

The Effect of Price Perception, Location, and Service Quality on Indomaret Customer Loyalty in Surakarta with Customer Satisfaction as a Mediating Variable

Garnisa Febriantika Chaterin Nastiti ^{*1} Edy Purwo Saputro ²

¹ Universitas Muhammadiyah Surakarta, Indonesia

^{*2} Universitas Muhammadiyah Surakarta, Indonesia

ARTICLE INFO ABSTRACT



ISSN: 2620-6196
Vol. 9 Issues 1 (2026)

Article history:

Received – November 10, 2025

Revised – November 21, 2025

Accepted – November 27, 2025

Email Correspondence:

eps135@ums.ac.id

Keywords:

*Price Perception; Service Quality;
Customer Loyalty; Customer
Satisfaction; Location*

This experiment uses customer satisfaction as a mediating variable to examine how perceptions of cost, spot, and service quality affect customers at Indomaret in Surakarta. The study uses a quantitative method, drawing on data from questionnaires administered to 143 Indomaret customers in Surakarta. Purposive sampling was employed, and SmartPLS 4.0 was used to analyze the data using the Partial Least Squares (PLS) approach. The outcomes showed that while the location variable had no apparent impact on customer satisfaction, price perception, and service quality had a significant positive correlation. Furthermore, customer loyalty is positively and dramatically influenced by price perception, but location and service quality do not have a noticeable effect. Customer loyalty has been proven to be positively and significantly influenced by customer satisfaction. According to the R² values for customer satisfaction and consumer loyalty (0.740 and 0.538, respectively), this experimental model has a strong and moderate level of viability. Given that customer satisfaction is the primary mediator in this relationship, our findings highlight the importance of price perception and service quality in promoting customer satisfaction and loyalty at Indomaret in Surakarta.

INTRODUCTION

Although various studies have examined factors affecting buyer loyalty, findings differ across researchers, especially regarding the variables of price suitability, location, and service quality. The inconsistent results of this study indicate that the relationship between the variables is not entirely stable or generalizable. For example, some studies have found that price matching has a positive, significant effect on buyer satisfaction and loyalty, while others have found a negative, insignificant effect. The same thing also happens with the service quality variable, which, in most studies, has been shown to have a positive effect, but in some studies, it is not significant. These differences indicate empirical gaps that require clarification through further research.

In addition, most previous studies were conducted in specific regions or cities, limiting the geographical context. Differences in demographic characteristics, purchasing power, and levels of retail competition across regions can lead to variations in consumer behavior. Thus, the findings of previous research have not fully represented conditions throughout Indonesia, especially in national-scale retail companies such as Indomaret. These minimarkets exhibit a wide range of consumer characteristics, making them a relevant context for testing whether the dynamics of the influence of price suitability, location, and service quality on buyer satisfaction and loyalty show consistent or divergent patterns across regions.

This research seeks to fill this gap by expanding the research location to several regions. This approach provides an opportunity to generate more comprehensive findings and test whether geographic variation affects the strength of relationships between variables. Thus, this study not only replicates previous studies but also tests the stability of the findings in a broader context. The novelty of this research lies in two main aspects. First, the study combined three key variables—price suitability, location, and quality of service—simultaneously in a model that led to buyer satisfaction and loyalty, taking into account regional variations as the context of the analysis. Second, this study uses national-scale retail companies with wide distribution as the object of research, allowing comparisons of conditions across regions and providing new insights into the consistency or variability of consumer behavior. This approach results in a deeper, more relevant understanding of the retail industry operating across a broad geographical scope, such as Indomaret.

Studies discussing buyer faithfulness are interesting to examine because there are differences in the outcomes found in previous studies (Anggraini et al., 2020; Carvalho et al., 2020; Hadi & Nastiti, 2021; Kadi et al., 2021; Nofindri et al., 2021; Putra et al., 2021; Rivai & Zulfitri, 2021; Fadhilah et al., 2022; Fakhri, 2022; Herawaty et al., 2022; Irnawanto & Ady, 2022; Pertiwi et al., 2022; Budiarno et al., 2022; Arianto et al., 2023; Zahroh & Albari, 2024). The findings of Anggraini et al. (2020) reveal a positive and meaningful relationship between price appropriateness and buyer contentment, with the latter positively and meaningfully impacting buyer faithfulness. This is reinforced by the outcomes of studies conducted by Nofindri et al. (2021), Pertiwi et al. (2022), Carvalho et al. (2020), Herawaty et al. (2022), Fadhilah et al. (2022), and Zahroh & Albari (2024), whose experiment results also reveal that the cost appropriateness variable has a significant positive impact on buyer loyalty formed through buyer satisfaction levels. However, other experimental results also contradict these findings. Studies conducted by Rivai & Zulfitri (2021) and Herawaty et al. (2022) revealed that price appropriateness has an Inverse and insignificant impact on buyer faithfulness.

Multiple studies have shown that location positively and significantly affects buyer faithfulness and satisfaction, including experiments by Kadi et al. (2021), Nofindri et al. (2021), and Zahroh & Albari (2024). These studies consistently demonstrate the positive relationship between location and these two variables. In the retail industry, Service excellence has been extensively studied in relation to customer loyalty and satisfaction. An experiment by Anggraini et al. (2020) confirmed that Service excellence has a significant Beneficial influence on both outcomes. The outcomes of this experiment are reinforced by other studies with similar findings, including experiments by Herawaty et al. (2022); Putra et al. (2021); Hadi & Nastiti (2021); Pertiwi et al. (2022); Irnawanto & Ady (2022); Fadhilah et al. (2022); Zahroh & Albari (2024); and Arianto et al. (2023). However, despite these similar results, other studies have conflicting results. The outcomes of a study by Budiarno et al. (2022) revealed that Service excellence had an Inverse and insignificant impact on buyer satisfaction. At least fifteen reference journals mention the diversity of previous experimental results. This experiment aims to expand on the previous experiment by examining the same relationship across several geographic locations. The purpose of this location-selection variation is to determine whether the experiment's findings vary across locations. This experiment is expected to provide more comprehensive insights and increase the validity of findings in a broader range of scenarios.

Indomaret, a retail company, sells everyday necessities. The company operates retail outlets spread across various provinces in Indonesia, including Maluku, Papua, Java, Bali, Sumatra, West Nusa Tenggara, Batam, Kalimantan, Sulawesi, and Sorong. In this case, the company dominates the Indonesian minimarket industry. According to GoodStats data, awareness stands at 93% in 2024.

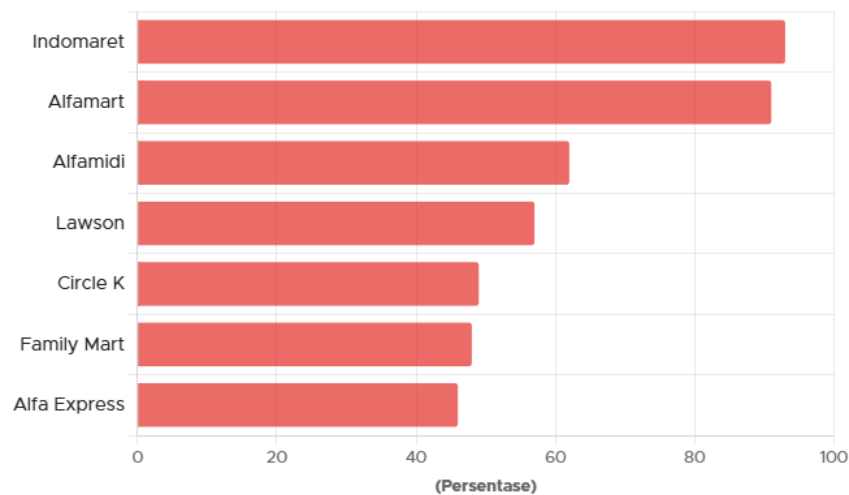


Figure 1. Minimarket Awareness Level

This high level of awareness gives the company a strong competitive advantage and makes it well-known to the public. As a result, this experiment is relevant for examining the correlation between cost, spot, and service excellence and consumer loyalty through buyer satisfaction with the retail company.

RESEARCH METHOD

The experimenters used quantitative techniques. Data were collected through survey distribution, with structured questionnaires as the main instrument. This technique was chosen because it enables the collection of large amounts of data efficiently and allows respondents to provide answers based on their perceptions and experiences related to Indomaret's services. The questionnaire used closed-ended Likert-scale statements to capture respondents' evaluations consistently. The population in this experiment consisted of individuals with a connection to Surakarta, including native residents, students studying in the Surakarta area, migrant workers in the region, frequent visitors, and individuals who had lived in Surakarta, with the sample limited to Indomaret customers. A representative sample size was determined by multiplying the total number of indicators by 5-10. Based on this approach, the sample size required for this experiment was:

$$\begin{aligned}
 \text{Sample} &= \text{Number of indicators} \times 5 \\
 &= 25 \times 5 \\
 &= 125
 \end{aligned}$$

Thus, a minimum of 125 respondents was required. This experiment involved 125 participants selected through purposive sampling based on predetermined criteria to ensure relevance to the research objectives. The questionnaire items were evaluated using validity and reliability tests to ensure the measurement instrument was accurate and consistent. Data analysis was carried out through two primary stages: measurement model evaluation (outer model) and structural model evaluation (inner model). The outer model analysis included convergent validity, discriminant validity, and composite reliability, while the inner model analysis examined path coefficients, effect sizes, R-square values, and significance testing through bootstrapping. In addition to these steps, the study employed descriptive statistics to present respondent characteristics and provide an overview of the data distribution. The entire analysis process was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach, which is appropriate for predictive-oriented models and accommodates complex relationships

between latent variables.

RESULTS AND DISCUSSION

The participating respondents are described in the respondent description section according to several criteria, including gender, age, profession, and shopping frequency, among others. The diverse backgrounds and experiences of the study participants will undoubtedly influence their interpretation of the statements presented. The participants in this experiment were individuals who had made purchases at an Indomaret branch in Surakarta. The selection of Indomaret customers in Surakarta as respondents in this experiment was based on the assumption that Indomaret is one of the largest modern retail chains in Indonesia, with many branches across various regions, including Surakarta. Customers are the best subjects to study to determine the impact of cost, spot, and service excellence on buyer satisfaction and loyalty, given the high volume of visits and shopping intensity at Indomaret. An online survey was sent to Indomaret customers in Surakarta to collect data for this experiment. The data distribution procedure is ongoing from March 28, 2025, to April 19, 2025. You can see all the collected data in Table 1:

Table 1. Research Data Acquisition

Day, date	Number
Friday, March 28, 2025	29 Data
Saturday, March 29, 2025	46 Data
Sunday, March 30, 2025	14 Data
Monday, March 31, 2025	4 Data
Tuesday, April 1, 2025	1 Data
Wednesday, April 2, 2025	1 Data
Thursday, April 3, 2025	3 Dates
Friday, April 4, 2025	0 Data
Saturday, April 5, 2025	1 Data
Sunday, April 6, 2025	0 Data
Monday, April 7, 2025	0 Data
Tuesday, April 8, 2025	0 Data
Wednesday, April 9, 2025	0 Data
Thursday, April 10, 2025	1 Data
Friday, April 11, 2025	1 Data
Saturday, April 12, 2025	0 Data
Sunday, April 13, 2025	0 Data
Monday, April 14, 2025	1 Data
Tuesday, April 15, 2025	0 Data
Wednesday, April 16, 2025	0 Data
Thursday, April 17, 2025	12 Data
Friday, April 18, 2025	28 Data
Saturday, April 19, 2025	1 Data
Total	143 Data

One hundred and forty-three data points were collected for this experiment. The latest version of SmartPLS software, combined with Structural Equation Modeling (SEM) and Partial Least Squares (PLS) data analysis approaches, will be used to analyze this data.

Table 2. Description of Respondents Based on Gender

Gender	Number	Percentage
Male	45 people	31.50%
Women	98 people	68.50%
Total	143 people	100%

Table 2 shows that this experiment included 143 respondents, of whom 45 were male (31.50%), and 98 were female (68.50%).

Table 3. Description of Respondents Based on Age

Age	Number	Percentage
<17	0 people	0
17-22	128 people	89.50%
23-28	15 people	10.50%
29-34	0 people	0
>34	0 people	0
Total	143 people	100%

Table 3 shows the respondents' explanations according to age, with zero individuals (0%) under the age of 17, 128 individuals (89.50%) between the ages of 17 and 22, 15 individuals (10.50%) aged between 23 and 28 years old, zero individuals (0%) aged between 29 and 34 years old, and zero individuals (0%) aged over 34 years old.

Table 4. Description of Respondents Based on Occupation

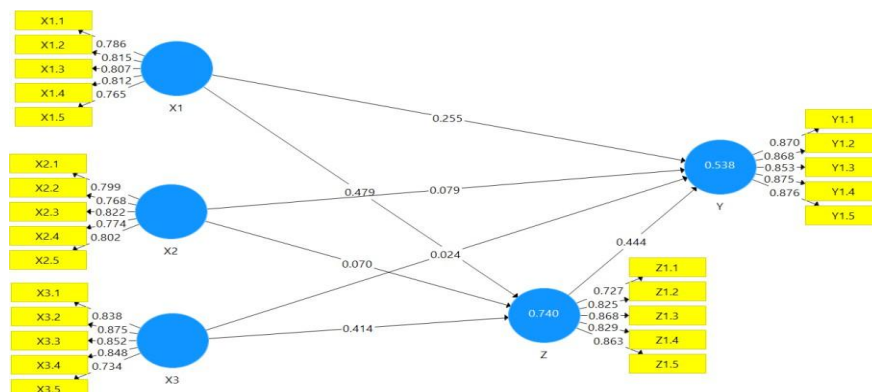
Occupation	Number	Percentage
Student/University Student	134 people	93.70%
Civil Servants	0 people	0
Private Sector Employees	4 people	2.80%
Self-employed	3 people	2.10%
Others	2 people	1.40%
Total	143 people	100%

Table 4 shows that 143 questionnaires were completed by Indomaret customers in Surakarta with various occupations. There were 134 individuals (93.70%) who were students, zero individuals (0%) who were civil servants, four individuals (2.80%) who were private employees, three individuals (2.10%) who were entrepreneurs, and two individuals (1.40%) who had other occupations.

Table 5. Description of Respondents Based on Shopping Frequency

Shopping Frequency	Number	Percentage
Less than once a week	58 people	40.60%
1-2 times a week	69 people	48.30%
3-4 times a week	12 people	8.40%
5 times or more per week	4 people	2.80%
Total	143 people	100%

Table 5 describes the respondents according to shopping frequency. There were 58 individuals (40.60%) who shopped less than once a week, 69 individuals (48.30%) who shopped 1 to 2 times a week, 12 individuals (8.40%) who shopped 3 to 4 times a week, and four individuals (2.80%) who shopped five or more times a week. The purpose of this experiment instrument feasibility study is to ensure that each measuring instrument is capable of obtaining valid and reliable data. Validity, reliability, and multicollinearity tests are used to assess the instruments' feasibility in this experiment.

**Figure 1. Outer Model**

Outer model testing examines the connections between latent variables and their indicators through validity, reliability, and multicollinearity assessments.

Outer Model Analysis

Convergent Validity

Adequate convergent validity is achieved when outer loadings exceed 0.7. As shown in the table, the outer loading values for each indicator surpass 0.7, confirming their validity for this experiment and enabling further analytical procedures.

Table 6. Outer Loading Values

Variable	Indicator	Outer Loading
Price perception (x_1)	1. Affordable product price	0.786
	2. Product price matches quality	0.815
	3. Competitive product price	0.807
	4. Product price balanced between cost and benefits	0.812
	5. Affordable price during promotions	0.765
Location (x_2)	1. Strategic location	0.799
	2. Adequate parking facilities at the Indomaret location	0.768
	3. Clear directions to Indomaret	0.822
	4. Close to residential areas	0.744
	5. Location is easily accessible by various modes of transport Transportation.	0.802
Service Quality (x_3)	1. Employees are friendly	0.838
	2. Employees provide fast and responsive service	0.875
	3. Equal service regardless of social status	0.852
	4. Positive and informative service	0.848
	5. Neat and clean layout.	0.734
Customer Satisfaction (Z)	1. Satisfied with the service	0.727
	2. Satisfied with the price	0.825
	3. Happy and enthusiastic while shopping	0.868
	4. Expectations met after shopping	0.829
	5. Indomaret is the right choice	0.863
Customer Loyalty (Y)	1. Choosing Indomaret over other minimarkets	0.870
	2. Will not switch to another store	0.868
	3. Giving positive opinions to others	0.853
	4. Recommends to friends and family	0.875
	5. Being the first choice for shopping	0.876

Source: primary analysis data, 2025

Discriminant Validity

Discriminant Validity Discriminant validity is established when the AVE (Average Variance Extracted) exceeds 0.5.

Table 7. Average Variance Extracted Values

Variable	AVE (Average Variance Extracted)	Description
Price Perception (X_1)	0.635	Valid
Location (X_2)	0.630	Valid
Service Quality (X_3)	0.690	Valid
Customer Satisfaction (Z)	0.679	Valid
Customer Loyalty (Y)	0.754	Valid

Source: primary analysis data, 2025

According to Table 7, each study variable shows an AVE (Average Variance Extracted) score > 0.5. The AVE score for Price appropriateness (X_1) is 0.635. Location (X_2) is 0.630, Service excellence (X_3) is 0.690, Buyer satisfaction (Z) is 0.679, and Buyer faithfulness (Y) is 0.754. These findings show that each variable in this experiment demonstrates discriminant validity.

Reliability Test

Reliability testing evaluates the uniformity of results for individual questionnaire items (Jodi et al., 2024). In this investigation, Cronbach's Alpha and Composite Reliability were used to assess reliability. Composite reliability is essential when determining the reliability of indicators within each variable. Variables are considered reliable when their composite reliability exceeds 0.7.

Table 8. Composite Reliability

Variable	Composite Reliability
Price Perception (X ₁)	0.897
Location (X ₂)	0.895
Service Quality (X ₃)	0.917
Customer Satisfaction (Z)	0.913
Customer Loyalty (Y)	0.939

Source: primary analysis data, 2025

As indicated in Table 8, all variables demonstrate composite reliability scores above 0.7: Price Perception (X₁) = 0.897, Location (X₂) = 0.895, Service excellence (X₃) = 0.917, Buyer satisfaction (Z) = 0.913, and Consumer faithfulness (Y) = 0.939. These values confirm that all constructs meet the reliability criteria, indicating high reliability. Cronbach's Alpha is an additional reliability test, a score-based technique for measuring internal consistency in instruments and psychometric data. Constructs are deemed reliable when Cronbach's alpha values surpass 0.60.

Table 9. Cronbach's Alpha

Variable	Cronbach's Alpha
Price Perception (X ₁)	0.856
Location (X ₂)	0.853
Service Quality (X ₃)	0.877
Customer Satisfaction (Z)	0.880
Customer Loyalty (Y)	0.919

Source: primary analysis data, 2025

As shown in Table 9, all variables demonstrate Cronbach's alpha values above 0.60, confirming that the scores meet reliability standards and all constructs are considered reliable.

Multicollinearity Test

Multicollinearity Examination: Tolerance and variance inflation factor (VIF) measures are used to assess multicollinearity. Multicollinearity is not a concern when tolerance scores are above 0.1 or VIF scores are under 5. The following presents the VIF values for this experiment:

Table 10. Collinearity Score (VIF)

	Customer Satisfaction	Customer Loyalty
Price Perception (X ₁)	1.792	2.674
Location (X ₂)	1.846	1.865
Service Quality (X ₃)	2.377	3.038
Customer Satisfaction (Z)		3.847
Customer Loyalty (Y)		

Source: primary analysis data, 2025

According to Table 10, the findings of the multicollinearity test for the cost appropriateness (X₁) variable with Buyer satisfaction (Z) and Buyer faithfulness (Y) are 1.792 and 2.674, respectively, based on the Collinearity Scores (VIF). Regarding Buyer satisfaction (Z), the VIF value of the Location (X₂) variable is 1.846, and for Buyer faithfulness (Y), it is 1.865. In addition, the relationship between Buyer faithfulness (Y) and Buyer satisfaction (Z) is 3.847. There is no violation of the multicollinearity test because each variable has a score above 0.1 or a VIF below 5.

Inner Model Analysis

Presentation of model fit test results (goodness of fit), path coefficients, and assumption testing.

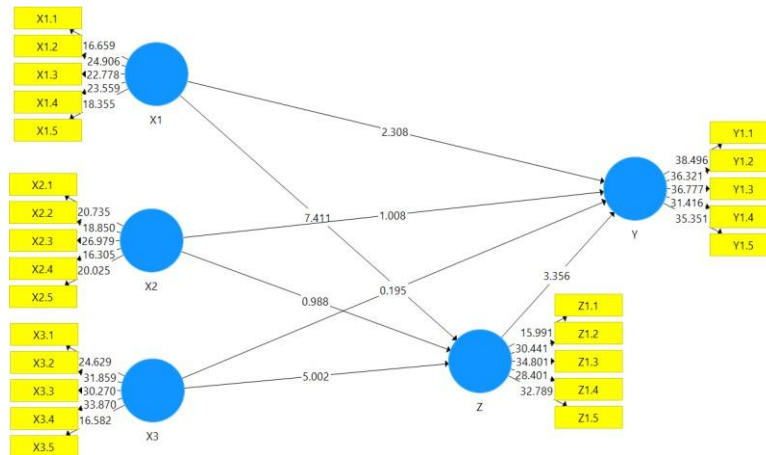


Figure 2. Inner Model

The impact of one latent variable on another is tested using an internal model. Three analyses can be used to assess the internal model: path coefficients, Goodness of Fit (GOF), and R² (R-squared) measurements.

Model Goodness of Fit Test

Structural model analysis examines the relationships among manifest and latent variables for key predictors, mediators, and outcomes in complex models. Model fit is evaluated through R-Squared (R²) and Q-Squared (Q²) tests. R², or R-Square, measures how exogenous variables affect endogenous variables, with higher values indicating stronger explanatory power. Scores of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak model quality, respectively.

Table 11. R-Square Values

Variabel	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0.740	0.734
Customer Loyalty (Y)	0.538	0.524

Source: primary analysis data, 2025

The R-Square analysis in Table 11 shows that Buyer satisfaction is strongly influenced by Price appropriateness, Location, and Service quality, with an R² value of 0.740 (74.0%). The same independent variables demonstrate a moderate influence on Buyer faithfulness, achieving an R² score of 0.538 (53.8%).

The Q-Square test is the next. The quality of the model's observed scores and its parameters is evaluated using the Q² score. The model is said to be predictive if its Q² score is greater than 0; otherwise, it is considered non-predictive. The Q-Square calculation results are shown below:

$$\begin{aligned}
 Q\text{-Square (Customer Satisfaction)} &= 1 - [(1 - R^2) 1] \\
 &= 1 - [(1 - 0.740)] \\
 &= 1 - (0.260) = 0.740 \\
 Q\text{-Square (Customer Loyalty)} &= 1 - [(1 - R^2) 1] \\
 &= 1 - [(1 - 0.538)] \\
 &= 1 - (0.462) = 0.538
 \end{aligned}$$

The analysis results indicate a Q² score for Buyer satisfaction of 0.740, which is > 0. Next, the

Q2 score for Buyer faithfulness is 0.538, so it is > 0 . As a result, the goodness of fit in this experiment is categorized as good.

Assumption Testing

The path coefficient table is used to test the study's hypotheses. Bootstrapping determines t-scores (or p-values) and original sample scores for path coefficient assessment. Direct effects between variables are confirmed when p-scores are below 0.05; scores above 0.05 indicate no direct effects. The t-score critical score is 1.96 (at 5% significance level). Effects are significant when t-scores exceed 1.96. The SmartPLS (Partial Least Squares) 4.0 program was used to test the assumption.

Direct Effect

Table 12. Path Coefficient (Direct Effect)

	Assumption	Original Sample	t-Scores	P Values	Description
Price Perception (X1) → Customer Satisfaction (Z)	H1	0.479	7.411	0.000	Positive Significant
Location (X2) → Customer Satisfaction (Z)	H2	0.070	0.988	0.324	Not Significant
Service Quality (X3) → Customer Satisfaction (Z)	H3	0.414	5.002	0.000	Positive Significant
Price Perception (X1) → Customer Loyalty (Y)	H4	0.255	2.308	0.021	Positive Significant
Location (X2) → Customer Loyalty (Y)	H5	0.079	1.088	0.314	Not Significant
Service Quality (X3) → Customer Loyalty (Y)	H6	0.024	0.195	0.845	Not Significant
Customer Satisfaction (Z) → Customer Loyalty (Y)	H7	0.444	3.356	0.001	Positive Significant

Source: primary analysis data, 2025

According to the table above, it can be interpreted that:

- The first assumption assesses whether buyer satisfaction is considerably increased by price appropriateness. The outcomes show a p-score of 0.000, an effect size of 0.479, and a t-score of 7.411. With a t-score greater than 1.96 and a p-score less than 0.05, the first assumption is accepted.
- The following assumption investigates if location influences buyer satisfaction in a positive but negligible way. The outcomes show a p-score of 0.324, an effect size of 0.070, and a t-score of 0.988. The subsequent assumption fails to receive support, given that the t-score is below 1.96 and the p-score is above 0.05.
- The third assumption looks at whether buyer satisfaction is favorably and significantly impacted by service excellence. The data shows a p-score of 0.000, an effect size of 0.414, and a t-score of 5.002. When the t-score surpasses 1.96, and the p-score remains below 0.05, the third assumption is confirmed.
- The fourth assumption investigates whether price appropriateness exerts a meaningful, beneficial influence on customer loyalty. The analysis yielded a p-score of 0.021, a t-score of 2.308, and an effect size of 0.255. With the t-score above 1.96 and the p-score below 0.05, the fourth assumption receives support.
- The fifth assumption assesses whether buyer faithfulness is positively but marginally impacted by location. The subsequent table displays a t-score of 1.088, an effect size of 0.079, and a p-score of

0.314. Therefore, the fifth assumption is not supported, as the t-score is below 1.96 and the p-score exceeds 0.05.

- The sixth assumption tests whether service excellence positively but marginally affects buyer faithfulness. The table reveals an effect size of 0.024, a p-score of 0.845, and a t-score of 0.195. Given that the t-score is under 1.96 and the p-score is above 0.05, the sixth assumption is similarly not supported.
- The seventh assumption tests if buyer contentment exerts a meaningful positive influence on buyer loyalty. Data presented in the table include a p-score of 0.001, an effect size of 0.444, and a t-score of 3.356. Because both the t-score and the p-score exceed 1.96 and the p-score is below 0.05, the seventh assumption is validated.

Discussion

Price Perception on Customer Satisfaction

Price appropriateness plays an important role in Indomaret customers' purchasing decisions. Customers tend to be more satisfied if the cost matches the quality they receive. When buyers consider the cost of a product excessive without an adequate added score, they tend to look for alternatives at more affordable prices. The analysis shows that price appropriateness has a significant positive impact on buyer satisfaction. These results are reinforced by the findings of studies by Nofindri et al. (2021); Pertiwi et al. (2022); Carvalho et al. (2020); Herawaty et al. (2022); Fadhillah et al. (2022); and Zahroh & Albari (2024), which also reveal that the cost appropriateness variable has a significant positive impact on the buyer satisfaction variable. However, contrary to the study conducted by Rivai & Zulfitri (2021), which revealed that the cost appropriateness variable has an Inverse and insignificant impact on buyer contentment.

Location of Customer Satisfaction

Locations in strategic areas that are easily accessible and close to customer activity centers will be the primary choice. Locations that are difficult to reach or have limited access can reduce buyer satisfaction. In retail competition, locations close to competitors can affect buyer satisfaction, as buyers can switch to more accessible stores. The data analysis shows a positive, yet non-significant, relationship between location and buyer satisfaction. These results differ from previous experiments by Kadi et al. (2021), Nofindri et al. (2021), and Zahroh & Albari (2024), which found that location significantly positively influences buyer satisfaction.

Service Quality on Customer Satisfaction

Service excellence is essential for creating buyer satisfaction. Improved service excellence enhances positive customer experiences and strengthens brand relationships. High-quality service significantly affects buyer satisfaction. Analysis results indicate a significant Beneficial influence of service excellence on buyer satisfaction. This is supported by studies from Hadi & Nastiti (2021); Pertiwi et al. (2022); Irnawanto & Ady (2022); Fadhillah et al. (2022); Arianto et al. (2023); and Zahroh & Albari (2024), which also found significant positive impacts. However, this contradicts Budiarno et al. (2022), who found that service excellence had an inverse, insignificant impact on buyer satisfaction.

Price Perception on Customer Loyalty

Competitive prices that align with the benefits customers perceive can increase satisfaction, encourage repeat purchases, and lead to product recommendations. Thus, affordable pricing is a crucial factor in maintaining and increasing buyer loyalty. The analysis shows that price appropriateness has a significant positive impact on buyer loyalty. This is supported by studies by Anggraini et al. (2020); Nofindri et al. (2021); Irnawanto & Ady (2022); Pertiwi et al. (2022); and Zahroh & Albari (2024), which

show that price appropriateness has a significant positive impact on buyer loyalty. However, contrary to the findings of Herawaty et al. (2022), the estimated price has an Inverse and insignificant impact on buyer faithfulness.

Location on Customer Loyalty

A strategic location is a crucial factor in providing comfort, which impacts buyer loyalty to a brand. The closer the shopping location, the higher the intensity of customer repeat purchases. A supportive environment, such as a large, adequate parking area, adds to comfort and encourages buyer loyalty. Analysis results reveal that location positively affects buyer faithfulness, but not significantly. This finding contradicts earlier studies by Kadi et al. (2021), Nofindri et al. (2021), and Zahroh & Albari (2024), who found significant Beneficial influences of location on buyer faithfulness.

Service Quality on Customer Loyalty

Good service can impact buyer loyalty and enhance positive experiences that encourage customers to continue using a product or service. Good service excellence contributes to increased loyalty, including the desire to purchase again and endorse the product to others. Analysis results demonstrate that service excellence has a positive, though not significant, effect on buyer faithfulness. These results contradict previous studies conducted by Anggraini et al. (2020); Putra et al. (2021); Irnawanto & Ady (2022); Pertiwi et al. (2022), and Zahroh & Albari (2024), which indicate that the service excellence variable has a significant positive impact on buyer faithfulness.

Customer Satisfaction and Customer Loyalty

The level of buyer happiness has a significant impact on loyalty, as it is believed to encourage repeat purchases. Maintaining and improving customer satisfaction is a strategic step in fostering loyalty while strengthening long-term relationships between companies and their customers. The data analysis reveals that buyer satisfaction significantly and positively affects buyer loyalty. This result aligns with earlier investigations by Fakhri (2022) and Zahroh & Albari (2024), both of which established that buyer satisfaction has a significant positive impact on buyer faithfulness.

CONCLUSION

The findings of this study support several conclusions, including that customer satisfaction is significantly enhanced by the price perception variable. The location variable does not greatly influence customer satisfaction. Customer satisfaction is significantly positively influenced by service quality. Customer loyalty is also significantly positively influenced by the price perception variable. The geography variable does not greatly influence customer loyalty. Customer loyalty is not significantly influenced by service quality. In addition, customer loyalty is significantly positively influenced by customer satisfaction. The study found that price perception and service quality play a significant role in creating customer satisfaction, with both having a positive and significant effect on Indomaret customer satisfaction in Surakarta. Conversely, location did not significantly influence customer satisfaction, suggesting that neither ease of access nor the store environment directly enhances satisfaction. Regarding loyalty, price perception had a positive and significant effect, indicating that perceived reasonable, competitive prices encourage customers to continue choosing Indomaret. However, location and service quality did not directly influence customer loyalty. Customer satisfaction proved to be the most important determinant of loyalty, as satisfaction following a positive shopping experience encourages customers to make repeat purchases and to recommend the brand. Thus, customer satisfaction is the strongest link between the shopping experience and loyalty, while price perception influences customer loyalty directly and indirectly. The research results show that price perception and service quality are the main factors in

determining customer satisfaction, while customer satisfaction itself is the strongest determinant in creating loyalty. These findings have practical implications for Indomaret, which should prioritize competitive, transparent pricing strategies, as pricing has been shown not only to increase satisfaction but also to shape customer loyalty directly. This study still has many limitations, including the limited set of variables that focus only on perceptions of price, location, and service quality in relation to customer loyalty and customer satisfaction. Furthermore, the respondents in this study numbered only 143 people, which is considered adequate for statistical analysis but still limits the representativeness of the population as a whole. This study is also limited to the Surakarta area, so the findings cannot be generalized to other regions with different geographic, demographic, and consumer behavior characteristics.

It is also recommended that future research use a larger sample to improve the data's representativeness of the Indomaret customer population in Surakarta. The more respondents there are, the higher the reliability and validity of the analysis results. Future studies are also advised to cover a wider area, both regionally and nationally, to ensure the research results are more general and relevant across various social contexts. In addition, future research should not only focus on a single retail brand, such as Indomaret, but should also include various types of retail, both modern retailers like Alfamart or Superindo and traditional retailers such as small convenience stores and markets, so that the research results can provide a broader understanding and allow for comparisons among different types of retail.

REFERENCE

- Anggraini, F., & Budiarti, A. (2020). Pengaruh harga, promosi, dan kualitas pelayanan terhadap loyalitas pelanggan dimediasi kepuasan pelanggan pada konsumen Gojek. *Jurnal Ilmu dan Riset Manajemen (JUPE)*, 8(3), 86–94.
- Arianto, N., Sewaka, & Fitriyani, S. (2023). Pengaruh promosi, citra perusahaan, kualitas pelayanan dan lokasi terhadap kepuasan konsumen pada PT Alfaria Trijaya Alfamart Panunggungan Timur. *Jurnal Manajemen & Pendidikan (JUMANDIK)*, 2(3), 140–154. <https://journal.lap4bangsa.org/index.php/jmeb/index>
- Azizah, N., & Chalimatusadiah. (2025). Uji validitas dan uji reliabilitas instrumen penelitian pemahaman konsep dasar aljabar. *Jurnal Pendidikan Tambusai*, 9(1), 6637–6643.
- Bagus Nyoman Udayana, I., & Lukitaningsih, A. (2022). Pengaruh Kualitas Layanan, Kualitas Produk Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan. *Equilibrium: Jurnal Penelitian Pendidikan dan Ekonomi*. <https://journal.uniku.ac.id/index.php/equilibrium>
- Bunga Pertiwi, A., Ali, H., Dwikotjo, F., & Sumantyo, S. (2022). Pengaruh Persepsi Harga dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan pada E-Commerce Shopee. 1(2). <https://doi.org/10.38035/jim.v1i2>
- De, H., Carvalho, F., De Sousa Saldanha, E., & Amaral, A. M. (2020). The Mediation Effects of Customer Satisfaction on the Relations Between Product Price, Service Quality, and Purchasing Decision. In *Journal of Business and Management* (Vol. 2, Issue 1).
- Fadhilah, M., Dwi Cahya, A., & Ardiansyah, M. J. (2022). The Effect of Price and Service Quality on Consumer Satisfaction With Purchasing Decisions, as Mediating Variables for Alfamart Consumers.
- Fakhri, O. R. (2022). Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Toko Buku Fadira Pekanbaru.
- Forester, B. J., Idris, A., Khater, A., Afgani, M. W., & Isnaini, M. (2024). Penelitian Kuantitatif: Uji Reliabilitas. In *Edu Society: Jurnal Pendidikan, Ilmu Sosial, dan Pengabdian Kepada Masyarakat* (Vol. 4).
- Hadi, P., & Nastiti, H. (2021). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Indihome (Vol. 2).
- Irnawanto, R., & Ady, U. (2022). Analisis Pengaruh Kualitas Produk, Dan Kualitas Pelayan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Intervening Pada Minimarket Alfamart Di Surabaya.
- Kadi, D. C. A., Purwanto, H., & Ramadani, L. D. (2021). Pengaruh E-Promotion, E-WOM dan lokasi

- terhadap kepuasan konsumen melalui keputusan pembelian sebagai variabel intervening. *Management and Business Review*, 5(2), 224–238. <https://doi.org/10.21067/mbr.v5i2.5833>
- Khaerunnisa, G., Mulyana, R., & Abdurrahman, L. (2023). Pengujian Pengaruh Tata Kelola Ti Terhadap Transformasi Digital Dan Kinerja Asuransi A Menggunakan Structural Equation Modeling. *JIPI (Jurnal Ilmiah Penelitian Dan Pembelajaran Informatika)*, 8(2), 381–392. <https://doi.org/10.29100/jipi.v8i2.3469>
- Rizqi Karimah, P., & Ning Farida, S. (2023). Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. *SEIKO: Journal of Management & Business*. *SEIKO: Journal of Management & Business*, 6(2), 345–358.
- Layarda, M., & Achmadi, H. (2024). The impact of service quality, product quality, and brand image on customer loyalty through the mediation of customer satisfaction among Prima Freshmart customers. *Transekonomika: Akuntansi, Bisnis dan Keuangan*, 4(6), 1041–1054. <https://transpublika.co.id/ojs/index.php/transekonomika>
- Riana Dewi, I., Jeges Michel, R., Anggun Puspitarini, D., & Studi Manajemen, P. (2022). Pengaruh Kualitas Produk Terhadap Loyalitas Dengan Mediasi Kepuasan Pelanggan Pada Toko Prima Freshmart Cirebon. *Jurnal Maneksi*, 11(1).
- Rivai, J., & Author, C. (2021). The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa. *Journal of Business and Management Studies (JBMS)*. <https://doi.org/10.32996/jbms>
- Studi Manajemen, P., & Ekonomi Bisnis dan Pariwisata, F. (2021). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Mediasi pada CV. Jaya Utama Teknik di Kabupaten Badung I Kadek Agus Maha Putra (1) I Gusti Ayu Wimba (2) Putu Herny Susanti (3) (1)(2)(3) (Vol. 1, Issue 4).
- Susanti, N. K. D., Susanti, P. H., & Suputra, G. A. (2021). Pengaruh lokasi, kelengkapan produk, dan kualitas pelayanan terhadap keputusan pembelian pada Alfamart Blahkiuh di Kabupaten Badung. *Jurnal Widya Amrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 1(1), 144–163
- Titin Herawaty, M., Rahman, A., Rohimah, L., Ivan Taruna, H., Dwi Styaningrum, E., & Suleman, D. (2022). *International Journal of Social and Management Studies (IJOSMAS)* The Influence of Service Quality and Price on Alfamart Consumer Loyalty with Customer Satisfaction As Mediation Variables.
- Utami, R. A., & Kussudyarsana. (2024). Analisis efektivitas kampanye pemasaran storytelling pada platform Azarine Cosmetic untuk meningkatkan brand image dan brand trust sebagai mediasi terhadap niat pembelian konsumen. *Jurnal Akuntansi dan Pajak*, 24(02), 1–19. <http://jurnal.stie-aas.ac.id/index.php/jap>
- Zahroh, H. (2024). The influence of price perception, location, and service quality at Indomaret Madura Pamekasan on customer loyalty through satisfaction as a mediating variable. *Indonesian Journal of Social Technology*, 5(4). <http://jist.publikasiindonesia.id/>