



## Service Quality And Customer Satisfaction As Determinants Of Customer Loyalty (Study Of Warung Bude88 Binjai Market)

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### ABSTRACT

The culinary industry is part of the rapidly growing Micro, Small and Medium Enterprises (MSMEs) and has a lot of competition. Warung Bude88 is one of the businesses trying to stay competitive. This study analyzes the effect of service quality and customer satisfaction on customer loyalty at Warung Bude88. The research was conducted using quantitative methods through questionnaires, interviews, and observations with 100 customers as samples. Data analysis includes validity, reliability, normality, linearity, multicollinearity, multiple linear regression, correlation coefficient (R), coefficient of determination (R<sup>2</sup>), simultaneous test (F), and partial test (t). The results showed that service quality and customer satisfaction have a major impact on customer loyalty, with an influence of 38.6%. Meanwhile, 61.4% of customer loyalty is influenced by other factors not discussed in this study.

### INTRODUCTION

The micro, Small and Medium Enterprises (MSMEs) play a strategic role in supporting economic stability at various levels, from local, regional to national. MSMEs are also one of the main foundations in Indonesia's economic structure, given their significant contribution to job creation and income distribution. Public interest in the development of this sector continues to increase, along with the business opportunities it offers. In 2023, the Ministry of Cooperatives and SMEs reported that Indonesia had 64.2 million MSMEs, accounting for nearly 99.99% of all national business actors. This demonstrates the sector's dominance and critical role in the country's economy.

**Figure 1: Number of MSMEs in West Kalimantan**

Source: Dinas Koperasi UKM Provinsi Kalimantan Barat 2023

Based on the data from Figure 1, the total number of business actors in West Kalimantan Province is recorded at 225,713 business units. These business actors are divided into three main categories based on the scale of their businesses, namely: micro enterprises totaling 193,772 units or 85.85% of the total business actors, small enterprises totaling 28,822 units or 12.77%, and medium enterprises totaling 3,119 units or 1.38%. Sintang has 18,382 MSMEs (87.86%) with small businesses: 11.57% and medium businesses: 0.58%. Small and medium-sized businesses (MSMEs) in Sintang Regency play a major role in driving local economic growth. Most large businesses in the region are microenterprises, which typically have limited capital, market access and resources. These small businesses show how important a strengthening strategy is to sustain the business, especially in the midst of increasingly fierce competition. Building customer loyalty is an important step that can be taken as loyal customers can be a key factor in maintaining the stability and growth of MSMEs.

The culinary industry is one type of micro, small and medium enterprise (MSME) that is often carried out by people to meet their economic needs. Both in urban and rural areas, where rural communities have also begun to actively develop culinary businesses in their neighborhoods. Consumer demand for practical food and beverages and consumptive lifestyles encourage the emergence and development of culinary businesses that offer instant food solutions. Many business people in Pasar Binjai see this potential, resulting in an increase in the culinary industry in the area.

Warung Bude88 is a culinary business in the Binjai Market area that was established in 2017 and is located on Jalan Sintang-Nanga Ketungau, Binjai Hulu Village, Sintang Regency, West Kalimantan. This stall serves a typical home-cooked menu that suits local tastes. In its operation, Warung Bude88 continues to improve service quality through fast, friendly service and clean presentation, thus creating customer satisfaction which leads to loyalty, as evidenced by the high number of repeat visits.

**Table 1. Sales of Warung Bude88 Binjai in 2021-2023**

No	Year	Sales (Rp)	Change (Rp)	Change (%)
1	2021	182.047.000	-	-
2	2022	194.935.000	12.888.000	7,0%
3	2023	208.905.000	13.970.000	7,1%
Total		585.887.000	-	-

Source: Data Processed, 2025

Table 1 shows the positive trend of Warung Bude88 sales from 2021 to 2023. In 2021, sales reached IDR182,047,000 and increased by 7.0% to IDR194,935,000 in 2022. The year 2023 recorded another increase of 7.1% to IDR208,905,000. The three-year sales total of Rp585,887,000 reflects stable performance and consistent growth. This increase demonstrates Warung Bude88's success in attracting customers, adapting to the market, and maintaining service quality that drives customer satisfaction and loyalty.

Parasuraman et al. (1994) state that service quality is the ability of services to exceed customer expectations (Zahara 2020). Kotler and Keller (2016) service quality includes all the features and characteristics that meet customer needs (Oktavia, Sarsono, and Marwati 2022). Service quality is very important to create customer satisfaction. Services that are able to meet customer expectations, whether realized or not, will provide a positive customer experience. At Warung Bude88, service quality includes service speed, friendliness, and cleanliness. If managed well, this can increase customer satisfaction.

Lupiyoadi (2013: 216) explains that satisfaction is the level of conformity between customer expectations and the services they actually receive (Oktavia, Sarsono, and Marwati 2022). One way to attract customers and make customers loyal to the company is to provide good service quality. Companies must know what customers want and need, and understanding them will help them make good marketing strategies and increase sales (Nuraeni, Eldine, and Muniroh 2019).

According to Tjiptono (2007: 348), companies that focus on customer satisfaction will gain many benefits, including a better company reputation in the eyes of customers and society, as well as increased customer loyalty. This allows the company to increase profits, maintain healthy relationships with customers, and encourage all employees to achieve better goals (Putri and Utomo 2017).

Satisfactory service results in customer satisfaction. Warung Bude88 believes that good service is essential to attract and retain customers. The right service strategy is created by understanding customer needs. Employee satisfaction increases company loyalty and reputation, improves employee performance, and increases profits.

Kotler and Keller (2009) loyalty is customer loyalty to continue to buy goods or services despite changes or attractive offers from competitors (Zahara 2020). Tjiptono (2012) loyalty is also defined as customer commitment to a brand or service provider which is shown through positive attitudes and repurchase habits (Gultom, Arif, and Fahmi 2020). Customer loyalty is a form of commitment shown through positive attitudes and repurchase habits, despite changes in the situation or attractive offers from competitors. It reflects customer trust and attachment to a product or service. For Warung Bude88, customer loyalty plays an important role in maintaining business continuity because loyal customers tend to stay and provide positive recommendations.

Various studies show factors that affect customer loyalty (Nuraeni, Eldine, and Muniroh 2019) found that customer satisfaction and service quality have a strong positive relationship with loyalty. Research by (Jeany and Siagian 2020) supports this finding, explaining that the two factors support each other in influencing customer loyalty. This means that if the quality of service increases, the impact of customer satisfaction on loyalty will also be stronger, and vice versa..

Research conducted (Astuti and Lutfi 2019) explain that service quality acts as the main driver of customer satisfaction, which in turn increases loyalty. They emphasize that companies must ensure consistency in service quality to maintain long-term relationships with customers. (Yuyun, Hudzaifah, and Susilo 2024)research, which found significant positive effects of both variables on loyalty.

## LITERATURE REVIEW

### Service Quality

Philip Kotler (2009: 36), service quality is defined as customer perception of the superiority or uniqueness of a product or service as a whole. (Astuti and Lutfi 2019). Lupiyoadi (2013), good service directly affects customer satisfaction. Better services have a positive impact on customer satisfaction. Although services are not physical, they can be assessed through experience (Abi 2021). According to Parasuraman in (Tjiptono and Chandra 2016), there are five main factors that determine the quality of service, namely: (1) Tangible, which includes indicators such as interior quality, exterior quality, comfort, cleanliness, completeness of facilities, and neatness. (2) Empathy, which is demonstrated through the service staff's communication skills, employee friendliness, understanding of customer needs, and politeness. (3) Reliability, which covers customer trust in the quality of service, fair treatment of all customers without discrimination, and service accuracy. (4) Responsiveness, which is reflected in the speed of employees in responding to customer complaints and the clarity of information provided. (5) Assurance, which involves the accuracy of service, the security of customers while enjoying coffee on-site, and guarantees of customer safety.

Kotler and Keller (2009: 51) explain that there are five gaps that can cause service to fail, (1) there are differences between consumer expectations and management views. (2) the difference between management views and service standards. (3) the difference between service standards and implementation. (4) the difference between implementation and external communication. (5) the difference between the service received and expected (Cahyani 2016). According to Payne (2000: 17), providing services to service users has a very crucial role for service provider companies, for the following reasons: a) Service users are the main source of company revenue, considering that they pay for the services provided. b) Demands for services are increasing along with the rapid development of technology. c) There is a close relationship between services and service users, where both are inseparable entities. d) Society is now more critical, more developed, and has a high awareness of its rights to get optimal service. e) Services reflect the results of collaboration between work units, which requires a professional attitude and good cooperation among officers (Handoko 2017).

### Customer Satisfaction

Kotler (2005) defines satisfaction as an affective response, which includes pleasure or dissatisfaction, resulting from customers' perceptions of actual product performance compared to the standards they expected. Dissatisfaction arises when product performance does not meet expectations. Performance that exceeds or matches expectations increases satisfaction (Wicaksono et al. 2022). According to Zikmund, McLeod, and Gilbert (2003: 72), satisfaction is an assessment made after a purchase that is based on a comparison between actual performance and expectations before purchase (Putri and Utomo 2017). Hawkins and Lonney in (Tjiptono 2015), consumer satisfaction is influenced by several attributes, namely: Expectation conformity, refers to the extent to which the product performance received by consumers is in accordance with their previous expectations.

Return visit interest, Describes the desire or readiness of consumers to return to use or repurchase the same product. Willingness to recommend, Indicates the desire of consumers to share their positive experiences with the product with others such as friends or family. Irawan (2009), Customers are satisfied because there are five main influencing factors. (1) good product quality is very important. (2) satisfactory service is also the key to customer satisfaction. (3) emotional value to the product or service makes customers feel more connected. (4) The right and affordable price factor plays a role in purchasing decisions. (5) convenience in shopping or using services is also highly prioritized. (Bahri 2018).

Gaspersz (2003: 35), There are several key factors that shape the level of customer satisfaction and expectations. (1) the needs and desires that arise during interactions with service providers directly affect the level of expectations, where high needs will create high expectations, and vice versa. (2) customers' past experiences with both the company and its competitors also shape their perceptions. (3) recommendations from close people about their experiences using certain services - especially for services that are considered high risk - have a significant influence on potential customers' perceptions. (4) marketing communications through advertising and promotions also play an important role in shaping expectations, so the marketing team must avoid unrealistic overpromises because promotions that do not match reality will create negative perceptions of the quality of services provided (Mitior and Susena 2015).

According to Kotler & Armstrong (2012), state that satisfied consumers have the following characteristics: 1. Consumers who are satisfied with a product tend to show loyalty to that product. The perceived satisfaction encourages consumers to make repeat purchases from the same manufacturer.

This desire arises because they want to repeat positive experiences and avoid negative experiences. 2. Satisfaction is one of the factors driving positive word of mouth communication. This form of communication can be in the form of providing recommendations to other potential customers and submitting positive comments about the product or the company that provides the product. 3. When consumers are satisfied, the company will be one of the main considerations in the decision-making process for purchasing other products, which reflects a cognitive process (Diotiharta, Muktiyanto, and Mujtahid 2023).

### **Customer Loyalty**

According to Oliver (2014) in (Galib and Syamsul 2025), customer loyalty is formed through consistent positive emotional experiences, satisfaction with physical quality, and the perceived value of a product or service. Loyal customers typically make repeat purchases and recommend the brand to others. Loyal consumers according to Griffin (2015) in (Ningsih et al. 2022), are consumers who consistently make repeat purchases, buy various products across lines, recommend to others, and show resistance to competitor attractiveness. According to Kotler and Keller (2018) in (Yuyun, Hudzaifah, and Susilo 2024), indicators of consumer loyalty include: (1) Repeat, namely consumer loyalty in making repeated product purchases; (2) Retention, namely the ability of consumers to stay afloat despite exposure to negative influences on the company; and (3) Referrals, namely the tendency of consumers to fully recommend the company to others. According to Griffin (2010), there are four main characteristics that reflect loyal customer behavior, namely: (1) make purchases consistently and continuously, (2) make purchases on products or services outside the main line, (3) actively recommend products to other parties, and (4) show resistance to the influence or offers of similar products offered by competitors (Gultom, Arif, and Fahmi 2020).

According to Assael (2001) in (Rahab, Handayani, and Nawarini 2015), there are several characteristics that reflect the tendency of consumers to be loyal, namely: (1) Consumers who are loyal to brands usually have a higher level of confidence in choosing, (2) Consumers who are loyal to brands tend to also show loyalty to stores, (3) Loyal consumers tend to experience a wider range of purchases, and (4) Consumers from minority groups are more likely to show loyalty to brands. According to Griffin (2005), there are four types of customer loyalty to products and services, namely: No Loyalty Characterized by low emotional attachment and frequency of repeat purchases.

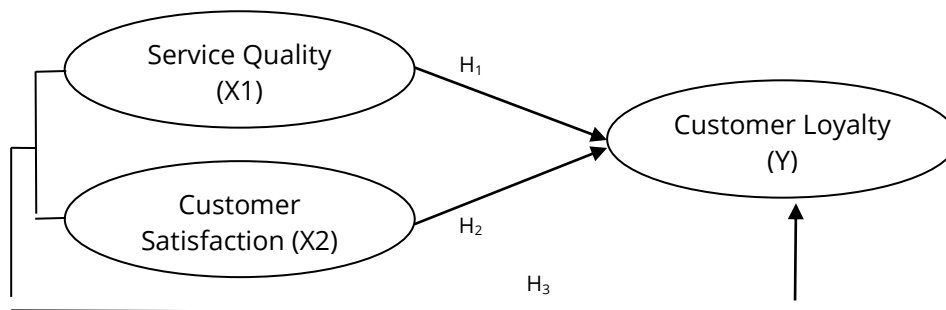
Consumers in this category do not have fixed preferences, making it difficult to develop into loyal customers. Inertia Loyalty Loyalty that arises because of habits and situational factors, not because of preferences. Consumers switch easily, but can still be nurtured to become more loyal through the right relationship approach. Latent Loyalty High emotional attachment but

rarely make repeat purchases due to situational factors. With the right strategy, loyalty potential can be optimized. Premium Loyalty Customers are highly loyal, proud to use a product or service, and actively recommend it to others. They become active advocates in building brand reputation (Atmaja 2018).

### Research Framework

This study examines how service quality and customer satisfaction affect customer loyalty.

**Figure 2: Research Framework**



Source: processed data, 2025

### Conceptual Framework

#### Relationship of service quality (X1) to customer loyalty (Y)

A high quality of Service is necessary to increase customer satisfaction and establish an emotional bond with them, which makes them more loyal to the product or service. Responsive and friendly service also supports customer loyalty. Consistency in service quality is necessary for long-term relationships and business growth. Tjiptono (2011) states that two elements affect the service: expected and received (Prabowo, Keke, and Istidjab 2021). If the perceived service is better than expected, it is considered ideal; conversely, if it is worse, it is considered bad. The quality of service depends on the company's ability to meet consumer expectations.

Research findings by (Hertina and Koni 2023) indicate that service quality affects customer loyalty. This is supported by (Erchikka and Hidayat 2022), who state that good service can increase customer loyalty, while poor service has the potential to make customers move. Therefore, providing quality service is very important to maintain customer loyalty. Previous research by (Ningsih et al. 2022) and (Putri and Utomo 2017) also showed a significant influence between service quality and customer loyalty.

H<sub>1</sub> = Quality of Service has a positive effect on customer loyalty.

#### Relationship of customer satisfaction (X2) to customer loyalty (Y)

Buyers who are happy with an item or service are usually loyal and will buy again. This satisfaction comes from the quality of products, service, and overall experience. If not satisfied, the customer may look for other options. So, companies have to increase customer satisfaction to build loyalty. Tjiptono and Chandra (2012) mention customer satisfaction provides benefits, including loyalty that can be a source of income and positive recommendations (Putra 2016).

Research by (Budiyono and Sutianingsih 2021) found that customer satisfaction is strongly related to customer loyalty. If customers are satisfied, they tend to be loyal to the product or service. (Dewi and Suprapti 2018) also found that customer satisfaction positively affects loyalty. These findings support previous studies by (Rahab, Handayani, and Nawarini 2015) and (Jeany and Siagian 2020), which also showed that satisfaction significantly affects loyalty.

H<sub>2</sub> = Customer satisfaction has a positive effect on customer loyalty.

**Relationship of service quality (X1) and customer satisfaction (X2) to customer loyalty (Y)**

The quality of Service and the level of customer satisfaction are two factors that can affect customer loyalty. A quality service results in a pleasant experience, while customer satisfaction describes how well expectations match reality. These two elements are closely related; improvements in service quality will generally increase customer satisfaction, which can create loyalty. Dharmmesta (1999) states that loyalty is the tendency of consumers to consistently use a particular brand (Haryono and Albetris 2023).

Research conducted by (Astuti and Lutfi 2019) shows that service quality and service satisfaction play a role in forming loyalty. (Nuraeni, Eldine, and Muniroh 2019) also get similar results, emphasizing service quality and customer satisfaction in building loyalty. These results are in line with studies conducted by (Surachman and Agustina 2023) and (Atmaja 2018).

H<sub>3</sub> = Quality of service and customer satisfaction have a positive effect on customer loyalty.

**METHODS**

Quantitative research methods are approaches that are based on a positive paradigm. This approach involves the study of a population or sample through the collection of data with standardized tools. In this study, two methods were used for data collection, namely primary data and secondary data. (Sugiyono 2022), Primary Data is information obtained directly by researchers from the first source.

This indicates that researchers collect data directly from the first source at the research location through various methods, such as interviews, questionnaires, and observations. Interview is a data collection technique used when researchers want to conduct an initial study to identify the problem to be studied, or when researchers want to get more in-depth information from a limited number of respondents (Sugiyono 2022). A questionnaire is a tool for collecting information by providing questions or statements that have been written to the person who answers (Sugiyono 2022). Observation is the process of observing and recording symptoms of the object of research. (Sujarweni 2015). Secondary data is information collected by data collectors indirectly from the primary source (Sugiyono 2022). Secondary data is data obtained from Warung Bude88, for example information about the income of the business.

According to (Sugiyono 2022), quantitative or statistical analysis aims to test previously formulated hypotheses. This research was conducted at Warung Bude88 which is located at Jalan Sintang-Nanga Ketungau, Binjai Market Complex, Binjai Hulu Village, Binjai Hulu District, Sintang Regency, West Kalimantan. The research population is defined as the subject or object that the researcher determines to study and serve as a basis for drawing conclusions (Sugiyono 2022). This research focuses on customers of Warung Bude88 in Binjai Market. The aim is to examine the effect of service quality and customer satisfaction on loyalty. The sample taken is the part that describes the characteristics of the population. The sampling method is used to select respondents.

The sample size was set at 100 people. The purposive sampling technique (Sugiyono 2022) is applied with specific criteria, namely: (1) customers who have made at least two purchases at Warung Bude88, (2) aged 17 years or older, and (3) willing to fill out a questionnaire either directly or via google form.

**Data Analysis Technique**

Data analysis is an organized and structured process. This process processes data taken from field notes, interviews, and documents. The data is organized, classified, synthesized, and finally drawn conclusions.

- a. Validity Test
- b. Reability Test

- c. Multiple Linear Regression Analysis
- d. Classic Assumption Test:
  - (1) Linearity Test, (2) Normality Test, and (3) Multicollinearity Test
- e. Hypothesis Test:
  - (1) Simultaneous Test (F Test), (2) Partial Test (t Test), (3) Correlation Coefficient (R), and (4) Coefficient of Determination ( $R^2$ )

## RESULTS

This research involved 100 respondents with a composition of 57% women and 43% men. Based on questionnaire data, the majority of respondents are students (54%), followed by private employees (27%), while the rest (19%) consist of State Civil Apparatus (ASN), entrepreneurs, businessmen, housewives, and other professions.

### Validity Test

According to (Siregar 2020), validity indicates the level of an instrument's ability to measure what it is intended to measure.

**Table 2. Validity Test Results**

Variable	Item	r Count	r Table	Description
Service Quality (X1)	X1. <sub>1</sub>	0,283	0,256	Valid
	X1. <sub>2</sub>	0,367	0,256	
	X1. <sub>3</sub>	0,471	0,256	
	X1. <sub>4</sub>	0,459	0,256	
	X1. <sub>5</sub>	0,348	0,256	
	X1. <sub>6</sub>	0,670	0,256	
	X1. <sub>7</sub>	0,647	0,256	
	X1. <sub>8</sub>	0,631	0,256	
	X1. <sub>9</sub>	0,631	0,256	
	X1. <sub>10</sub>	0,550	0,256	
	X1. <sub>11</sub>	0,419	0,256	
	X1. <sub>12</sub>	0,594	0,256	
	X1. <sub>13</sub>	0,473	0,256	
	X1. <sub>14</sub>	0,435	0,256	
	X1. <sub>15</sub>	0,521	0,256	
	X1. <sub>16</sub>	0,442	0,256	
	X1. <sub>17</sub>	0,485	0,256	
Customer Satisfaction (X2)	X2. <sub>1</sub>	0,495	0,256	Valid
	X2. <sub>2</sub>	0,570	0,256	
	X2. <sub>3</sub>	0,450	0,256	
	X2. <sub>4</sub>	0,578	0,256	
	X2. <sub>5</sub>	0,638	0,256	
	X2. <sub>6</sub>	0,577	0,256	
	X2. <sub>7</sub>	0,545	0,256	
	X2. <sub>8</sub>	0,621	0,256	
	X2. <sub>9</sub>	0,361	0,256	
Customer Loyalty (Y)	Y. <sub>1</sub>	0,506	0,256	Valid
	Y. <sub>2</sub>	0,708	0,256	
	Y. <sub>3</sub>	0,748	0,256	
	Y. <sub>4</sub>	0,523	0,256	
	Y. <sub>5</sub>	0,489	0,256	
	Y. <sub>6</sub>	0,564	0,256	
	Y. <sub>7</sub>	0,671	0,256	
	Y. <sub>8</sub>	0,606	0,256	

Source: SPSS 25 results, 2025



The validity test results are declared valid because the correlation value is greater than the  $r$  table value.

### Reliability Test

According to (Siregar 2020), reliability testing uses the Cronbach Alpha value to determine how consistent the measurement results are when carried out repeatedly on the same phenomenon with comparable instruments.

**Table 3. Reliability Test Results**

Variable	Cronbach's Alpha	Item	Description
Service Quality (X1)	0,847	17	Reliabel
Customer Satisfaction (X2)	0,702	9	Reliabel
Customer Loyalty (Y)	0,778	8	Reliabel

Source: SPSS 25 results, 2025

The results of a three-variable reliability test showed a Cronbach's alpha value greater than 0.6.

### Normality Test

Kolmogorov-Smirnov method was used to conduct the normality test.

**Table 4. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.34000889
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.050
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		
d. This is a lower bound of the true significance		

Source: SPSS 25 results, 2025

The normality test results show that the data is normally distributed with Asymp. sign. 0.200.

### Linearity Test

The linearity test is conducted to assess whether the model specification used is appropriate or not (Ghozali 2021).

**Table 5. Linearity Test Results for Service Quality Variable (X1) and Customer Loyalty (Y)**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty (Y) * Service Quality (X1)	Between Groups	(Combined)	20.489	19	1.078	3.257	.000
		Linearity	12.801	1	12.801	38.666	.000
		Deviation from Linearity	7.689	18	.427	1.290	.217
	Within Groups		26.485	80	.331		
	Total		46.974	99			

Source: SPSS 25 results, 2025

The linearity test showed a deviation of 0.217, greater than 0.05, indicating a linear relationship.

**Table 6. Linearity Test Results for Customer Satisfaction Variable (X2) and Customer Loyalty (Y)**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty (Y) * Customer Satisfaction (X2)	Between Groups	(Combined)	45.770	11	4.161	30.129	.000
		Linearity	44.396	1	44.396	321.474	.000
		Deviation from Linearity	1.374	10	.137	.995	.454
	Within Groups		12.153	88	.138		
	Total		57.923	99			

Source: SPSS 25 results, 2025

The linearity deviation value is 0.454, greater than 0.05. This indicates a linear relationship between customer satisfaction and customer loyalty.

### Multicollinearity Test

Tolerance and VIF (Variance Inflation Factor) values serve as indicators to identify the presence of multicollinearity.

**Table 7. Multicollinearity Test Results**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Service Quality (X1)	.902	1.109
	Customer Satisfaction (X2)	.902	1.109

a. Dependent Variable: Customer Loyalty

Source: SPSS 25 results, 2025

The multicollinearity test shows that the tolerance value for service quality (X1) and customer satisfaction (X2) is 0.902 and their VIF is 1.109, respectively.

### Multiple Linear Regression Analysis

Multiple regression is used to predict future demand and show how the independent and dependent variables affect each other (Siregar 2020).

**Table 8. Multiple Linear Regression Analysis Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.622	.858		28.710	.000
	Service Quality	.030	.009	.198	3.332	.001
	Customer Satisfaction	.193	.015	.774	13.005	.000

a. Dependent Variable: Customer Loyalty

Source: SPSS 25 results, 2025

The results of the multiple linear regression test are.

$$Y = 24,622 + 0,030X_1 + 0,193X_2$$

### Correlation Coefficient (R)

The correlation coefficient (r) aims to measure the relationship between variables.

**Table 9. Correlation Coefficient (R) Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 <sup>a</sup>	.386	.374	2.888

a. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: SPSS 25 results, 2025

The results of the correlation coefficient test showed the number R of 0.621, which indicates a significant relationship between the quality of Service and the level of customer satisfaction to customer loyalty.

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

The R<sup>2</sup> value shows the effect of the independent variable on the dependent variable.

**Table 10. Coefficient of Determination (R<sup>2</sup>) Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 <sup>a</sup>	.386	.374	2.888

a. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: SPSS 25 results, 2025

Coefficient of determination (R<sup>2</sup>) was recorded at 0.386. This means that 38.6% of customer loyalty is influenced by service quality and satisfaction.

### Simultaneous Test (F Test)

According to (Sujarweni 2015), The F test method measures the effect of independent variables together on the dependent variable.

**Table 11. Simultaneous Test (F Test) Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.205	2	23.603	93.287	.000 <sup>b</sup>
	Residual	24.542	97	.253		
	Total	71.748	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Satisfaction, Service Quality						

Source: SPSS 25 results, 2025

The analysis showed that the value of F count of 93,287 exceeds F table which is worth 3.09. In addition, the significance value recorded at 0.000 is also smaller than 0.05, which indicates a significant influence between service quality and customer satisfaction on customer loyalty.

### Partial Test (t Test)

The t test measures the effect of the independent variable on the dependent variable.

**Table 12. Simultaneous Test (Test F) Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.622	.858		28.710	.000
	Service Quality (X1)	.030	.009	.198	3.332	.001
	Customer Satisfaction (X2)	.193	.015	.774	13.005	.000
a. Dependent Variable: Customer Loyalty						

Source: SPSS 25 results, 2025

Based on the table above, the results of the t-test can be seen:

1. Service Quality (X1)  
Service quality has a significant effect on loyalty, with a t value of 3.332, higher than the t table value of 1.984. The significance value is 0.001, below 0.05.
2. Customer Satisfaction (X2)  
There is a significant influence between customer satisfaction and customer loyalty. The t value of customer satisfaction is 13.005, higher than 1.984, with a significance of 0.000.

## DISCUSSION

### The Effect Of Service Quality On Customer Loyalty At Warung Bude88 Binjai

The T-test showed a value of  $t = 3.332$ , which is higher than the value of 1.984 at a significance level of 0.001. This means that there is an important relationship between service

quality and customer loyalty at Warung Bude88 Binjai. Good service quality increases customer loyalty.

### **The Effect Of Customer Satisfaction On Customer Loyalty At Warung Bude88 Binjai**

The results of the T-test showed a value of 13.005, which is higher than 1.984. Significance is 0.000. This proves there is a strong influence between customer satisfaction and customer loyalty at Warung Bude88 Binjai.

### **The Effect Of Service Quality And Customer Satisfaction On Customer Loyalty At Warung Bude88 Binjai**

The results showed that the F value for service quality and customer satisfaction at warung Bude 88 Binjai is 93. 287, which is more than 3.09. The significance value is 0.000, lower than 0.05. This shows a significant influence between service quality and customer satisfaction on customer loyalty at warung Bude 88 Binjai.

## **CONCLUSION**

1. Service quality at the warung Bude88 Binjai affects customer loyalty.
2. Customer satisfaction at the warung Bude88 Binjai affects customer loyalty.
3. Service quality and customer satisfaction at the warung Bude88 Binjai affect customer loyalty.

## **SUGGESTION**

1. For Companies

It is expected that Warung Bude88 can continue to maintain the quality of service that has been proven to provide satisfaction to customers in enjoying the dishes served. In addition, it is recommended that Warung Bude88 develop and introduce new innovative menus to attract new customers and maintain the loyalty of existing customers. With these steps, Warung Bude88 is expected to continue to compete effectively in the increasingly competitive culinary industry.

2. For Future Research

Future researchers are expected to develop research by adding other factors that influence customer loyalty at Warung Bude88, such as price, promotion, and external elements.

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