THE INFLUENCE OF PERCEIVED QUALITY AND PERCEIVED VALUE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE ON CONSUMERS OF D'RAOSTOP CHICKEN & BURGER CITEUREUP BRANCH

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Abstract

Background: Consumers have a very important role in providing an assessment of the quality and value obtained from a company, both services and products, to give an impression of satisfaction and make consumers loyal.

Purpose: This aim For analyze influence perception quality and perception value to customers loyalty through customers satisfaction of D'RAOSTOP Chicken & Burger Citeureup Branch consumers .

Methodology: Sample from study This is 100 respondents with techniques or approach nonprobability sampling with method accidental sampling. Form study This is descriptive and verification with method analysis track (path analysis).

Results: Research result This showing that : (1) Perceived quality influential direct positive and significant to customers satisfaction, (2) Perceived value influential direct positive and significant to customers satisfaction, (3) Perceived quality influential direct positive and significant to customers loyalty , (4) Perceived value influential direct positive and significant to customers loyalty , (5) Customer satisfaction influential direct positive and significant to customers loyalty , (6) Customer satisfaction significant mediate influence perception quality to customers loyalty . (7) Customers satisfaction significant mediate influence perception value to customers loyalty.

Keywords: Customer Loyalty, Customer Satisfaction, Perceived Quality, Perceived Value.

I. Introduction

Lifestyle is pattern the life you have someone in the world who can expressed in A activities, interests, opinions (Kotler & Keller, 2016). The more happen changes and developments over time life public experience quite a change significant. Change This can also be seen in the pattern consumption people who want it all round fast and practical. Comsumption Pattern inclined society want to practical This is impact from increasing mobility daily so that public more choose for buy and consume food outside House than make food Alone. So that matter This become opportunity for perpetrator business food fast serve For can fulfil need consumption.

Customer loyalty is form behavior from taking decision consumer in do purchase in a way Keep going continuously to product or service from consumer companies choose (Sangadji & Sopiah, 2013). Customers Satisfaction is one of the factors that plays a role in building customers loyalty. Customers satisfaction is perception from a consumer at a representative product hope (Irawan, 2008). The perceptions held by consumers greatly impact their satisfaction and loyalty. Perceived quality plays a role as perception from customer to all over quality or excess from product or related services with expectation customer (Durianto,2011). Perceived value is difference consumer benefits feel it moment get and wear product the as well as necessary costs issued for get benefit from product the (Tjiptono, 2011). The perceived dimension value namely cost (cost), exchange value (exchange value), aesthetic (aesthetic), social value (social value). Factors that influence perception value is a product value , service value , personnel value , image value, and cost value . Based on previous research conducted (Yogaswara & Pramudana, 2022)by Perception value have a significant effect on customers satisfaction and customers loyalty.

No	B	Year				
•	Regency/City	2018	2019	2020		
Rege	ncy					
1.	Bogor	252	419	373		
2.	Sukabumi	18	64	64		
3.	Cianjur	67	235	235		
4.	Bandung	80	233	133		
5.	Garut	151	160	160		
6.	Tasikmalaya	0	32	37		
7.	Ciamis	10	52	52		
8.	Brass	21	0	6		
9.	Cirebon	32	243	257		
10.	Majalengka	0	81	81		
11.	Sumedang	10	104	91		
12.	Indramayu	27	40	54		
13.	Subang	0	185	360		
14.	Purwakarta	62	117	119		
15.	Karawang	275	397	455		
16.	Bekasi	262	200	200		
17.	West Bandung	25	102	195		
18.	Pangandaran	92	203	204		
City						
19.	Bogor city	150	198	198		
20.	Sukabumi City	18	0	93		
21.	Bandung	914	911	474		
22.	Cirebon City	286	147	178		
23.	Bekasi city	240	2129	2144		
24.	Depok City	152	0	1300		
25.	Cimahi City	30	97	66		
26.	Tasikmalaya City	30	150	151		
27.	Banjar City	6	49	48		
	Amount	3210	6548	7728		
	Growth (%)	-	104%	18.02%		

Table 1 Growth in the Number of Restaurants or Eating Houses in 2018-2020

Source: <u>www.bps.go.id (2023)</u>, accessed on Thursday , October 06, 2022 at 09.06

Based on Table 1, there is a known growth in the number of restaurants or eateries in 2018-2020 in West Java Province that average percentage growth number of restaurants or House The number of restaurants in West Java Province in 2018-2020 was 41% with the highest number of restaurants in 2020 and the lowest in 2018. One of the sub-districts that supports the growth of restaurants and restaurants in Bogor Regency is Bogor District.

It is known that there are fast food providers in the Citeureup area is very diverse, thus increasing competition in the fast food business. It is known that revenues at D'RAOSTOP Chicken & Burger during 2021 will fluctuate. Based on results interview that unattainability the happen Because exists influence from perception quality, perceived value, customer satisfaction and customers loyalty. Income figures obtained Not yet achieve the targets that have been set set company. Perceived quality and perception

value is an assessment given by consumers after purchasing a product so as to form satisfaction and motivate consumers to be loyal to the product.

Research purposes This is for know and analyze influence perceived quality and perception value to customers loyalty through customer satisfaction at D'RAOSTOP Chicken & Burger Citeureup Branch.

II. METHODOLOGY

A. Literature Review and Development Hypothesis

Management

Management is a process of activities carried out by employees simultaneously to achieve organizational goals by implementing the functions of planning, organizing, supervising, leadership, directing and personnel (Afandi, 2018).

Marketing

Marketing is activity human directed for fulfilling and satisfying needs and desires through an exchange process (Assauri, 2018).

Marketing Management

Management marketing can interpreted as activity analyzing, planning, implementing and controlling the programs created For form, build and maintain profit from exchange through target market use reach objective organization (company) in period long (Assauri, 2018).

Customer Loyalty

Customer loyalty is form behavior from taking decision consumer with do purchase in a way Keep going continuously to product or service from consumer companies choose (Sangadji & Sopiah, 2013). There are 3 (three) dimensions customer loyalty namely purchasing repeat, habit consume brand, great love to something brands, provisions on brands and recommendations product or service. According to Hasan (2015:79), factors that influence customers loyalty namely customer satisfaction, service quality, brand image, perceived value, trust, relational customer (customer relationship), costs transition (switching costs) and dependability (Reliability).

Customer Satisfaction

Customers Satisfaction is one of the factors that plays a role in building customers loyalty. Customers satisfaction is perception from a consumer at a representative product hope (Irawan, 2008). If product or services received consumer in accordance with hope so consumer will satisfied and will increase loyalty as well as make consumer the return buy product in a way repeated at the end push loyalty consumer the to company. Factors that influence customer satisfaction that is product quality, service quality, emotional factor, price and cost or convenience. As for dimensions customer satisfaction that is feeling satisfaction, fulfillment hope customers and always buy product..

Perceived Quality

Perceived quality plays a role as perception from customer to all over quality or excess from product or related services with expectation customer (Durianto,2011). As for dimensions perceived quality, namely performance, serviceability, durability, reliability, product characteristics, conformance to specifications, results. Influencing factors believe the quality is commitment to commitment to quality, quality culture, standard targets, information input from customers and develop employees who take initiative.

Perceived Value

Perceived value is difference consumer benefits feel it moment get and wear product the as well as necessary costs issued for get benefit from product the (Tjiptono, 2011). As for dimensions perceived value, namely cost, exchange value, aesthetics, social value. Influencing factorsperceived value is product value, service value, personnel value, image value and cost value.

B. Development Hypothesis

For get results as well as proof empirical about How influence perceived quality and perceived value to customer loyalty through customer satisfaction then needed a number of hypothesis in this study. Hypothesis is answer temporary to formulation problem study Where formulation problem study This has stated in form question Because the answer given new based on existing theory (Sugiyono, 2018).

Influence Perceived Quality To Customer Satisfaction

If something product or service own different advantages from competitor other Good from facet quality, price and benefits so will interesting consumer For buy or interested product or services sold something company. Based on previous research conducted by(Rizqullah & Sulaiman, 2021) perception quality positive and significant influence on customers satisfaction.

H 1: There is an influence positive and significant perceived quality to customers satisfaction

Influence Perceived Value To Customer Satisfaction

Something company must own value that can be obtained felt by consumers different from competitors, value the form benefits and sacrifices felt by consumers in offer something product. Based on study previously carried out by(Trisnawati dkk., 2019) perceived value has an influence positive and significant to customer satisfaction.

H 2: There is a positive and significant influence perceived value to customer satisfaction

Influence Perceived Quality To Customer Loyalty

Consumer satisfaction for a company must be maximized by making consumers happy and comfortable. So that the perception of high quality to consumers can compete and dominate the market with other competitors. Based on previous research conducted by(Yolanda dkk., 2021) perception quality positive and significant influence on customers loyalty.

H 3: There is a positive and significant influence perceived quality to customer loyalty

Influence Perceived Value To Customer Loyalty

In the sales process, marketers have a direct relationship with consumers in creating added value such as benefits, uniqueness and others that make consumers enjoy their products or services and make consumers loyal. Based on previous research conducted by(Handriano & Mohdari, 2020) perception value has a significant influence on customers loyalty.

H 4: There is an influence positive and significant perceived value to customer loyalty

Influence Customer Satisfaction To Customer Loyalty

When the product or purchased services or interested by consumers in accordance with hopes and needs so consumer will embed expectation tall to product or the service. customer satisfaction is level Where something achievement performance from A product received by consumer The same with expectation consumer That Alone. Customers loyalty is a very important driver for creating sales. Based on previous research conducted by(Lestari dkk., 2020) customers satisfaction positive and significant influence on customers loyalty (Nuraeni dkk., 2020)

H 5: There is an influence positive and significant customer loyalty to customer satisfaction

Customer Satisfaction Mediating Perceived Influence Quality To Customer Loyalty

On products or service A quality is very important for consumer before buy and be interested in the product or the service. Perceived quality is method look customer to all over quality in a goods or service compared with product or other services. If product No in accordance so consumer will feel No satisfaction and if exceed hope so consumer will feel satisfaction and pleasure. If consumer do double purchase or more so consumer will be loyal to the company. Based on study previously carried out by(Maulana dkk., 2021) state that customers satisfaction able to the mediate perception quality towards customers loyalty.

H₆: Customer satisfaction mediate influence perceived quality to customer loyalty

Customer Satisfaction Mediating Perceived Influence Value To Customer Loyalty

Perpetrator business must Can serve perceived value This through product and mission companies that don't only profit oriented but on creation and addition mark for consumer through perception mark. When customers feel satisfaction If already accept value and value obtained in accordance with hope from the consumer. Based on study previously done by(Sari & Siregar, 2019) (Adi dkk., 2019) state that customers satisfaction able to mediate perception value towards customers loyalty.

H₇: Customer satisfaction mediate influence perceived value to customer loyalty

C. Research Method

Object of research This is perception quality, perceived value, customer satisfaction and customers loyalty. As for objects and locations selected research namely D'RAOSTOP Chicken & Burger Citeureup Branch which is located on Jl. Major Oking Citeureup No.01, RT.06, Citeureup, Kec. Citeureup, Bogor Regency, West Java 16810. Research design used is method descriptive and verification. Sample is part from the number and characteristics possessed by the population D'RAOSTOP Chicken & Burger Citeureup Branch No is known with Certain the amount Because amount consumer every year fickle or no fixed, so technique taking sample use technique or approach non probability sampling with method accidental sampling. Technique non probability sampling is technique taking samples that do not give opportunity or chance the same for every element or member population for chosen become sample (Sugiyono, 2018). Accidental sampling is technique determination sample based on coincidence, that is Who it's just a coincidence or incidental meet with researcher can used as sample, if seen by the person in question suitable as data source (Sugiyono, 2018).

If population great and researcher No Possible learn everything in the population. Then deep study This writer take sample without is known its population by using calculation according to opinion Lemeshow and David in(Riyanto & Hatmawan, 2020).

$$n = \frac{p(1-p)(z^1) - \alpha/2)^2}{D^2}$$

Information :

n = Number minimal sample

Z = 95% confidence level = 1.96

p = Maximum estimation (0.5)

D = Limit of Error = 0.05

Based on the formula above, the calculation to obtain the number of samples (respondents) is as follows:

$$n = \frac{0.5(1 - 0.5)(1.96)^2}{(0.1)^2}$$
$$n = 96,04$$

these calculations, the number of samples (respondents) taken in this study was 96.04, for the purposes of research results, the sample was rounded up to 100 respondents. Measurement scale in study This is scale likert.

Based on the number of alternative answer criteria, the interval class lengths in this study were obtained as follows:

$$I = \frac{5-1}{5} = 0.8$$

Once the class interval length is known, the scale range can be determined with the aim of knowing the average respondent's assessment of each differentiation element and the level of variation. The table of scale ranges and assessment criteria can be seen below This :

Table 2 Range of Class I	Intervals and Inter	rpretation Values

Traterra	Mark Average				
l Class		Perceived Quality	Perceived Value	Customers Satisfaction	Customers Loyalty
Ι	1.00 - 1.80	Very Not Good	Very Inappropriate	Very Dissatisfied	Very Disloyal
II	1.81 – 2.60	Not good	It is not in accordance with	Not satisfied	Not Loyal
III	2.61 – 3.40	Pretty good	Enough In accordance	Quite satisfied	Quite Loyal
IV	3.41 – 4.20	Good	In accordance	Satisfied	Loyal
V	4.21 – 5.00	Very good	Very suitable	Very satisfied	Very Loyal

All instruments must be tested for validity and reliability with criteria, if the correlation coefficient $r \ge 0.3$ then the item is declared valid, whereas if the correlation coefficient r < 0.3 then the item is declared invalid and reliability is tested with reliability criteria. is If Alpha value ≥ 0.6 then reliable, and if Alpha

value < 0.6 then No reliable, then with classical assumption tests such as the normality test with the data it is said to be normal if the Kolomogorov-Smirnov probability (sig) value is > 0.05, while the data is normally distributed if the data forms a bell curve (Sarwono, 2012), multicollinearity test through tolerance value and VIF (Variance Inflation Factor). If tolerance value > 0.05 and VIF ≤ 5 then multicollinearity does not occur, and (Sunyoto, 2009)heteroscedasticity test with the criteria of points on the graph scatterplot spreads with the pattern is not clearly above, below, on the right and on the left the number 0 at point Y. The data testing method uses the SPSS Version 25.00 program and the Sobel test uses Danielsoper.com . The data analysis method used in this research uses descriptive analysis and path analysis. For path analysis in this research, ordinal scale data was converted into interval scale data. Method interval success (Method of Successive Interval/ MSI) is the process of changing ordinal data into interval data. Then done testing hypothesis in a way partial (t test) For know influence variable independent to variable dependent individually or in a way Partial.

III. RESULTS AND DISCUSSION

Based on the data obtained that majority consumer manifold sex Woman with amount 69 people or as big as 69% because women are the decision makers in household consumption choices with the majority of consumer age groups are on average 2 2 - 29 year with amount 5 9 people or as big as 59% with the majority of consumer groups with educational levels final namely SM A/SMK as much 62 people or as big as 62%. The majority of consumers' jobs are as workers or laborers, 61 people or 61% with a monthly income of IDR 1,000,000 - IDR 2,500,000, 36 people or 36%. The product most liked by consumers is fried chicken. The highest consumption cost/day is IDR 10,000-IDR 20,000 for 45 people or as big as 45 %. The frequency of customer purchases/month is 5-7 times as many as 61 people amounting to 61%.

The validity test is used to measure the degree of accuracy between the data that occurs at the research object and the reported data. Based on testing on 30 respondents, it shows that the validity of the perceived variable is tested quality, perceived value, customer satisfaction and customers loyalty in this study is valid because the calculated r value for each item is greater than the r table (0.361).

Reliability testing is the degree of consistency and stability of data or findings carried out to assess whether the research instrument is reliable enough to be used as a data collection tool. This research shows that the reliability value obtained for the Customer variable Loyalty (Z), Customer Satisfaction (Y), Perceived Quality (X_1) , Perceived Value (X_2) is reliable because it is greater than the specified value of 0.6.

Test assumptions classic to the existing regression model arranged with using the SPSS version 25.0 program including: normality test, multicollinearity test, and heteroscedasticity test. First normality test results with using Kolmogrov -Smirnov produces mark Asymp.Sig. (2 tailed) is 0.117 and the value more big from mark significant 0.05 (the residual variable is normally distributed or passes the test) and the results of the second normality test with using Kolmogrov -Smirnov produces mark Asymp.Sig. (2 tailed) is 0.200 and the value more big from mark significant 0.05 (residual variable is normally distributed or passes the test) Therefore that, based on the first criterion fulfilled that is, the data is normally distributed . Multicollinearity test results show that VIF value < 5 and Tolerance > 0.1 means No found problem multicollinearity in study. Heteroscedasticity test results show that scatter diagram No form pattern certain so regression No experience disturbance heteroscedasticity.

The results of the path analysis of variable X to Y show that mark significance from second variable that is perception quality = 0.007 and perceived value = 0.000 more small from 0.05. This result concluded that the first equation model is the perceived variable quality (X_1) and perception value (X_2) has a significant effect on customers satisfaction (Y). As for value PY ε equal to 0.752. The results of the path analysis of variables X and Y towards Z show that mark significance from to three variables that is perception quality = 0.033 and perceived value = 0.002 and customer satisfaction (Y) = 0 more small from 0.05. This result concluded that the first equation model is the perceived variable quality (X_1) and perception value (X_2) and customers satisfaction (Y) has a significant effect on customers loyalty (Z). The P $_{Z}\varepsilon$ value is 0.645.

Pyx1=0,250 Pzε =0,645 Pyε =0,752

A. Results of sub- structural equations produce direct effect, indirect effect and total effect, namely:



Gambar 1 Diagram Analisis Jalur (Path Analisys)

Sumber: Hasil Pengolahan Data Statistik dengan Spss Versi 25.00, 2023

- 1. (Direct Effect)
 - a. perceived variables quality on customer satisfaction X $_1 \rightarrow$ Y coefficient track P $_{yx 1} = 0.250$
 - b. perceived variables value on customer satisfaction X $_2 \rightarrow$ Y coefficient track P $_{yx 2} = 0.490$
 - c. perceived variables quality to customers loyalty X $_1 \rightarrow Z$ coefficient track P $_{zx1} = 0.176$
 - d. perceived variables value to customers loyalty X $_2 \rightarrow Z$ coefficient track Pz $_{x,2} = 0.291$
 - e. customer variables satisfaction with customers loyalty $Y \rightarrow Z$ coefficient track P _{zy} = 0.426

2. (Indirect Effect)

Indirect influence of perceived variables quality and perception value towards customers loyalty through customers satisfaction, to find out the coefficient track these are:

$$X_{1} \leftrightarrow Y \leftrightarrow Z = (P_{yx1}) X P_{zy}$$

= (0, 250) X 0.426
= 0.1 07
$$X_{2} \leftrightarrow Y \leftrightarrow Z = (P_{yx2}) X P_{zy}$$

= (0.490) X 0.426
= 0.2 0 9

- 3. (Total Effect)
 - a. The total influence of perceived variables quality to customers loyalty through customers satisfaction can be determined by adding up the total direct influence of variable X₁ on Z and the indirect influence of variable X₁ on Z through Y, namely: Total Effect = $P_{xx1} + (P_{xx1})$

$$= P_{zx1} + (P_{yx1})$$

= 0.176 + (0.250 X 0.426)
= 0.176 + 0.107
= 0.283

b. The total influence of perceived variables value towards customers loyalty through customers satisfaction can be determined by adding up the total direct influence of variable X 2 on Z and the indirect influence of variable X 2 on Z through Y, namely:

Total Effect = $P_{zx2} + (P_{yx2})$

B. Results analysis test track:

- There is coefficient correlation between variable exogenous (perceived quality and perception value) of 0.541. This showing that there is moderate relationship between perception quality with perception value. However matter This No give rise to multicollinearity Because according to Gujarati in (Panjawa & Sugiharti, 2021) explains that If coefficient correlation more of 0.80 then there is multicollinearity, because in study This coefficient correlation equal to 0.541 then No happen multicollinearity.
- 2. There is influence perception quality to customers loyalty Good in a way direct nor No direct through customers satisfaction. This matter seen from big influence direct that is of 0.176 or 17.6 % and influence No straight away of 0.107 or 1 0.7 %. Whereas total perceived influence quality through customers satisfaction that is of 0.283 or 28.3%.

291 PROCEEDING

- 3. There is influence perception value to customers loyalty Good in a way direct no direct through customers satisfaction. This matter seen from big influence direct that is of 0.2 91 or 2 9.1 % and influence No straight away of 0.209 or 20.9 %. Whereas total perceived influence quality through customers satisfaction that is of 0.500 or 50 %.
- 4. Based on results analysis track is known that perception value have total influence is more big to customers loyalty through customers satisfaction compared to perception quality. Therefore that 's better perpetrator business more notice perception value especially related ones with price and product presentation. Perpetrator business can make various innovation good innovation products such as packaging and fried packages chicken more diverse at more affordable prices.

C. Results of analysis of the coefficient of determination (R²):

The size determination (\mathbb{R}^2) or donation influence perceived quality (X_1) and perceived value (X_2) towards variable customer satisfaction (Y) can seen in the R Square valu3. Can is known R Square value or R² of 0.435, p This showing that donation influence variable perceived quality (X_1) and perceived value (X_2) against variable customer satisfaction (Y) is amounting to 4 3 , 5 % while the rest as big as 56.5 % are contribution from other variables do not researched . Meanwhile donations influence perceived quality (X_1) and perceived quality (X_2) towards variable customer loyalty (Z) can seen in the R Square value . Mark R Square or R² of 0.584, p This showing that donation influence variable perceived quality (X_1) and perceived value (X_2) against variable customer loyalty (Z) is as big as 58 , 4 % temporary the rest as big as 41 , 6 % are contribution from other variables do not researched such as brand image, trust, and customer relations.

D. Sobel Test Results (Sobel test)

Analysis sobel in study This used for know influence intervening/mediator variables, namely Y. Test this Sobel done with method test strength influence No direct variable independent / free (X) to variable dependent / bound (Z) through intervening variable (Y). For test significance influence No direct so calculate the _{calculated} Z value from unstandardized Beta ab. _{Calculated} Z value compared to with mark Z _{table}, if Z _{count} > Z _{table} so can concluded influence mediation significant . Z _{table} absolute equal to (1.96). Output results analysiss Sobel test using SPSS Version 25.00 seen in the table following:

Table 3 Sobel Test Output Results Test							
а	b1	b2	b1. b2	sea	seb1	seb2	seb1seb2
0.900	0.135	0.311	0.041985	0.185	0.062	0.095	0.00589
п	1			DOO V	25.00 202	2	

Source: Results of Statistical Data Processing with SPSS Version 25.00, 2023

Test result analysiss Sobel test is used for look for mark Z $_{count}$ following is the calculation, Output Sobel Test Calculator for Significance of Mediation

 $Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$ $Z = \frac{0,900 X 0,135}{\sqrt{(0,135^2.0,185^2) + (0,900^2. 0,062^2)}}$ $Z = \frac{0,1215}{\sqrt{(0,018225 X 0,034225) + (0,81000 X 0,003844)}}$ $Z = \frac{0,1215}{\sqrt{0,000624 + 0,0031136}}$ $Z = \frac{0,1215}{\sqrt{0,0037374}}$ $Z = \frac{0,1215}{0,0611342}$ Z = 1,99



Figure 2 Calculate results Sobel Test

Source: Output Sobel Test Calculator for Significance of Mediation

Test result analysiss Sobel test is used For look for mark Z $_{count}$, Output Sobel Test Calculator for Significance of Mediation :

 $Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$ $Z = \frac{0,900 X 0,311}{\sqrt{(0,311^2.0,185^2) + (0,900^2.0,095^2)}}$ $Z = \frac{0,2799}{\sqrt{(0,096721 X 0,034225) + (0,81000 X 0,009025)}}$ $Z = \frac{0,2799}{\sqrt{0,00331028 + 0,00731025}}$ $Z = \frac{0,2799}{\sqrt{0,0106}}$ $Z = \frac{0,2799}{0,1031}$ Z = 2,71



Source : Output Sobel Test Calculator for Significance of Mediation

E. Partial Hypothesis Testing (t-test):

Table 4 Partial Hypothesis Testing (t-test)

Hypothesi s	Coefficient Track	t count	t table	sig	Decision	Conclusion
$\mathbf{D}_{\mathbf{W}\mathbf{W}} = 0$	0,250	2 751	1,661	0.00	H0 is	Significant
$\mathbf{F}\mathbf{y}\mathbf{X} = 0$		2,751		7	rejected	
$\mathbf{D}_{\mathbf{W}\mathbf{Y}} = 0$	0,490	5 302	1,661	0,00	H0 is	Significant
$\mathbf{I} \mathbf{y} \mathbf{x} \mathbf{z} = 0$		5,592		0	rejected	
$P_{TY} = 0$	0.1 76	2 162	1,661	0.0	H0 is	Significant
I Z X] = 0		2,102		33	rejected	
$\mathbf{P}_{\mathbf{T}\mathbf{Y}} = 0$	0, 291	3 767	1,661	0.00	H0 is	Significant
$IZX_2 = 0$		5,202		2	rejected	Significant
$\mathbf{P}_{\mathbf{T}\mathbf{V}}=0$	0.426	1 871	1,661	0.0	H0 is	Significant
1 Zy = 0		4,0/1		00	rejected	Significant

Source : Results of Statistical Data Processing with SPSS Version 25.00, 2023

Influence perceived quality to customer satisfaction D'RAOSTOP Chicken & Burger Citeureup Branch

Based on results tests obtained that variable perception quality obtain t _{count} as big as 2,751 and value t _{table} for α = 0.05 with degrees freedom 100- 1 -1= 9 8 of 1.661, meaning t _{count} > t _{table} (2.751 > 1.661). So Ha ₁ accepted and H ₀₁ rejected, that is perception quality in a way direct influential positive and significant to customer satisfaction D'RAOSTOP Chicken & Burger Citeureup Branch. The results of this research are supported byRizqullah & Sulaiman, (2021) Steven & Novyriantika, (2019) Novrianda dkk., 2(018)which shows that perception quality positive and significant influence on customers satisfaction .

Influence perceived value to customer satisfaction D'RAOSTOP Chicken & Burger Citeureup Branch

Based on the test results obtained that variable perception value obtain t _{count} as big as 5,392 and value t _{table} for α = 0.05 with degrees freedom 100- 1 -1= 9 8 of 1.661, meaning t _{count} > t _{table} (5.392 > 1.661). So Ha ₂ accepted and H ₀₂ rejected, that is perception value in a way direct influential positive and significant towards customer satisfaction D'RAOSTOP Chicken & Burger Citeureup Branch. The results of this research are supported by Trisnawati dkk., (2019), Sisvanka & Aziz, (2021), Centauri & Rachmawati, (2021)which shows that perceived value positive and significant influence on customers satisfaction.

Influence perceived quality to customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch

Based on the test results obtained that variable perception quality obtain t _{count} as big as 2,162 and value t _{table} for α = 0.05 with degrees freedom 100- 1 -1= 9 8 of 1.661, meaning t _{count} > t _{table} (2.162 > 1.661). Until Ha ₄ accepted and H ₀₄ rejected, that is perception quality in a way direct influential positive and significant to customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch. The results of this research are supported by Yolanda dkk., (2021), Rahmawati & Zuliestiana, (2019), Fermayani, (2018)which states that perceived quality positive and significant influence on customers loyalty.

Influence perception value to customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch

Based on the test results obtained that variable perceived value obtain t _{count} as big as 3,262 and value t _{table} for α = 0.05 with degrees freedom 100- 1 -1= 97 is 1.661, meaning t _{count} > t _{table} (3.262 > 1.661). So Ha ₅ is accepted and H ₀₅ rejecte , that is perceived value in a way direct influential positive and significant to customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch . Research result This powered by Handriano & Mohdari, (2020),Nabila & Kuswanto, (2022) Ndoen & Kusumadewi, (2019)that state that perceived value influential positive and significant to customer loyalty.

Influence customers satisfaction to customers loyalty D'RAOSTOP Chicken & Burger Citeureup Branch .

Based on the test results obtained that variable customers satisfaction obtain t _{count} amounted to 4, 871 and value t _{table} for α = 0.05 with degrees freedom 100-1-1= 9 8 of 1.661, meaning t _{count} > t _{table} (4, 871 > 1.661).

So Ha $_6$ is accepted and H $_{06}$ rejected, that is customers satisfaction in a way direct influential positive and significant to customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch. The results of this research are supported by Lestari dkk., (2020), Nuraeni dkk., (2020), Hidayatullah dkk., (2020)which states that customer satisfaction positive and significant influence on customers loyalty

Customer satisfaction is capable mediate influence perceived quality of customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch

Calculation results mark Sobel test statistics are obtained mark Z _{count} for the perceived variable quality as big as 1.98 . The _{calculated} Z value > Z _{table} (1.98 > 1.96), then results the prove that customer satisfaction has a significant intervening / mediating effect between perceptions quality to customers loyalty , so it can be seen that H _{a6} is accepted and H ₀₆ is rejected. The results of this research are supported byMaulana dkk., (2021) state that customers satisfaction able to mediate perception quality towards customers loyalty.

Customer satisfaction is capable mediate influence perceived value towards customer loyalty of D'RAOSTOP Chicken & Burger Citeureup Branch

Calculation results mark Sobel test statistics test obtained mark Z _{count} for the perceived variable quality as big as 2.71. The _{calculated} Z value > Z _{table} (2.71 > 1.96), then results the prove that customer satisfaction has a significant intervening / mediating effect between perceptions value to customers loyalty, so it can be seen that H _{a7} is accepted and H ₀₇ is rejected. The results of this research are supported bySari & Siregar, (2019) Adi dkk., (2019) state that customers satisfaction able to mediate perception value towards customers loyalty.

IV. CONCLUSIONS AND NOVELTY

A. Conclusion

Based on results study about influence perception quality and perception value to customers loyalty with customers satisfaction as variable intervening at D'RAOSTOP Chicken & Burger Citeureup Branch obtained a number of conclusion as following:

- 1. Perceived quality has an influence direct positive and significant to customer satisfaction at D'RAOSTOP Chicken & Burger Citeureup Branch.
- 2. Perceived value has an influence direct positive and significant to customer satisfaction at D'RAOSTOP Chicken & Burger Citeureup Branch.
- 3. Perceived quality has a direct positive and significant effect on customers loyalty to D'RAOSTOP Chicken & Burger Citeureup Branch .
- 4. Perceived loyalty has a direct positive and significant effect on customers loyalty to D'RAOSTOP Chicken & Burger Citeureup Branch .
- 5. Perceived quality has a direct positive and significant effect on customers satisfaction at D'RAOSTOP Chicken & Burger Citeureup Branch
- 6. Customers satisfaction mediates the influence of perception quality towards customers loyalty at D'RAOSTOP Chicken & Burger Citeureup Branch
- 7. Customers satisfaction mediates the influence of perception value towards customers loyalty D'RAOSTOP Chicken & Burger Citeureup Branch .

B. Novelty

Novelties for further research are suggested:

- 1. The research used samples of more than 100 samples to obtain a more accurate analysis.
- 2. Other variables can be added that can influence customers loyalty including trust, brand image and relationships with consumers so that the results obtained are more optimal.

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