is suitable for use in the research.

**Model Struktural (Inner Model)**

Inner models or structural models describe the relationships between latent variables based on the underlying theory. The structural model is evaluated using the R-square value for the dependent variable, as well as the path coefficient value or t-statistic on each trajectory to test the degree of significance of the relationship between the variables in the structural model.

**Direct Impact Test**

This test is a direct test to see the relationship between independent variables and dependent variables without going through mediation variables.

Table 7: Original value of the sample (O) and Direction of Contact

Indicator	Original sample (O)	Direction of Contact
> Purchase Decision Customer Loyalty	0.362	Positive
Quality of Service -> Purchase Decision	0.617	Positive
Quality of Service -> Customer Loyalty	0.382	Positive
Product Quality -> Purchase Decision	0.249	Positive
Product Quality -> Customer Loyalty	0.183	Positive

Source: Primary data, Processed 2026

1. Service Quality (KL) also has a positive impact on customer loyalty (LP), with an influence value of 0.382. This shows that if the quality of service improves, it will increase customer loyalty.
2. Product Quality (KPr) has a positive influence on Customer Loyalty (LP) with a

direct influence value of 0.183. This shows that if the quality of the product improves, customer loyalty will also increase.

3. Service Quality (KL) has a positive impact on the Purchase Decision (KP), which is a direct influence value of 0.617. This shows that improving the quality of service can also lead to higher purchasing decisions.
4. Product Quality (KPr) has a positive impact on Purchase Decision (KP) with a direct influence value of 0.249. This states that with the improvement of product quality at Nocs *Coffee* Lab will improve purchasing decisions.
5. Purchase Decision (KP) has a positive influence on Customer Loyalty (LP), with a direct influence value of 0.362. This shows that high purchasing decisions will affect customer loyalty.

**Indirect Influence Test**

This test is an indirect test to see the relationship between independent variables and dependent variables through *intervening* variables. This test aims to determine the magnitude of indirect influences that occur in the model and identify the role of intervening variables in mediating the relationship between variables. The test results were obtained based on the original sample (O) value on the *bootstrapping results*

Table 8. Original Value of the sample (O)

Indicator	Original Sample (O)	Direction of Contact
Quality of Service -> Purchase Decision -> Customer Loyalty	0.223	Positive
Product Quality -> Purchase Decision -> Customer Loyalty	0.090	Positive

Source: Primary data, Processed 2026

1. Service Quality (KL) to Purchase Decision (KP) through Customer Loyalty (LP) has a positive relationship with a value of 0.223. This shows that if the quality of service improves, customer loyalty will also increase, then influence purchasing decisions to increase.

2. Product Quality (KPr) to Purchase Decision (KP) through Customer Loyalty (LP) has a positive relationship with a value of 0.090. This shows that if the quality of the product improves then customer loyalty will also increase which ultimately improves the purchase decision.

**R-Square Test (R<sup>2</sup>)**

The R test is a way to measure the effect of independent variables on mediating variables and measure the influence of independent variables on dependent (endogenous) variables. The higher the R-square value, the better the prediction model of the proposed research model. The R-Square value is categorized as weak if the value is  $0.25 \leq R^2 < 0.5$ , while if the value is  $0.5 \leq R^2 < 0.75$ , strong if the value of  $R^2 \geq 0.75$

Table 9. R-square value (R<sup>2</sup>)

Indicator	R-Square	Adjusted R-Square
Purchase Decision	0.645	0.639
Customer Loyalty	0.705	0.697

Source: Primary data, Processed 2026

It can be seen in table 9 that the value of the purchase decision variable is 0.645 which means that the service quality and product quality variables are able to explain the purchase decision variable of 64.5%, while the customer loyalty variable has a value of 0.705 which means that the purchase decision variable is able to explain and contribute to the purchase decision variable by 70.5%.

**Uji Hypothesis**

Table 10. Hypothesis Test Results

Indicator	T Statistics ( O/STDEV )	P-Values	Ket
Purchase Decisions -> Customer Loyalty	3.435	0.001	Positive and Significant
Quality of Service -> Purchase Decision	8.314	0.000	Positive and Significant
Quality of Service -> Customer Loyalty	3.693	0.000	Positive and Significant
Product Quality -> Purchase Decision	3.349	0.001	Positive and Significant

Purchase Decisions -> Customer Loyalty	2.189	0.029	Positive and Significant
Quality of Service -> Purchase Decision	3.109	0.002	Positive and Significant
Customer Loyalty Product Quality -> Purchase Decision -> Customer Loyalty	2.484	0.013	Positive and Significant

Source: Data Processed, 2026

1. Purchase Decision (KP) has a positive and significant effect on Customer Loyalty (LP) because the significance value of P-Value  $0.001 < \alpha < 0.05$  and T-Statistically 3.435 so that the hypothesis is correct and accepted.
2. Service Quality (KL) has a positive and significant effect on the Purchase Decision (KP) because the significance value of P-Value  $0.00 < \alpha < 0.05$  and T-Statistic 8.314 so that the hypothesis is correct and accepted.
3. Product Quality (KPr) has a positive and significant effect on the Purchase Decision (KP) because the significance value of P-Value  $0.000 < \alpha < 0.05$  and T-Statistic 3.693 so that the hypothesis is correct and accepted.
4. Product Quality (KPr) has a positive and significant effect on the Purchase Decision (KP) because the significance value of P-Value  $0.001 < \alpha = 0.05$  and T-Statistic 3.349 so that the hypothesis is correct and accepted.
5. Product Quality (KPr) has a positive and significant effect on Customer Loyalty (LP) because the significance value of P-Value is  $0.029 < \alpha = 0.05$  and T-Statistically 2.189 so that the hypothesis is correct and accepted.
6. Service Quality (KL) has a positive and significant effect on Purchase Decisions (KP) through Customer Loyalty (LP) because the P-Value significance value is  $0.002 \leq 0.05$  and T-Statistic 3.109 so that the hypothesis is correct and accepted.
7. Product Quality (KPr) has a positive and significant effect on Purchase Decisions (KP) through Customer Loyalty (LP) because the significance value of P-Value

is  $0.013 \leq 0.05$  and T-Statistically 2.484 so that the hypothesis is correct and accepted.

## **DISCUSSION**

### **The Effect of Service Quality on Customer Loyalty**

The test results showed that Service Quality had a significant effect on the Customer Loyalty of Nocs *Coffee* Lab Surabaya, with a P-Value of  $0.002 < 0.05$  so that H1 was accepted. The coefficient value of 0.362 shows that with the increasingly fierce competition in the café business in Surabaya, service quality is an important aspect in retaining loyal customers. Responsive service, a comfortable atmosphere, and a polite and communicative employee attitude can increase customers' emotional attachment to Nocs *Coffee* Lab. Therefore, service quality has a strategic role in building and increasing customer loyalty, as evidenced by questionnaire data that shows a high level of satisfaction with employee knowledge and customer intention to make a repeat purchase. These findings are in line with research conducted by Siswadi *et al.* (2019) and Urfany and Muthohar (2022), who stated that service quality affects customer satisfaction and plays a role in increasing customer loyalty.

### **The Influence of Product Quality on Customer Loyalty**

The results of the study showed that Product Quality had a significant effect on the Customer Loyalty of Nocs *Coffee* Lab Surabaya with a P-Value of  $0.029 < 0.05$  so that H2 was accepted. The coefficient value of 0.183 shows that taste consistency, quality of raw materials, and attractive product presentation are the main aspects in building customer loyalty. When customers are satisfied with the quality of the products they receive, they tend to have a commitment to still choose Nocs *Coffee* Lab compared to other cafes. Therefore, product quality has a strategic role in increasing customer loyalty and maintaining business continuity in the midst of increasingly fierce competition in the café business. This is supported by research conducted by Solihin

and Ahyani, (2023) and Ibrahim and Thawil, (2019), which states that good product quality affects customer satisfaction in various industrial sectors.

### **The Influence of Service Quality on Purchase Decisions**

The test results showed that Service Quality had a significant effect on the Purchase Decision of Nocs *Coffee* Lab Surabaya with a P-Value of  $0.000 < 0.05$  so that H3 was accepted. The coefficient value of 0.617 of these findings indicates that when customers feel well served and the product meets expectations, they tend to have greater confidence in choosing the products offered, both for the first purchase and for the repurchase. Therefore, service quality has an important role in influencing customer purchase decisions at Nocs *Coffee* Lab Surabaya, and is one of the strategic factors in building customer satisfaction and loyalty. This is supported by research by Soetiyono and Alexander (2025) which states that Service Quality has a positive effect on purchase decisions. Thus, the better the service quality, the more supportive the purchase decision.

### **The Influence of Product Quality on Purchase Decisions**

The results of the study showed that Product Quality had a significant effect on the Purchase Decision of Nocs *Coffee* Lab Surabaya with a P-Value of  $0.000 < 0.05$  so that H4 was accepted. The coefficient value of 0.249 shows that the test results using *SmartPLS* show that product quality has a positive and significant effect on purchasing decisions at Nocs *Coffee* Lab Surabaya. This finding indicates that the better the quality of the product that customers feel, the higher the tendency of customers to make a decision to buy products offered by Nocs *Coffee* Lab Surabaya. The results of this study are in line with previous research by Suryani and Batu (2021) which stated that product quality has a positive and significant effect on purchase decisions.

### **The Influence of Purchase Decisions on**

### **Customer Loyalty**

The results of the study show that Product Quality has a significant effect on the Customer Loyalty of Nocs *Coffee* Lab Surabaya with a P-Value of  $0.001 < 0.05$  so that H5 is accepted. The coefficient value of 0.362 of these findings shows that the test results using *SmartPLS* show that in the consumer behavior model, the process does not stop at the purchase decision, but continues to the post-purchase behavior stage. Once consumers make a purchase, they will compare the perceived performance of the product or service with the initial expectations. If the performance of a product or service meets or exceeds expectations so as to cause satisfaction, then consumers tend to take post-purchase actions in the form of repurchase and submission of positive recommendations to others Kotler and Keller (2015). The results of Ahmaddien and Widati (2019) research have a positive effect on customer loyalty. Thus, the better the purchase decision, the higher the customer loyalty level.

### **The Influence of Service Quality on Customer Loyalty through Purchase Decisions**

The results of the study show that Product Quality has a significant effect on Nocs *Coffee* Lab Surabaya Customer Loyalty with a P-Value of  $0.002 < 0.05$  so that H6 is accepted. The coefficient value of 0.223 shows that the test results using *SmartPLS* show that service quality has a positive effect on customer loyalty through purchasing decisions as a mediating variable. These findings indicate that good service not only drives purchases, but also strengthens the long-term relationship between Nocs *Coffee* Lab Surabaya customers and the Company. So as to increase customer loyalty on an ongoing basis. This is strengthened by the results of Ahmaddien and Widati (2019) research, service quality has a positive effect on customer loyalty through purchase decisions. Thus, the better the quality of services provided, the higher the customer loyalty through purchase decisions.

### **The Influence of Product Quality on Customer Loyalty through Purchase Decisions**

The results of the study showed that Product Quality had a significant effect on the Customer Loyalty of Nocs *Coffee* Lab Surabaya with a P-Value of  $0.013 < 0.05$  so that H7 was accepted. The coefficient value of 0.090 shows that the test results using *SmartPLS* show that product quality has a positive effect on customer loyalty through purchasing decisions as a mediating variable. These findings indicate that good product quality is able to encourage purchase transactions, and the satisfactory purchase experience further builds a long-term bond between customers and Nocs *Coffee* Lab Surabaya, thereby increasing customer loyalty. This is strengthened by the research of Ahmaddien and Widati (2019), which states that product quality has a positive effect on customer loyalty through purchase decisions. Thus, the better the quality of the product provided, the higher the customer loyalty through the purchase decision.

### **CONCLUSIONS**

Based on the results of hypothesis testing and data analysis discussions related to the influence of service quality and product quality on customer loyalty through purchase decisions on consumers of Nocs *Coffee* Lab Surabaya, it can be concluded that: (1) The quality of service has a significant effect on the customer loyalty of Nocs *Coffee* Lab Surabaya. (2) Product quality has a positive effect on customer loyalty. (3) The quality of service has a significant effect on the purchase decision. (4) Product quality has a significant effect on purchase decisions. (5) Purchasing decisions have a significant effect on customer loyalty. (6) Purchase decisions are able to mediate the influence of service quality on customer loyalty. (7) Purchasing decisions also mediate the influence of product quality on customer loyalty.

The limitations of this study are that the results of the study show that (1) The object of the research is limited to one *coffee* shop,

namely Nocs *Coffee* Lab Surabaya, so that the results of the study cannot be generalized to other *coffee* shops with different characteristics, (2) The number of respondents is limited, namely 110 respondents, so that the consumer perception obtained is still representative in the scope of this study only, (3.) Data was obtained through questionnaires, so it is highly dependent on the honesty and subjectivity of the respondents in providing answers.

### **Suggestions**

Based on the results of the research, some suggestions that can be given are: (1) The next research is expected to add other variables that affect customer loyalty, such as customer satisfaction, price, brand image, or *the atmosphere of Coffee*, (2) The next researcher can expand the object and location of the research so that the research results have a wider generalization power.

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