

# FACTORS INFLUENCING CONSUMER LOYALTY THROUGH THE MEDIATION OF CONSUMER SATISFACTION IN MARJAN SYRUP

Masya Dinia Assabila<sup>1</sup>, Rahayu Relawati<sup>1\*</sup>, Gumoyo Mumpuni Ningsih<sup>1</sup>

<sup>1</sup>Agribusiness Study Program. Universitas Muhammadiyah Malang Jl. Raya Tlogomas No 246  
Malang

\*Correspondence: rahayurelawati@umm.ac.id

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## ABSTRACT

The success of the Marjan syrup company has led to the emergence of several new brands, creating new competitors for Marjan syrup. This has led to the emergence of new threats that businesspeople must face. Efforts to maintain products on the market must build a loyal consumer base. This study seeks to identify factors influencing consumer loyalty to Marjan syrup in Gresik, with product quality, price, and promotion as variables, and consumer satisfaction as the mediating variable. The sampling technique uses accidental sampling. Determination: The sampling quota for this study was 85 people from Marjan syrup consumers in the city of Gresik. The analytical method used is Structural Equation Modeling with the Partial Least Squares (PLS) approach. The results indicate that product quality and promotion have a positive and significant impact on consumer loyalty, mediated by Marjan syrup consumer satisfaction. Consumer satisfaction has a significant influence on consumer loyalty to Marjan syrup, with an Original Sample value of 0.929. Price has a good but not significant impact on consumer satisfaction. The latent variable with the greatest impact on this research is the consumer satisfaction variable, with a *t* statistic of 55,627, the highest value, and the *P*-value closest to 0. This means that the consumer satisfaction variable has a big impact on consumer loyalty for Marjan syrup in Gresik.

**Keywords:** Consumer Loyalty, Consumer Satisfaction, Price, Product Quality, Promotion

## ABSTRAK

Keberhasilan perusahaan sirup Marjan telah mengakibatkan munculnya beberapa merek baru, yang membuat terciptanya pesaing baru dari sirup Marjan. Hal ini mengakibatkan munculnya berbagai ancaman baru yang harus dihadapi oleh pelaku bisnis. Untuk mempertahankan produk di pasar, harus tercipta konsumen yang loyal terhadap produk. Studi ini berusaha untuk mengidentifikasi faktor-faktor yang memiliki pengaruh terhadap loyalitas konsumen Sirup Marjan di Gresik dengan variabel kualitas produk, harga, dan promosi melalui mediasi kepuasan konsumen. Teknik pengambilan sampel mempergunakan teknik *accidental sampling*. Penentuan jumlah kuota sampling dalam penelitian ini berjumlah 85 orang yang berasal dari konsumen sirup Marjan di Kota Gresik. Metode analisis yang digunakan adalah *Structural Equation Modeling* dengan pendekatan *Partial Least Squares* (SEM-PLS). Hasil mencerminkan kualitas produk serta promosi yang memberikan dampak yang baik serta signifikan pada loyalitas konsumen melalui mediasi kepuasan konsumen terhadap sirup Marjan. Kepuasan konsumen berpengaruh serta signifikan terhadap loyalitas konsumen pada sirup Marjan dengan nilai *Original Sample* sebesar 0,929. Harga memberikan dampak yang baik, namun tidak signifikan terhadap kepuasan konsumen. Variabel laten yang maksimal berdampak pada riset ini yakni variabel kepuasan konsumen dengan angka *t*-statistik 55,627 yang merupakan nilai *t*-statistik paling tinggi dengan nilai *p*-value paling mendekati angka 0. Hal diartikan variabel kepuasan konsumen sangat berdampak pada loyalitas konsumen sirup Marjan di Gresik.

**Kata kunci:** Harga, Kepuasan Konsumen, Kualitas Produk, Loyalitas Konsumen, Promosi

## INTRODUCTION

The company's success in marketing its products has led to the emergence of new brands, creating competitors for Marjan syrup. New competitors have arrived, creating new threats for businesses. Efforts to maintain a product's market presence require building loyal customers. Consumer loyalty must be maintained amid market competition. Consumer loyalty is a manifestation of a person's commitment and devotion to a particular object whose benefits and quality they have experienced. Customer loyalty is a consumer's willingness to purchase the same product repeatedly and to maintain a profitable relationship with a particular industry. Loyalty is key and a significant competitive advantage in today's market environment (Jargalsaikhan et al., 2019).

Consumers report being satisfied with a product and tending to repurchase, which in turn fosters customer loyalty (Thungasal, C, E., and Siagian, 2019). Consumer loyalty is one way for a product to survive and win in the market. The most important thing a company must achieve is customer loyalty. As Cardia (2019) stated, consumer loyalty is a condition in which buyers consistently and faithfully

purchase the same product or service. Loyal customers can provide distinct benefits to a company, including product development and sales stability. Customer loyalty is a consumer's willingness to purchase the same product repeatedly and maintain a profitable relationship with a particular industry. Loyalty is a key and significant competitive advantage in today's market environment (Jargalsaikhan et al., 2019).

Ulumuddin et al. (2020) analyzed aspects influencing Starbucks customer loyalty in Indonesia. The study's findings indicate that these six variables have a positive and significant impact on customer satisfaction and loyalty. Indrawati (2018) analyzed the impact of product quality on customer loyalty, using customer satisfaction as a mediator at Cincau Station in Surabaya. The research findings indicate that product quality significantly impacts customer satisfaction, which in turn affects customer loyalty, and that it also significantly affects customer loyalty at Cincau Station Surabaya.

Sirait (2021) analyzed the impact of brand image and product quality on consumer loyalty, using consumer satisfaction as a mediator. The results showed that brand image significantly impacts consumer loyalty, using

consumer satisfaction as a mediator. Consumer satisfaction also significantly impacts consumer loyalty for H3soy soy milk. Wardhani (2015) analyzed the influence of product quality and price on loyalty, using consumer satisfaction as a proxy, for Frutang fruit juice. The study showed that product quality had a significant positive impact on consumer satisfaction and loyalty. Sartika (2017) analyzed the factors influencing repurchase intention for You C1000 and their impact on consumer loyalty. The findings indicated that product quality, promotion, price, and purchase intention had a positive and significant impact on consumer loyalty for You C1000. This research, compared to previous research, focused on the beverage product analyzed, namely Marjan syrup, with consumer satisfaction variables, indicators, and mediators. This study aims to understand whether aspects influence consumer loyalty for Marjan syrup in Gresik, including product quality, price, and promotion, through the mediation of consumer satisfaction

## RESEARCH METHODS

This study utilized a quantitative design. Data were obtained from consumers who had made repeat

purchases and purchased the product more than once. Observations and interviews were conducted at several major stores in Gresik City. The sampling technique used was accidental sampling. The sample size for this study was 85 Marjan syrup consumers in Gresik City. Data collection in this study utilized a questionnaire method. The questionnaire was presented to respondents through direct observation and interviews with consumers. The information analysis method applied in this study was Structural Equation Modeling with Partial Least Squares (SEM-PLS). Hypothesis testing was conducted by examining probability figures and t-statistics. For probability figures, the p-value used an alpha of 5%, less than 0.05. The t-table value for an alpha of 5% was 1.96.

The convergent validity test in this study used the outer loading value or loading ng factor in each indicator. Convergent validity in most references, with aspect quality reaching  $>0.5$ , is thought to have sufficiently robust validation to expose inactive components, provided the AVE for each component is greater than 0.5 (Prastowo, 2022). The reliability test in this study utilized Cronbach's Alpha values in the test results. Two conditions must be met: first, each variable's

Cronbach's Alpha must be above 0.6. Second, the Composite Reliability value for each variable must also be greater than 0.6 (Prastowo, 2022). The core of this research is to identify factors that influence consumer loyalty to Marjan syrup, including product quality, price, and promotion, through the mediation of consumer satisfaction in Gresik. Thus, research is needed to better understand the impact of product quality, price, and promotion on consumer loyalty, mediated by Marjan syrup consumer satisfaction, in Gresik.

**RESULT AND DISCUSSION**

This study applied Structural Equation Modeling analysis with a Partial Least

Squares (SEM-PLS) approach through SMARTPLS to determine the factors influencing consumer loyalty through the mediation of consumer satisfaction with Marjan syrup in Gresik City. Based on this analysis, the following results were obtained:

**Validity Test**

The convergent validity test in this study used the outer loading, or loading factor, for each indicator. Based on the figure, each indicator has an outer loading greater than 0.7, indicating that all parameters are valid and can be used as measurement instruments in the study.

Table 1. Validity Test Results

	Price	Consumer Satisfaction	Product Quality	Consumer Loyalty	Promotion
Price	0.932				
Customer Satisfaction	0.921	0.848			
Product Quality	0.927	0.931	0.896		
Customer Loyalty	0.978	0.929	0.958	0.862	
Promotion	0.837	0.865	0.801	0.815	0.876

Source: Processed primary data, 2024

**Reliability Test**

This research used Cronbach's Alpha values for reliability testing. Based on the table, it was concluded that

all variables had Cronbach's Alpha values above 0.6, indicating they were reliable and could be used as measurement instruments in the study.

Table 2. Composite Reliability Test Results

Variable	Cronbach's Alpha	Rho_A	Composite Reliability
Product Quality	0,950	0,950	<b>0,964</b>
Price	0,869	0,874	<b>0,911</b>
Promotions	0,918	0,920	<b>0,942</b>
Customer Satisfaction	0,908	0,931	<b>0,934</b>
Customer Loyalty	0,924	0,928	<b>0,943</b>

Source: Processed primary data, 2024

**Results of Hypothesis 1**

The hypothesis test (Path Coefficient) concluded that product quality has a positive and significant impact on customer satisfaction, as the p-value was 0.000 ( $< 0.05$ ). The original sample (path coefficient) was 0.498, indicating a positive relationship between product quality and customer satisfaction, with a t-statistic of 5.257 ( $> 1.96$ ) and a p-value of 0.000 ( $< 0.05$ ). Therefore, the t-statistic is greater than the path coefficient score. The product quality variable was accepted. This also indicates that customer satisfaction is influenced by the quality of Marjan syrup products in Gresik.

The findings of this study align with those of Frandhana & Ali (2024), who found that product quality influences customer satisfaction with product purchases. A study by Masnun et al. (2024) found a similar result, indicating that product quality significantly impacts customer satisfaction.

The original sample path coefficient (0.231) indicated a positive correlation between product price and customer satisfaction, with a t-statistic of 1.796 and a p-value of 0.073, both  $< 1.96$  and  $< 0.05$ , respectively. Because the t-statistics score was less than the path coefficient, the price variable was rejected, indicating that customer

satisfaction was not influenced by the price of Marjan syrup in Gresik.

This study was supported by Ariella's (2018) study, which found that product price did not significantly affect customer satisfaction. However, this finding contrasts with a study by Rizky, M. Fakhru, and Yasin (2014), which found that price significantly affected customer satisfaction. The original sample value (path coefficient) was 0.273, indicating a positive correlation between product promotion and customer satisfaction, with a t-statistic of 3.267 ( $> 1.96$ ) and a p-value of 0.001 ( $< 0.05$ ). Since the t-statistic score is greater than the path coefficient, the promotion variable is accepted, indicating that customer satisfaction is influenced by the promotion of Marjan syrup in Gresik.

This finding is supported by a study conducted by Firmansyah & Mochklas (2018), which found that promotion has a positive and significant impact on customer satisfaction at the Giras stall in Surabaya. Furthermore, a study by Indrawan & Siregar (2021) found that promotion positively affects customer satisfaction with Samsung smartphones in Batam.

#### Hypothesis 2 Results

The original sample value (path coefficient) was 0.929, indicating a

positive relationship between customer satisfaction and customer loyalty, with a t-statistic of  $55.627 > 1.96$  and a P-value of  $0.000 < 0.05$ . Therefore, since the t-statistic value is greater than the path coefficient, Hypothesis 2 is accepted, and it can be concluded that customer satisfaction mediates consumer loyalty to Marjan syrup in Gresik.

The findings of this study are supported by a study conducted by Novianti et al. (2018), which demonstrated that customer satisfaction has a direct effect on customer loyalty. A study conducted by Gultom et al. (2020) also demonstrated that customer satisfaction has a positive and significant influence on customer loyalty to star-rated hotels in Medan. The dominant latent variables influencing consumer loyalty to Marjan

syrup in Gresik can be observed from the t-statistics and P-values. In this case, a variable with a t-statistic greater than the Path Coefficient and a P-value less than 0.05 or close to 0 is considered to have the highest dominance. In this study, the highest t-statistic was obtained for customer satisfaction ( $t=55.627$ ), with a t-statistic > Path Coefficient and a P-value  $<0.05$ . The latent variable of customer satisfaction is the dominant factor influencing consumer loyalty in purchasing Marjan syrup in Gresik.

This is consistent with a study by Gultom et al. (2020), which found that loyalty is crucial to a company's sustainability. Customer satisfaction naturally fosters loyalty to the product, thereby generating significant profits for the company.

Table 3. Path Coefficient Test Results

	Original Sample	Sample Mean	Standart Deviation	t Statistics	P value
Harga	0,231	0,233	0,129	1,796	<b>0,073</b>
Kepuasan Konsumen	0,929	0,929	0,017	55,627	<b>0,000</b>
Kualitas Produk	0,498	0,501	0,095	5,257	<b>0,000</b>
Promosi	0,273	0,267	0,084	3.267	<b>0,001</b>

Source: Processed primary data, 2024

### R-Square Test

The R-Square test in structural model testing can also be called the coefficient of determination. The assessment criteria are: an R-Square value of 0.75 indicates a solid framework, 0.5 indicates a moderate

framework, and 0.25 indicates a weak framework (Hamid, Rahmad Solling, 2019). Based on the table results, the adjusted R-squared values are 0.862 (86.2%) and 0.909 (90.9%). This means that the consumer loyalty and customer satisfaction variables can be

decomposed from the independent variables of product quality, price, and promotion, and that these variables affect marketing (Nurhayati, 2025; Sundari, 2022).

*Table 4. R-Square Test Results*

	R Square	Adjusted
Consumer loyalty	0,863	<b>0,862</b>
Consumer satisfaction	0,912	<b>0,909</b>

Source: Processed primary data, 2024

The f-Square Test

Table 4 indicates that the consumer satisfaction factor on consumer loyalty reached 6.314. The product quality factor reached 0.391, and the promotion factor reached 0.251. Since the f-square value is greater than 0.02, it can be concluded that consumer satisfaction, product quality, and promotion are strong factors in consumer loyalty. The

Table 5. f-square test results

	Price	Consumer Satisfaction	Consumer Quality	Consumer Loyalty	Promotion
Price		0,070			
Consumer Satisfaction				6,314	
Consumer Quality		0,391			
Consumer Loyalty					
Promotion		0,251			

Source: Processed primary data, 2024

**CONCLUSION**

Based on research conducted in Gresik, which examined factors influencing consumer loyalty through the mediation of consumer satisfaction with Marjan syrup, the following conclusions can be drawn:  
 1) Product quality and promotion

f-square values are low (<0.02), medium (>0.15), and high (>0.35) for the latent variables at the structural level (Musyaff et al., 2022).

Table 4 shows the results for product quality, with an F-squared value of 0.391 (>0.35), indicating a "significant" impact on consumer satisfaction. Price has an f-square value of 0.070, which is > 0.02, indicating a "weak" impact on customer satisfaction. The promotion has an f-square value of 0.251, which is > 0.15, indicating a "moderate" impact on customer satisfaction. Consumer satisfaction has a value of 6.314 > 0.35, indicating a "large" impact on customer loyalty (Rusdiana, 2025; Nurhayati, 2025).

have a positive and significant relationship with consumer loyalty to Marjan syrup in Gresik. The Original Sample value for each variable reached 0.498 and 0.273, respectively. Consumer satisfaction has a positive and significant relationship with consumer loyalty

to Marjan syrup, with an Original Sample value of 0.929 and a t-statistic of 55.627. Meanwhile, price has a positive but insignificant effect on consumer satisfaction, with an Original Sample value of 0.231. 2) The dominant latent variable in this study is consumer satisfaction, with a t-statistic of 55.627, the highest, with a P-value closest to 0. This statement suggests that consumer satisfaction significantly influences consumer loyalty to purchasing or consuming Marjan syrup in Gresik.

## SUGGESTIONS

Based on the description in the discussion, the researcher has several recommendations: 1) Companies producing Marjan syrup should further improve product quality and promotions to increase consumer loyalty. 2) Companies should improve product quality and promotions, which will indirectly impact consumer satisfaction and thus increase consumer loyalty to Marjan syrup products

### Authors declaration

### Consent to participate

Authors are agreed

### Consent to publication

The authors agree to publish this data

### Conflict of interest

The authors declare no conflict of interest

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