Service Quality, Product Quality, Price, Promotion, and Location on Customer Satisfaction and Loyalty in CV. Restu

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Abstract

This study aims to analyze the effect of service quality, product quality, price, promotion, and location on CV Restu's customer satisfaction and loyalty. This research is quantitative research by distributing questionnaires to respondents. The population in this study is CV Restu's customers whose numbers cannot be known with certainty. The sample selection method in this study used the incidental sampling method. Determination of the number of samples in the study using the formula Roscoe theory so that the sample in this study amounted to 70 respondents. Data analysis using Structural Equation Modeling (SEM) using SmartPLS 3.0. application. The results of this study indicate that service quality has no significant effect on customer satisfaction, product quality has no significant effect on customer satisfaction, the price has no significant effect on customer satisfaction, the promotion has no significant effect on customer satisfaction, location has no significant effect on customer satisfaction, service quality has no effect significant effect on customer loyalty, product quality has no significant effect on customer loyalty, the price has a significant effect on customer loyalty, the promotion has no significant effect on customer loyalty, location has no significant effect on customer loyalty and customer satisfaction has no significant effect on customer loyalty.

Keywords: Service Quality, Product Quality, Price, Promotion, Location, Customer Satisfaction, Customer Loyalty

1.0 INTRODUCTION

The increasingly fierce business competition requires companies to offer new innovations, both in terms of products that are more attractive and or services that make it easier for their customers. This is done in order to get new customers and retain customers. So that customers who are satisfied with the product or service (Muskat et al., 2019; Saputro et al., 2022) they have received, can make repeat purchases in the future. CV. Restu as one of the many printers in Pekanbaru City has to face the dynamics of very tight competition with other printers. To be able to win the competition in business, business people must plan marketing strategies to satisfy customer desires. With this situation, many companies no longer focus on marketing activities only to find new consumers or customers, but rather to maintain and increase the loyalty of old customers (Febriyan & Sulistyowati, 2014).

CV. Restu was established on March 27, 2001 with the owner's name H. Eri Akmal, S.E. CV. Restu is located at Jln. Nenas / Main No. 55 A, Kampung Tengah, Sukajadi, Pekanbaru City. CV. Restu is engaged in: ATK, printing products, computers and equipment, software, communication tools and equipment, furniture, electrical equipment and accessories. To find out more about CV Restu's customer loyalty, you can see the sales data sourced from company data for 2022. There was a decrease in sales in 2019 compared to 2018 where sales in 2018 amounted to 8.7 billion, in 2019 it fell to 6.1 billion . In 2021 there will be another decline in sales compared to 2020, from 8.4 billion to 5.8 billion. This decline in sales is certainly related to customer loyalty to CV Restu because loyalty can be said to be a consumer behavior and attitude towards a purchase.

According to Hurriyati, (2005), Customer Loyalty (Adrian et al., 2022; Nasution et al., 2022; Suyono et al., 2022) is a customer's persistent commitment to re-subscribe or re-purchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior changes. According to Tjiptono and Chandra (2004) a loyal consumer is someone who buys goods or services that meet the following criteria: make regular repeat purchases, buy other products offered by the same manufacturer, recommend these products or services to others consistently . Customer loyalty is an asset and has

a very important role in a company. One's experience in using an item or service is the beginning of the formation of customer loyalty.

According to Tjiptono, (2008) states that customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. Satisfaction is also a response to emotional attitudes that are triggered by the customer appraisal process resulting from comparing perceptions of expectations before purchase with perceptions after using a product or service. According to Engel, et al cited by Yulianti et al., (2015) states: "customer satisfaction is an after-purchase evaluation in which the chosen alternative at least equals or exceeds customer expectations, while dissatisfaction arises when the income results do not meet expectations".

Quality of service is the first factor that influences good customer satisfaction and loyalty. Service quality (Lukman et al., 2022) must also be able to start from fulfilling and meeting customer needs and ending with customer perceptions (Kotler, 2009). The quality of service to meet the needs and desires of consumers and the accuracy in conveying it will lead to a match between consumer expectations and acceptance when marketing a product brand (Tjiptono, 2014). Research conducted by (Novita Dian Utami, 2015) Independent variables (product quality, service, price and location) have a significant effect on customer loyalty and are interconnected. However, different results were obtained by research conducted by Purnama and Hidayah, (2019) which stated that service quality had no effect on customer loyalty.

Product quality is a characteristic of a product in its ability to meet predetermined and latent needs (Kottler and Armstrong, 2006). To meet customer satisfaction, the company provides good product quality, good service to be able to retain customers and affordable prices. Research conducted by (Septina Dwi Mayasari, 2015) with the results of his research shows that product quality and price affect customer loyalty and customer satisfaction. However, it is different from the research conducted by Fitriani, (2016), found that price, product quality, and service quality do not affect consumer satisfaction.

Price is one of the second factors that affect customer satisfaction and loyalty. Price is the amount of money that buyers are willing to pay and sellers are willing to accept (Lewis, 1997). Price is the amount of money needed to get a number of combinations of goods and services (Swastha, 2004). This statement is reinforced by research conducted by Krisna Thera Kusuma, (2012), found that product quality and price have a significant effect on customer loyalty among Samsung android phone users at PT. Ericson Indonesia. However, it is different from the research results obtained by Sukaatmadja, (2018) which states that price has no effect on customer loyalty. Merkebu, (2016) explains that there is no significant effect between price and customer loyalty.

Promotion is any form of communication used to inform, persuade or remind people about products produced by organizations, individuals or households (Simamora, 2003). Promotion is communication by marketing that informs and reminds potential buyers about a product to influence an opinion or obtain a response (Lamb, Hair, and Mc Daniel, 2001). Based on the results of research by Tjahjaningsih (2018) states that promotion has a significant effect on customer satisfaction. However, research conducted by Hose (2013) states that promotions have no effect on consumer loyalty.

In addition to promotion, location is also a factor in customer satisfaction which is one of the factors that increase customer satisfaction after making a purchase. Customers tend to buy products that have good product quality, affordable prices, and are strategically located and close to shopping centers. can reach customers. Based on the results of research conducted by M. Kamal (2012) that location has an effect on customer satisfaction. Research conducted by (Novita Dian Utami, 2015) Independent variables (product quality, service, price and location) have a significant effect on customer loyalty and are interconnected.

2.0 LITERATURE REVIEW

Loyalty

According to Trisno (2004), that a customer is said to be loyal or loyal if the customer shows regular buying behavior or there is a condition where the customer is required to buy at least twice within a certain time interval. A company can be said to be successful in creating loyal customers depending on the company's ability to provide maximum and best service. The definition of customer loyalty according to Tjiptono, (2014) is a customer's commitment to a brand (Arif et al., 2021; Fajri et al., 2021; Şahin et al., 2017), store, supplier based on a very positive attitude and is reflected in consistent repeat purchases.

Based on the definitions of several experts above, it can be concluded that customer loyalty is a customer loyalty and commitment in depth to make repeated and consistent purchases even though there is influence from competitors which will have the potential to change consumer behavior. Indicators of customer loyalty according to Jill Griffin (2002) make repeat purchases, buy between product and service lines, refer to others, show immunity to the pull of competitors.

Satisfaction

According to Kotler, (2009) Consumer satisfaction is a customer's feeling of satisfaction or disappointment that comes from comparing his impression of the performance or end result of a product and the customer's expectations of the product. According to Tjiptono (2014) Consumer satisfaction is the customer's evaluation of

the alternative that has been selected, at least has the same quality or exceeds the expectations of the customer. Meanwhile, dissatisfaction occurs when customer expectations are not met.

Based on the definitions of some of the experts above, it can be concluded that satisfaction is the achievement of an expectation of the product or service that has been purchased. The indicators of customer satisfaction by Lupiyoadi, (2001), namely: product quality, service quality, emotions, prices, and costs.

Service quality

Service quality (Hidayat et al., 2022; Jacksen et al., 2021; Setiawan et al., 2021) focuses on efforts to fulfill customer needs and desires and the accuracy of their delivery to balance customer expectations (Tjiptono, 2014). According to the American Society for Quality Control in Lupioyadi, (2001) service quality is the overall characteristics and characteristics of a product or service in terms of its ability to meet specified or latent needs.

From the above understanding, the researcher concludes that service quality is a must that must be owned by companies that produce both goods and services. In addition, service quality is a comparison between reality and consumer expectations. Indicators of Service Quality according to Ulum (2018) are: Physical Appearance, Reliability, Responsiveness, Assurance and Empathy.

Location

According to Heizer & Render (2014) Location is a cost and revenue driver, so location often has the power to make a company's business strategy. In the opinion of Lupiyoadi & Hamdani (2014) Then Location is a decision made by a company or educational institution regarding where the operation and its nature will be placed

From some of the opinions of previous researchers regarding location, the researcher concludes that location is a strategy that can be implemented by a business unit to reduce costs and determine consumer decisions that will buy a business. Indicators of location according to Tjiptono (2016) are: Access, visibility, traffic, parking lots, expansion.

Promotion

According to Swastha & Sukotjo (2010) Promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. In the opinion of Hurriyati (2015) Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful for them, they will never believe in buying it.

From the opinions of previous researchers regarding promotion, the researcher concludes that promotion is a persuasion attempt to convince consumers to decide to buy a product. Indicators of promotion according to Kotler & Armstrong (2014) are: Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing, Events and Experiences, Interactive Marketing.

Price

According to Suparyanto and Rosad (2015, price is the amount of something that has value, generally in the form of money that must be sacrificed to get a product. In the opinion of Kotler and Keller (2009), price is a factor that is easy to adjust in marketing programs, channels, features, and communication.

From some of the opinions of previous researchers regarding price, the researcher concluded that price is something that must be spent to obtain an item based on the provision of a standard to support other management programs such as marketing. Indicators of price according to Kotler & Armstrong quoted in Sabran (2012) are: Price affordability, Price compatibility with quality, price competitiveness, price compatibility with benefits

Product quality

According to Kotler & Armstrong (2014) Product quality is the product's ability to perform its functions. This function includes product reliability, durability, accuracy, convenience and other valuable attributes. Every company certainly wants to fulfill the desires of its customers, so the company wants to produce quality products, both visually and the essence of the product. In the opinion of Tjiptono (2012) Products are everything that is offered by producers to be purchased, noticed, consumed by the market as a tool that can fulfill the wants and needs of the market (consumers).

From some of the opinions of previous researchers regarding product quality, the researchers concluded that product quality is a product that can carry out its functions optimally so that it can meet customer needs. Indicators of Product Quality according to Tjiptono (2012) are: Performance, esthetic, durability, conformance to specifications, reliability, features, serviceability, perceived quality.

Relations Between Variables
Service Quality on Customer Satisfaction

Service quality is the level of excellence expected and control (Napitupulu et al., 2021; Renaldo et al., 2021) over that level of excellence to fulfill customer desires (Ade, 2016). Service quality based on consumer expectations will create happiness and pleasure for consumers.

Research conducted by (Setya Ayu Diasari, 2016) found that price, product and service quality have a significant effect on customer satisfaction and loyalty partially. However, the results of research conducted by (Agung, 2018) found that service quality did not have a positive and significant effect on Indomaret consumer satisfaction.

H1: Service quality has a positive effect on customer satisfaction on CV Restu.

Product Quality Against Customer Satisfaction

Products are everything that is offered by producers to be purchased, noticed, consumed by the market as a tool that can fulfill market (consumer) wants and needs (Tjiptono, 2012).

Research conducted by (Septina Dwi Mayasari, 2015) with the results of his research shows that product quality and price affect customer loyalty and customer satisfaction. Likewise, research conducted by (Caesar Andreas, 2006) with the results of his research showing that product quality has a significant and positive effect on customer satisfaction and customer loyalty. However, research conducted by Fitriani (2016) found that price, product quality, and service quality did not affect consumer satisfaction

H2: Product Quality has a positive effect on Customer Satisfaction at CV. Restu

Prices Against Customer Satisfaction

Price is the amount of something that has value, generally in the form of money that must be sacrificed to get a product (Suparyanto and Rosad, 2015). Relatively affordable prices are able to create a sense of pleasure for consumers.

Research conducted by Kurnia (2015) found that price has a partial effect on customer satisfaction and service quality and price together have a significant effect on customer satisfaction. Likewise, research conducted by (Sintya, 2018), which found that there was an effect of price and service quality on customer satisfaction.

H3: Price has a positive effect on customer satisfaction CV. Restu

Promotion Against Customer satisfaction

Promotion is a one-way flow of information or persuasion made to direct a person or organization to an action that creates an exchange in marketing (Swastha & Sukotjo, 2010).

Research conducted by Rudika Harminingtayas (2012) that there is a positive influence between promotions on customer satisfaction. However, research conducted by Rendy Gulla, Sem George oroh, Ferdy Roring (2015) found that promotion had no positive effect on customer satisfaction.

H4: Promotion has a positive effect on customer satisfaction CV. Restu.

Location Against Customer Satisfaction

Location is a decision made by a company or educational institution regarding where the operation and its nature will be located (Lupiyoadi and Hamdani, 2014). A strategic location will get special attention from consumers so as to create consumer satisfaction.

Research conducted by M. Kamal (2012) states that there is a positive influence between location on satisfaction. This research is in line with research conducted by Said M. Fathra Amra (2016) that product quality, service quality and location together have a significant effect on consumer satisfaction.

H5: Location has a positive effect on customer satisfaction at CV. Restu

Quality of Service to Customer Loyalty

Customer loyalty has a close relationship with service quality. The quality of services provided can make consumers satisfied because they feel comfortable with the services provided. There are several studies that can show that service quality affects customer satisfaction, where consumers feel satisfied because of the satisfaction of the service they receive, (Irawan & Japarianto, 2013). Research conducted by (Adhika Pradhana, 2015) found that the dependent variables which include product quality, price and service quality have a significant effect on customer loyalty and are interconnected.

Research conducted by (Indah Dwi Kurniasih, 2012) found that price and service quality have a significant effect on customer loyalty. This shows that the quality of service has an impact on the loyalty of a customer.

H6: Service Quality has a positive effect on customer loyalty at CV. Restu

Product Quality to Customer Loyalty

Product quality is what determines whether consumers are satisfied or not in making purchases and using these products. Thus, good product quality will be able to meet consumer satisfaction, so that their needs are met (Hidayat, 2009). Satisfaction that is created will create a sense of loyalty to always use the product.

Research conducted by (Rizky Nurhayati, 2011) found that the Independent Variables (product quality and price) have an effect on customer loyalty. From the results of research conducted, researchers assume the influence between product quality and customer loyalty.

H7: Product quality affects customer loyalty CV. Restu

Price to Customer Loyalty

Price will affect loyalty if the price is reasonable in terms of quality and product benefits received by customers (Sukaatmadja, 2018). If consumers feel the benefits according to the price given, they will be able to attract consumers to repurchase a product (Laely, 2016).

Research conducted by (Krisna Thera Kusuma, 2012), found that product quality and price have a significant effect on customer loyalty among Samsung android phone users at PT. Erricson Indonesia. From the results of research conducted, researchers assume the influence between price and customer loyalty.
H8: Price has an effect on customer loyalty CV. Restu

Promotion of customer loyalty

Promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to consumers and then consumers will be happy and then buy these products (Assauri, 2013).

Research conducted by Hose (2013) states that promotions have no effect on consumer loyalty. This research is not in line with the results of research conducted by May (2012) which states that Product, Price, Promotion and Distribution have an effect on Consumer Loyalty.
H9: Promotion has an effect on customer loyalty CV. Restu

Location to Customer Loyalty

In a business choosing a good location determines the success or failure of a business in the coming period (Alma, 2017). This shows that promotion unconsciously determines consumer loyalty to keep buying or using the services of a business.

This research is in line with the results of research conducted by Harsanti (2016) which states that product, price, promotion and location have a significant effect on consumer loyalty. This research is not in line with the results of research conducted by Hose (2013) which states that Place and Promotion have no effect on Consumer Loyalty.
H10: Location has an effect on customer loyalty CV. Restu

Customer satisfaction on customer loyalty

Customer satisfaction is a major factor in achieving business goals for the company. Customers who are satisfied with the services, products and prices provided by a company will influence other consumers. Efforts to satisfy customer needs are carried out in various strategies and ways with the hope that customers will be satisfied and will make repeat purchases (Selang, 2013).

Research conducted by (Cerri Shpetim, 2012) found that customer satisfaction has a significant effect on customer loyalty. This shows if there is influence between customer satisfaction and loyalty.
H11: Customer satisfaction affects customer loyalty CV. Restu

3.0 METHODOLOGY

Population

In this study the population is CV customers. Restu which is located on Jl. Pineapple Pekanbaru who are willing to become the object of research by filling out a questionnaire that had been previously prepared by the researcher (Hafni et al., 2022; Sari et al., 2022).

Sample

The sample is part of the number and characteristics possessed by the population, the sample taken must truly represent the population (Sugiyono, 2012).

Data analysis technique
Descriptive Analysis

The purpose of this analysis is to systematically describe the facts and characteristics of the object being studied precisely. The descriptive analysis in this study contains discussions of: (1) Analysis of the characteristics of the respondents and (2) Analysis of the responses of the respondents (Renaldo et al., 2022; Renaldo & Augustine, 2022).

Structural Equation Model Analysis with PLS

The PLS model test carried out in this study, namely: (1) Validity Test, Validity test is a test conducted to measure the accuracy of research instruments or questionnaires. The questionnaire is said to be valid if the statements or statements from the questionnaire can reveal something that will be measured by the questionnaire. The accuracy value of the questionnaire can be measured using the correlation coefficient. The questionnaire is said to be good and valid if the correlation coefficient is > 0.3 (Ghozali, 2011). (2) Reliability Test, the reliability test is a questionnaire test conducted with the aim of measuring the consistency of respondents' answers. Reliability test done by statistical test cronbach alpha. The questionnaire is said to be reliable if the Cronbach alpha value is ≥

0.70 (Ghozali, 2011). (3) Multicollinearity Test (VIF), the multicollinearity test is carried out by looking at the VIF value. The VIF value must be less than 5, because if it is more than 5 it indicates multicollinearity between constructs (Ghozali and Latan 2015). (4) R Square test, the coefficient of determination (R Square) is a way to assess how big endogenous constructs can be explained by exogenous constructs. The value of the coefficient of determination (R Square) is expected to be between 0 and 1. R Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak (Panjaitan et al., 2022; Renaldo, Jollyta, et al., 2022).

4.0 RESULTS AND DISCUSSION

Descriptive Analysis

Table 1. Respondent Characteristics Table

Characteristics	Category	Frequency	Percentage	Total
Gender	Man	32	46%	100%
	Woman	38	54%	
Age	<20 Years	3	4%	100%
	21-30 Years	19	27%	
	31-40 Years	23	33%	
	41-50 Years	22	32%	
	>50 Years	3	4%	
Monthly Income	<1.5 Million	4	6%	100%
	1.6-3 Million	24	34%	
	3-5 Million	27	39%	
	>5 Million	15	21%	
Visit Quantity	1 time	8	12%	100%
	2 times	24	34%	
	> 3 times	38	54%	
Consumer Type	Official	45	64%	100%
	Private Person	15	22%	
	Private Company	10	14%	

Source: Processed Data, 2022

Based on the table above, it can be concluded that the most dominant respondents in the gender category were women with a total of 54%, while for the age category of customers, in this study, customers aged 31-40 years were dominated. emotionally mature so that they have good principles or commitments. For the monthly income category in this study, it shows the dominance of respondents who have an income of 3-5 million per month, this shows that in terms of economy class the visitors at CV. Restu is a customer with middle economic class and for the quantity of visits the respondents in the research have seen that they have shopped at CV several times. Thanks to this, it can be seen in table 1 that the quantity of visits is 54%, which are visitors who have visited CV more than 3 times. Restu and for the type of service is the most dominant type of consumer, this indicates that CV. Restu already has so many relationships that he gets consumers in the government environment.

Data Validity and Data Reliability Test

Table 2. Data Validity and Reliability Test

Variable	Statement Items	Corrected Item-Total Correlation (>0.3)	Average Variance Extracted (AVE) (>0.50)	Validity	Cronbach's Alpha (>0.70)	Composite Reliability (CR) (>0.70)	Reliability
Loyalty	Y211	0.509	0.783	Valid	0.723	0.878	Reliable
	Y212	0.464		Valid			
	Y221	0.488		Valid			
	Y222	0.465		Valid			
Satisfaction	Y113	0.586	0.589	Valid	0.767	0.851	Reliable
	Y122	0.486		Valid			

Variable	Statement Items	Corrected Item-Total Correlation (>0.3)	Average Variance Extracted (AVE) (>0.50)	Validity	Cronbach's Alpha (>0.70)	Composite Reliability (CR) (>0.70)	Reliability
	Y131	0.424		Valid			
	Y133	0.558		Valid			
	Y143	0.579		Valid			
Location	X512	0.548		Valid			
	X522	0.553		Valid			
	X531	0.506		Valid			
	X532	0.560	0.518	Valid	0.770	0.843	Reliable
	X541	0.501		Valid			
	X542	0.495		Valid			
	X552	0.515		Valid			
Promotion	X411	0.522		Valid			
	X421	0.654		Valid			
	X431	0.520	0.564	Valid	0.737	0.837	Reliable
	X441	0.507		Valid			
	X451	0.504		Valid			
Price	X312	0.546		Valid			
	X313	0.572		Valid			
	X321	0.562		Valid			
	X323	0.494		Valid			
	X332	0.533	0.640	Valid	0.810	0.876	Reliable
	X333	0.532		Valid			
	X342	0.520		Valid			
	X343	0.630		Valid			
Product Quality	X213	0.525		Valid			
	X222	0.533		Valid			
	X241	0.513		Valid			
	X242	0.587		Valid			
	X243	0.548	0.572	Valid	0.812	0.869	Reliable
	X262	0.602		Valid			
	X272	0.458		Valid			
	X273	0.651		Valid			
Service Quality	X112	0.610		Valid			
	X113	0.528		Valid			
	X114	0.476		Valid			
	X121	0.539		Valid			
	X122	0.531		Valid			
	X123	0.509		Valid			
	X131	0.466		Valid			
	X133	0.472	0.648	Valid	0.728	0.847	Reliable
	X142	0.522		Valid			
	X143	0.452		Valid			
	X151	0.422		Valid			
	X152	0.684		Valid			
	X153	0.516		Valid			
	X154	0.589		Valid			

Source: Processed Data, 2022

Based on the table above, it can be seen that the variables in this study are loyalty (Y2), customer satisfaction (Y1), service quality (X1), product quality (X2), price (X3), promotion (X4) and location (X5) which show the corrected value. item-total correlation above 0.3 indicates a valid value in the research question. The validity of the

statement or questionnaire is also indicated by the Average Variance Extracted (AVE) value which is overall greater than 0.50 (AVE > 0.50).

Meanwhile, in testing all the variables used in this study, the Cronbach's Alpha value was greater than 0.70. Then, reliability is also indicated by the Composite Reliability value which is greater than 0.60 and close to 0.70. From table 2 it can be seen that all variables have Cronbach Alpha and CR values that are greater and closer to 0.70. That is, all variables in this study are reliable.

Convergent Validity Testing

Table 3. Convergent Validity Test

Variable	Statement	Outer Loading
Quality of service	X13	0.815
	X14	0.772
	X15	0.827
Product quality	X21	0.719
	X22	0.682
	X24	0.889
	X26	0.698
	X27	0.774
Price	X31	0.853
	X32	0.730
	X33	0.734
	X34	0.872
Promotion	X41	0.741
	X42	0.829
	X43	0.783
	X45	0.639
Location	X51	0.677
	X52	0.718
	X53	0.771
	X54	0.721
	X55	0.708
Satisfaction	Y11	0.755
	Y12	0.716
	Y13	0.826
	Y14	0.769
Loyalty	Y21	0.892
	Y22	0.878

Source: Processed Data, 2022

Based on the table above in testing using the Smart PLS application, the results of the Convergent Validity test on all variables in this study show results above 0.5. This indicates that all indicators used for each variable in this study show valid values, and this is also an indicator in this study met the standards for further research.

Discrimination Validity Results

Table 4. Discriminatory Validity Test Results

	Price	Satisfaction	Product quality	Quality of service	Location	Promotion	Loyalty
Price							
Satisfaction	0.389						
Product quality	0.790	0.866					
Quality of service	0.518	0.602	0.628				
Location	0.757	0.726	0.760	0.458			
Promotion	0.695	0.753	0.739	0.426	0.864		
Loyalty	0.853	0.753	0.744	0.485	0.573	0.618	

Source: Processed Data, 2022

Based on the HTMT validity discriminant table above, it can be seen that the value of each variable has a latent value below 0.9. This indicates that the discriminant value of all variables shows a good value.

Multicollinearity Results and Coefficient of Determination (R2)

Table 5. Multicollinearity and Coefficient of Determination (R2)

Variable Name	Multicollinearity		Coefficient Determination (R2)		
	Satisfaction	Loyalty	R Square	R Square Adjusted	Connection
Job satisfaction (Y1)		3.109	0.615	0.585	Moderate
Location (X5)	4.124	4.149	0.495	0.447	Weak
Promotion (X4)	2.076	2.104			
Price(X3)	2.997	3.109			
Product Quality (X2)	2.441	2.674			
Service Quality (X1)	2.472	2.560			

Source: Processed Data, 2022

From the table above it can be seen that the VIF values of all variables are less than 10 (VIF <10), meaning that there is no multicollinearity in this study. The results of the test for the coefficient of determination or R square shown in table 5 shows that the R2 value of all endogenous variables is only above 0.4. These results indicate a weak influence of exogenous variables on endogenous variables of job satisfaction and customer loyalty.

Hypothesis Test Results

Table 6. Hypothesis Test Results

Hypothesis	Variable Relations	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Results
H1	Service Quality_X1 -> Satisfaction_Y1	0.183	0.172	0.161	1.141	0.254	Not significant
H2	Product Quality_X2 -> Satisfaction_Y1	0.318	0.319	0.148	2.150	0.032	Significant
H3	Price_X3 -> Satisfaction_Y1	0.208	0.210	0.151	1.372	0.171	Not significant
H4	Promotion_X4-> Satisfaction_Y1	0.102	0.115	0.155	0.622	0.508	Not significant
H5	Location_X5-> Satisfaction_Y1	0.098	0.107	0.201	0.485	0.628	Not significant
H6	Service Quality_X1 -> Loyalty_Y2	0.147	0.142	0.163	0.898	0.369	Not significant
H7	Product Quality_X2-> Loyalty_Y2	0.201	0.187	0.190	1.058	0.291	Not significant
H8	Price_X3 -> loyalty_Y2	0.490	0.462	0.193	2.544	0.011	Significant
H9	Promotion _X4-> Loyalty_Y2	0.114	0.160	0.187	0.611	0.542	Not significant
H10	Location_X5 -> Loyalty_Y2	-0.299	-0.277	0.222	1.348	0.178	Not significant
H11	Satisfaction_Y1 -> Loyalty_Y2	0.131	0.115	0.194	0.675	0.500	Not significant

Source: Processed Data, 2022

Based on the test results in table 6 above, it can be explained as follows: the results of testing the variable service quality on satisfaction have a P-value of 0.254 or greater than the value of 0.05. So, it can be concluded that Service Quality has no significant influence on customer satisfaction. The results of testing the product quality variable on satisfaction have a P_value of 0.032 or less than 0.05. The calculated T value of 2,150 is greater than the T table

of 1,998. it can be concluded that product quality variables have a significant effect on customer satisfaction. The results of testing the price variable on customer satisfaction have a P value of 0.171 or greater than the value of 0.05. the value of T calculates the price of customer satisfaction of 1,372 which is smaller than the value of the T table of 1,998. it can be concluded if the price variable does not significantly influence customer satisfaction. The results of testing the promotion variable on customer satisfaction have a P value of 0.508 or greater than the value of 0.05. the calculated T value of promotion on customer satisfaction is 0.622 which is smaller than the T table value of 1.998. it can be concluded if the promotion variable does not significantly influence customer satisfaction. The results of testing the location variable on customer satisfaction have a P value of 0.628 or greater than the value of 0.05. the calculated T value of Location to customer satisfaction is 0.485 which is smaller than the T table value of 1.998. it can be concluded if the location variable does not significantly influence customer satisfaction. The results of testing the service quality variable on customer loyalty has a P value of 0.369 or greater than the value of 0.05. the calculated T value of service quality to customer loyalty is 0.898 which is smaller than the T table value of 1.998. it can be concluded if the variable service quality does not significantly influence customer loyalty. The results of testing the product quality variable on customer loyalty have a P value of 0.291 or greater than the value of 0.05. the calculated T value of product quality on customer loyalty is 1,058 which is smaller than the T table value of 1,998. it can be concluded if the product quality variable does not significantly influence customer loyalty. The results of testing the price variable on customer loyalty have a P value of 0.011 or less than the value of 0.05. the T-count value for customer loyalty is 2,544, which is greater than the T-table value, which is 1,998. it can be concluded if the price variable has a significant effect on customer loyalty. The results of testing the promotion variable on customer loyalty have a P value of 0.542 or greater than the value of 0.05. the calculated T value of promotion on customer loyalty is 0.611 which is smaller than the T table value of 1.998. it can be concluded if the promotion variable does not significantly influence customer loyalty. The results of testing the location variable on customer loyalty have a P value of 0.178 or greater than the value of 0.05. the calculated T value of Location to customer loyalty is 1,348 which is smaller than the T table value of 1,998. it can be concluded if the location variable does not significantly influence customer loyalty. The results of testing the satisfaction variable on customer loyalty have a P value of 0.500 or greater than the value of 0.05. the calculated T value of satisfaction with customer loyalty is 0.675 which is smaller than the T table value of 1.998. it can be concluded that the variable satisfaction does not significantly influence customer loyalty.

Discussion of Research Results
The Effect of Service Quality on Customer Satisfaction
Service quality in this study showed results that did not have a significant effect. This can be seen from the results of the hypothesis testing research in table 6. This shows that service quality does not affect customer satisfaction optimally from CV. Restu.

CV Restu, which is a business unit engaged in the printing sector, has been around for a long time, so that the business unit is no stranger to the public. It can be seen from table 1 that customers from CV. Restu was donated by a customer who was aged 30 years and over. This indicated that CV Restu's customers already had an emotional relationship with the printer, so that the quality of service did not have such a big influence on CV Restu's satisfaction. On the other hand, CV Restu, which is also a business unit engaged in printing, focuses more on providing quality in terms of tangibility, such as prints produced. This is evidenced in the responses of respondents if the tangiblity side has very good results so that this becomes the focus of CV Restu. to be developed. This assumption is reinforced by Ningrum (2013) who argues that tangibles have a significant effect on consumer satisfaction.

In general, service quality in this study showed insignificant results, research conducted by Paisal (2013) also showed similar results that the effect of service quality on satisfaction was weak, but this was contrary to research conducted by Lusiana, (2015) which shows that there is a significant positive effect between service quality and satisfaction.

Effect of Product Quality on Customer Satisfaction
The product quality variable in this study shows significant and influential results on customer satisfaction. This can be seen from the results of the hypothesis testing in table 6. This indicates that the improvement in the quality of the goods offered by CV. Restu will increase customer satisfaction when shopping at CV. Restu.

CV. Restu, which is a business unit that sells ATK and so on, as a business unit that offers products, the quality of the products offered is an important thing to study and develop to maintain consumer satisfaction in shopping at CV. Restu. CV customers. Restu, seen from table 1, is dominated by women who have a more detailed attitude than men, which is also a factor in maintaining quality, which must be emphasized to maintain customer satisfaction.

Research showing the effect of product quality on consumer satisfaction has also been carried out by Mayasari (2015) on consumer satisfaction.

Effect of Price on Customer Satisfaction

Prices in this study show results that do not have a significant effect. This can be seen from the results of the hypothesis testing research in table 6. This shows that relatively cheap prices do not affect customer satisfaction from CV. Restu.

Price is a public attraction in deciding to purchase goods. Much research related to this has been carried out and it is confirmed that price is also part of the 4P theory which is marketing theory. This indicates that one of the factors in this study is that price does not have a major influence on customer satisfaction. Customer income from CV Restu, which is dominated by income above 3 million rupiah, also indicates that buying stationery and others which have relatively affordable prices is also a satisfaction when owning these goods, but is more of a fulfillment of needs to support a job or task. In terms of printing CV Restu has also established several collaborations with several parties, it can be seen from table 1 that CV Restu has collaborated with parties dominated by official services and several private companies. Cooperation with government agencies and private companies makes prices have no effect on customer satisfaction.

Research on the effect of price on consumer satisfaction was conducted by Kurnia (2015) which showed a significant effect of price on consumer satisfaction, this is contrary to the results of this study which showed insignificant results, the same research results were also shown by Agung (2018) who revealed that price has no effect on consumer satisfaction.

The Effect of Promotion on Customer Satisfaction

Promotion in this study showed results that did not have a significant effect. This can be seen from the results of the hypothesis testing research in table 6. This shows that promotion has no effect on customer satisfaction from CV. Restu.

As a business unit engaged in the printing and sales of ATK, promotion is emphasized as a tool to introduce or expand information regarding the existence of CV Restu, which is a ATK printing and sales business unit. This is one of the promotional factors that cannot directly influence consumer satisfaction. The age of customers from CV Restu, which is dominated by 31-50 years, shows that customers who shop at CV Restu Abadi are adults who are familiar with CV Restu printing. In addition, the majority of CV Restu's customers are official and private companies, causing promotions to not have a strong effect on consumer satisfaction.

Research on promotions on consumer satisfaction has been carried out by Gulla, et al (2015) which suggests that promotions do not have a significant effect on consumer satisfaction. conducted by (Harminingtayas, 2012).

Effect of Location on Customer Satisfaction

The location in this study showed results that did not have a significant effect. This can be seen from the results of the hypothesis testing research in table 6. This shows that strategic location has no effect on customer satisfaction from CV. Restu.

The work on the Epal project in Pekanbaru City has had an impact on the damage to several roads in the Pekanbaru City area. This has made it difficult for the community to access a point in several places, one of the areas affected by the influence of the Epal project is Sukajadi which is where CV Restu is located, from the table of respondents' responses it can be seen if CV Restu's customers complain more about accessibility or the ease of reaching CV Restu's location points. From table 1 it can also be seen that CV Restu's customers are dominated by official and private companies. This type of customer does not pay much attention to location because orders and projects from the office can be made via telephone, WhatsApp and email. This is a location factor that does not have a direct influence on consumer satisfaction so that there are other factors that in this research must be a link for this. The significance of the location variable on satisfaction was shown by research conducted by Wariki et al (2015). Other results were found in research conducted by Harsanti (2016) which suggested that location affects consumer satisfaction.

The Effect of Service Quality on Loyalty

Service quality in this study shows results that do not have a significant effect. This can be seen from the results of the hypothesis testing research in table 6. This shows that service quality does not affect consumer loyalty from CV. Restu.

Although in this research the quality of service in general does not have a tremendous influence, this is because CV Restu as a printing business unit has a dominance of customers who are aged 30 and over, who are

considered to have principles or determination in determining something, including the determination to choose CV Restu. in meeting printing needs. On the other hand, the existence of CV. Restu, which has been around for more than 21 years, is an added value for customers in deciding to shop at CV. Restu so that in research the service quality factor is not an important factor in increasing the level of consumer loyalty in CV. Restu.

Research on service quality on loyalty has also been carried out by Harsanti (2016) who states that service quality has an influence on loyalty. This research is contrary to the results of research that has been conducted in this research but is in line with research that has been conducted by Dama (2010).

Effect of Product Quality on Loyalty

The Product Quality Variable in this study showed insignificant results towards Loyalty, so the product quality offered by CV. Restu does not have a big impact Customer loyalty on CV. Restu. The printing business which is so competitive in Pekanbaru City makes business people have to think about steps to be able to create repeat purchases by consumers, one of the steps that can be taken is to provide the best quality in order to create repeat purchases but in this research a survey has been carried out and an analysis of 70 respondents showed insignificant results, this was because CV Restu customers were dominated by customers with middle class income levels of 73% of the total sample that had been studied. This indicates that the price of printing at CV Restu is considered affordable in meeting the need for printing by consumers, so that quality does not become a serious obstacle for customers to make repeated purchases.

Research on product quality on loyalty has been carried out by Sembiring et al (2014) which also showed similar results, namely product quality has an insignificant effect on loyalty but is contrary to research conducted by Mayasari (2015).

Effect of Price on Loyalty

The price variable in this study shows significant results on consumer loyalty. This can be seen from the results of the hypothesis test in table 6. From the results of the analysis of respondents, it is concluded that the price offered greatly influences customer loyalty or repeated purchases. This is because CV Restu customers are dominated by customers with middle income levels, so that price is a very important consideration in buying goods, the price of goods on CV. Restu that is still affordable is a trigger for repeated purchases at CV. In table 1 it can be seen that of the 70 respondents studied, it was dominated by buyers who had visited CV Restu several times, indicating that CV Restu's affordable prices were the trigger.

The results of this study are in line with research conducted by Diasari (2016) which shows a significant effect between price and loyalty. but contrary to research conducted by (Agung, 2018).

The Effect of Promotion on Loyalty

Promotion is an attempt to notify or offer products or services with the aim of attracting potential customers to buy or consume them. Promotion which is an action to offer products so that in this study it shows insignificant results on loyalty. This can be seen from the hypothesis test in table 6. CV Restu, which is a printing business that has been active for more than 20 years, has earned its own place in the hearts of its customers. so that promotion is not a strong factor for customers to become loyal, this can be seen in table 1 if more than 50% of customers from CV Restu are customers aged 30-50, this shows that CV. Restu is well known by the community so that people of this age level, which incidentally have some obstacles in obtaining information that are not appropriate for young people, have also been able to obtain information about the existence of CV Restu.

The results of this study are in line with those conducted by Selang (2013) which suggests that promotion does not have a significant effect on loyalty, but the results of a different study were conducted by May (2012) which stated that there is an effect of promotion on loyalty.

The Effect of Location on Loyalty

The location in this study showed results that did not have a significant effect. This can be seen from the results of the hypothesis testing research in table 6. This shows that location has no effect on consumer loyalty from CV. Restu.

The road conditions in the Sukajadi area were very bad as a result of the work on the Apple project from the Pekanbaru city government, which hampered access to the CV Restu shop. However, because the majority of CV Restu's customers are official parties and private companies, location is not a factor in customer loyalty. They only take advantage of the use of technology that is so easy to place an order, one example is whatsapp media, telephone and e-mail. For individual customers whose visit intensity has been more than 1 time, it is possible for customers to get a number from CV Restu so that orders can be made through online media without having to go

to the location of CV Restu which is in the Sukajadi area, this factor makes the location not an obstacle to CV Restu customers to continue to make purchases at CV Restu.

The results of this study are in line with those conducted by Selang (2013) which suggests that location has no significant effect on loyalty but the results of this study are also contrary to research conducted by Wijayanto et al (2013) which stated a significant effect between location on loyalty.

The Effect of Satisfaction on Loyalty

The results of the research on the variable satisfaction on loyalty in this study show an insignificant effect. It concludes that the satisfaction given to CV Restu customers does not have a major impact on loyalty or repeated purchases. There are several things that make the results of this study show that there is no significant effect between satisfaction and loyalty, namely the ease of accessing information about anything, including interesting things offered so that there is an interest in deciding to buy an item, this becomes a trigger even though at certain times customers with an item but there is no guarantee if they will make purchases periodically if the attractive offer as an addition to the pleasure ends.

The income factor that is still in the middle class makes CV Restu customers continue to dig for information to get attractive offers on goods. Even with the phenomena that are developing at the present time, it is very difficult to create loyalty even though the feeling of pleasure has been fulfilled due to the heterogeneous needs of society.

The results of this study are in line with what has been done by Sukmawati & Massie (2015) which states that if customer satisfaction has no significant effect on loyalty, other results are also found through research conducted by Cerri Shpetim, (2012) which shows the results have a significant effect between satisfaction and loyalty.

5.0 CONCLUSION

Based on the results of tests carried out on all the hypotheses proposed in this study, a conclusion can be made as follows: Service Quality Variables do not have a significant influence on customer satisfaction at CV. Restu. This means that the service quality strategy implemented by CV Restu cannot affect customer satisfaction at the company. Product Quality Variable has a significant positive influence on customer satisfaction. This means that the quality of the products owned by CV Restu can affect customer satisfaction. The quality of the product owned by the company is in accordance with what is expected by the customer. Price variable has no significant effect on customer satisfaction at CV Restu. This means that the price strategy implemented by CV Restu cannot affect customer satisfaction. Promotion variable has no significant effect on customer satisfaction. This means that the promotion strategy of CV Restu cannot affect the level of customer satisfaction. Location variable has no significant effect on customer satisfaction at CV Restu. This means that the location of CV Restu cannot affect the level of customer satisfaction. Service Quality Variable has no significant effect on customer loyalty at CV. Restu. This means that the service quality strategy implemented by CV Restu cannot affect customer loyalty to the company. Product Quality Variable has no significant effect on customer loyalty. This means that the quality of the products owned by CV Restu can affect customer loyalty. The quality of the product owned by the company is in accordance with what is expected by the customer. Price variable has a significant influence on customer loyalty at CV Restu. This means that the price strategy implemented by CV Restu can affect customer loyalty. Promotion variable has no significant effect on customer loyalty. This means that the promotion strategy of CV Restu cannot affect the level of customer loyalty. Location variable has no significant effect on customer loyalty at CV Restu. This means that the location of CV Restu cannot affect the level of customer loyalty. The customer satisfaction variable has no significant effect on customer loyalty at CV Restu. This means that customer satisfaction from CV Restu cannot affect the level of customer loyalty.

The suggestions that can be given in this study are as follows: It is hoped that CV Restu will be able to improve the company's Service Quality and 4P Marketing Mix strategy even better in order to increase CV Restu's customer satisfaction and loyalty. Several things that the Director needs to do are conducting periodic training for all employees to improve their skills in serving customers better. More monitoring of all company activities to make it more effective. The results of this study can be used as a reference for further researchers to develop this research by considering other more specific variables, such as relationship marketing, store image and others.

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