

The Effect of Service Quality, Price, and Promotion on Go-Mart Customer Loyalty with Satisfaction as Moderator at Bandar Lampung University

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ABSTRACT

This study examines the influence of service quality, pricing, and promotions on customer loyalty at Go-Mart, particularly among students from the Faculty of Economics and Business at the University of Bandar Lampung. Customer loyalty is defined as the commitment to continue using the services provided, which is essential for sustaining competitive advantage in today's market. The research indicates that high service quality, reasonable pricing, and effective promotions significantly enhance customer satisfaction. This satisfaction, in turn, drives loyalty, thereby creating a positive feedback loop that benefits both the customer and the business. Employing a quantitative methodology, online questionnaires were distributed to 280 respondents, ensuring a diverse range of perspectives. Data analysis was conducted using Structural Equation Modeling (SEM), a robust statistical technique that allows for the assessment of complex relationships between variables. The findings reveal that all independent variables—service quality, pricing, and promotions positively influence customer loyalty, with customer satisfaction serving as a crucial mediator in these relationships. These results provide valuable insights for companies looking to develop more effective marketing strategies to boost customer loyalty in the digital age. By focusing on these key areas, businesses can enhance their offerings, ultimately leading to increased customer retention and loyalty.

INTRODUCTION

Customer loyalty refers to a customer's consistent preference to buy a product or use services offered by a company (Gezahegn et al., 2024). According to Barusman (2019), customer loyalty is defined as a strong and enduring commitment from customers to repeatedly repurchase or continue using a chosen product or service in the future, despite factors that could alter their behavior, such as situational influences and marketing efforts. Similarly, Galvão et al. (2018)

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suggest that customer loyalty is the commitment of customers to a brand or supplier, which is reflected in consistent purchasing behavior. Customer loyalty is key to long-term success, as it not only drives short-term sales but also gives companies a sustainable competitive edge. The longer customers remain loyal, the greater the potential profit for the company. In the business world, three key elements significantly influence customer loyalty: service quality, pricing, and promotions (Abdel Fattah et al., 2021; Brashear-Alejandro et al., 2016; Lang et al., 2022).

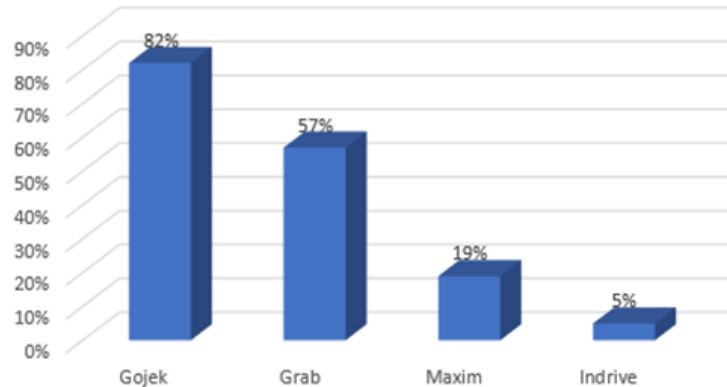
Service quality is a crucial factor influencing customer loyalty. High-quality service can fulfill consumer needs and expectations and deliver services accurately to meet consumer desires (Nguyen-Phuoc et al., 2021). Owusu Kwateng et al. (2019) describe service quality as a long-term cognitive evaluation by consumers of the services provided by a company. High-quality service creates positive experiences for customers. When customers perceive services such as reliability, response speed, empathy, and adequate facilities as satisfactory, they tend to remain loyal to the company. The service quality reflects how well a company meets customer expectations, in line with the disconfirmation model, which assesses the difference between customer expectations and actual experiences (Halpern & Mwesiumo, 2021). This quality also strengthens the emotional connection between consumers and their preferred brands (Miranda et al., 2018).

Price is a key element in a comprehensive marketing strategy and has a direct impact on customer loyalty. Customers who feel that the price they pay is fair are more likely to be satisfied and remain loyal to a particular brand or product (Bassegy, 2014). According to Parguel et al. (2016), price is the value exchanged by consumers for the benefits of owning or using a product or service, which may be negotiated or set as a standard for all buyers. Companies should consider consumer purchasing power, costs, profit margins, and market fluctuations when setting prices (Chakraborty et al., 2021). Price serves as an indicator of value and fairness in the eyes of the customer. When customers feel that the price is just and offers commensurate benefits, they are more likely to continue using the product or service, recommend it to others, and stay loyal (Cheah et al., 2020).

Promotion is another critical element in the marketing mix that significantly influences customer loyalty. According to Muhammad et al. (2019), promotion is a form of communication aimed at informing, influencing, or increasing interest in a company and its products. Through promotion, companies encourage customers to purchase and remain loyal to their offerings (Maiti, 2018). Promotions encompass various communication efforts that aim to raise awareness, attract attention, and drive purchases (Barusman & Virgawenda, 2019). Effective promotional strategies help companies build stronger relationships with customers, fostering long-term loyalty to the brand (Barusman, 2024).

Customer satisfaction plays a pivotal role in explaining the relationship between factors such as service quality, pricing, and promotions and customer loyalty. Customer satisfaction is the result of an evaluation of the difference between initial expectations and actual product performance after use (Shaikh et al., 2024). Satisfied customers, who experience consistent, responsive, and appropriate service, tend to feel valued, strengthening their emotional connection with the company. This satisfaction increases the likelihood of continued service usage (Rauf et al., 2024). Furthermore, when the price is considered fair and proportional to the quality or benefits received, customers feel satisfied. This satisfaction motivates them to repurchase and recommend the product or service to others (Zanetta et al., 2024). Attractive promotions, such as discounts or gifts, can also enhance customer satisfaction. If these promotions align with customers' needs, satisfaction levels increase, further strengthening their loyalty (Theodorakopoulos & Theodoropoulou, 2024).

In the modern era, the demand for transportation services has risen in line with the increasing activity of society (Anggraeni, 2021). Quality service, competitive pricing, and attractive promotions play a crucial role in building customer loyalty in the transportation sector. These factors directly contribute to customer satisfaction, which encourages continued use of services. With rising mobility demands, efficient and fast transportation is essential, even for long-distance travel (Marsusanti et al., 2018). Transportation services have become a trending business in Indonesia, particularly with the emergence of online transportation services such as Gojek, Grab, Maxim, and InDriver (Fatimah et al., 2022).



Source: Survey Indef, 2022

Figure 1. Number The Most Used Online Transportation (2022)

Go-Mart is a feature in the Gojek app that provides online shopping services for daily needs (Ningtyas & Suharto, 2024). Gojek, a subsidiary of PT GoTo Gojek Tokopedia Tbk., was founded by Nadiem Makarim and is a company specializing in transportation services and goods delivery (courier services), with a social orientation aimed at helping motorcycle taxi drivers work more efficiently. Gojek offers a variety of services beyond passenger transportation, including Go-Food, Go-Send, Go-Mart, Go-Med, Go-Shop, Go-Box, Go-Clean, Go-Tix, and Go-Pulsa. One of the widely used services in the Gojek app is Go-Mart (Adyana & Suprapti, 2017). The Go-Mart service system allows users to order goods from the nearest store partnered with Go-Mart, and a driver will deliver the items within one hour. This offers a new shopping experience for consumers, allowing them to shop from home instead of going to physical stores like supermarkets or markets (Pradiatiningtyas, 2020).

According to a survey by Indef, Gojek is the most preferred online motorcycle taxi service in Indonesia. The survey shows that 82% of respondents use Gojek's services, even if they have access to other applications. Grab follows with 57.3% of respondents using its online motorcycle taxi services, while Maxim is used by 19.6%. Only a small percentage, 4.9%, report using services from InDrive. Additionally, the survey indicates that Gojek is also the most frequently used online logistics service, with 64.06% of respondents using it.

The urgency of studying the influence of service quality, prices, and promotions on Go-Mart customer loyalty, with customer satisfaction acting as a moderator, is critical as the e-commerce and services industry, especially in the goods delivery sector, continues to rapidly develop. With increasing competition between platforms such as Go-Mart, GrabMart, and others, companies need to understand the factors that influence customer loyalty. High-quality service, competitive pricing, and attractive promotions are key elements that play a significant role in building customer

satisfaction. Customer satisfaction itself has a substantial impact on maintaining long-term loyalty. This research will assist companies in formulating more comprehensive and effective strategies to retain and enhance customer loyalty. Additionally, it provides valuable insights into how these factors interact to increase satisfaction and loyalty. The findings also contribute to a deeper understanding of customer relationship theories in marketing and management, which can be applied across various industries.

The primary objective of this study is to investigate the influence of service quality, price, and promotion on customer loyalty at Go-Mart, specifically focusing on the moderating role of customer satisfaction. The research aims to analyze how service quality affects customer loyalty among students at the Faculty of Economics and Business, Bandar Lampung University, and to assess the relationship between price perceptions and customer loyalty to Go-Mart. Additionally, it seeks to examine how promotional strategies contribute to customer loyalty and whether they foster lasting relationships with customers. Another key aim is to understand how customer satisfaction moderates the relationships between service quality, price, promotion, and customer loyalty, ultimately providing valuable insights for companies to develop effective marketing strategies in the digital age.

The research addresses several critical issues, including the exploration of customer loyalty concepts among frequent Go-Mart users and the importance of service quality in fostering this loyalty. It investigates how perceptions of pricing impact customer satisfaction and loyalty in a competitive market, as well as the effectiveness of various promotional activities. Furthermore, the study examines the interplay between customer satisfaction and loyalty, especially given that higher satisfaction does not always equate to greater loyalty. Overall, this research aims to contribute to a deeper understanding of the dynamics surrounding customer loyalty within the context of Go-Mart and similar e-commerce platforms, offering implications for the broader e-commerce and service industries.

Service quality has a positive impact on customer loyalty because customer tend more loyal to company or consistent brand give a satisfying experience (Barusman & Virgawenda, 2019). Quality service covers various aspect like speed, reliability, friendliness, and attention to need customers. When the company can fulfil or even exceed expectation customer in matter quality service, thing This will increase satisfaction they (Kim & Yum, 2024). High satisfaction will strengthen connection emotional customer with brand, push they For return use service and recommend it to others (Irshad et al., 2024).

Satisfaction customer can to moderate connection between quality service and loyalty customer Because satisfaction act as factor a strengthening connector or weaken impact from quality service to loyalty (Barusman et al., 2020). When the customer feel satisfied with services provided, quality good service will more Possible For produce high loyalty. On the other hand, if customer No satisfied although quality service high, loyalty they to company or brand will negatively (Irshad et al., 2024)affected.

H1: Quality service own effect positive on loyalty customer

H4: Satisfaction customer can to moderate connection between quality service and loyalty customer.

Price positively influences customer loyalty because the price considered fair and proportional with accepted value will increase satisfaction customer. When the customer feel the price they charge pay in accordance with quality product or services received, they tend feel appreciated and satisfied (Cankül et al., 2024). Satisfaction This increase possibility customer For

Keep going buy product or use the same service in the future, which in turn strengthen loyalty they to brand or Company (Albarq, 2024). Competitive price or interesting can also be build connection term long between company and customers. If the customer feel get mark more from the price paid, they more tend For remain loyal and even recommend product or service to others (Abigail et al., 2024).

Satisfaction customer can to moderate connection between price and loyalty customer with method strengthen or weaken impact price to decision loyalty customer (Leninkumar, 2017). When the customer feel satisfied with product or the services they provide accept, though price paid Possible more tall, they tend more loyal to brand or company the (Gazi et al., 2024). Satisfaction This create a greater sense of value high, which makes price looks more fair or reasonable. On the other hand, if customer feel No satisfied with quality or service received, price considered not even cheap will Enough For guard loyalty they (Yum & Kim, 2024). In terms of this, although price more low, lack of satisfaction can reduce loyalty customers. In overall, satisfaction customer functioning as factor the determinant that can strengthen effect positive from price to loyalty customers, or even reduce impact negative from too much price tall If customer feel accepted value comparable with hope they (Kawa & Zdrenka, 2024).

H2: Price has effect positive on loyalty customer

H5: Satisfaction Customer can Moderating connection between price and loyalty customer

Promotion positively impacts customer loyalty because effective promotion can increase interest and satisfaction customer to product or services offered (Karim & Rabiul, 2024). When the customer feel that they get attractive offers, such as discounts, bonuses, or loyalty programs, they more tend For Keep going buy from company This is. can create bond emotional and increase the sense of value received by customers (Banerji & Singh, 2024).

Satisfaction customer can to moderate connection between promotion and loyalty customer Because level high satisfaction will strengthen effect positive from promotion to loyalty customer (Dwivedi et al., 2024). When the promotion is given by the company considered interesting and giving mark add, but accompanied by with experience positive and satisfying, customers will feel more appreciated and more tend For still loyal to brand or company On the other hand, if promotions given No fulfil hope or accompanied by with experience bad customer, though There is incentive promotion, thing This can reduce impact positive promotion to loyalty customer (Manivel, 2024). Satisfaction customer functioning as amplifier, which makes customer more Possible For respond in a way positive to promotion and, in turn, increase loyalty they to company (Jia et al., 2024).

H3: Promotion own effect positive on loyalty customer

H6: Satisfaction Customer can Moderating connection between promotion and loyalty customer

Satisfaction customer own effect positive on loyalty customer Because when customer feel satisfied with product or services received, they more tend For Keep going do purchase repeat and stay loyal to the brand or company the (Manivel, 2024). High satisfaction create more relationship strong between customers and companies, which in turn build trust and loyalty. Satisfied customers usually feel appreciated, and experience positive This strengthen attachment emotional they with brand (Dwivedi et al., 2024). In addition, satisfied customers more tend For recommend product or service to other people, who can also increase loyalty more carry on. On the contrary, dissatisfaction can cause decline loyalty, because customers who do not satisfied more Possible look for alternative from competitor (Karim & Rabiul, 2024). Therefore that, keep satisfaction

customer is key main For build and maintain loyalty customer in term long (Kawa & Zdrenka, 2024).

H7: Satisfaction Customer own effect positive on Loyalty Customer

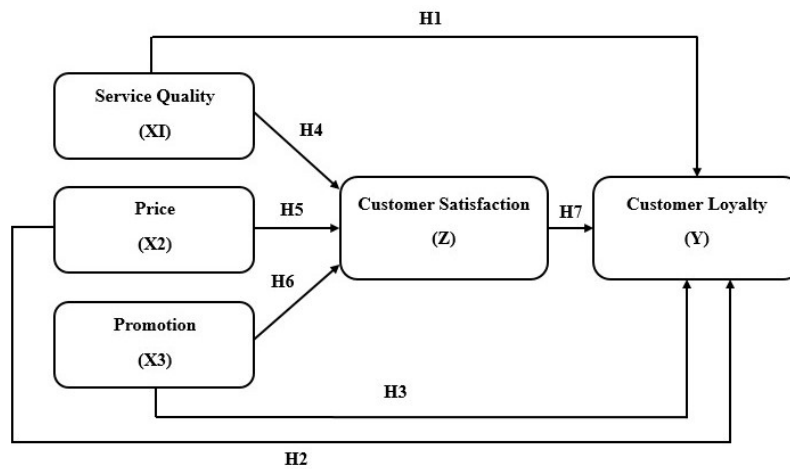


Figure 2. Framework

RESEARCH METHOD

Research design

Study This apply approach quantitative with use design survey For collect data about influence from quality service, price and promotion to loyalty Go-Mart users. In addition that, research this also researches role satisfaction customer as a moderator in connection the.

Samples and data collection

In research This, Targeted population is student active University of Bandar Lampung. Population is overall group of people (or institutions, events, or object studies others) who want explained and understood (Firmansyah & Dede, 2022). Retrieval sample used is *purposive sampling*, where respondents chosen based on criteria certain, namely students who have ever use Go-Mart services. Sample is part from population studied. Research sample done when researcher want to generalize results obtained from sample the (Abadiyah, 2016). Data collection techniques use Questionnaire. Questionnaire will spread out online using an online survey platform (such as Google Forms) to make it easier Respondent in fill out. The questionnaire employs a Likert scale ranging from 1 to 5 (1 = Strongly Disagree, 5 = Strongly Agree). For determine size sample, used Slovin's formula with *margin of error* of 5% as following :

$$n = \frac{N}{1 + N \cdot e^2} = \frac{936}{1 + 936 \times (0.05)^2} = \frac{936}{1 + 2.34} = 280.24 \quad (1)$$

Data analysis

Malhotra (2020) explains that Structural Equation Modelling (SEM) is a technique used to estimate the relationships between independent and dependent variables in a model, where these relationships are represented by observed variables. SEM is typically applied when a study includes two or more endogenous (dependent) variables. According to Hair et al. (2019), SEM is

a multivariate analysis method that enables the simultaneous examination of multiple variables, allowing for the exploration of complex relationships between independent and dependent variables. This technique also allows the inclusion of unobservable factors, which are measured indirectly through indicator variables.

Table 1. Operational Table

| Variables | Variable Definition | Indicators/Questions |
|----------------------------------|---|---|
| Service Quality (X1) | The level of quality of services provided by Go-Mart | 1. Reliability 2. Responsiveness 3. Empathy 4. Assurance 5. Tangibles |
| Price (X2) | Customer perception of prices offered by Go-Mart | 1. Price 2. Price conformity with quality 3. Price fairness 4. Price discounts and promotions 5. Payment methods 6. Price transparency |
| Promotion (X3) | Communication efforts made to attract customer attention | 1. Advertising 2. Personal selling 3. Loyalty programs 4. Discounts 5. Special offers |
| Customer Satisfaction (Z) | Customer satisfaction level with products and services received | 6. Product quality 7. Service quality 8. Perceived fair price 9. Service experience 10. Overall satisfaction |
| Customer Loyalty (Y) | Customer commitment to continue using Go-Mart services | 1. Repeat purchase 2. Recommendation to others 3. Preference for Go-Mart compared to competitors 4. Resistance to offers from competitors |

Source: Data Processing, 2025

RESULTS AND DISCUSSION

Respondent Description

Based on the data collected from 280 respondents through a Google Forms questionnaire, as follows This is characteristics about type gender, study program, and age moment This summarized in table under This :

Table 2. Respondent Demographic Data

| Characteristics | Description | Presentation |
|------------------------|--------------------|---------------------|
| Gender | Male | 53% |
| | Female | 47% |
| Study Program | Accounting | 44% |
| | Management | 56% |
| Age | 17-19 | 62% |
| | 20-22 | 16% |
| | 20-29 | 17% |
| | 23-25 | 5% |

Source: Data Processing, 2025

From these data, it can be seen that majority Respondent is man with percentage 53%, while Woman by 47%. This is show that participation Respondent in study This relatively balanced between men and women, although A little more Lots men. Equality this gender participation important For ensure that perspective from second type sex represented in research. Respondents originate from two study programs majors at the Faculty of Economics and Business, Bandar Lampung University, namely Accounting and Management. The majority Respondent originate from the study program Management with percentage 56%, while the other 44% originate from the study program Accounting. This shows that interest and involvement student Management in use Go-Mart service is a little more tall compared to with student Accounting. This is Can So because of student Management more interested or more often use service based on application For fulfil need daily.

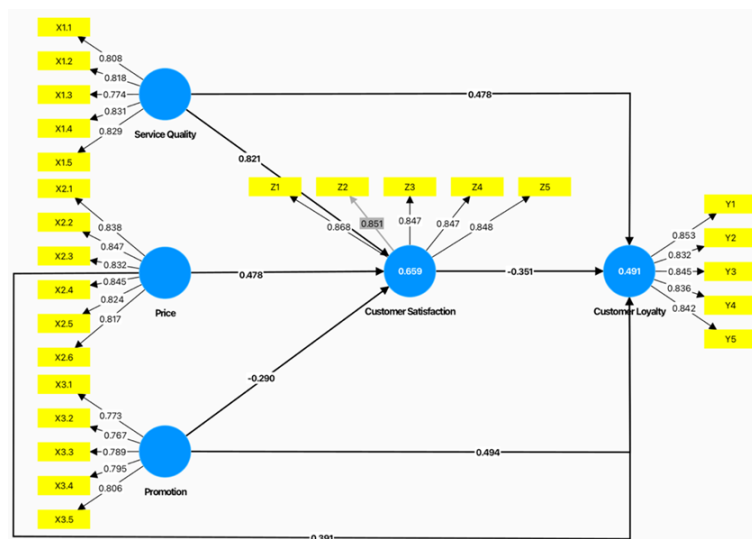
Majority Respondent is at in range age 17-19 years with percentage by 62%. Group age This is student year the possible beginning big more familiar with technology and services application such as Go-Mart. As many as 16% of respondents aged 20-22 years, 17% aged 20-29 years, and the remaining 5% aged 23-25 years. There are possibility error writing on overlapping 20-29 year old data overlap with group age others. However, in general Overall, this data show that part big Respondent is generation young and friendly with digital technology.

Outer Model Analysis

Outer model analysis is used to test the validity and reliability of constructs or latent variables in the research model. The steps in this analysis include:

Convergent Validity

Validity converge on a model can measured through connection between indicator reflective and score construct, which functions For evaluate how accurate the model is. Indicators it is said own level good reliability If mark recorded correlation more big from 0.70. To provide a clearer description of the structural connections between variables in this study, the structural model used is illustrated in the following figure, which shows a path model that describes connection between indicators and latent constructs. This helps in understand how much Good indicators the reflect latent variables measured.



Source: SmartPLS Output, 2025

Figure 3. Outer Model

Output Results SmartPLS give results as following For burden outside.

Table 2. Outer Loadings

| | Service Quality | Price | Promotion | Customer Loyalty | Customer Satisfaction |
|------|-----------------|-------|-----------|------------------|-----------------------|
| X1.1 | 0.808 | | | | |
| X1.2 | 0.818 | | | | |
| X1.3 | 0.774 | | | | |
| X1.4 | 0.831 | | | | |
| X1.5 | 0.829 | | | | |
| X2.1 | | 0.838 | | | |
| X2.2 | | 0.847 | | | |
| X2.3 | | 0.832 | | | |
| X2.4 | | 0.845 | | | |
| X2.5 | | 0.824 | | | |
| X2.6 | | 0.817 | | | |
| X3.1 | | | 0.773 | | |
| X3.2 | | | 0.767 | | |
| X3.3 | | | 0.789 | | |
| X3.4 | | | 0.795 | | |
| X3.5 | | | 0.806 | | |
| Y1 | | | | 0.853 | |
| Y2 | | | | 0.832 | |
| Y3 | | | | 0.845 | |
| Y4 | | | | 0.836 | |
| Y5 | | | | 0.842 | |
| Z1 | | | | | 0.868 |
| Z2 | | | | | 0.851 |
| Z3 | | | | | 0.847 |
| Z4 | | | | | 0.847 |
| Z5 | | | | | 0.848 |

Source: SmartPLS Output, 2025

Based on table above, showing outer loadings values for every indicator to their respective constructs. The outer loadings values are used For measure validity convergent, which indicates how much Good every indicator reflect its construction. Generally, the desired outer loadings value is > 0.7 . All indicator own the outer loadings value is above 0.7, so can concluded that indicators is valid in convergent in measure respective constructs.

Discriminant Validity

Table 3. Cross Loading

| | Service Quality | Price | Promotion | Customer Loyalty | Customer Satisfaction |
|------|-----------------|--------|-----------|------------------|-----------------------|
| X1.1 | 0.808 | -0.417 | -0.458 | -0.193 | 0.578 |
| X1.2 | 0.818 | -0.419 | -0.453 | -0.231 | 0.645 |
| X1.3 | 0.774 | -0.403 | -0.413 | -0.196 | 0.574 |
| X1.4 | 0.831 | -0.463 | -0.547 | -0.272 | 0.608 |
| X1.5 | 0.829 | -0.436 | -0.506 | -0.229 | 0.592 |
| X2.1 | -0.448 | 0.838 | 0.622 | 0.491 | -0.130 |
| X2.2 | -0.455 | 0.847 | 0.581 | 0.433 | -0.154 |
| X2.3 | -0.491 | 0.832 | 0.565 | 0.423 | -0.174 |
| X2.4 | -0.421 | 0.845 | 0.602 | 0.471 | -0.120 |
| X2.5 | -0.404 | 0.824 | 0.569 | 0.464 | -0.088 |
| X2.6 | -0.418 | 0.817 | 0.537 | 0.402 | -0.116 |
| X3.1 | -0.398 | 0.531 | 0.773 | 0.534 | -0.307 |

| | | | | | |
|------|--------|--------|--------|--------|--------|
| X3.2 | -0.466 | 0.541 | 0.767 | 0.455 | -0.360 |
| X3.3 | -0.441 | 0.530 | 0.789 | 0.528 | -0.336 |
| X3.4 | -0.516 | 0.572 | 0.795 | 0.505 | -0.346 |
| X3.5 | -0.484 | 0.565 | 0.806 | 0.490 | -0.374 |
| Y1 | -0.210 | 0.426 | 0.519 | 0.853 | -0.224 |
| Y2 | -0.230 | 0.463 | 0.530 | 0.832 | -0.224 |
| Y3 | -0.266 | 0.473 | 0.559 | 0.845 | -0.251 |
| Y4 | -0.214 | 0.434 | 0.523 | 0.836 | -0.218 |
| Y5 | -0.243 | 0.467 | 0.559 | 0.842 | -0.239 |
| Z1 | 0.650 | -0.164 | -0.433 | -0.284 | 0.868 |
| Z2 | 0.624 | -0.115 | -0.327 | -0.153 | 0.851 |
| Z3 | 0.602 | -0.131 | -0.375 | -0.249 | 0.847 |
| Z4 | 0.632 | -0.136 | -0.371 | -0.233 | 0.847 |
| Z5 | 0.641 | -0.117 | -0.356 | -0.247 | 0.848 |

Source: SmartPLS Output, 2025

Based on table above, cross loadings are used For test validity discriminant, namely For ensure that every indicator more reflect the construction Alone compared to with construct other. Every indicator own highest loading value in its construction itself. For example, the X1.1 indicator has the highest loading on Quality. Service (0.808) compared with loading on the construct other. This is show that every indicator of course measure the construct that should be measured and not contaminated by construction others. Validity discriminant fulfilled Because indicators more reflect the construction Alone compared to with construct other.

Composite Reliability and Cronbach's Alpha

Table 4. Construct Reliability and Validity

| | Cronbach's Alpha | Composite reliability (rho a) | Composite Reliability (rho c) | Average Variance Extracted (AVE) |
|-----------------------|------------------|-------------------------------|-------------------------------|----------------------------------|
| Service Quality | 0.871 | 0.873 | 0.906 | 0.660 |
| Price | 0.912 | 0.914 | 0.932 | 0.695 |
| Promotion | 0.845 | 0.846 | 0.890 | 0.618 |
| Customer Loyalty | 0.897 | 0.897 | 0.924 | 0.708 |
| Customer Satisfaction | 0.906 | 0.907 | 0.930 | 0.726 |

Source: SmartPLS Output, 2025

This table presents the values for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) for each construct. A Cronbach's Alpha and Composite Reliability value greater than 0.7 indicates good reliability. The AVE values above 0.5 suggest good convergent validity. All constructs have Cronbach's Alpha and Composite Reliability values exceeding 0.7, and the AVE is above 0.5. This confirms that the constructs are both reliable and valid in measuring the studied variables. The research instrument used for measuring variables meets the reliability and validity criteria, ensuring that the obtained data is trustworthy and dependable.

Inner Model Analysis

Inner model analysis is used For test connection between latent constructs in research models.

Determination Coefficient (R²) & (F²)

Table 5. R Square and F Square Results

| | R-square | R-square adjusted | F-square | F-square adjusted |
|------------------------------|----------|-------------------|----------|-------------------|
| Customer Loyalty | 0.491 | 0.483 | 0.964 | Large Effect |
| Customer Satisfaction | 0.659 | 0.656 | 1.932 | Large Effect |

Source: SmartPLS Output, 2025

The R-square value for customer loyalty is 0.491, meaning that 49.1% of the variation in customer loyalty can be explained by service quality, price, promotion, and customer satisfaction. The remaining 50.9% is influenced by other factors not covered in this study. The R-square value for customer satisfaction is 0.659, meaning that 65.9% of the variation in customer satisfaction can be explained by service quality, price, and promotion. The remaining 34.1% is influenced by other factors outside the model. According to Chin (1998), an R² value of 0.33 is considered moderate, indicating that the research model has a good predictive ability.

Based on the calculation of the F-square value, customer loyalty obtained a value of 0.964, which reflects a fairly significant influence from that variable. On the other hand, customer satisfaction recorded a value of 1.932, indicating a very significant influence. These findings confirm that service quality, reasonable prices, and effective promotions have a significant impact on customer satisfaction and loyalty at Go-Mart. This is crucial for the success of marketing strategies in a competitive market.

Goodness of Fit (GoF)

Table 6. Goodness of Fit Model

| | Saturated model | Estimated model |
|-------------------|-----------------|-----------------|
| SRMR | 0.044 | 0.044 |
| d_ ULS | 0.666 | 0.666 |
| d_ G | 0.311 | 0.311 |
| Chi-square | 489.798 | 489.798 |
| NFI | 0.899 | 0.899 |

Source: SmartPLS Output, 2025

The SRMR value of 0.08 indicates a good model fit. In this case, a value of 0.044 suggests that the model aligns well with the data. Values closer to 1 indicate a better fit. The goodness of fit test results show that the research model demonstrates a strong fit between the data and the proposed model.

Hypothesis Testing

Table 7. Path Coefficients (Direct Effect)

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|---|---------------------|-----------------|----------------------------|-------------------------|----------|
| Service Quality -> Customer Loyalty | 0.478 | 0.467 | 0.181 | 2.643 | 0.008 |
| Price -> Customer Loyalty | 0.391 | 0.399 | 0.087 | 4.484 | 0.000 |
| Promotion -> Customer Loyalty | 0.494 | 0.487 | 0.079 | 6.266 | 0.000 |
| Customer Satisfaction -> Customer Loyalty | -0.351 | -0.345 | 0.130 | 2.694 | 0.007 |

Source: SmartPLS Output, 2025

Service Quality and Customer Loyalty

A positive coefficient of 0.478 indicates that there is a positive relationship between service quality and customer loyalty. In other words, as service quality improves, customer loyalty tends to increase. The t-statistic of 2.643 is greater than 1.96, which is the critical value for statistical significance in a two-tailed test at the 5% significance level. This means that the result is statistically significant. Additionally, the p-value of 0.008 is below the 0.05 threshold, further confirming the statistical significance of the effect. Given these results, we can conclude that improving service quality has a significant and positive impact on customer loyalty. Therefore, Hypothesis H1, which posits that service quality enhances customer loyalty, is accepted.

Service quality has a positive and significant impact on customer loyalty. This indicates that the higher the quality of service provided by the company, the greater the likelihood that customers will remain loyal and continue to choose the company's products or services. Enhancing service quality can involve various factors, such as faster service, a friendly and professional demeanor from staff, and effective problem resolution. By delivering a satisfying experience, companies can foster stronger relationships and cultivate long-term customer loyalty. This is in line with research by Dewi (2018) and Septiarini (2023) where service quality has a positive and significant impact on consumer loyalty. However, this is not in line with research by Nguyen et al. (2020) where service quality has no effect on consumer loyalty.

Price and Customer Loyalty

A positive coefficient of 0.391 suggests that price has a positive influence on customer loyalty, meaning that as the price is perceived as fair and competitive, customer loyalty tends to increase. The t-statistic of 4.484 exceeds the critical value of 1.96, which indicates that the result is statistically significant. Additionally, the p-value of 0.000 is much lower than the 0.05 threshold, further confirming the statistical significance of the effect. Given these findings, we can conclude that price has a significant and positive impact on customer loyalty. Therefore, Hypothesis H2, which asserts that price affects customer loyalty, is accepted.

Price has a positive and significant impact on customer loyalty. This means that when customers perceive the price as fair and competitive, they are more likely to remain loyal to the company and continue purchasing its products or services. Competitive pricing strategies can attract new customers and help retain existing ones, fostering long-term loyalty. This is in line with research Sinaga & Robi'ah (2024) and Hapsari et al. (2021) that has shown that competitive price can significantly influence customer loyalty. When customers perceive that they are receiving good value for their money, they are more likely to maintain their loyalty to the brand. Competitive pricing not only attracts new customers but also strengthens relationships with existing customers, contributing to long-term business success.

Promotion and Customer Loyalty

A positive coefficient of 0.494 suggests that promotion has a positive effect on customer loyalty, meaning that well-executed promotional strategies can enhance customer loyalty. The t-statistic and p-value indicate statistical significance, confirming the strength of the relationship between promotion and customer loyalty. Therefore, Hypothesis H3, which posits that promotion influences customer loyalty, is accepted.

Promotions have a positive and significant impact on customer loyalty. This means that well-executed promotional strategies, such as discounts, special offers, or loyalty programs, can encourage customers to remain loyal to the brand. Promotions create a sense of value for

customers, which can lead to repeat purchases and stronger long-term relationships with the company. By offering attractive deals and rewards, companies can boost customer satisfaction and reinforce loyalty over time. This is in line with research Cardia et al. (2019) and Vemberain & Rakhman (2024) that shows that effective promotions can increase customer loyalty. Offers such as discounts, loyalty programs, or special promotions provide added value to customers, which in turn can strengthen long-term relationships with the company. Promotions create a sense of appreciation in the eyes of customers, which encourages them to stay loyal and make repeat purchases. With the right promotional strategy, companies can increase customer satisfaction and ensure stronger loyalty in the future.

Customer Satisfaction and Customer Loyalty

The positive coefficient of -0.351 indicates that there is a negative relationship between customer satisfaction and customer loyalty. In other words, when customer satisfaction increases, customer loyalty tends to increase. The t statistic of 2.694 is greater than 1.96, which is the critical value for statistical significance in a two-tailed test at the 5% significance level. This means that the result is statistically significant. In addition, the p value of 0.007 is below the threshold of 0.05, which further confirms the statistical significance of the effect. Based on these results, we can conclude that increasing customer satisfaction has a significant and negative impact on customer loyalty. Therefore, Hypothesis H4, which states that customer satisfaction increases customer loyalty, is accepted.

Customer satisfaction having a significant and negative impact on customer loyalty suggests an unexpected relationship between these two variables. While one might expect that higher satisfaction leads to greater loyalty, in this case, the results indicate that as customer satisfaction increases, loyalty may actually decrease. This could be due to various factors, such as customers becoming more demanding or developing higher expectations over time. Additionally, external influences, like competitor offers or changes in preferences, might cause customers to reassess their loyalty despite being satisfied. Further research is needed to explore these underlying reasons and better understand this counterintuitive finding.

Table 8. Path Coefficients (indirect effect)

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Service Quality -> Customer Satisfaction -> Customer Loyalty | -0.288 | -0.279 | 0.108 | 2.680 | 0.007 |
| Price -> Customer Satisfaction -> Customer Loyalty | -0.168 | -0.162 | 0.078 | 2.140 | 0.032 |
| Promotion -> Customer Satisfaction -> Customer Loyalty | 0.102 | 0.101 | 0.47 | 2.154 | 1.031 |

Source: SmartPLS Output, 2025

Service Quality, Customer Satisfaction, and Customer Loyalty

Coefficient negative show that Satisfaction Customer to moderate connection between Quality Service and Loyalty Customer in a way negative. T-Statistics and P-Values show significant influence. Hypothesis H4 is accepted, but direction its influence negative. This shows that when

Satisfaction Customer increase, influence Quality Service to Loyalty Customer decreased. This is Possible show existence factor saturation or level satisfaction that has been tall so that addition improvement quality service No Again influential significant.

Customer satisfaction moderates the relationship between service quality and customer loyalty, meaning that the level of customer satisfaction can influence the strength of the connection between these two variables. When customers are highly satisfied with the service quality, their loyalty to the brand or company is likely to be stronger. Conversely, if satisfaction is low, even high-quality service may not result in strong customer loyalty. Essentially, customer satisfaction acts as a mediator that enhances or weakens the effect of service quality on loyalty, highlighting its importance in building long-term relationships with customers.

Price, Customer Satisfaction, and Customer Loyalty

Coefficient negative show that Satisfaction Customer to moderate connection between price and Loyalty Customer in a way negative. T-Statistics and P-Values show significant influence. Hypothesis H5 is accepted, but direction its influence negative. This shows that when Satisfaction Customer increase, influence price to Loyalty Customer decreased.

Customer satisfaction increases the influence of price on customer loyalty, meaning that when customers are satisfied with the overall service, they are more likely to be loyal even in the presence of price fluctuations. In other words, the positive effects of competitive pricing or fair pricing are strengthened when customers are happy with the product or service they receive. If customers are satisfied, they may perceive price as less of a deterrent, leading to stronger loyalty to the brand or company. Thus, satisfaction acts as a factor that amplifies the relationship between price and customer loyalty.

Promotion, Customer Satisfaction, and Customer Loyalty

Coefficient positive show that Satisfaction Customer to moderate connection between Promotion and Loyalty Customer in a way positive. Influence This significant in a way statistics. Hypothesis H6 is accepted and in accordance with theory that satisfaction customer strengthen influence promotion to loyalty.

Customer satisfaction positively moderates the relationship between promotion and customer loyalty, meaning that when customers are satisfied with the service or product, the impact of promotional offers on their loyalty is strengthened. In other words, customers who are satisfied with the brand or company are more likely to respond positively to promotions, which in turn enhances their loyalty. Therefore, a strong customer satisfaction base makes promotional efforts more effective in fostering long-term customer loyalty.

Discussion

In the analysis of the relationship between variables, it was found that Service Quality, Price, and Promotion can directly affect Customer Loyalty without going through Customer Satisfaction. For Service Quality, the direct relationship to Customer Loyalty shows a coefficient of 0.478 with a P value = 0.008, which is significant. In addition, Service Quality also has a strong effect on Customer Satisfaction with a coefficient of 0.821. However, the relationship between Customer Satisfaction and Customer Loyalty is not significant (coefficient -0.351, P = 1.07), making Customer Satisfaction not an effective mediator.

Likewise with Price, which has a significant direct relationship to Customer Loyalty (coefficient 0.391, P = 0.000) and contributes to Customer Satisfaction (coefficient 0.478).

However, as in Service Quality, Customer Satisfaction does not mediate this relationship due to the insignificance of the relationship between Customer Satisfaction and Customer Loyalty.

Finally, in terms of Promotion, the direct relationship to Customer Loyalty is also significant with a coefficient of 0.494 and a P value of 0.000. Although Promotion has a negative effect on Customer Satisfaction (coefficient -0.290), Customer Satisfaction still does not function as a mediator because the relationship between Customer Satisfaction and Customer Loyalty is not significant.

Overall, the direct relationship between Service Quality, Price, and Promotion with Customer Loyalty has been proven to be significant, while Customer Satisfaction cannot be considered an effective mediator in this model.

CONCLUSION

Based on data analysis and interpretation, can concluded that Quality Services, Prices and Promotions own influence positive and significant to Loyalty Customers. This is show that improvement in third variable the can increase loyalty Go-Mart customers among student Faculty of Economics and Business, University of Bandar Lampung. In addition, Satisfaction Customer play a role as a moderator in connection between variables the with Loyalty Customers, though the impact No always positive, especially in context Quality Services and Prices. Findings This indicates that although customer feel satisfied, there is other factors that can influence loyalty they.

RECOMMENDATIONS

Based on findings analysis, it is recommended that Go-Mart improve innovation in service use fulfil needs and expectations repeat customers developing. The implementation of competitive and transparent pricing strategies is also necessary so that customers feel get value for money with what they pay. In addition, the development relevant and interesting promotions for segment students are very important For increase loyalty customers. With steps it is hoped that Go-Mart can strengthen its position in the market and improve satisfaction as well as loyalty customer.

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