

The Influence of Marketing Mix on Customer Satisfaction, Trust, and Loyalty

Marketing Mix,
Satisfaction, Trust, and
Loyalty

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ABSTRACT

In today's highly competitive food and beverage industry, customer satisfaction, trust, and loyalty have become critical determinants of business sustainability. This study aims to analyze the influence of the 7Ps marketing mix on customer satisfaction and trust, and their subsequent impact on customer loyalty. A quantitative approach was applied by distributing structured questionnaires to 226 respondents aged 18–55 who had purchased within the last three months across selected outlets in Greater Jakarta. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test direct and indirect effects. The results show that product, price, promotion, people, and process significantly enhance customer satisfaction, while only the people dimension significantly builds trust. Furthermore, satisfaction directly strengthens both trust and loyalty, and trust itself exerts a significant impact on loyalty. Indirect effects reveal that product, price, place, promotion, people, and process positively influence loyalty through satisfaction, whereas physical evidence does not. These findings highlight that core elements of the marketing mix, particularly product quality, fair pricing, employee service, and operational efficiency, play a stronger role in fostering long-term customer loyalty compared to physical attributes of the restaurant environment.

Keywords: Customer Loyalty, Customer Satisfaction, Customer Trust, Marketing Mix, Restaurant.

ABSTRAK

Dalam industri makanan dan minuman yang sangat kompetitif saat ini, kepuasan, kepercayaan, dan loyalitas pelanggan telah menjadi penentu penting keberlanjutan bisnis. Studi ini bertujuan untuk menganalisis pengaruh bauran pemasaran 7P terhadap kepuasan dan kepercayaan pelanggan, dan dampak selanjutnya terhadap loyalitas pelanggan. Pendekatan kuantitatif dilakukan melalui penyebaran kuesioner terstruktur kepada 226 responden berusia 18–55 tahun yang telah melakukan pembelian dalam tiga bulan terakhir di beberapa outlet di wilayah Jabodetabek. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk menguji pengaruh langsung dan tidak langsung. Hasil menunjukkan bahwa produk, harga, promosi, people, dan proses berpengaruh signifikan terhadap kepuasan, sementara hanya dimensi people yang berperan penting dalam membangun kepercayaan. Selain itu, kepuasan terbukti secara langsung memperkuat kepercayaan dan loyalitas, sedangkan kepercayaan berpengaruh signifikan terhadap loyalitas. Pengaruh tidak langsung memperlihatkan bahwa produk, harga, tempat, promosi, people, dan proses dapat mendorong loyalitas melalui kepuasan, sedangkan bukti fisik tidak berpengaruh nyata. Temuan ini menegaskan bahwa kualitas produk,

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INTRODUCTION

Marketing is defined as a social and managerial process that enables individuals and organizations to fulfill their needs and wants through the creation, provision, and exchange of valuable products (Sumarwan, 2011). Beyond selling activities, marketing plays a pivotal role in creating value and building long-term relationships with customers. In today's competitive business environment, success is not only measured by sales growth but also by the extent to which companies can generate satisfaction, build trust, and foster loyalty (Kotler & Keller, 2021). This viewpoint emphasizes how crucial it is to comprehend client experiences as a strategic basis for preserving competitiveness. Consequently, it is becoming more and more important for contemporary organizations to examine marketing from both a transactional and relational standpoint.

The 7Ps marketing mix framework namely, product, pricing, place, promotion, people, process, and tangible evidence, is one of the most popular marketing strategies. This paradigm was created especially for service marketing, where both tangible and intangible components are used in client interactions. The application of the 7Ps aims to provide consistent and valuable service experiences that enhance satisfaction, strengthen trust, and ultimately drive loyalty (Mahyardiani et al., 2020; Amanda et al., 2021). According to Rafiq and Ahmed (1995), the addition of people, process, and physical evidence to the traditional 4Ps allows companies to more comprehensively capture the interactional and experiential aspects of customer perceptions. This holistic approach ensures that businesses can address not only functional value but also emotional and experiential dimensions of customer behavior.

Each element of the marketing mix plays a complementary role in shaping holistic customer experiences. While product quality, fair pricing, accessibility, and informative promotions build initial perceptions, responsive service, efficient processes, and supportive physical environments reinforce positive impressions. Customer satisfaction emerges as a natural outcome of these experiences, which then serves as the foundation for building trust (Morgan & Hunt, 1994). Trust, in turn, creates loyalty, reflected in repeat purchases and customer advocacy. Empirical studies have shown that while the 7Ps significantly influence satisfaction and loyalty, their relative importance varies across industries (Mahyardiani et al., 2020; Amanda et al., 2021). This indicates the need for industry-specific evaluations of how each marketing mix element contributes to consumer decision-making.

Recent trends in Indonesia's food and beverage industry further emphasize the urgency of effective marketing strategies. Data from the Central Statistics Agency in 2023 reveal steady growth in the number of food service businesses, rising from 4.50 million in 2019 to 4.85 million in 2023. This expansion highlights both opportunities and constraints: competition has increased even as demand is still rising. Since keeping current clients is just as important to organizations as finding new ones, customer happiness, loyalty, and trust are essential to survival. In this regard, developing strategies that guarantee long-term competitiveness requires a greater comprehension of the marketing mix's function. Investigating the efficacy of the marketing mix in this quickly expanding industry is therefore both pertinent and crucial.

Restaurant XYZ, established in 2022 and widely recognized for its viral noodle-based dishes, represents a compelling case within this industry landscape. The brand has rapidly expanded to 49 outlets across Greater Jakarta, yet continues to face challenges in implementing its marketing mix strategy effectively. Issues identified include inconsistencies in product quality, premium pricing that may limit appeal among price-

sensitive customers, uneven accessibility of outlets, suboptimal customer engagement through digital promotions, varying staff service quality, inefficient service processes, and inconsistent physical ambience across outlets. These shortcomings suggest that the 7Ps have not been fully optimized, thereby limiting customer satisfaction, trust, and loyalty. Consequently, XYZ provides a relevant case to examine how weaknesses in the 7Ps can directly affect business performance in the restaurant industry.

Against this background, this study seeks to examine the influence of the 7Ps marketing mix on customer satisfaction and trust, as well as their subsequent impact on loyalty in the context of Restaurant XYZ. By employing a quantitative survey approach with Partial Least Squares Structural Equation Modeling (PLS-SEM), this research aims to empirically test these relationships. The findings are expected to enrich theoretical understanding of marketing mix dynamics in the restaurant industry while providing practical recommendations for managers to refine their strategies in building sustainable customer relationships. Ultimately, this study is designed to bridge theoretical insights and managerial practices that support competitive advantage.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Marketing Mix on Customer Satisfaction

The marketing mix is a vital determinant of satisfaction since it represents how customers evaluate value delivery. Product quality, such as taste, freshness, and uniqueness, is often central in shaping satisfaction, particularly in restaurants (Ferrell, 2005; Risal et al., 2025). Price fairness further strengthens satisfaction when customers perceive a balance between cost and value received (Parasuraman & Grewal, 2000; Constantinides, 2006). Similarly, strategic location and distribution systems make services more accessible, creating positive experiences for customers (Copley, 2004; Lovelock & Wirtz, 2011). Promotion also plays a critical role in communicating brand value, reducing uncertainty, and enhancing customer perceptions (Kotler & Keller, 2016).

Beyond these dimensions, people, process, and physical evidence are equally crucial for satisfaction. Friendly and competent employees directly influence customers' perceptions of service quality (Alwinie et al., 2024). Efficient procedures, such as quick transactions and responsive handling of complaints, contribute positively to satisfaction (Simanjuntak et al., 2020). Tangible aspects such as ambience, cleanliness, and physical facilities further assure customers about service quality (Booms & Bitner, 1981). Studies in culinary services confirm that satisfaction increases significantly when the 7Ps are managed cohesively, supporting its role as a mediator toward loyalty (Fitriyah & Martaleni, 2023; Danapriatna et al., 2024). Based on this reasoning, the following hypotheses are proposed:

- H1: Product has positive and significant effects on customer satisfaction.
- H2: Price has a positive and significant effect on customer satisfaction.
- H3: Place has positive and significant effects on customer satisfaction.
- H4: Promotion has positive and significant effects on customer satisfaction.
- H5: People have a positive and significant effect on customer satisfaction.
- H6: Process has positive and significant effects on customer satisfaction.
- H7: Physical has positive and significant effects on customer satisfaction.

The Effect of Marketing Mix on Customer Trust

Trust is built when customers perceive reliability and integrity in service delivery. In restaurants, trust emerges from consistent quality, transparent pricing, and dependable service experiences (Morgan & Hunt, 1994). Effective promotion and communication also reduce uncertainty, making customers more confident about the brand (Lovelock & Wirtz, 2011). Location accessibility and convenience contribute to strengthening perceptions of reliability (Risal et al., 2025). Collectively, these marketing mix elements build customer trust, which acts as a foundation for sustainable loyalty (Nurbani et al., 2019; Iskandar et al., 2022).

The human factor, service processes, and physical evidence further reinforce customer trust. Interactions with employees who are friendly, honest, and professional are strong indicators of credibility (Anjani et al., 2018; Alwinie et al., 2024). Transparent and efficient processes reduce perceived risks, while tangible cues such as interior design and cleanliness reassure customers of consistent standards (Lovelock & Wirtz, 2011). Prior studies highlight that trust strengthens when the marketing mix is managed coherently, especially in competitive food services (Kwon et al., 2022). Therefore, customer trust is not only a direct outcome of marketing strategies but also a mediator between satisfaction and loyalty. Based on this framework, the following hypotheses are proposed:

- H8: Product has positive and significant effects on customer trust.
- H9: Price has a positive and significant effect on customer trust.
- H10: Place has positive and significant effects on customer trust.
- H11: Promotion has positive and significant effects on customer trust.
- H12: People have positive and significant effects on customer trust
- H13: Process has positive and significant effects on customer trust.
- H14: Physical evidence has positive and significant effects on customer trust.

The Role of Satisfaction and Trust on Customer Loyalty

Satisfaction and trust play critical roles as mediators between marketing strategies and loyalty. Customer satisfaction reflects the fulfillment of needs and expectations, creating positive evaluations toward the service (Barnes, 2001; Tjiptono, 2019). Meanwhile, trust represents confidence in the brand's reliability and fairness (Morgan & Hunt, 1994). Together, satisfaction and trust reduce uncertainty and increase the likelihood of long-term loyalty (Jeharus & Nuvriasari, 2024; Aini, 2025). This implies that satisfaction alone may not ensure loyalty without the support of trust as a reinforcing factor.

Previous research supports the mediating role of these constructs in service industries. Nurbani et al. (2019) confirmed that both satisfaction and trust significantly influence loyalty, with trust serving as a strong mediator. Similarly, Iskandar et al. (2022) found that the marketing mix affects both constructs, which then contribute to loyalty formation. Studies in restaurant and retail services also show that satisfied customers are more likely to remain loyal when they also perceive high trust in the brand (Irawan & Waluyo, 2020; Jeharus et al., 2024). Thus, this study hypothesizes that satisfaction and trust jointly mediate the relationship between the marketing mix and loyalty at Restaurant XYZ. Based on these arguments, the following hypotheses are formulated:

- H15: Customer satisfaction has positive and significant effects on customer trust.
- H16: Customer satisfaction has positive and significant effects on customer loyalty.
- H17: Customer trust has positive and significant effects on customer loyalty.

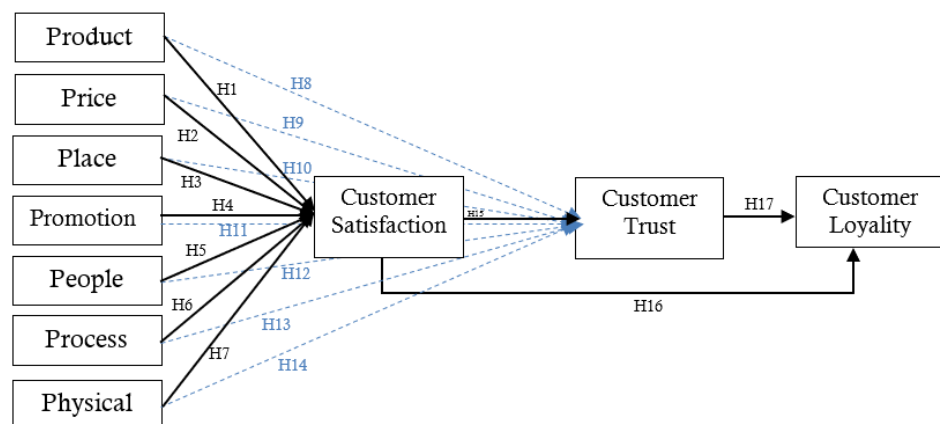


Figure 1. Research Framework

Figure 1 shows that this research framework was constructed using the marketing mix (7P) as the main variables, consisting of product, price, venue, promotion, people, process, and physical evidence. These seven elements are assumed to have a positive influence on customer satisfaction (H1–H7) and customer trust (H8–H14). Furthermore, customer satisfaction is projected to play an important role in increasing trust (H15) while encouraging customer loyalty (H16). On the other hand, customer trust is also expected to make a significant contribution to loyalty (H17). Thus, this research framework confirms that the 7Ps of the marketing mix not only have direct implications on satisfaction and trust, but also indirectly affect customer loyalty through both variables.

RESEARCH METHODS

This study was conducted at five outlets of Restaurant XYZ located in the Jabodetabek area. The selected outlets had been operating for more than one year, ensuring operational stability and customer familiarity. In addition, these outlets experienced a more significant decline in sales compared to others, making them suitable research sites to provide relevant insights for improving marketing strategies. Individual customers who made purchases at one of these stores served as the analytical unit. According to the guideline of five to ten times the number of indicators, a sample size of 165 to 330 respondents is indicated, and 226 respondents in total participated in this study (Hair et al., 2010). Customers between the ages of 18 and 55 who had no limits on how frequently they visited throughout the previous three months made up the respondents.

Convenience sampling, a non-probability sample technique, was used to choose respondents based on their availability and willingness to participate (Tjiptono, 2019). On weekdays and weekends, data were gathered in person at the five locations at various times of day: lunch (12.00–15.00), afternoon (15.00–18.00), and evening (18.00–21.00). This approach was designed to capture variations in customer behavior and perceptions across different visit times and days. The survey instrument was distributed via Google Forms, accessible through a QR code displayed at the outlets. Customers filled out the questionnaire independently using their mobile phones after completing their meals. Prior to data collection, official approval was obtained, and coordination was carried out with the human resource manager of Restaurant XYZ to ensure proper implementation.

A structured questionnaire that was created based on previously approved tools was used to gather primary data. Product, pricing, place, promotion, people, process, and tangible proof are the components of the marketing mix. Items from Morgan and Hunt (1994) were used to measure consumer trust, Kotler and Keller (2016) were used to measure customer pleasure, and Oliver (1999) was used to measure customer loyalty. A five-point Likert scale, which is frequently used to evaluate attitudes, perceptions, and views, was used to measure each item. The scale ranged from 1 (meaning “strongly disagree”) to 5 (meaning “strongly agree”) (Sumarwan, 2017). To adapt the phrasing to the context of restaurant service, a few minor changes were made.

RESULTS

To make sure that the tool being used is genuinely valid and reliable in reflecting the construct under study, external model testing is a crucial step in the assessment of the measurement model. At this point, reliability tests using Cronbach’s Alpha and Composite Reliability were conducted, along with convergent validity testing utilizing factor loading and Average Variance Extracted (AVE) values. If the loading factor value is larger than 0.7 and the AVE is greater than 0.5, the research instrument is deemed legitimate; if Cronbach’s alpha and composite reliability are both above 0.7, reliability is deemed met. In order to determine whether each construct can reliably reflect the dimensions under study, this examination attempts to evaluate the internal consistency of indicators used to measure latent variables.

Table 1. Measurement of Construct Analysis

Variable	Constructs	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Product (PD)	PD1	0.762	0.635	0.712	0.839
	PD2	0.842			
	PD3	0.784			
Price (PR)	PR1	0.878	0.779	0.716	0.876
	PR2	0.887			
Place (PL)	PL1	0.928	0.840	0.810	0.913
	PL2	0.905			
Promotion (PM)	PM1	0.727	0.597	0.774	0.855
	PM2	0.746			
	PM3	0.809			
	PM4	0.804			
People (PE)	PE1	0.847	0.700	0.786	0.875
	PE2	0.825			
	PE3	0.838			
Process (PC)	PC1	0.846	0.638	0.713	0.840
	PC2	0.824			
	PC3	0.722			
Physical Evidence (PV)	PV1	0.838	0.662	0.746	0.855
	PV2	0.806			
	PV3	0.797			
Customer Satisfaction (KP)	KP1	0.848	0.733	0.818	0.892
	KP2	0.882			
	KP3	0.838			
Customer Trust (KC)	KC1	0.903	0.784	0.862	0.916
	KC2	0.887			
	KC3	0.866			
Customer Loyalty (LP)	LP1	0.809	0.669	0.833	0.889
	LP2	0.730			
	LP3	0.861			
	LP4	0.864			

According to Table 1, every indicator has a loading factor value higher than 0.7, indicating that it is legitimately expressing its particular construct. The indicator's ability to sufficiently explain the construct's variance was confirmed by the AVE value, which was also above 0.5 overall. In addition, Cronbach's Alpha and Composite Reliability for each variable were also recorded at more than 0.7, which means the research instrument has high reliability and strong internal consistency. These results show that the instruments used are feasible and qualified to proceed to the stage of internal model analysis.

Table 2. Heterotrait-Monotrait Ratio (HTMT)

Variable	PD	PR	PL	PM	PE	PC	PV	KP	KC	LP
Product										
Price	0.610									
Place	0.448	0.340								
Promotion	0.366	0.355	0.517							
People	0.559	0.588	0.437	0.400						
Process	0.510	0.436	0.546	0.452	0.832					
Physical Evidence	0.364	0.233	0.381	0.579	0.479	0.506				
Customer Satisfaction	0.699	0.722	0.541	0.540	0.721	0.726	0.459			
Customer Trust	0.478	0.529	0.495	0.458	0.769	0.677	0.455	0.678		
Customer Loyalty	0.625	0.519	0.557	0.634	0.616	0.495	0.495	0.698	0.641	

Table 2 above shows the results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) value between research constructs. Based on the criteria

proposed by Ghozali (2014), a model is declared to meet the discriminatory validity if the total HTMT value is <0.85. The test results show that all construct pairs have HTMT values below the specified threshold. This confirms that each construct in this study is able to be clearly distinguished from other constructs, so that there is no problem of multicollinearity between latent variables.

Table 3. R-square

Variable	R-square	Information
Customer Satisfaction	0.572	Moderate
Customer Trust	0.505	Moderate
Customer Loyalty	0.403	Moderate

Table 3's R-square value provides a sense of the model's predictive power for each endogenous construct. The model's capacity to explain the variance of the construct increases with the R-square value. The general interpretation used in this study refers to the criteria of Hair et al. (2017), namely $R^2 > 0.75$ is categorized as high, around 0.50 moderate, and around 0.25 low. Customer happiness, customer trust, and customer loyalty are examples of endogenous variables that have an R-squared value (R^2). The findings indicated that the marketing mix had a moderate impact on customer satisfaction, with an R2 value of 0.572. Customer confidence has an R^2 of 0.505, which is also moderately influenced by satisfaction and marketing mix. Customer loyalty, on the other hand, had a moderate impact on customer satisfaction and trust, as indicated by its R2 value of 0.403. This R2 result shows that it has been possible to describe the associations between variables using the research model.

Table 4. Hypothesis Result (Direct Effect)

Hypothesis	Variable	Original Sample	T-Statistics	P-Values	Information
H1	Product → Customer Satisfaction	0.198	3.661	0.000	Accepted
H2	Price → Customer Satisfaction	0.261	5.404	0.000	Accepted
H3	Place → Customer Satisfaction	0.101	1.822	0.068	Rejected
H4	Promotion → Customer Satisfaction	0.133	2.882	0.004	Accepted
H5	People → Customer Satisfaction	0.166	2.865	0.004	Accepted
H6	Process → Customer Satisfaction	0.196	3.256	0.001	Accepted
H7	Physical Evidence → Customer Satisfaction	0.044	0.831	0.406	Rejected
H8	Product → Customer Trust	-0.008	0.123	0.902	Rejected
H9	Price → Customer Trust	0.078	1.218	0.223	Rejected
H10	Place → Customer Trust	0.107	1.640	0.101	Rejected
H11	Promotion → Customer Trust	0.066	0.971	0.332	Rejected
H12	People → Customer Trust	0.368	4.940	0.000	Accepted
H13	Process → Customer Trust	0.106	1.411	0.158	Rejected
H14	Physical Evidence → Customer Trust	0.054	1.003	0.316	Rejected
H15	Customer Satisfaction → Customer Trust	0.165	2.087	0.037	Accepted
H16	Customer Satisfaction → Customer Loyalty	0.398	5.894	0.000	Accepted
H17	Customer Trust → Customer Loyalty	0.317	4.186	0.000	Accepted

Table 4 presents the results of direct hypothesis testing between the variables of marketing mix (7P), Customer Satisfaction (KP), Customer Trust (KC), and Customer

Loyalty (LP). The results of the analysis showed that Product (H1), Price (H2), Promotion (H4), People (H5), and Process (H6) had a positive and significant effect on Consumer Satisfaction, while Place (H3) and Physical Evidence (H7) had no significant effect. In relation to KP, only the PE variable (H12) had a significant positive influence, while the other variables of the marketing mix (H8–H11, H13, H14) had no effect. Furthermore, Customer Satisfaction has been shown to have a significant effect on Customer Trust (H15) and Customer Loyalty (H16), and Customer Trust also has a significant effect on Customer Loyalty (H17). Thus, these results confirm that elements of the marketing mix are more dominant in shaping customer satisfaction, which then plays a role as a liaison in increasing customer trust and loyalty.

Table 5. Indirect Influence Results Between Variables

Variable	Original Sample	T-Statistics	P-Values	Information
Product → Customer Loyalty	0.087	2.326	0.020	Significant
Price → Customer Loyalty	0.142	4.338	0.000	Significant
Place → Customer Loyalty	0.079	2.411	0.016	Significant
Promotion → Customer Loyalty	0.080	2.375	0.018	Significant
People → Customer Loyalty	0.191	4.549	0.000	Significant
Process → Customer Loyalty	0.122	3.433	0.001	Significant
Physical Evidence → Customer Loyalty	0.037	1.195	0.232	Insignificant
Product → Customer Trust	0.033	1.818	0.069	Insignificant
Price → Customer Trust	0.043	1.927	0.054	Insignificant
Place → Customer Trust	0.017	1.369	0.171	Insignificant
Promotion → Customer Trust	0.022	1.540	0.124	Insignificant
People → Customer Trust	0.027	1.674	0.094	Insignificant
Process → Customer Trust	0.032	1.640	0.101	Insignificant
Physical Evidence → Customer Trust	0.007	0.727	0.467	Insignificant
Customer Satisfaction → Customer Loyalty	0.052	1.877	0.061	Insignificant

Table 5 shows the results of testing the indirect influence between variables in the research model. The results showed that Product, Price, Place, Promotion, People, and Process had a significant indirect influence on Customer Loyalty through mediating variables, while Physical Evidence had no significant effect. Furthermore, all variables of the marketing mix showed an indirect influence that was not significant on Consumer Trust. Similarly, Customer Satisfaction has not been shown to have a significant indirect influence on Customer Loyalty. Thus, it can be concluded that the role of the mediating variable in the relationship between the marketing mix and loyalty is stronger than the relationship to customer trust.

DISCUSSION

The results of the first to seventh hypothesis tests indicate that product (H1), price (H2), promotion (H4), people (H5), and process (H6) significantly influence customer satisfaction. This demonstrates that high product quality, appropriate pricing, effective promotions, responsive employee service, and efficient processes are key contributors to satisfaction. These findings align with Halim et al. (2023), who highlighted the importance of product quality, and Anggraini et al. (2023), who emphasized service efficiency. Conversely, place (H3) and physical evidence (H7) were not significant, suggesting that location and tangible aspects play a supporting rather than decisive role in the restaurant sector. This is consistent with Suyono et al. (2023) who also found location and physical evidence to be secondary factors.

For hypotheses eight to fourteen, only people (H12) significantly affected customer trust, underscoring that customer interaction with employees through friendliness, professionalism, and hygiene remains the primary basis of trust. This supports the work of Fitria et al. (2020) and Sun et al. (2023) who argued that employee service quality fosters trust. In contrast, product (H8), price (H9), place (H10), promotion (H11), process (H13), and physical evidence (H14) had no significant effect, implying these factors

enhance satisfaction but are insufficient for building trust. This reflects the views of Assael (1998) and Kotler and Keller (2016) who asserted that trust stems from consistent, long-term relationships rather than short-term marketing mix attributes.

The fifteenth to seventeenth hypotheses confirmed that customer satisfaction significantly influences trust (H15) and that both satisfaction (H16) and trust (H17) drive loyalty. These findings affirm satisfaction as a fundamental driver of confidence in a restaurant brand. Leninkumar (2017) and Hidayat et al. (2023) likewise argued that satisfaction fosters greater trust, while Cardoso et al. (2022) and Utami et al. (2023) showed that satisfied and trusting customers tend to develop loyalty. Thus, loyalty is built through a synergy of satisfaction and trust.

The indirect effect analysis further revealed that product, price, place, promotion, people, and process significantly affect loyalty through satisfaction or trust, while physical evidence does not. Quality products, fair pricing, accessible locations, well-targeted promotions, employee service, and smooth processes enhance satisfaction or trust, which in turn foster loyalty (Rahim et al., 2022; Pratama et al., 2023; Dimelda et al., 2024). Conversely, physical evidence such as layout, facilities, and environment did not significantly shape loyalty, as customers prioritize product and service dimensions (Danapriatna et al., 2024). This suggests that marketing strategies focusing on product quality, pricing, promotion, human interaction, and operations are more effective in sustaining loyalty than physical aspects.

Indirect testing also showed that none of the seven marketing mix elements had a significant indirect effect on trust. While these factors enhance satisfaction, they do not directly establish long-term trust, which is better built through consistency, transparency, and integrity in service (Kotler & Keller, 2016; Paparoidamis et al., 2019). Al Qadasi et al. (2023) also noted that promotions and physical attributes shape only temporary perceptions, while trust grows from repeated positive experiences. Hence, firms must integrate marketing mix strategies with customer relationship management to strengthen trust. Customer trust was confirmed as a key driver of loyalty. Customers who believe in the reliability, integrity, and consistency of a restaurant are more likely to maintain long-term relationships (Cardoso et al., 2022). Trust reduces perceived risks, fosters repeat purchases, and encourages recommendations as behavioral loyalty (Susanto et al., 2024). This underscores that loyalty is not only shaped by satisfaction but also by a deeper belief in service quality and commitment. Thus, trust emerges as the foundation for sustainable customer loyalty.

CONCLUSION

This study highlights how crucial the marketing mix (7P) is to affecting patron loyalty, trust, and satisfaction in the restaurant business. Product, pricing, promotion, people, and process all have a big impact on customer pleasure, but only the people dimension actually affects trust, according to the study's findings. Furthermore, it has been demonstrated that contentment and trust are mediating factors that significantly influence the development of consumer loyalty. These findings have real-world ramifications for restaurant managers, who should use fair pricing, good service, efficient processes, good product quality, and successful promotions as the cornerstones of building stronger client relationships.

This study does have certain drawbacks, though. First, because the study's scope is limited to five XYZ Restaurant locations in a particular region, its conclusions might not apply to other places with distinct features. Second, the design of a study that is cross-sectional in a single time period only captures the perception of the customer at that time, without considering possible changes in behavior in the future. Third, the research variables only included certain elements of the marketing mix, satisfaction, trust, and loyalty, while other factors, such as brand image, relationship quality, or product innovation, have not been studied. This limitation has the potential to affect the outcome by not accommodating other factors that are also relevant.

To overcome these limitations, further research is recommended to use a longitudinal design to look at the dynamics of satisfaction and trust over time, as well as expand coverage to different regions or industries to make the results more representative. Furthermore, adding new factors to the model, like brand image, cultural influence, or product innovation, will give a more complete view of how customer loyalty is formed. Future studies can therefore deepen our understanding of how marketing tactics combine with consumer pleasure and trust to create enduring client loyalty.

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