

# The Effect of Service Quality, Price and Trust on Consumer Loyalty

Service Quality, Price  
and Trust

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## ABSTRACT

This research explores the impact of service quality, price, and customer trust on customer loyalty at Alfamart H385-Supriyadi Semarang. The research method employed is descriptive and correlational, with the population consisting of repeat customers at Alfamart. A total of 80 respondents were selected as samples using a random sampling method, and data were collected using a closed-ended questionnaire. The results of the analysis indicate that service quality, price, and customer trust significantly affect customer loyalty at Alfamart. Both service quality and price show a positive and significant influence on customer loyalty, with regression coefficient values of 0.320 and 0.269, respectively. Additionally, customer trust also has a positive and significant influence, with a regression coefficient value of 0.429. Simultaneous analysis reveals that all three factors collectively influence customer loyalty significantly, with an R-square value of 75.4%. The conclusion drawn from this study is that Alfamart H385-Supriyadi Semarang needs to pay attention to and enhance service quality, price, and customer trust to strengthen customer loyalty. These steps can assist the company in retaining existing customers, attracting new ones, and overall improving customer satisfaction.

**Keywords:** Service Quality, Price, Trust, Consumer Loyalty

## ABSTRAK

Penelitian ini mengeksplorasi dampak kualitas layanan, harga, dan kepercayaan pelanggan terhadap loyalitas pelanggan di Alfamart H385-Supriyadi Semarang. Penelitian ini menggunakan metode deskriptif dan korelasional dengan populasi berupa pelanggan yang berbelanja kembali di Alfamart tersebut. Sebanyak 80 responden dipilih sebagai sampel melalui metode random sampling, dan data dikumpulkan menggunakan kuesioner tertutup. Hasil analisis menunjukkan bahwa kualitas layanan, harga, dan kepercayaan pelanggan secara signifikan memengaruhi loyalitas pelanggan di Alfamart tersebut. Kualitas layanan dan harga menunjukkan pengaruh positif dan signifikan terhadap loyalitas pelanggan, dengan nilai koefisien regresi masing-masing sebesar 0,320 dan 0,269. Kepercayaan pelanggan juga memiliki pengaruh positif dan signifikan dengan nilai koefisien regresi sebesar 0,429. Analisis simultan menunjukkan bahwa ketiga faktor tersebut secara bersama-sama mempengaruhi loyalitas pelanggan dengan

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signifikan, dengan *R-square* sebesar 75,4%. Kesimpulan dari penelitian ini adalah bahwa Alfamart H385-Supriyadi Semarang perlu memperhatikan dan meningkatkan kualitas layanan, harga, dan kepercayaan pelanggan untuk memperkuat loyalitas pelanggan. Langkah-langkah ini dapat membantu perusahaan dalam mempertahankan pelanggan yang ada, menarik pelanggan baru, serta meningkatkan kepuasan pelanggan secara keseluruhan.

**Kata kunci:** Kualitas Pelayanan, Harga, Kepercayaan, Loyalitas Pelanggan

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## INTRODUCTION

Globalization now has a highly significant influence on business growth worldwide. According to Kotler & Keller (2016), companies in the product sector must maintain a positive impression on customers. Customer loyalty is not formed quickly but develops over time through a learning process based on customer experiences and continuous purchase outcomes. If customers do not receive products or services that meet their expectations, loyalty cannot be established. They will continue to try other products or brands until they find one that suits their criteria (Gremler, 1996). However, even if they find a satisfying product or service, customers often still try other products or brands (Solomon, 2019). Supermarkets operate in the service sector because they meet people's needs by attracting consumers with appealing building designs, colors, and materials (Levy et al., 2019). Shoppers now make careful and well-considered decisions when selecting and purchasing goods. This has become a key focus for businesses looking to gain market share and increase sales. According to Lamb et al. (2020), competition is becoming fiercer as each company strives to retain customers in similar ways—through product decisions, pricing decisions, distribution decisions, promotion decisions, and by creating a safe, comfortable environment and providing good service.

Every entrepreneur certainly desires their business to generate significant profits. Kotler and Armstrong (2010) emphasize that these profits are not limited to material gains but include intangible benefits, such as maintaining customer loyalty. Therefore, businesspeople must think creatively and follow trends to determine the most effective and targeted marketing strategies, which can result in both tangible profits, like monthly sales, and intangible benefits, such as high customer loyalty (Hartatik et al., 2023). Customer loyalty is one of the most critical pillars of business success (Butscher, 2002; Khadka & Maharjan, 2017). Gremler (1996); Brooks (2010), making loyalty the primary focus of business strategy is a meaningful step, as a loyal customer base provides a solid foundation for future growth and sustainability. In this case, increasing customer loyalty is not merely an effort to retain the consumer base but also a long-term investment that yields significant benefits for overall business development. The higher the level of customer loyalty, the greater the potential for the company to achieve competitive advantage, expand market share, and enhance profitability. Therefore, business planning that focuses on building and maintaining customer loyalty is a crucial and strategic approach to achieving sustainable business success.

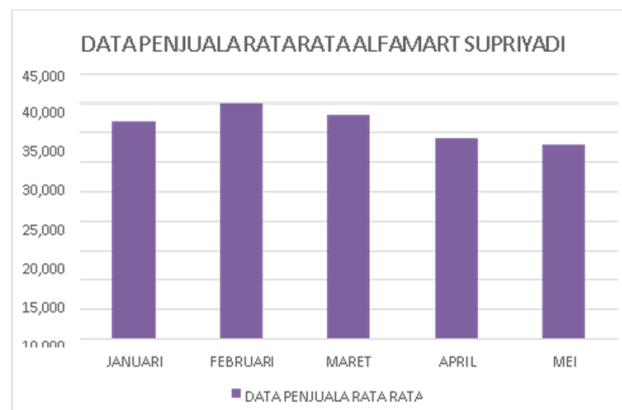


Figure 1. Alfamart Supriyadi Average Sales Data

As shown in Figure 1, sales at Alfamart H385-Supriyadi Semarang have fluctuated over the past few months, with some areas experiencing a decline. This phenomenon is triggered by increasingly fierce competition in the retail sector. According to Duffy (1998) and Lovelock & Wirtz (2004), companies need plans to build consumer loyalty. The relatively high prices at Alfamart H385-Supriyadi Semarang, along with long lines at the checkout, are contributing factors to this decline. The number of cashiers at Alfamart H385-Supriyadi Semarang remains below the optimal level, and the customer service provided by the cashiers is less friendly. Additionally, the absence of parking attendants or security guards at Alfamart H385-Supriyadi Semarang also presents an issue. The decline in sales is further exacerbated by the increasing number of new supermarkets that have opened across the city of Semarang. Research findings confirm that the decline in sales at Alfamart H385-Supriyadi Semarang can also be attributed to the intensifying competition in the retail industry (Levy et al., 2019). Other companies are offering a variety of products and services to customers based on levels of customer satisfaction, pricing, and customer trust (Zeithaml et al., 2018). Therefore, the researcher aims to explore more deeply the impact of customer satisfaction on consumer loyalty. In addition to customer satisfaction, another factor influencing satisfaction is price. Monroe (2003); Singh (2012), price is a flexible element of the marketing mix that can be adjusted depending on time and location. Price is not just a figure on the packaging; it takes various forms and functions in different contexts. Moreover, another factor affecting customer satisfaction is customer trust. Morgan (1994); Sirdeshmukh et al. (2002), customer trust is the confidence that is formed through interactions with products or services that are expected to deliver beneficial outcomes for consumers.

The context outlined, this study aims to examine the impact of service quality, pricing, and trust on customer loyalty at Alfamart H385-Supriyadi Semarang. This research is expected to provide valuable insights for Alfamart's management in developing effective strategies to enhance customer loyalty and maintain a competitive position in the retail market. The study formulates several research questions: first, what is the impact of service quality on customer loyalty at Alfamart H385-Supriyadi Semarang? Second, to what extent does the pricing of products offered by Alfamart influence customer loyalty? Third, how does consumer trust in Alfamart H385-Supriyadi Semarang affect their loyalty? Lastly, which factor, service quality, pricing, and trust, has the most dominant influence on customer loyalty at Alfamart H385-Supriyadi Semarang? The primary objectives of this research are to evaluate the impact of service quality on customer loyalty, measure the influence of product pricing on customer loyalty, and assess the extent to which consumer trust affects their loyalty towards Alfamart H385-Supriyadi Semarang. Furthermore, this study seeks to identify which of the factors service quality, pricing, or trust—has the greatest influence in fostering customer loyalty. The findings of this research are expected to provide practical contributions to Alfamart's management, particularly in formulating more effective policies and strategies to improve customer satisfaction and loyalty, as well as in maintaining competitiveness amidst the increasingly intense retail market competition.

## **LITERATURE REVIEW**

Consumer loyalty is the commitment held by consumers toward a brand or store, which is reflected in repeat purchasing behavior and preference for that brand or store over its competitors (Griffin, 2005). Gremler (1996) emphasized that consumer loyalty is highly valuable to companies because loyal consumers frequently engage in transactions and are more likely to recommend the brand or store to others. Loyalty does not emerge instantly; it develops through a long process in which positive consumer experiences with products or services play a key role (Solomon, 2019). Factors such as product quality, service, and customer satisfaction significantly influence the formation of loyalty (Kotler & Keller, 2016). Service quality refers to buyers' perceptions of whether a

service is good or bad in fulfilling or exceeding their expectations (Gremler, 1996). The main components of service quality include reliability, responsiveness, assurance, empathy, and tangibles. Research by Lovelock & Wirtz (2004) explains that high-quality service creates positive customer experiences, which in turn increases consumer loyalty. In the retail sector, where competition is fierce, service quality becomes one of the key differentiating factors. Consumers tend to remain loyal to stores that provide excellent service and meet their expectations (Zeithaml et al., 2018).

Price refers to the total cost customers pay in a transaction to obtain a product or service. According to Monroe (2003), price is a highly flexible component in the marketing mix and plays a crucial role in consumer purchasing decisions. Price is not only viewed as the number displayed on a label but also reflects the value and quality of the goods or services offered. Competitive pricing and alignment with consumers' perceived value can enhance customer loyalty. Conversely, excessively high costs without a corresponding increase in quality or perceived value may reduce loyalty and drive customers to switch to competitors offering better prices (Kotler & Armstrong, 2010). Customer satisfaction is the level of contentment experienced by consumers (buyers) after using a particular product or service. According to Kotler and Keller (2016), it is a feeling of pleasure or disappointment that arises when individuals compare the performance or quality of a service or product to their expectations. Several theories explain customer satisfaction, such as Oliver's (1980) Disconfirmation Theory, which states that satisfaction depends on the gap between expectations and product performance, and the Equity Theory, which posits that customers are satisfied when they feel they are receiving fair value (Adams, 1965). Factors influencing customer satisfaction include product quality, customer trust, and reasonable pricing. The impact of customer satisfaction encompasses customer retention, increased word-of-mouth, and improved financial performance. Case studies and empirical research, such as Anderson's (1994) study showing a positive relationship between customer satisfaction and loyalty in the banking industry. Fornell et al. (1996), which found a positive correlation between customer satisfaction and a company's financial performance, reinforce the importance of customer satisfaction in the business context. By understanding these aspects, companies can more effectively manage and enhance their customer satisfaction.

Consumer trust is the belief that a service provider or seller will fulfill their promises by delivering quality products or services without significant risks (Morgan, 1994). Trust is built through consistent and positive interactions, transparency in transactions, and the security and privacy of customer data. High levels of trust increase consumer loyalty because they feel safe and satisfied with their experience (Kotler & Keller, 2016). In the retail sector, trust is crucial as customers often make repeat purchases if they feel confident in the quality and service provided by the store (Zeithaml et al., 2018). Globalization has had a significant impact on business development worldwide. Companies must adapt to these changes to remain competitive. According to Kotler and Keller (2016), globalization increases competition by offering consumers more choices. In the retail sector, globalization means that supermarkets and retail stores must attract consumers through appealing displays, high-quality products, and good service (Levy et al., 2019). Shoppers are now more critical and cautious when purchasing goods, so companies must work harder to maintain their market share and boost sales (Lamb et al., 2020).

The sales at Alfamart H385-Supriyadi Semarang have experienced fluctuations and declines in several locations over the past few months. The primary cause of this decline is the intense competition in the retail business (Levy et al., 2019). Factors such as relatively high prices, an insufficient number of cashiers, and less friendly service have been identified as major issues that reduce customer loyalty at this Alfamart. Lovelock & Wirtz (2004) state that retail companies must have effective strategies to foster customer loyalty, as loyalty is key to long-term success in the retail business. Additionally, the sales decline is also attributed to the emergence of many new

supermarkets in the Semarang City area, which offer a wide range of products and services to customers with better service quality, pricing, and trust (Zeithaml et al., 2018).

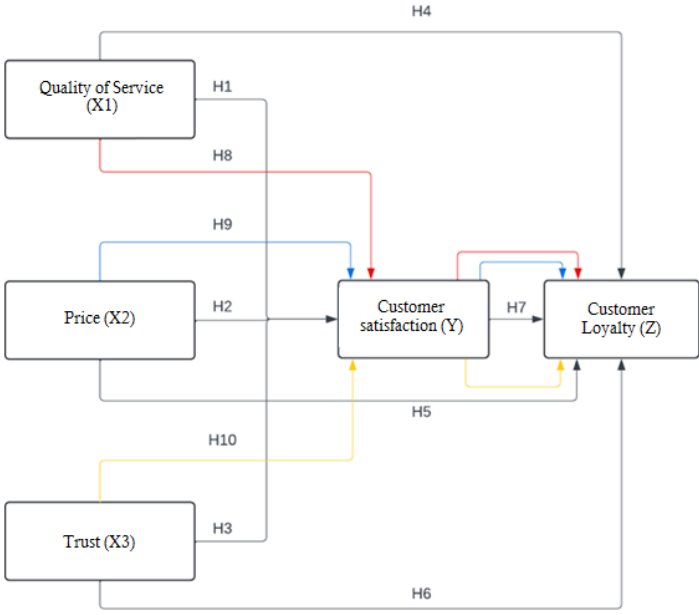


Figure 2. Framework of thinking

**METHODS**

The research approach utilized in this study employs a quantitative method aimed at measuring the relationships between predetermined variables, such as service quality, price, trust, customer satisfaction, and customer loyalty (Arikunto, 1998). This research takes the form of an explanatory survey, aiming to explain the causal relationships between independent and dependent variables through data collection from a representative sample. The research sample was obtained using sampling techniques such as stratified random sampling or simple random sampling, while the sample size was determined using statistical formulas such as the Slovin formula. Data were collected using a questionnaire specifically designed to measure the research variables, with a Likert scale of 1-5 used to assess respondents' perceptions of service quality, price, trust, satisfaction, and loyalty. Service quality measures consumers' perceptions of aspects such as accuracy, responsiveness, and empathy. Price assesses the affordability and appropriateness of product prices. Trust encompasses security, transparency, and honesty in transactions, while customer satisfaction and customer loyalty gauge the overall experience and commitment to continue purchasing at Alfamart. Data analysis techniques include the validity and reliability tests of the questionnaire, examined through factor analysis and Cronbach's Alpha. Descriptive analysis is used to describe the sample characteristics and the distribution of respondent answers. Additionally, multiple regression and path analysis are employed to test the influence of service quality, price, and trust on customer satisfaction, as well as the direct and indirect effects of the independent variables on the dependent variable. Data were processed using statistical software such as SPSS or AMOS to produce accurate and relevant results in this research (Ghozali, 2016).

**RESULTS**

The purpose of the normality test is to determine whether the data obtained is normally distributed or not. The test results are Based on Table 1, if the Asymp. Sig. (2-tailed) value > 0.05 then the standardized residual value is stated to be normally distributed. Based on the calculation above, the statistical value of the Asymp. Sig. (2-

tailed) value > 0.05 is 0.095. Thus, it can be concluded that the residual value is normally distributed.

Table 1. Normality Test

N		80
Normal Parameters	Mean	0.0000000
	Std. Deviation	137.521.502
Most Extreme Differences	Absolute	0.091
	Positive	0.091
	Negative	-0.086
Test Statistic		0.091
Asymp. Sig. (2-tailed)		0.095

One method to identify multicollinearity symptoms in a regression model is through the use of Variance Inflation Factor (VIF) and auxiliary regression. Multicollinearity symptoms appear when one or more independent variables are linearly related to other independent variables. The results of the multicollinearity test from the research data analysis show.

Table 2. Multicollinearity Test Results

Model	Un-std Coef. B	Unstd Coef. Std error	Std Coef. Beta	t	Sig	Tolerance	VIF
(Constant)	6.598	2.144		3.078	0.003		
X1	0.320	0.035	0.543	9.191	0.000	0.929	1.077
X2	0.269	0.036	0.432	7.451	0.000	0.963	1.039
X3	0.429	0.057	0.451	7.510	0.000	0.900	1.111

Table 2, we can see that the tolerance value for the service quality variable (X1) is 0.929, for price (X2) is 0.963, and for trust (X3) is 0.900. The tolerance values all exceed 0.05, which indicates that there is no multicollinearity between the independent variables. In addition, we can also pay attention to the Variance Inflation Factor (VIF) value for each independent variable, which is 1.077 for service quality, 1.039 for price, and 1.111 for trust. Since all VIF values are below 10, this indicates that there are no signs of multicollinearity in the data. Therefore, it can be concluded that there is no problem of multicollinearity between the independent variables and the regression model. In other words, if the measured probability exceeds the alpha value ( $\alpha$ ) or (Sig > 0.05), then it can be interpreted that the test results do not indicate a difference.

Table 3. Heteroscedasticity Test Results

Model	Un-std Coef. B	Un-std Coef. Std. Error	Std Coef. Beta	t	Sig
(Constant)	1.372	1.477		0.928	0.356
X1	-0.013	0.024	-0.062	-0.524	0.602
X2	0.009	0.025	0.044	0.380	0.705
X3	-7.436E-05	0.039	0.000	-0.002	0.999

Based on the results obtained from Table 3, it can be concluded that the significance of service quality in relation to the absolute residual is 0.602, the importance of the price variable in relation to the absolute residual is 0.705, and the significance of the trust variable to the absolute residual is 0.999. Because the significance values of the three variables (0.602, 0.705, and 0.999) exceed the predetermined significance level (0.05), it can be interpreted that the regression model does not show any signs of change in variance. This means that the variance of the residual does not depend on the values of the service quality, price, and trust variables.

DW (Durbin-Watson) test is a test commonly used to test whether there is an autocorrelation problem in the estimated empirical model. Alfamart H385-Supriyadi determination coefficient is used to test the effect of service quality, price and customer trust on customer loyalty simultaneously in Semarang.

Table 4. Autocorrelation Test Results

R	R Square	Adj. R Square	Durbin-Watson	Std Error
0.868	0.754	0.744	1.942	1.40209

In this case, we can utilize the Durbin-Watson (DW) value to test for the presence of autocorrelation in the regression equation model. The DW value obtained from Table 4 is 1.942. To make a decision about the presence of autocorrelation, we need two additional values, namely dL and dU, which are obtained in table 4 for  $k = 3$  and  $n = 80$ . In table 4,  $dL = 1.560$  and  $dU = 1.715$  are obtained. Another nominal needed is  $4 - dU$ , which is equal to  $4 - 1.715 = 2.285$ . Then, the nominal  $4 - dL$  is  $4 - 1.560 = 2.440$ . Since the Durbin-Watson nominal (1.942) is located between dU and  $4 - dU$  ( $1.715 < 1.942 < 2.285$ ), it can be stated that the regression equation model does not experience autocorrelation. The magnitude of the square value is 0.754. Thus, 75.4% of customer loyalty at Alfamart H385-Supriyadi Semarang is influenced by the variables of service quality, price and customer trust, while the remaining 24.6% is explained by causes outside the study.

In this study, multiple regression analysis was conducted using a SPSS version 24.0 program. Two types of hypothesis tests used in this study are t-test (partial test) and F-test (simultaneous test). Partial test or t-test aims to understand the partial impact, the impact between independent variables on dependent variables and to determine the extent of its partial influence.

Table 5. f Multiple Regression Analysis and t-test

Model	Un-std Coef. B	Un-std Coef. Std. Error	Beta	t	Sig
(Constant)	6.598	2.144		3.078	0.003
X1	0.320	0.035	0.543	9.191	0.000
X2	0.269	0.036	0.432	7.451	0.000
X3	0.429	0.057	0.451	7.510	0.000

The multiple linear regression equation model in this study uses the formula  $Y = 6.598 + 0.320 + 0.269 + 0.429$ . The constant value (6.598) indicates that without the influence of service quality, price, and customer trust, customer loyalty at Alfamart H385-Supriyadi Semarang will have a value of 6.598 units. The regression coefficient for service quality (0.320) indicates that if service quality increases one by one, consumer loyalty at Alfamart H385-Supriyadi Semarang can increase by 0.320 units. The regression coefficient for price (0.269) indicates that if the price of the product increases by one unit, customer loyalty at Alfamart H385-Supriyadi Semarang can increase by 0.269 units. The regression coefficient for customer trust (0.429) shows that if customer trusts in Alfamart H385 increases one by one, then customer loyalty to Alfamart H385 can increase by 0.429 units.

Table 5 shows the influence of each independent variable on customer loyalty. The first hypothesis states that service quality (X1) has a positive and significant impact on customer loyalty at Alfamart H385-Supriyadi Semarang (Y). The regression coefficient for the service quality variable is 0.320. With a calculated t value (9.191) exceeding the t-table value (1.665) at alpha 5%. In addition, the significance value (0.000) is less than the alpha value (0.05), which means that  $H_0$  is rejected and  $H_a$  is accepted. This reveals that there is a positive and significant relationship between service quality and customer loyalty. In other words, the better the service quality, the higher the customer loyalty at Alfamart H385-Supriyadi Semarang. The second hypothesis states that there is a positive and significant impact between price (X2) and consumer loyalty at Alfamart H385-Supriyadi Semarang (Y). The regression coefficient on the price variable is 0.269. Tcount (7.451) exceeds t-table (1.665) at alpha 5%. In addition, the significance value (0.000) is less than alpha (0.05), which means  $H_0$  is rejected and  $H_a$  is accepted. This shows that there is a positive and significant impact between price and customer loyalty. In other words, the better the price, the higher the consumer loyalty at Alfamart H385-Supriyadi Semarang. The third hypothesis states that there is a positive and significant impact between trust (X3) on consumer loyalty at Alfamart H385-Supriyadi Semarang (Y). The regression coefficient for the trust variable is 0.429. Tcount (7.510) exceeds t-table (1.665) at alpha 5%. In addition, the significance value (0.000) is less than alpha

(0.05), which means H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This states that trust has a positive and significant impact on consumer loyalty. This means that the greater the level of trust, the greater the level of consumer loyalty at Alfamart H385-Supriyadi Semarang. The simultaneous test or F-test aims to determine the relationship between independent and dependent variables simultaneously.

Table 6. F Test Results

Model	Sum of Square	df	Mean Square	F	Sig.
Regeression	457.394	3	152.465	77.556	0.000
Residual	149.406	76	1.966		
Total	606.800	79			

Data analysis with SPSS version 16.0 in Table 6 reveals that the F-count value (77.556) exceeds the F-table value (3.12), and the significance value (0.000) is lower than alpha (0.05). This means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This indicates that there is a relationship between service quality, price, and trust with customer loyalty at Alfamart H385-Supriyadi Semarang. Which means, the higher the quality of service, price, and trust, the higher the level of customer loyalty at the store.

## DISCUSSION

The test conducted, the coefficient value was obtained as 0.320, which indicates that an increase in each unit of service quality will affect customer satisfaction by 0.320 per unit. This is assumed that other variables remain constant. In addition, based on the hypothesis test, the t-table value (9.191) was obtained, which was greater than the t-count value at alpha 5%. In addition, the significance value (0.000) was smaller than alpha (0.05). This means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This indicates a positive and significant impact between service quality and customer satisfaction. Thus, the higher the quality of service, the higher the customer satisfaction at Alfamart H385-Supriyadi Semarang. The price regression coefficient value was 0.269, which indicates that every price increase can increase customer satisfaction by 0.269 per unit, with the estimate that other variables remain constant. Also, the results of the hypothesis test show that the t-count (7.451) is greater than the t-table at alpha 5% (1.665), and the significance value (0.000) is less than the alpha value (0.05), so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This indicates that there is a significant and positive impact between price and customer satisfaction. So, the higher the price, the higher the customer satisfaction at Alfamart H385-Supriyadi Semarang. The trust regression coefficient is 0.429, which indicates that an increase in trust can increase customer satisfaction by 0.429 per unit. This is assumed that other variables remain constant. In addition, based on the hypothesis test, it was found that the t-count (7.510) is greater than the t-table (1.665) at a significance level of 5%, and the significance value (0.000) is less than the alpha value (0.05), so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This shows that there is a positive and significant influence between trust and customer satisfaction. So, it can be interpreted that with increasing trust, customer satisfaction will also increase at Alfamart H385-Supriyadi Semarang.

Based on the test conducted, a coefficient value of 0.320 was obtained, indicating that an increase in each unit of service quality will have an effect on increasing customer loyalty by 0.320 per unit. This is assumed that other variables remain constant. In addition, based on the hypothesis test, a t-table value (9.191) was obtained which was greater than the t-count value at alpha 5%. In addition, the significance value (0.000) was smaller than alpha (0.05). This means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This indicates a positive and significant impact between service quality and customer loyalty. Thus, the higher the service quality, the higher the customer loyalty at Alfamart H385-Supriyadi Semarang. Griffin (2005) stated that customer satisfaction with service quality will make them loyal customers (repeat customers) and will even promote the business through recommendations to their colleagues, family, and acquaintances, making them

less influenced by offers from competitors. Based on the test conducted, the price regression coefficient value was obtained at 0.269, which indicates that every price increase can increase customer loyalty by 0.269 per unit, with the estimate of other variables remaining constant. Also, the results of the hypothesis test show that the t-count (7.451) is greater than the t-table at alpha 5% (1.665), and the significance value (0.000) is less than the alpha value (0.05), then  $H_0$  is rejected and  $H_a$  is accepted. This indicates that there is a significant and positive impact between price and customer loyalty. Thus, the higher the price, the higher the customer loyalty at Alfamart H385-Supriyadi Semarang. Price plays an important role in both macro (general economy) and micro (consumer and company) contexts. In macro terms, price affects factors such as wage rates, rents, and interest rates. For customers, price is one of the main considerations for making purchasing decisions. For companies, price is a major element in generating revenue in the marketing mix (Hermawan, 2015).

Based on the test conducted, the trust regression coefficient was obtained at 0.429, which indicates that an increase in trust can increase customer loyalty by 0.429 per unit. This is assumed that other variables remain constant. In addition, based on the hypothesis test, it was found that t count (7.510) is greater than t-table (1.665) at a significance level of 5%, and the significance value (0.000) is less than the alpha value (0.05), so  $H_0$  is rejected and  $H_a$  is accepted. This shows that there is a positive and significant influence between trust and customer loyalty. So, it can be interpreted that with increasing trust, customer loyalty will also increase at Alfamart H385-Supriyadi Semarang. The results of this study are in accordance with the theory put forward by Mowen & Minor (2002), which states that consumer confidence is all the information that consumers have and the conclusions they make about objects, attributes, and interests. According to Barnes (2003), trust is a person's belief in others to give him what he wants, not what he fears. Trust involves a person's belief that another person will provide the expected satisfaction and a person's readiness to act because of a general expectation that the promises and statements of others are reliable. Kotler & Armstrong (2008) also stated that belief is a descriptive thought that someone has about something.

Based on the results of the hypothesis test, it was concluded that customer satisfaction does not have a significant effect on customer loyalty, because the original sample value is 0.135, the T-Statistic value is smaller than the T-Table value of  $0.865 > 1.96$  and the P Value is greater than 0.05 which is 0.387. This proves that customer satisfaction does not affect customer loyalty at Alfamart H385-Supriyadi Semarang. Based on the results of the hypothesis test, it was concluded that service quality has a positive and significant impact on customer loyalty based on Customer Satisfaction at Alfamart H385-Supriyadi Semarang. This aspect can be seen in the results of the hypothesis test where the value of the F count (77.556) is higher than the F table value (3.12) and the significance value (0.000) is lower than the alpha value (0.05), which means  $H_0$  is rejected and  $H_a$  is accepted. This indicates that the greater the level of service quality on customer satisfaction, the greater the customer loyalty at Alfamart H385-Supriyadi Semarang. Based on the results of the hypothesis test, it was concluded that Price has a positive and significant impact on customer loyalty based on Customer Satisfaction at Alfamart H385-Supriyadi Semarang. This aspect can be seen in the results of the hypothesis test where the value of the F count (77.556) is higher than the F table value (3.12) and the significance value (0.000) is lower than the alpha value (0.05), which means that  $H_0$  is rejected and  $H_a$  is accepted. This indicates that the greater the level of Price on customer satisfaction, the greater the customer loyalty at Alfamart H385-Supriyadi Semarang.

Based on the results of the hypothesis test, it was concluded that Trust has a positive and significant impact on customer loyalty based on Customer Satisfaction at Alfamart H385-Supriyadi Semarang. This aspect can be seen in the results of the hypothesis test where the value of the F count (77.556) is higher than the F table value (3.12) and the significance value (0.000) is lower than the alpha value (0.05), which means  $H_0$  is rejected and  $H_a$  is accepted. This indicates that the greater the level of Trust in customer

satisfaction, the greater the customer loyalty at Alfamart H385-Supriyadi Semarang. Based on the results of the hypothesis test, it was concluded that service quality, price, and trust have a positive and significant impact on customer loyalty at Alfamart H385-Supriyadi Semarang. This aspect can be seen in the results of the hypothesis test where the value of the F count (77.556) is higher than the F table value (3.12) and the significance value (0.000) is lower than the alpha value (0.05), which means H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This indicates that the higher the level of service quality, price, and trust, the higher the customer loyalty at Alfamart H385-Supriyadi Semarang. R-square of 0.754 states that 75.40% of the variation in the dependent variable (customer loyalty) can be explained by the independent variables (service quality, price, and trust), while the other 24.60% is influenced by other factors not included in this study. The impact of this study is in accordance with Husodho's theory (2015), which states that customer loyalty is a customer's commitment to a store brand that is seen in consistent repeat purchases based on a very favorable attitude from the supplier. This emphasizes the importance of service quality, price, and trust in building and maintaining customer loyalty in the retail sector such as Alfamart H385-Supriyadi Semarang.

## CONCLUSION

The results of the data analysis show several important findings related to the influence of service quality, price, and trust on customer satisfaction and loyalty at Alfamart H385-Supriyadi Semarang. First, service quality has a positive and significant influence on customer satisfaction, with a coefficient of 0.320 and a t-value of 9.191 which is greater than the t-table of 1.665. The significance of 0.000 is smaller than alpha 0.05, so it can be concluded that increasing service quality significantly increases customer satisfaction. The better the quality of service provided, the higher the customer satisfaction. Second, price also has a positive and significant effect on customer satisfaction. The coefficient of 0.269 indicates that each one-unit price increase can increase customer satisfaction by 0.269 units. The t-value of 7.451 exceeds the t-table and the significance of 0.000 confirms that competitive prices can increase customer satisfaction. Third, customer trust also has a significant impact on customer satisfaction, although the coefficient value is not specifically stated. The results of the hypothesis test indicate that customer trust plays an important role in providing satisfaction. Fourth, service quality is proven to also affect customer loyalty. The coefficient of 0.320 and t count of 9.191 indicate that increasing service quality increases customer loyalty. Fifth, product price also has a significant effect on loyalty with a coefficient of 0.269 and t count of 7.451. Sixth, customer trust has a positive and significant effect on loyalty, reinforcing the importance of trust in building customer loyalty. Finally, the analysis shows that service quality, price, and trust together affect customer loyalty by 75.40%, with 24.60% of the additional effect coming from customer satisfaction.

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