



## IMPACT OF PRICE ON CONSUMER LOYALTY: THE MEDIATING ROLE OF CONSUMER SATISFACTION AT EXTRACT CAFÉ PEKANBARU

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### ABSTRACT

**Purpose:** This study aims to determine the effect of price on customer loyalty through customer satisfaction as an intervening variable at Extract Café Pekanbaru.. **Methodology:** In this study, a purposive sampling technique was used to sample 100 respondents. The method used was descriptive statistics with a quantitative approach. Measurement models, structural models, and hypothesis testing with SmartPLS4 software analyze data with a Likert scale. **Results:** the results show that price has a positive and significant effect directly on consumer loyalty with a T-statistic of 2.969 > 1.96 and a p-value of 0.003 < 0.05. Price has a positive and significant effect directly on customer satisfaction with a T-statistic of 6.729 > 1.96 and a p-value of 0.000 < 0.05. Customer satisfaction has a positive and significant effect directly on customer loyalty with a T-statistic of 5.965 > 1.96 and a p-value of 0.000 < 0.05. Customer satisfaction mediates the effect of price on customer loyalty positively and significantly with a T-statistic of 4.562 > 1.96 and a p-value of 0.000 < 0.05. **Findings:** In this study, consumer satisfaction is able to mediate the influence of price on consumer loyalty positively and significantly. **Novelty:** This study uses a data processing application that is different from the previous research, namely using SmartPLS4. Using different dimensions compared to previous research. **Originality:** This study provides insight into the influence of price on consumer loyalty through consumer satisfaction at Extract Cafe Pekanbaru. The researcher directly distributed the questionnaire to the respondents. **Conclusion:** With consumer satisfaction obtained from the price is able to increase consumer loyalty. **Type of Paper:** Empirical Research paper.

## INTRODUCTION

The modern business world has a dynamic and changing environment with very fast. Business encompasses many things beyond production and distribution. Other things which includes in businesses such as marketing and finance. Today's business world has shown an increase in competition between companies, both between companies domestic to international companies. This happens because of globalization and the information revolution that has swept the world, which requires every country to adjust to the occurrence of changes.

Intense competition makes consumers more diverse and has many demands regarding the products or services offered to them. Many demands regarding the products or services offered to them. By therefore, industries and companies must be able to provide products or services that are able to attract consumers and provide satisfaction after using them. Products or services that are able to attract consumers and provide satisfaction after using their products or services and compete effectively at the local, regional and products or services and compete effectively at local, regional, and international levels. To maintain their competitive position, management must have the ability to create strategies that anticipate new trends. Strategies made by management must be able to make consumers interested in and choose their own company's products or services from many competitors.

The more competing companies, the heavier it will be for a The business can endure and prevail in the competition. Therefore, a The company must be able to get as many consumers as possible from so many the number of existing consumers, in order to maintain the survival of the company in In the midst of a lot of competition. It's not enough just to get as many there are only a lot of consumers, but what about the consumers who have been obtained, These consumers can be loyal and loyal which is the company's guarantee to remain can be stable and survive in the midst of competition, so it is important for companies to making ordinary consumers become loyal consumers or also called with consumer loyalty.

According to Kotler, Keller, Chernev (2021) as quote in (Wardhana, 2024) Customer loyalty is the strong desire to continue using or purchasing a specific good or service in the future, even though marketing campaigns and external factors may lead to switching behavior marketing campaigns could lead to switching. . Moreover Tjiptono (2011) as quoted in (Manihuruk, 2023) consumer loyalty is a repurchase solely regarding the purchase of the same particular brand repeatedly. Consumer loyalty given to the product that the product has met consumer needs.

Many things can be a factor in creating loyalty in consumers, one of which is price. According to Kotler & Armstrong 2016 as quote in (Aprileny et al., 2022) Price is the sum of the value that consumers exchange for the advantages of owning or utilizing a product or service, or the amount of money that is charged for it. Other experts, namely Tjiptono (2015) as cited in (Tua et al., 2022) price is the only element of the mix marketing that generates revenue, while other elements give rise to or is a fee. Research conducted by (Khusna & Nirawati, 2024) results that price variables have a positive and insignificant effect on consumer loyalty by 13%. Meanwhile, other research conducted by (Pramesti & Chasanah, 2021) results that price variables have no effect to consumer loyalty.

After consumers feel and have experience of how price offered by a place of business, then there will be feelings and judgments for the place of business, whether it is a feeling of satisfaction or not. In words Other loyalty is influenced by consumer satisfaction. According to Kotler & Keller (2007) as quoted in (Indrasari, 2019) satisfaction Consumer is a person's feeling of joy or disappointment that appears after Compare the performance of the product that is thought of against the performance of the product that Expected. According to Oliver (1999) in (Tjiptono & Chandra, 2011) satisfaction and loyalty is not a substitute for each other. It could be a loyal consumer without must be very satisfied (for example, when there is only a small selection of brands), and it can also be consumers are very satisfied but not loyal (for example, if there are many alternatives available) brand). Research conducted by (Khusna & Nirawati, 2024) results that the price variable has a positive and significant effect on customer satisfaction by 34.8%, customer satisfaction has a positive and significant effect on consumer loyalty by 44.2%, price has a positive and insignificant effect on consumer loyalty by 13%, then price has a positive and significant effect on consumer loyalty by 13%.

on consumer loyalty by 13%, then price has a positive and significant effect on consumer loyalty through customer satisfaction by 44.2%. significant on customer loyalty through customer satisfaction by 15.3%. This shows that the effect of price on consumer loyalty directly is smaller than the effect of price on consumer loyalty directly. Directly is smaller than the effect of price on consumer loyalty indirectly through customer satisfaction. It is very important for management to

pay attention to several things that have been explained above in today's rapidly growing business world. One of them is an F&B (Food & Beverage) business. This F&B business is a business activity that selling and producing food and beverages. One example of an F&B business that very developed today is the coffee shop. According to data from the International Coffee Organization (ICO) data, Indonesia became the country with the fifth largest coffee consumption in the world in 2020/2021. The world in 2020/2021, with a total of 5 million bags of 60 kilograms of coffee (Rizaty, 2022). So that coffee shops in Indonesia are increasing lately due to good business prospects. This is also supported by data where the value of sales of cafes and bars in Indonesia increased from 1.36 billion US dollars in 2021 to 1.89 billion U.S. dollars in 2022, and by 2026 it is predicted that the sales value will increase to 3.77 billion US dollars (Irfan, 2023).

The development of coffee shops is happening in big cities in Indonesia. One of them is one of them is Pekanbaru City. Pekanbaru City is the capital of Riau Province, based on data from the Pekanbaru City Statistics Agency, the population of Pekanbaru City as of 2020 is 983,356 people. Pekanbaru as of 2020 is 983,356 people. 411,000 of them are millennials and generation Z. This is what makes coffee shops in Pekanbaru City growing. There are so many coffee shops that have been established in Pekanbaru City, there are those that have been established for a long time, and there are also those that have only been established for a few years and even just a few months ago. Just a few months ago. One of the long-established cafes is Extract Café. Extract Café is located on Punai Street, Sukajadi District. The area is an area where many cafes are established, which makes the café a competitor to Extract Café itself. From the preliminary research I conducted at Extract Cafe, I obtained their sales data for the past 5 years from the manager. The data cannot be displayed here to maintain the privacy of the related cafe, but it is evident from the data that the performance of Extract Cafe is contrary to the existing phenomenon, where in that phenomenon, namely from 2021-2022, the sales of cafes and bars in Indonesia increased, while the sales of Extract Cafe in that year decreased.

Based on the background that has been presented by the author, it can be the problem in this study is formulated, namely "How does Price Affect Consumer Loyalty Through Consumer Satisfaction as a Variable Intervening on Extract Café Pekanbaru".

## METHOD

**type and location of research** In this study, the researcher used a type of descriptive statistical research with a quantitative approach. According to (Sugiyono, 2019) Quantitative research methods are grounded in positivism and are used to study a particular population or sample. They make use of research equipment for data collecting and quantitative/statistical data analysis to evaluate the hypothesis. This research was conducted in one of the coffee shops in Pekanbaru, namely Extract Café, which is located on Jalan Punai, Kampung. Malay, Sukajadi District, Pekanbaru City, Riau. The basis for choosing Extract Cafe as the location for the research Because the problems raised are in accordance with the problems that exist in this location is the rise and fall of the number of consumers and sales turnover and the absence of loyal consumer data for sure, so that the sales target has not been achieved In recent years.

### Population and Sample

In conducting research, it is necessary to determine the population so that researchers can obtain appropriate and expected data. According to (Sugiyono, 2019) population is a generalization area consisting of objects / subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then draw conclusions. Which is the population in This study is a consumer of Extract Café which is taken from the number of consumers in 2023 will number 10,650 consumers.

A sample is a part of the number and of the characteristics that the population has. To determine the number of samples from the existing population in this study, researchers used the Slovin formula with an error tolerance limit of 10%. so that the sample size was 99.56 and rounded up to 100 people.

The sampling technique in this study is a non-probability sampling. The non-probability sampling technique is a sampling technique samples that do not provide equal opportunity or opportunity for each element or members of the population to be selected to be sampled. With the sample technique that applied is purposive sampling, which is a technique for determining samples with certain considerations or characteristics that are appropriate to the problem research to obtain representative data. Using purposive sampling here aims to get a sample that is in accordance with the research objectives, namely consumer loyalty. So the samples sought here are consumers who have visited at least 2 times, and have bought 2 lines of extract cafe products.

### Data Collection Technique

In this study, the data collection technique used by researchers was to distribute questionnaires in writing and directly to respondents. Later at the research location, the researcher will give a written questionnaire to the respondents he meets. The research design here is cross sectional, namely the questionnaire is distributed to different samples at the same time.

### Variable Measurement Techniques and Data Analysis Techniques

Variable measurement using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about phenomena. The Likert scale has gradations from very positive to very negative, in this study using a score of 1-5. Choosing this score range so that there is a neutral choice.

Data analysis in this study used the Structural Equation Modeling (SEM) equation model with the Partial Least Square (PLS) approach with SmartPLS software. The use of SmartPLS here compared to other software is because it can be used with a small sample as in this study.

### Outer Model

**Table 1. Outer Model**

Validity and Reliability	Parameters	Description
Validity Konvergen	Loading Factor Value	It can be said that it is valid if the loading value $> 0.7$ For the initial stage of development, the loading value of $> 0.5-0.6$ can be said to be valid
	Average Variance Extracted (AVE)	An AVE $> 0.5$ is a good measure of Convergent Validity.
Validitay Deskriminan	Cross Loading	The latent construct predicts the indication more accurately than the other constructs because its correlation with each indicator is greater than the size of the other constructs.
	Fornell-Larcker	The square root value of AVE $>$ the correlation value between the latent constructs/variables, then a good Discriminant Validity is achieved.
Reliability	Cronbach's Alpha	<i>Cronbach's Alpha</i> $\geq 0,7$ for <i>Confirmatory Research</i> Cronbach's Alpha $\geq 0, -0.7$ is still acceptable for <i>Exploratory Research</i>
	Composite Reliability	<i>Composite Reliability</i> $\geq 0,70$ good reliability Composite reliability of $0.6-0.7$ is still acceptable for <i>Exploratory Research</i>

Source: (Ghozali & Latan, 2015)

## Inner Model

**Table 2. Inner Model**

Test	Criterion	Description
Coefficient of Determination	$R^2$	An R-Square value of 0.67 identifies a good model, a value of 0.33 for a moderate model, while a value of 0.19 for a model can be said to be weak.
Path Coefficients	p-value	$p\text{-value} < \alpha$ , then it is said to be significant
Model Fit	SRMR	< 0.05: Considered a very good fit (close fit). < 0.08: Generally considered a good fit. < 0.10: Acceptable as a marginal fit. $\geq 0.10$ : Indicates that the model may not match the data (poor fit).
Predictive relevance	$Q^2$	$Q^2 > 0$ has good predictive relevance, $Q^2 < 0$ has poor predictive relevance.

Source : Duryadi, 2021

## Operational Variabel

**Table 3. Operational Variabel**

No	Variabel	Dimensi	Indikator
1	Price (X)	Price	1. The price of the menu at extract cafe is in accordance with the consu
		Affordability	2. Product prices at extract cafe are more affordable than other cafes.
		Price match with quality	1. The price of extract cafe is in line with the quality of the product. 2. The price at extract cafe is in accordance with the quality of service.
		Price competitiveness	1. Product prices at extract café can compete with other cafes. 2. Product prices at extract cafés are cheaper than other cafés.
		Price compatibility with benefits	1. The price of the products in the extract café is in accordance with the taste 2. Product prices at extract café are in accordance with consumer needs.
2	Consumer Satisfaction (Z)	Expectation match	1. The price of the product offered is in accordance with consumer expectations. 2. Satisfied with the price offered.
		Repurchase intention	1. Interested in repurchasing because the price is quite affordable. 2. Willing to repurchase because of a favorable experience.
3	Consumer	Willingness to recommend	1. Consumers are willing to recommend extract café to others. 2. Recommend extract café because the price is quite affordable.
		Making repeat purchases	1. Feeling satisfied so that they want to make repeat purchases. 2. Make repeat purchases because of the affordable price

Loyalty (Y)	Purchases between product lines	1. Interested in trying out the other menus on offer. 2. Purchase other products at extract café because of the affordable price
	Recommending to others	1. Consumers recommend Extract Cafe to others. 2. Recommending the extract café product because of its affordable price.
	Not influenced by competing companies	1. Consumers will continue to choose Extract Café even though there are attractive offers from competitors. 2. Satisfaction with the affordable prices makes me not look at other cafés.

Source: Researcher's elaboration, 2024

### Hipotesis

Probability values and t-statistical values show the results of hypothesis testing. To test hypotheses, a significant level of 95% ( $\alpha=0.05$ ) is used, if p value  $< 0.05$ , then it is said to have a significant effect, but if the p-value  $> 0.05$  So it is said that the influence is not significant. It can also be calculated using statistical t-values, if the t-statistical value  $> t$  table then the effect of significantly, if the t statistical value  $< t$ -table, the effect is not significant.

## RESULTS AND DISCUSSION

### RESULTS

#### Convergent Validity test

This test uses the factor loading value to determine whether a measurement item (indicator) is valid or not. And measure the strength of the relationship between each measurement item (indicator) and the construct. In this study, there are 3 variables with a total of 22 indicators, 8 price indicators, 6 consumer satisfaction indicators, and 8 consumer loyalty indicators. An indicator is considered to meet the criteria if it has a factor loading value  $> 0.7$  and AVE  $> 0.5$ . Here are the outer loading values for each indicator in the research variable:

**Table 4. Convergent Validity test**

Variabel	Indikator	Loading factor	AVE	Description
Price (X)	X1.1	0.714	0.695	Valid
	X1.2	0.790		Valid
	X2.1	0.846		Valid
	X2.2	0.758		Valid
	X3.1	0.872		Valid
	X3.2	0.871		Valid
	X4.1	0.909		Valid
	X4.2	0.887		Valid
Consumer Loyalty (Y)	Y1.1	0.857	0.616	Valid
	Y1.2	0.753		Valid
	Y2.1	0.725		Valid
	Y2.2	0.787		Valid
	Y3.1	0.730		Valid
	Y3.2	0.877		Valid
	Y4.1	0.753		Valid
	Y4.2	0.783		Valid
Consumer Satisfaction (Z)	Z1.1	0.830	0.604	Valid
	Z1.2	0.828		Valid
	Z2.1	0.730		Valid
	Z2.2	0.716		Valid
	Z3.1	0.753		Valid
	Z3.2	0.799	Valid	

Source: SmartPLS4 Processing, 2025

The aforementioned table leads to the conclusion that each indicator from the variables Price (X), Consumer Loyalty (Y), and Consumer Satisfaction (Z) In this study, it meets the criteria of convergent validity because it has a value of loading factor  $>0.7$  and AVE  $>0.5$ .

#### **Discriminant Validity Test**

The value of discriminant validity is tested with the cross loading value. The cross loading value is the value where the construct correlation with each indicator is greater than the correlation with other constructs. This test is conducted to evaluate the significance of the correlation between the variable and other variables as well as the variable itself.

**Table 5. Discriminant Validity Test**

Indicator	Price	Consumer Loyalty	Consumer Satisfaction
X1.1	<b>0.714</b>	0.528	0.477
X1.2	<b>0.790</b>	0.459	0.420
X2.1	<b>0.846</b>	0.511	0.526
X2.2	<b>0.758</b>	0.457	0.464
X3.1	<b>0.872</b>	0.521	0.509
X3.2	<b>0.871</b>	0.527	0.464
X4.1	<b>0.909</b>	0.510	0.489
X4.2	<b>0.887</b>	0.513	0.515
Y1.1	0.543	<b>0.857</b>	0.620
Y1.2	0.478	<b>0.753</b>	0.625
Y2.1	0.360	<b>0.725</b>	0.565
Y2.2	0.467	<b>0.787</b>	0.553
Y3.1	0.545	<b>0.730</b>	0.506
Y3.2	0.569	<b>0.877</b>	0.644
Y4.1	0.422	<b>0.753</b>	0.494
Y4.2	0.381	<b>0.783</b>	0.490
Z1.1	0.536	0.634	<b>0.830</b>
Z1.2	0.455	0.653	<b>0.828</b>
Z2.1	0.441	0.512	<b>0.730</b>
Z2.2	0.490	0.508	<b>0.716</b>
Z3.1	0.352	0.520	<b>0.753</b>
Z3.2	0.419	0.513	<b>0.799</b>

Source: SmartPLS4 Processing, 2025

Based on the table, it shows that the validity of the discrimination Judging from the cross loading criteria, it is said to be valid because the correlation value between variable with every latent variable indication that is higher than the value of every indicator of the latent variable adjacent to it.

### Reliability Test

Reliability testing is conducted to ensure that the measurement instrument used can provide consistent and reliable results when used on the same sample or in different situations. Uji ini ditentukan oleh 2 kriteria, yaitu jika sebuah konstruk memiliki nilai Cronbach's Alpha dan Composite Reliability lebih dari 0,7, konstruk tersebut dinyatakan reliabel.

**Table 6 Reliability Test**

Variabel	Cronbach's alpha	Composite Reliability	Standart Reliability	Description
Price	0.936	0.938	0.7	Reliable
Consumer Loyalty	0.910	0.915	0.7	Reliable
Consumer Satisfaction	0.868	0.875	0.7	Reliable

Source: SmartPLS4 Processing, 2025

Based on Cronbach's Alpha and Composite Reliability value table more than 0.7 which means that the constructs in this research model can It is said to be reliable.

### Coefficient Determination Test

The R-Square test is a test that looks at or shows how much one variable can explain another variable.

**Table 7 Coefficient Determination Test**

Variabel	R-square	Adjusted R-square
Satisfaction	0.339	0.332
Loyalty	0.573	0.564

Source: SmartPLS4 Processing, 2025

Based on the table above, it can be concluded that the value of R-Square consumer satisfaction is 0.339, this indicates that the price variable is capable of explains the consumer satisfaction variable of 33.9%, so it can be said that moderate. Meanwhile, additional factors from outside the scope of this research impacted the remaining 66.1%. For R-Square value consumer loyalty is 0.573, this indicates that the price and satisfaction variables are able to explains the consumer loyalty variable of 57.3%, so this is also said moderate. Meanwhile, additional factors from outside the scope of this research impacted the remaining 42.7%.

### Predictive Relevance Test

**Table 8. Predictive Relevance Test**

Variabel	Q <sup>2</sup> predict	RMSE	MAE
Consumer Loyalty	0.345	0.840	0.600
Consumer Satisfaction	0.316	0.853	0.633

Source: SmartPLS4 Processing, 2025

Based on the table above, it is found that the model in the study it has predictive relevance because it displays the Q-Square value that obtained consumer loyalty of 0.345 and consumer satisfaction of 0.316 is greater than 0.

### Model Fit Test

**Table 9. Model Fit Test**

	Saturated model	Model estimates
SRMR	0.077	0.077
d_ULS	1.504	1.504
d_G	1.265	1.265
Chi-square	578.97	578.97
NFI	0.705	0.705

Source: SmartPLS4 Processing, 2025

Based on the table above, it can be seen that the Standardized Root Value The Mean Square Residual (SRMR) for the Estimated Model was obtained with a value of 0.077 The Rule of Thumbs states value which is less than 0.08, then it can It was concluded that this research model is good fit. Seen from the Bentler and Bonett Index or the Normed Fit Index (NFI) obtained an Estimated Model number of 0.705 It may be inferred that this research model is categorized as being a good fit.

### Hipotesis

**Table 10. Hipotesis**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic ( O/STDEV )	P-values
PRICE -> LOYALTY	0.281	0.284	0.095	2.969	0.003
PRICE -> SATISFACTION	0.582	0.583	0.086	6.729	0.000
SATISFACTION -> LOYALTY	0.558	0.558	0.093	5.965	0.000
PRICE -> SATISFACTION -> LOYALTY	0.325	0.325	0.071	4.562	0.000

Source: SmartPLS4 Processing, 2025

Based on the results of the above test in the table above, each hypothesis's findings are as follows:

1. The price variable has a positive and strong influence on consumer loyalty with an original sample value of 0.281, with a statistical T of 2.969 greater than 1.96 and a p-value of 0.003. Therefore, the conclusion is that H1 is considered acceptable.
2. The price variable had a positive and significant effect on consumer satisfaction with an original sample value of 0.582, with a statistical T of 6.729 greater than 1.96 and a p-value of 0.000. Therefore, consequently, H2 is deemed acceptable.
3. The variable of consumer satisfaction has a positive and significant effect on consumer loyalty with an original sample value of 0.558, with a T-statistic of 5.965 greater than 1.96 and a p value of 0.000. Therefore, the conclusion is that H3 is considered acceptable.
4. Price variables have a positive and significant effect on loyalty consumers with customer satisfaction acting as a mediating factor with an original sample value of 0.325, with a T-statistic of 4.562 is greater than 1.96 and the p-value is 0.000. Therefore consequently, H4 is deemed acceptable.

## DISCUSSION

### The Effect of Price on Consumer Loyalty

Price's impact on customer loyalty has an original sample value by 0.281, with a T-statistic of 2.969 greater than 1.96 and a p-value of by 0.003. It may be inferred that pricing has an impact on customers' loyalty of Extract Café Pekanbaru are positive and significant.

This study aligns with the studies carried by (Hanif & Prakoso, 2023) entitled "The Influence of Price, Product Quality on Customer Loyalty Through Satisfaction as a Mediation Variable (Study on Kopi Kenangan Customers in South Tangerang)" found that loyalty consumers can be improved by paying attention to the price, customers are more loyal when they receive a better deal. This research is in line because consumers are satisfied with the prices offered by the cafe, and this satisfaction increases the loyalty of those consumers. Difference With this previous research, namely the location of the research, and the dimensions that used.

The results of this study are also in accordance with the theory according to Lovelock (2007) quoted in (Wibowo, 2019) saying that at the appropriate price with the desire of consumers will create consumer behavior for make recurring purchases. With that, Extract Café Pekanbaru wants to create and maintain consumer loyalty at a price that is affordable offered in order to continue to survive the current competition. If the consumer given a reasonable and affordable price and in accordance with purchasing power, then the consumer will make a transaction again at the next time.

### The Effect of Price on Consumer Satisfaction

Price's impact on consumer satisfaction has an original value sample of 0.582, with a T-statistic of 6.729 greater than 1.96 and p value of 0.000. It can be concluded that the effect of price on satisfaction consumers of Extract Café Pekanbaru are positive and significant.

This research is in line with the research conducted by (Yulianti et al., 2024) entitled "The Effect of Service Quality and Price on Loyalty Consumers with Consumer Satisfaction as a Mediation Variable in Cafes Idea Park" discovered that cost affects customer satisfaction in a positive and strong influence. Similarly to the above, this research aligns because consumers feel satisfied with the price given. Consumer expectations are met, and consumers feel interested in purchasing again. The difference with this previous study is the location research and also the analysis tools used, previous research using SPSS, while this research uses SmartPLS4.

Based on the results of observations made by researchers, consumers Extract Café is satisfied with the price offered because it is in accordance with consumer capabilities, in accordance with their quality and benefits, and compete with another café. This is certainly good for helping to increase loyalty on consumers. The results of this study are also in accordance with the theory according to Bolton et al. (2003) in (Gunadi & Tanoto, 2018) consumers form a perception where the cost incurred for a product or service can be received by purchase price at a reasonable price, so that the normality of the price can form a consumer satisfaction.

### The Effect of Consumer Satisfaction on Consumer Loyalty

The influence of consumer satisfaction on consumer loyalty has value original sample of 0.558, with a T-statistic of 5.965 greater than 1.96 and a p-value of 0.000. It can be concluded that the effect of satisfaction consumers towards the loyalty of Extract Café Pekanbaru consumers are positive and significant.

This research aligns with the findings of the previous studies. by (Supratman et al., 2022) entitled "Analysis of the Influence of Price and Consumer Satisfaction Towards Consumer Loyalty at M Coffe Manado" found that satisfaction consumers have a positive and significant effect on consumer loyalty. This research is in line because satisfied consumers indeed have the desire to return in the future. The difference with this previous research is the location of the research and also the tools analysis used, previous research used SPSS, while This research uses SmartPLS4.

Considering the researcher's observations, consumer satisfaction in Extract Café Pekanbaru is good, where consumers are satisfied with the price offered, it shows that Extract Café can meet expectations consumers so that consumers feel satisfied and want to visit again and It can be said that they are loyal consumers to Extract Café. Thing This is in line with the opinion of Tjiptono (2011) quoted in (Juniarti et al., 2022) that the loyalty of the consumer given to the product that the product has met the needs of consumers.

### **The Effect of Price on Consumer Loyalty Through Satisfaction Consumer**

The effect of price on consumer loyalty through consumer satisfaction has an original sample value of 0.325, with a T-statistic of more than 4.562 a magnitude of 1.96 and a p-value of 0.000. It also shows that the effect of price on loyalty indirectly through more satisfaction compared to the direct effect of price on consumer loyalty. It can be concluded that how pricing affects customer loyalty through Extract Café Pekanbaru's customer satisfaction is positive and significant.

This research is in line with the research conducted by (Chrisnaya et al., 2023) with the title "The Influence of Service Quality, Product Quality, and Price Loyalty through Customer Satisfaction at Aka Coffee Malang" found that pricing significantly and favorably affects customer loyalty, which is mediated by customer satisfaction. This research is aligned because the Influence of prices indirectly direct to consumer loyalty through greater consumer satisfaction compared to direct influence. Differences with research Previously, this was the location of the research and also the analysis tools used, previous research used SPSS, while this research used SmartPLS4.

According to the findings of the researchers' observations, loyalty consumers are influenced by prices mediated by consumer satisfaction on Extract Café Pekanbaru, this is because the price offered is good and appropriate with the expectation of consumers so that consumers feel satisfied and happy, the more often and high satisfaction felt by consumers can create consumer loyalty. This means that consumer satisfaction is able to mediate the influence of between price and consumer loyalty.

## **CONCLUSION**

According to the results of research conducted on Extract Café consumers Pekanbaru regarding "The Effect of Price on Consumer Loyalty Through Consumer Satisfaction as an Intervening Variable in Extract Café Pekanbaru" then the following conclusions can be drawn:

1. There is a direct positive and significant influence of price on consumer loyalty to Extract Café Pekanbaru.
2. There is a direct positive and significant influence of price on consumer satisfaction at Extract Café Pekanbaru.
3. There is a positive and significant direct influence of satisfaction consumers to consumer loyalty at Extract Café Pekanbaru.
4. There is a positive and significant influence indirectly on the price to consumer loyalty through consumer satisfaction in Extract Café Pekanbaru.
5. This research has a limited scope, a small sample and as it only focuses on cafe consumers, so the results may not be interpretable to other types of businesses.
6. In this study, variable X that explains variable Y is not very significant. It would be better for future researchers who also want to conduct similar studies to add variable X such as store atmosphere.

7. From these findings, it appears that consumers are satisfied, but this satisfaction does not fully translate into loyalty due to the intense competition. Therefore, the cafe needs to create pricing programs that can attract attention, such as offering discounts during certain hours, which could potentially set it apart amidst the competition.

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