THE INFLUENCE OF SERVICE QUALITY AND PRICES ON CONSUMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE FOR TIKTOK SHOP USERS AT DIAN NUSWANTORO UNIVERSITY SEMARANG FEB

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| Info Artikel	Abstract
	This research aims to analyze the influence of service quality and price on consumer loyalty through customer satisfaction as an intervening variable for TikTok shop users, either partially or simultaneously. This research is quantitative in nature and involves the population at Dian Nuswantoro University class of 2020 aged 21-25 years, who are users and make purchases at the TikTok shop. The sampling method used a probability sampling technique via a simple random sampling method, with a total of 172 respondents. The data collection technique uses primary data in the form of a questionnaire. The data analysis technique uses PLS-SEM version 4 software. This research obtained the results that service quality and price have a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on consumer loyalty, service quality has a positive and significant effect on consumer loyalty, price has an effect positive towards consumer loyalty.

INTRODUCTION

The development of the creative and competitive industrial world has led to the development of new digital technology operating systems by bringing change and creating a new life for society globally in the world of business and marketing which is increasing every year which can be utilized by society as a medium to increase market share which is increasingly tight. about the competition. As a result, the very rapid development of technology with the increase in the number of internet users can be used as an opportunity for entrepreneurs to build more advanced businesses and attract loyal consumers. Businesses must be able to develop the right strategy to attract consumers or win consumers from other competitors. In this development, changes have emerged in consumer behavior. One of the changes that have occurred in the quality of service is in marketing business products using live shop streaming. Consumers feel more comfortable, practical and effective because there is convenience in purchasing online compared to purchasing directly at the store. This makes companies very competitive in offering products to customers with the best offers. There are two shopping applications that are very popular in Indonesia, namely TikTok.

Social media customers are certainly familiar with this application. Currently, TikTok is launching a new innovation regarding the features of its application, namely TikTok Shop. This TikTok shop feature is a service for online e-commerce consumers by making it easy for customers to choose the products they want to buy. At the time of launch until now, TikTok Shop still received many complaints from customers because the optimization of features was not optimal enough, such as live streaming when providing service to customers and the prices given when live.Before shopping, consumers usually pay attention to the price of a product and the quality of the seller's service first.

Service quality is a very important thing. This quality of service is to provide a good relationship between the shop at TikTok Shop and its customers. In this case,

consumers will choose the company that provides the best quality service. Consumers will feel satisfied and loyal if the TikTok shop has services that match consumer desires, such as convenience, comfort, accuracy, speed and response to the services it provides. Furthermore, at the TikTok Shop, the prices offered vary greatly, because at the TikTok Shop there are distributors directly from the factory.This is a unique attraction for customerswho use TikTok Shop. Many sellers provide affordable prices to attract consumers' buying interest. In determining purchases, consumers will choose an affordable price for the same item.
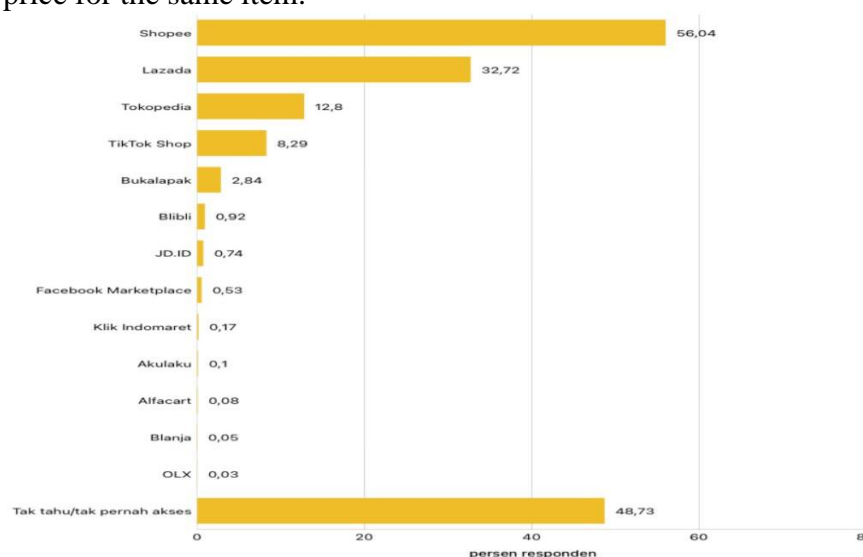
Source: Association of Indonesian Internet Service Providers (APJII)

According to the APJII survey, Tiktok shop is the online shop with the fourth most customers in the country at the beginning of 2023. Of the 8,510 people surveyed, the majority were in Shopee 56.04%, Lazada 32.72%, Tokopedia 12.8%, TikTok Shop 8.29 %, and Bukalapak 2.84%. Customers of other online shop services such as BliBli, JD.ID, Facebook marketplace and others are very few with a proportion of less than 1%. Meanwhile, there were also 48.73% of respondents who did not know how to access online shop services.

Tiktok shop is a feature of the Tiktok application. Even though TikTok is included in online shopping, TikTok can attract consumers by providing interesting short videos in which there are promotions combined with video content that leads to funny and informative themes on a product being promoted in video form.A company's ability to maintain and develop the company for its customers is highly dependent on its ability to retain loyal customers, which can increase revenue and ensure the company's survival. Management's primary goal is to keep customers happy because this is important to their ability to grow, compete, and maintain market share.

LITERATURE REVIEW

Service quality

Digital service quality by providing a positive response can create satisfaction for customers with the services of a website. (Mahsyar & Surapati, 2020) It can be concluded that service quality includes all actions taken by a business to satisfy its clients' needs. In this context, what is meant by "service" is the product or service offered by a service provider in the form of speed, convenience, good relations, competence and friendliness, all of which are responded to through attitudes and characteristics in order to satisfy consumer needs. This good response will arise because of the satisfaction they get from the product they receive. If the quality of service alone cannot prove the expectations of the community then it will certainly not create a sense of satisfaction in the community because if you get good quality this can overcome the problems experienced by consumers when using a product. So, consumers will feel satisfied and return to visit the same shop and buy the same product. Several indicators are explained by (Mahsyar & Surapati, 2020), namely:

1. Tangible (Physical Evidence), uses the sense of sight to assess the quality of service (physical appearance).
2. Reliability (Reliability), providing satisfactory service.
3. Responsiveness (Responsiveness), Customer expectations for speed of service.
4. Assurance (Guarantee), assuring customers of product safety.
5. Empathy (Concern), understanding the individual needs of customers.

Price

(Lubis, Aslami, Tambunan, 2023) states that price is the amount of money exchanged for goods or services and the value lost by consumers for the right to use or own an item. The price of a product is an indication of its value. Price is the main determinant of customer satisfaction and whether they will buy a product or not. From a statement (Apriliani, Alrasyid, Anwar, 2023) Because prices can fluctuate rapidly at any time, price competition is an important problem that many marketers have to face. The main factor that influences market demand for a good or service is the price, which also influences how other people are positioned. Therefore, price can naturally affect revenue and net profit. (Lubis et al, 2023) presents a number of price indicators, including:

1. An affordable price
2. Balance price with product quality
3. Competitive prices
4. Balance the price with the benefits obtained

Customer satisfaction

According to (Rohani & Susanti, 2023) customer satisfaction is the extent to which a person feels after comparing the quality of work or achievements felt by someone with their desires, if the quality of the work does not match the customer's wishes, the customer will feel dissatisfied, if the quality of the work meets the customer's wishes, customers will be satisfied. Therefore, when a customer feels a product or service is good, they will give a positive response.In(Pertiwi, Ali, and Sumantyo 2022a)states that

indicators of consumer satisfaction include:
1. Matching expectations.
2. Interested in visiting again.
3. Willingness to recommend.

Consumer Loyalty

According to researchers (Gita, Rahmawati, Gunaningrat, 2023) consumer loyalty is very important for the quality of products and services offered by a business to generate higher profits because dissatisfied customers will definitely move to other offers. Maintaining customer loyalty is one way to provide optimal service with the aim of encouraging repeat business. According to(Kuswandi 2021)mentions several indicators of customer loyalty including:
1. Repeat purchase, consumer loyalty in purchasing a product.
2. Retention, resistance to negative influences on the company.
3. Refalls, a reference to total existence at the company level.

Hypothesis Development

The Influence of Service Quality on Customer Satisfaction

Customer satisfaction is the most important factor that business people in the service industry need to focus on in order to compete, survive and maintain market share in a tight competitive environment. Because the quality of products and services customers desire determines their level of satisfaction, quality assurance is an important component of any business's competitive advantage. Customers really appreciate the quality of service from a service provider. Customers evaluate the service delivery process in addition to the final product. According to (Monica & Marlius, 2023) service quality has a positive and significant effect on customer satisfaction. (Nanincova, 2019) shows that there is a significant influence of Service Quality on Noach Cafe and Bistro Customer Satisfaction. (Rahayu & Syafe'I, 2022) Service Quality Has a Positive Influence on Customer Satisfaction at Rocket Chicken Baturaja Branch.

The Influence of Price on Customer Satisfaction

Customers will feel satisfied if the price or something that the consumer expects is in line with their expectations. If customers are satisfied with what they expect, then they will continue to buy and enjoy, and at the same time they will not hesitate to share with others the pleasant moments they experienced with the item.(Lubis, Aslami, Tambunan, 2023)price and service significantly and positively influence customer satisfaction. (Apriliani, Alrasyid, Anwar, 2023) price is stated to have a significant and influential effect on satisfaction. (Kholis & Colia, 2023) states that price has a significant positive influence on consumer satisfaction.

The Influence of Service Quality on Consumer Loyalty

If a company offers good service, then the company can survive in business and compete with other companies. The main goal that marketers pursue is customer loyalty. This is because the company will definitely generate profits and loyalty is expected. The main goal that marketers pursue is customer loyalty. This is because the company will definitely generate profits and loyalty is expected. Research results (Adrianto, 2023) show
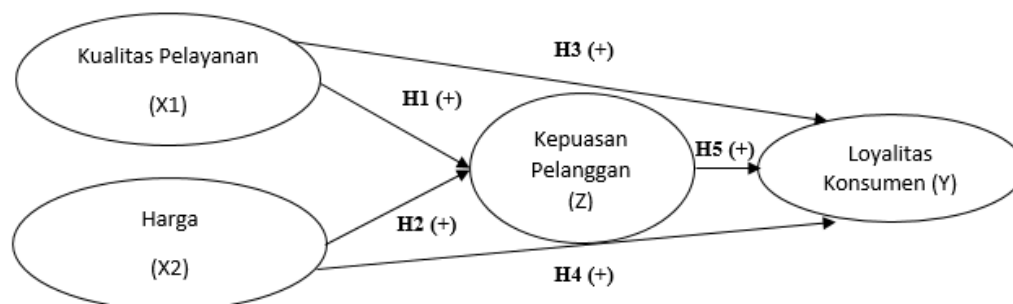
that service quality has a positive and significant effect on consumer loyalty. (Tendatio, Siagian, Lubis, 2023) Partially the promotion variable has a positive and significant influence on loyalty. (Latifah & Dora, 2023) from their research showed that service quality has a significant effect on loyalty.

The Effect of Price on Consumer Loyalty

Customers make decisions about which goods or services to purchase based on price; the price offered satisfies their preferences. Since price is one of the main factors customers consider, businesses must be fully aware of how it influences customer perception. As an attribute, price shows that it is a concept of diversity, meaning that each consumer's interpretation of price will vary based on their respective circumstances, characteristics and products. Customers' repeat purchasing patterns show how loyal they are to a company's products, so it is important for businesses to pay attention to this. Therefore, businesses need to respect customer loyalty to satisfy needs and wants and fulfill company goals. (Ramadhani, 2023) states that there is a positive and significant influence of price on customer loyalty. (Pertiwi, Ali, Sumantyo, 2022) price has a positive and significant effect on customer loyalty. (Wahyuni & Pramitasari, 2022) price has a simultaneous effect on consumer loyalty.

The Influence of Customer Satisfaction on Consumer Loyalty

Business actors should focus more on customer satisfaction because this will ultimately result in customer loyalty. Satisfaction must be met by the company in order to be able to create and retain customers successfully, so loyalty will increase. Customer loyalty is a combination of the level of trust, namely the level of satisfaction and customer connectedness to a product/service, so that customers make repeat purchases in the present and future.(Harahap, Ridwan, Rahmani, 2023) shows that consumer satisfaction has a significant effect on loyalty. (Rahmawati & Hasan, 2023) Consumer satisfaction has a positive and significant effect on customer loyalty. (Damaiyanti, Hildayanti, Veronica, 2023) satisfaction has a positive and significant direct effect on customer loyalty.

Figure 1. Conceptual Framework for Thought

H1: Service quality has a positive and significant effect on customer satisfaction

H2: Price has a positive and significant effect on customer satisfaction

H3: Service quality has a positive and significant effect on consumer loyalty

H4: Price has a positive and significant effect on consumer loyalty

H5: Customer satisfaction has a positive and significant effect on consumer loyalty

RESEARCH METHODS

The type of data in this research uses primary data, where the data is collected directly via Google Form using a questionnaire with a Likert scale requiring five assessment point scales, namely: (5) Strongly Agree, (4) Agree), (3) Neutral, (2)) Disagree, (1) Strongly Disagree. The population of this study was 859 students from the class of 2020 at Dian Nuswantoro University, FEB, while the sampling technique used the Probability Sampling method (Simple Random Sampling) to obtain 172 respondents. Following are the criteria: Dian Nuswantoro University FEB student, class of 2020 TikTok shop user, user aged 21-25, has made purchases 3 times.

The tool for collecting data obtained by this research is a survey using quantitative methods. Data analysis to obtain the distribution of respondents' answers through Outer Model and Inner Model Test analysis. To analyze the influence between variables, the data analysis technique required in this research uses PLS-SEM version 4. The following is the Slovin formula (Nuryanto, Harini, Jalantina, 2023) to ensure the number of samples required in the population:

$$n = \frac{N}{1 + N (e)^2}$$

$$n = \frac{859}{1 + 859 \, (0,10)}$$

$$n = 88,4$$

Information:

n = number of samples searched

N = total population

E = tolerable margin of error

From the calculation above, the required sample size is 88.4 respondents. However, to ensure the accuracy of the research data, there will be more than 100 respondents in the sample. Therefore, the sample used in this research was 172 respondents obtained from the results of distributing questionnaires.

RESULTS AND DISCUSSION
Characteristics of Respondents

According to the survey results in this study involving 172 respondents, there was an identification of the general characteristics of the respondents. The following is a description of the characteristics including data related to gender, age and faculty.
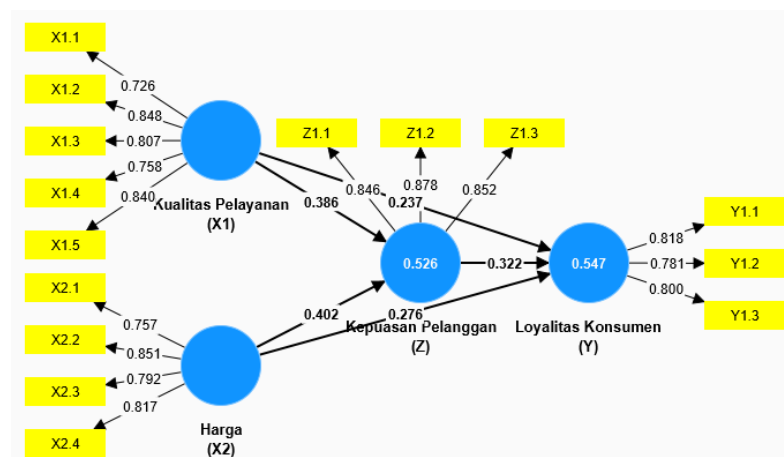
Table 1. Respondent Characteristics

No	Characteristics	Amount	Percentage (%)
1	**Gender**	**172**	**100%**
	Woman	118	68.8%
	Man	54	31.4%
2	**Age**	**172**	**100%**
	21 years	101	58.7%
	22 years	51	29.7%
	23 years	16	9.3%
	24 years old	2	1.2%
	25 years	2	1.2%
3	**Faculty**	**172**	**100%**
	Management	156	90.7%
	Accountancy	16	9.3%

Evaluation of Measurement Model (Outer Model)
Convergent Validity Test

With the reflection indicator, it can be seen from the factor loading for each construct indicator with the expected value being 0.7.

Figure 2. Graphical Output

Figure 3. Outer Loading Test Results

Considering that each indicator has a loading factor value greater than 0.70 and is considered valid and ready for additional testing, it can be seen from the test results above that all indicators have met the requirements for convergent validity.

Validity test

Validity testing uses discriminant validity, or the square root of the average variance extracted (AVE), to determine whether a construct has been validated from metrics that indicate the level of validity of an instrument. An instrument is said to be valid if its validity is high or accurate. If the value of an instrument is greater than 0.5 then it is considered valid.

Table 2. AVE Tiktok Shop Results

Variable	AVE	Test results
Service quality	0.635	Valid
Price	0.648	Valid
Customer satisfaction	0.738	Valid
Consumer Loyalty	0.640	Valid

All variables used in this research have been considered valid based on the results of the validity test calculations presented above.

Reliability Test

This reliability test aims to see whether the data collection tool reveals certain symptoms at different times with the same level of accuracy, precision, stability or consistency. The reliability test can be seen through the Cronbach Alpha value ifThe reliability test is carried out with a standard reliability value of > 0.6, so it is declared reliable.

Table 3. Cronbach's Alpha Results

Variable	Cronbach's Alpha	Test results
Service quality	0.855	Reliable
Price	0.819	Reliable
Customer satisfaction	0.822	Reliable
Consumer Loyalty	0.719	Reliable

From the statement above, it states that the data collection shows that the overall Cronbach's Alpha variable is > 0.70. So it can be concluded that the results are reliable for all variables.

Discriminant Validity

The purpose of this test is to find out whether the concept of each latent variable is different from the concept of other variables. A good discriminant validity value for a construct is if it has the highest loading factor value of each indicator in a variable against other latent variables.

Discriminant validity - Cross loadings

	Harga_(X2)	Kepuasan Pelanggan_(Z)	Kualitas Pelayanan_(X1)	Loyalitas Konsumen_(Y)
X1.1	0.498	0.485	0.726	0.493
X1.2	0.581	0.607	0.848	0.545
X1.3	0.573	0.549	0.807	0.507
X1.4	0.477	0.441	0.758	0.491
X1.5	0.634	0.554	0.840	0.524
X2.1	0.757	0.473	0.457	0.488
X2.2	0.851	0.573	0.640	0.582
X2.3	0.792	0.502	0.539	0.441
X2.4	0.817	0.596	0.589	0.582
Y1.1	0.565	0.574	0.550	0.818
Y1.2	0.513	0.509	0.487	0.781
Y1.3	0.492	0.506	0.502	0.800
Z1.1	0.554	0.846	0.531	0.582
Z1.2	0.540	0.878	0.537	0.531
Z1.3	0.625	0.852	0.637	0.593

Figure 4. Cross Loading Test Results

Reflective indicators need to be tested for discriminant validity by comparing the values in the cross loading table. An indicator can be said to be valid if it has the highest factor loading for the target construct compared to the factor loading value for this construct. Apart from that, the correlation value of the indicator with the variable is higher than 0.7.

Structural Model Evaluation (Inner Model)
R-Square Test
        Testing of the Structural model (Inner Model) is carried out next, if the estimated model meets the Outer Model criteria. The R-Square value of the construct is as follows. R-Square here shows the extent to which a construct can be explained by related constructs.

R-square - Overview	R-square	R-square adjusted
Kepuasan Pelanggan_(Z)	0.526	0.520
Loyalitas Konsumen_(Y)	0.547	0.539

Figure 5. R Square Test Results

        Based on the results of the data processing above, the R-Square value of the customer satisfaction variable is 0.526, which shows that 52.6% of the variation in customer satisfaction can be explained by price and service quality, while the remaining 47.4% is explained by unrelated factors. . of the research that has been carried out. The R-Square value for the consumer loyalty variable is 0.547, which shows that price, customer satisfaction and service quality account for 54.7% of the contribution of consumer loyalty, while other factors outside the scope of the research contribute 45.3%.
Hypothesis testing
        Each relationship in the PLS analysis is simulated using bootstrapping techniques on the sample.The aim is to reduce the problem of abnormalities in this research. Meanwhile, the results can be seen from direct and indirect influences.

Path coefficients - Mean, STDEV, T values, p values					Cop
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Harga_(X2) -> Kepuasan Pelanggan_(Z)	0.402	0.407	0.084	4.788	0.000
Harga_(X2) -> Loyalitas Konsumen_(Y)	0.276	0.284	0.099	2.776	0.006
Kepuasan Pelanggan_(Z) -> Loyalitas Konsumen_(Y)	0.322	0.311	0.121	2.665	0.008
Kualitas Pelayanan_(X1) -> Kepuasan Pelanggan_(Z)	0.386	0.382	0.086	4.484	0.000
Kualitas Pelayanan_(X1) -> Loyalitas Konsumen_(Y)	0.237	0.238	0.108	2.187	0.029

Figure 6. Path Coefficients Test Results

        It is measured that the hypothesis is accepted and this variable has a significant effect if the Original Sample is > 0.000 (positive), the T-statistic value is > 1.97, and the p-value in this study is at the sig level. < 0.05. The test results above can be explained as follows:
1. H1 – The Effect of Service Quality on Customer Satisfaction
        Customer satisfaction was found to be positively and significantly influenced by service quality variables, as shown by the results of data analysis and hypothesis testing.

The original sample value is 0.386 > 0.000, the T-statistic is 4.484 > 1.97, and the p-value is 0.000 < 0.05, all of which indicate that H1 is accepted and supports this.

This shows that TikTok Shop offers high quality customer service to consumers because it is proven that the staff provides satisfactory service to customers by providing fast responses when responding to questions, the orders given are also in accordance with what was delivered or displayed. The staff understands the needs of customers because they work professionally. When customers visit the Tiktok shop online store, all of these factors contribute to their enjoyment and can exceed their expectations. This supports and validates research by Monica & Marlius, (2023).

2. H2 – The Effect of Price on Customer Satisfaction

The price variable has a significant and positive effect on customer satisfaction, based on data analysis and the results of testing the second hypothesis. Acceptance of H2 is indicated by an Original Sample value of 0.402 > 0.000, T-statistic 4.788 > 1.97, and p-value 0.000 < 0.05.

Therefore, relatively affordable prices will increase customer satisfaction, the price balance obtained is based on product quality, the price balance given is based on the benefits obtained. So that customers will feel satisfied and happy when they choose to buy goods that are sold at a price that suits their abilities and desires. This supports and strengthens the research of Rahayu & Syafe'i, (2022).

3. H3 – Effect of Service Quality on Consumer Loyalty

Data analysis and testing of the third hypothesis reveal that the service quality variable has an important and beneficial influence on customer loyalty. The original sample value is 0.237 > 0.000, the T-statistic is 2.187 > 1.97, and the p-value is 0.029 < 0.05 which shows that H4 is accepted, all of which support this.

This shows indicators of the quality of service offered and provided by the shop, which motivates customers to become more loyal to the shop. This can happen if customers develop a sense of trust in the store, which will foster customer loyalty. This supports research from Tendatio, Siagian, Lubis, (2023).

4. H4 – Effect of Price on Consumer Loyalty

The price variable has a positive and significant effect on customer loyalty, according to the results of data analysis and testing the fifth hypothesis. The original sample value is 0.276 > 0.000, the T-statistic is 2.776 > 1.97, and the p-value is 0.006 < 0.05, which shows that H5 is accepted.

This happens because customers will still pay attention to the price offers provided by the shop even though they already feel a strong sense of loyalty towards it. Long-term customer loyalty can be generated by setting reasonable prices for store merchandise, as long as the prices customers are actually offered match their perceptions. Because they get what they expect, if it matches the price offered, customers will be loyal. This supports and validates research from Purnama, Harahap, Siregar, (2022).

5. H5 – The Effect of Customer Satisfaction on Consumer Loyalty

The fifth hypothesis was tested and the results of data analysis showed that the customer satisfaction variable had a significant and positive effect on customer loyalty.

Acceptance of H3 is indicated by an Original Sample value of $0.322 > 0.000$, a T-statistic of $2.665 > 1.97$, and a p-value of $0.008 < 0.05$.

This shows how customers' expectations after making a purchase or using the services of a shop influence how satisfied they are with the shop. Customers are more satisfied with a business when they believe that their needs and expectations are met or even exceeded so that customers will be loyal and not easily influenced by negative comments about the store. Customers are more satisfied and will recommend and buy again when their expectations are met. This supports research from Mahsyar & Surapati, (2020).

Mediation Test

Test the indirect influence research hypothesis or test it through intervening variables

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Harga_(X2) -> Kepuasan Pelanggan_(Z) -> Loyalitas Konsumen_(Y)	0.129	0.123	0.048	2.717	0.007
Kualitas Pelayanan_(X1) -> Kepuasan Pelanggan_(Z) -> Loyalitas Konsumen_(Y)	0.124	0.120	0.057	2.187	0.029

Figure 7. Specific Indirect Effects Test Results

The test results above can be explained as follows:

1. The influence of service quality on consumer loyalty through customer satisfaction

The test results are based on the initial sample value, which is 0.124 (Positive). This hypothesis is accepted because the T-statistic value of $2.187 > 1.97$ and p-value of $0.029 < 0.05$ indicate that service quality has a significant positive effect on customer satisfaction and loyalty.

Through customer satisfaction, the level of service quality contained in the store indicators plays an important role in influencing consumer loyalty. Current evidence shows that a business or store offers high-quality service, which has a positive impact on customer satisfaction and in turn, fosters and strengthens customer loyalty. Businesses that offer high-quality services are able to convince customers, thereby increasing customer satisfaction. Strong customer satisfaction will push the business forward. Thus, the role of customer satisfaction has a significant influence in mediating the influence of service quality on consumer loyalty. These results support research from Pertiwi, Ali, Sumantyo, (2022).

2. The Effect of Price on Consumer Loyalty Through Consumer Satisfaction

From this research, based on this test, the initial sample value was 0.129, which means positive. This hypothesis is accepted because the T-statistic value is $2.717 > 1.97$ and the p-value is $0.007 < 0.05$, indicating that price has a significant effect on customer satisfaction which in turn influences customer loyalty.

Four price indicators that can influence consumer satisfaction are price competitiveness, price suitability or price competitiveness, price affordability, and price suitability with benefits. Achieving customer satisfaction will influence the development

of customer loyalty. As a result, the impact of price on consumer loyalty is significantly mediated by the role of customer satisfaction. The results of this research support previous research, namely Zahara, Salfadri, Anggaraini, (2021).

CONCLUSION

1. The Service Quality variable has a positive and significant effect on customer satisfaction. This means that TikTok Shop offers high-quality customer service to consumers because it is proven that its staff provides service by responding to customers quickly.
2. The price variable has a positive and significant effect on customer satisfaction. This means that customers will feel satisfied and happy when they choose to buy goods that are sold at a price that suits their abilities and desires.
3. The customer satisfaction variable has a positive and significant effect on consumer loyalty. That is, Exceeding customer expectations is associated with providing them with an experience that exceeds their expectations. Customers will be more satisfied and will buy again when their expectations are met.
4. The Service Quality variable has a positive and significant effect on consumer loyalty. This means that this can happen if customers develop a sense of trust in the store, which will foster customer loyalty.
5. The price variable has a positive and significant effect on consumer loyalty. This means that when they get what they expect and match their price offer, they will be more loyal.
6. The Customer Satisfaction variable is able to mediate the relationship between service quality and consumer loyalty. This means that businesses that offer high-quality services are able to convince customers, thereby increasing customer satisfaction.
7. The Customer Satisfaction variable is able to mediate the relationship between price and consumer loyalty. This means that the four price indicators can influence customer satisfaction and will influence the development of consumer loyalty.

SUGGESTION

1. For the TikTok company, the results of this research can be used as material for consideration and evaluation regarding consumer loyalty and identification of various obstacles/problems as a reference for improvement.
2. It is hoped that by increasing the number of samples, more valid data will be obtained and conclusions can be generalized. Future research should be carried out in several locations so that the results do not only represent one location. In addition, it is intended to include additional variables that influence customer loyalty to maximize the completeness and quality of the research.

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