

Research Article

The Influence of Product Quality, Service Quality, and Price on Customer Loyalty at Dapur Hidayah Cake Shop in Sanggau Regency

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ABSTRACT

This study aims to determine the extent to which product quality, service quality, and price influence customer loyalty in local cake shop businesses. The research employs an associative quantitative approach, with data collected from 100 respondents selected using purposive sampling specifically customers of Dapur Hidayah who have made at least two purchases. Data were obtained through a five-point Likert scale questionnaire and interviews with the business owner, complemented by secondary data such as sales reports and business profiles. The results of multiple linear regression analysis indicate that all three independent variables have a positive and significant effect on customer loyalty. The correlation coefficient (R) is 0.694, and the coefficient of determination (R^2) is 0.482, indicating that 48.2% of the variation in customer loyalty can be explained by these variables. Among them, service quality exhibits the strongest influence on customer loyalty, followed by price and product quality. These findings provide empirical evidence of the central role of service quality in strengthening customer loyalty within small and medium-sized culinary enterprises, while simultaneously offering strategic insights for local business owners in designing service-oriented and value-based marketing strategies to sustain long-term customer relationships in regional markets.

Keywords: Product Quality; Service Quality; Price; Customer Loyalty

1. INTRODUCTION

Indonesia possesses a rich cultural diversity that is clearly reflected in the development of its culinary traditions across regions. Culinary products are not merely positioned as a means of fulfilling basic food needs but also function as representations of local identity that continue to evolve alongside community creativity and changing consumer preferences. In recent years, modernization in the culinary sector has stimulated the growth of the food and beverage industry, including bakery businesses and cake shops, which now face increasingly intense competition due to the wide range of choices available to consumers.

This competitive phenomenon is also evident in the cake shop industry in Sanggau Regency, West Kalimantan. Data from the Investment and Integrated One-Stop Services Agency (DPMPSTP, 2025) indicate that there are 78 officially registered cake shops in Sanggau Regency, with 26 business units located in Kapuas District. This condition suggests that business sustainability cannot rely solely on short-term transactions but instead requires the ability to build and maintain customer loyalty in order to survive in the long term.

Amid this competitive environment, Dapur Hidayah Cake Shop has emerged as one of the businesses experiencing growth. Established in 2020 by Eny Riyatun, the business began as a home-based enterprise before developing into a cake shop recognized by consumers. Dapur Hidayah has attracted customer attention through consistent use of quality ingredients, continuous recipe development, and a service pattern that is relatively fast and personal. Internal data show that sales increased from Rp82,580,000 in 2022 to Rp97,975,000 in 2023, representing an increase of 18.64%, and further rose to Rp124,744,000 in 2024, with a growth rate of 27.32% (Dapur Hidayah, 2025). This increase reflects a positive market response. Nevertheless, rising sales volumes may also introduce new challenges, particularly related to maintaining product quality consistency, service standards, and appropriate pricing, which may ultimately affect customer loyalty. Therefore, identifying the factors that shape customer loyalty is crucial to ensure sustainable business growth.

Customer loyalty is formed through consumers' evaluation of the benefits received relative to the sacrifices made, as well as the consistency of positive experiences during interactions with a business. Loyalty is not only reflected in repeat purchasing behavior but also in positive attitudes, willingness to recommend to others, and long-term commitment to a

particular brand. Rahma & Ekowati (2022) define customer loyalty as an emotional and behavioral attachment to a brand, manifested through positive attitudes and repeated purchases. Effendi (2022) adds that loyalty is also demonstrated by consumers' willingness to provide recommendations. Putra et al. (2022) explain that loyalty is influenced by emotional commitment and trust, while Dam & Dam (2021) view loyalty as a form of long-term commitment to continuously use the same product or service.

In this study, customer loyalty is viewed as the outcome of consumers' evaluations of three main aspects that are most tangibly experienced in cake shop businesses, namely product quality, service quality, and price. Product quality is understood as the ability of a product to meet consumer expectations through consistent performance. Mendur et al. (2021) state that product quality plays an important role in shaping post-purchase satisfaction, as consumers assess the alignment between product performance and the value paid. In line with this perspective, Kotler & Armstrong, as cited in Mendur et al. (2021), emphasize that product quality reflects a product's ability to perform its core functions effectively. In the context of cake shops, product quality is manifested through freshness, appearance, taste, and innovation. Marpaung et al. (2021) argue that product quality is dynamic, adapting to changes in consumer preferences and expectations, while products that meet quality standards provide tangible benefits to customers (Kosli et al., 2023). At Dapur Hidayah, consistency in taste, careful selection of quality ingredients, attractive product presentation, and ongoing innovation have the potential to generate satisfaction that encourages repeat purchases and strengthens customer loyalty.

Beyond product quality, service quality is a critical factor because cake shops do not only offer products but also a series of service experiences from the ordering process until the product is received by customers. Permana (2022) asserts that service quality represents a strategic effort to build customer trust in the services provided. Ramadhan and Wahdiniwati (2023) state that service quality can be evaluated based on the alignment between customers' perceived experiences and their expectations. Sualang et al. (2020) further explain that high-quality service involves interpersonal interactions, service processes, and environmental factors that create customer comfort. Accordingly, at Dapur Hidayah, responsiveness to orders, friendly communication, punctuality, and the ability to handle complaints are essential elements that can shape positive experiences and reinforce emotional bonds with customers.

In addition, price plays a strategic role in shaping customer loyalty because it serves as a value indicator and a basis for comparison among consumers amid numerous alternatives. Kotler et al. (2024) define price as the value that consumers must sacrifice to obtain the benefits of a product or service. Darmis (2021) views price as an economic indicator that influences resource allocation within the market. Naibaho et al. (2020) emphasize that price is perceived as fair when consumers believe that the benefits received are proportional to the sacrifices made. Therefore, reasonable, competitive pricing that aligns with product quality and benefits will strengthen perceived value (perceived value), which in turn encourages repeat purchases and positive recommendations.

Although numerous studies have examined the influence of product quality, service quality, and price on customer loyalty, most previous research has primarily focused on large-scale companies or specific service sectors. Studies that simultaneously examine these three variables in the context of regional culinary micro, small, and medium enterprises (MSMEs) remain relatively limited. Consequently, further investigation is needed to understand customer loyalty patterns within local competitive environments such as Sanggau Regency. Supported by Dapur Hidayah's sales data showing an upward trend over recent years (Dapur Hidayah, 2025), this study is relevant for assessing whether such growth is truly driven by customer loyalty and identifying which factors most strongly contribute to sustaining it amid intensifying competition (DPMPTSP, 2025).

Based on the foregoing discussion, this study is designed to address the question of whether and to what extent product quality, service quality, and price influence customer loyalty at Dapur Hidayah Cake Shop in Sanggau Regency. In line with this research problem, the objective of the study is to analyze the influence of product quality, service quality, and price on customer loyalty at Dapur Hidayah Cake Shop in Sanggau Regency, both partially and simultaneously. The findings of this study are expected to provide empirical contributions to the development of consumer behavior and service marketing management studies in culinary MSMEs, while also serving as a practical reference for business owners in formulating strategies to improve product quality, service performance, and pricing decisions oriented toward strengthening customer loyalty.

2. RESEARCH METHOD

Type of Research

This study is categorized as associative research, which aims to examine the relationship between several variables, namely Product Quality (X_1), Service Quality (X_2), Price (X_3), and Customer Loyalty (Y). According to Siregar (2020, p. 15), associative or relational research is designed to determine the connection between two or more variables. Based on this understanding, the present study focuses on identifying the extent to which independent variables influence the dependent variable among Dapur Hidayah consumers.

Data Collection Technique

Data collection in this study was carried out using two main sources: primary and secondary data. Sugiyono (2024, p. 296) emphasizes that data collection is a crucial phase in research, as it determines the quality and validity of the results obtained. Primary data were collected directly from the first source using two main techniques—interviews and questionnaires. As stated by Siregar (2020, p. 35), primary data are those obtained directly by researchers from their original sources. Interviews were conducted with the owner of Dapur Hidayah to gain in-depth insights into business conditions and customer characteristics (Sugiyono, 2024, p. 195). Meanwhile, questionnaires were distributed to customers who had purchased Dapur Hidayah products at least twice on their own initiative (Sugiyono, 2024, p. 199). In addition to primary data, this research also employed secondary data obtained from documents or reports published by other parties. Siregar (2020, p. 35) explains that secondary data refer to information issued or utilized by an organization other than the one collecting it. The secondary data in this study include the list of products and prices offered, information about pastry shops in the Kapuas District, and Dapur Hidayah's sales data over the past three years.

Population and Sample

The population of this research consists of all consumers who have purchased Dapur Hidayah products. Sugiyono (2024, p. 126) defines a population as the total number of objects or subjects possessing specific characteristics determined by the researcher to be studied and from which conclusions are drawn. The sample was selected using purposive sampling, a non-probability technique based on specific criteria (Sugiyono, 2024, p. 138). The selected respondents were consumers who had purchased Dapur Hidayah products at least twice independently. Based on the calculation of the minimum sample size considered adequate, a total of 100 respondents were used as the study's sample.

Research Variables and Measurement Scale

According to Sugiyono (2024, p. 67), a research variable is anything that becomes the focus of a study to obtain information and draw conclusions. This study includes two groups of variables: independent variables, consisting of Product Quality (X_1), Service Quality (X_2), and Price (X_3); and a dependent variable, namely Customer Loyalty (Y). The study applied a Likert Scale to measure respondents' perceptions of the statements in the questionnaire. As described by Sugiyono (2024, p. 146), this scale is used to evaluate individuals' attitudes, opinions, and perceptions toward specific social phenomena.

Data Analysis Technique

Data analysis in this study was conducted in several stages, beginning with instrument testing, followed by classical assumption tests, and culminating in multiple linear regression analysis to determine the relationship among variables. The first stage involved instrument testing to ensure the reliability and accuracy of the measurement tools. Validity testing employed the Product Moment Pearson correlation method, where an item is considered valid if its correlation value exceeds 0.3 with a significance level of ≤ 0.05 (Siregar, 2020, p. 77). Reliability was assessed using the Cronbach's Alpha method, with the instrument deemed reliable if the reliability coefficient (r_{11}) is greater than 0.6 (Siregar, 2020, p. 90). The next stage involved classical assumption testing to ensure that the regression model met the statistical requirements. Normality was tested using the Kolmogorov–Smirnov method, with data considered normally distributed if the significance value is greater than 0.05 (Siregar, 2020, p. 167). Multicollinearity testing was carried out to determine whether any correlations existed among the independent variables. The model was considered free of multicollinearity if the Tolerance value exceeded 0.10 and the Variance Inflation Factor (VIF) was below 10 (Ghozali, 2021, p. 157). Furthermore, the linearity of relationships among variables was examined using the Test for Linearity, where the relationship was deemed linear if the significance value was ≤ 0.05 (Siregar, 2020, p. 178). The subsequent stage employed multiple linear regression analysis to assess the influence of Product Quality, Service Quality, and Price on Customer Loyalty. The regression model used in this study was formulated as $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ (Siregar, 2020, p. 405), where Y represents Customer Loyalty, a denotes the constant, and b_1 , b_2 , and b_3 are the regression coefficients for each independent variable. Hypothesis testing was performed using two approaches: the simultaneous F-test and the partial t-test. The F-test evaluated whether the independent variables collectively influenced the dependent variable, with significance determined if $\text{sig} \leq 0.05$ or if the calculated F-value exceeded the table value (Siregar, 2020, p. 408). The t-test was used to examine the partial influence of each independent variable, with significance accepted when $\text{sig} \leq 0.05$ or the calculated t-value exceeded the table value (Siregar, 2020, p. 410). Finally, the coefficient of determination (R^2) was applied to measure the extent to which the independent variables explained the variance in the dependent variable. The R^2 value indicates the collective contribution of all independent variables in explaining variations within the dependent variable (Siregar, 2020, p. 338). All statistical analyses were carried out using SPSS version 25 to ensure the results were accurate, objective, and scientifically accountable.

Table 1. Variable Indicators

Variable	Indicators	Source
	Freshness	

Product Quality	Appearance Taste Innovation	Alvian (2020)
Service Quality	Reliability Responsiveness Assurance Empathy Tangibles	Tjiptono & Chandra (2016, p. 137)
Price	Price Affordability Price-Quality Compatibility Price Competitiveness Price-Benefit Compatibility	Tonce & Rangga (2022) in Stianingrum & Nurhayaty (2024)
Customer loyalty	Repeat Retention Referrals	Kotler & Keller (2016) in Widyaningrum (2020)

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test aimed to determine the accuracy level of each questionnaire item used in the study. This test is conducted by correlating each statement's score with the total score, where the calculated r-value is compared to the r-table value. With a significance level of 0.05 and $df = n - 2$ ($100 - 2 = 98$), the r-table value is 0.196. can be seen in [Table 2](#).

Table 2. Validity Test Results

Variable	Indicator	r value	r table	Description
Product Quality (X1)	X1.1	0.451	0.196	Valid
	X1.2	0.570		
	X1.3	0.501		
	X1.4	0.432		
	X1.5	0.562		
	X1.6	0.408		
	X1.7	0.563		
	X1.8	0.307		
	X1.9	0.524		
	X1.10	0.459		
	X1.11	0.567		
	X1.12	0.553		
Service Quality (X2)	X2.1	0.557	0.196	Valid
	X2.2	0.440		
	X2.3	0.601		
	X2.4	0.492		
	X2.5	0.501		
	X2.6	0.507		
	X2.7	0.607		
	X2.8	0.442		
	X2.9	0.546		
	X2.10	0.420		
	X2.11	0.462		
	X2.12	0.570		
Price (X3)	X3.1	0.491	0.196	Valid
	X3.2	0.420		
	X3.3	0.623		
	X3.4	0.579		
	X3.5	0.602		
	X3.6	0.588		
	X3.7	0.571		
	X3.8	0.581		
Customer Loyalty (Y)	Y.1	0.544	0.196	Valid
	Y.2	0.492		
	Y.3	0.491		
	Y.4	0.493		
	Y.5	0.606		
	Y.6	0.559		

Y.7	0.539
Y.8	0.651
Y.9	0.714

Source: Processed Data, 2025

Based on the validity test results for each variable presented in **Table 2**, it is known that all statement items can be declared valid. These results are confirmed by the calculated r value for each statement item which is greater than the table r value of 0.196. Thus, all statement items in each variable are considered suitable for use as data collection instruments in this study.

3.1.2 Reliability Test

The reliability test is used to assess the consistency of statements in the questionnaire as a research measurement tool. This study uses the Cronbach's Alpha method, where items are considered reliable if they have an Alpha value ≥ 0.60 . The results of the reliability test for each variable can be seen in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.709	Reliable
Service Quality (X2)	0.739	
Price (X3)	0.681	
Customer Loyalty (Y)	0.738	

Source: Processed Data, 2025

Based on the reliability test results for each variable presented in **Table 3**, Cronbach's Alpha values >0.60 are obtained, so it can be concluded that all statement items in each variable can be considered reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test aims to determine whether the research data is normally distributed. This study uses the Kolmogorov-Smirnov method through SPSS analysis, with the results can be seen in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.084
Asymp.Sig.(2-tailed)	.081 ^c

Source: Processed Data, 2025

Based on the normality test results presented in **Table 4**, an Asymp. Sig. (2-tailed) value of 0.081 is obtained. This value exceeds the normality significance level of 0.05. Thus, it can be concluded that the research data is normally distributed.

3.2.2 Linearity Test

The linearity test aims to ensure a linear relationship between the independent and dependent variables. The test is conducted using the Test for Linearity method through SPSS, with the results presented in **Table 5**.

Table 5. Result of Linearity

Variable	Linearity	Description
Customer Loyalty * Product Quality	0.000	Linear
Customer Loyalty * Service Quality	0.000	
Customer Loyalty * Price	0.000	

Source: Processed Data, 2025

Based on the linearity test results for each variable presented in **Table 5**, a Linearity significance value of 0.000 is obtained. Because this value is smaller than the minimum linearity value of 0.05, it can be concluded that the relationship between these variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test is conducted to detect high correlations between independent variables in the regression model, which can influence the accuracy of coefficient estimation and model reliability. The test results using SPSS can be seen in **Table 6**.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	.384	2.605
Service Quality	.562	1.778
Price	.430	2.327

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on the results of the multicollinearity test in **Table 6**, the results can be explained as follows:

1. The Tolerance value for the Product Quality variable (X1) is 0.384, which is greater than 0.10. It also has a VIF value of 2.605, which is less than 10.00.
2. The Tolerance value for the Service Quality variable (X2) is 0.562, which is greater than 0.10. It also has a VIF value of 1.778, which is less than 10.00.
3. The Tolerance value for the Price variable (X3) is 0.430, which is greater than 0.10. It also has a VIF value of 2.327, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there are no symptoms of multicollinearity between the three independent variables in the regression model in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the influence of several independent variables on the dependent variable and to form a predictive model of the relationship between variables. The regression coefficient results based on SPSS analysis can be seen in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.031	3.885	.000
Product Quality	.219	2.267	.026
Service Quality	.238	2.546	.012
Price	.221	2.424	.017

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on **Table 7**, the results of multiple regression analysis can be explained as follows:

$$Y = 1.031 + 0.219 X_1 + 0.238 X_2 + 0.221 X_3$$

- a. The constant value of 1.031 indicates that even if all independent variables are considered zero, Customer Loyalty (Y) remains at that level. This reflects a baseline level of loyalty influenced by factors beyond the model, such as brand reputation, store location, or customers' personal experiences with Dapur Hidayah.
- b. The regression coefficient for Product Quality ($b_1 = 0.219$) shows a positive direction, indicating that a one-unit increase in this variable will raise Customer Loyalty by 0.219. This means that the better the product quality in terms of taste, cleanliness, and appearance, the greater the likelihood that customers will make repeat purchases. Maintaining consistent quality is therefore a key factor in sustaining customer satisfaction and loyalty toward Dapur Hidayah.
- c. The regression coefficient for Service Quality ($b_2 = 0.238$) is also positive, suggesting that a one-unit improvement in service quality increases Customer Loyalty by 0.238. Fast, polite, and emotionally comforting service has a strong impact on customer loyalty. Friendly and professional interactions between employees and customers help build an emotional bond that encourages customers to continue choosing Dapur Hidayah products.
- d. The regression coefficient for Price ($b_3 = 0.221$) likewise shows a positive relationship with Customer Loyalty. Each one-unit increase in customers' perception of fair pricing raises their loyalty by 0.221. This indicates that when customers perceive the price to be aligned with the quality they receive, they are more likely to feel satisfied and make repeat purchases. A competitive pricing strategy combined with consistent product quality is one of the main reasons customers remain loyal to Dapur Hidayah.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the strength and direction of the relationship between two or more variables. This analysis uses the Product Moment method, with the results presented in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.482	.466	.58602

Predictors: (Constant), Price, Service Quality, Product Quality
Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on the correlation coefficient test results presented in **Table 8**, a correlation value (R) of 0.694 is obtained. This value indicates that the relationship between the variables of Product Quality, Service Quality, and Price on Customer Loyalty is in the strong category, as the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R^2) test presented in **Table 8**, an R-Square value of 0.482 is obtained. This indicates that the variables of Product Quality, Service Quality, and Price explain 48.2% of the influence on Customer Loyalty, while the remaining 51.8% is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F-test) is carried out to determine whether all independent variables jointly exert a significant effect on the dependent variable. The results of the analysis using SPSS are presented in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	30.652	10.217	29.752	.000 ^b
Residual	32.968	.343		

Dependent Variable: Customer Loyalty

Predictors: (Constant), Price, Service Quality, Product Quality

Source: Processed Data, 2025

Based on the results of the simultaneous test (F test) presented in **Table 9**, the calculated F value is $29.752 > F$ table 2.70 and the significance value is $0.000 < 0.05$. This indicates that there is a simultaneous positive and significant relationship between the variables of Product Quality, Service Quality, and Price on Customer Loyalty.

3.7 Partial Test (t Test)

The partial test (t-test) is conducted to assess the influence of each independent variable on the dependent variable individually. The test results using SPSS can be seen in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.031	3.885	.000
Product Quality	.219	2.267	.026
Service Quality	.238	2.546	.012
Price	.221	2.424	.017

Dependent Variable: Customer Loyalty

Source: Processed Data, 2025

Based on the partial test results (t-test) in **Table 10**, the calculated t-test results will then be compared with the table t-value. The t-table value is 1.661. The t-test (partial) results can be explained as follows:

1. The Product Quality variable (X_1) recorded a t-value of 2.267, which is higher than the t-table value of 1.661, with a significance level of $0.026 < 0.05$. This result confirms that product quality has a positive and significant effect on customer loyalty. In other words, the better the quality of the product—reflected in taste, cleanliness, and appearance—the higher the likelihood that customers will make repeat purchases. This finding aligns with the study by Alam and Mahanani (2022), which demonstrated a positive and significant relationship between product quality and customer loyalty, both partially and simultaneously. In the context of Dapur Hidayah, maintaining consistent flavor and using

high-quality ingredients are key aspects that foster customer satisfaction and strengthen long-term relationships between consumers and the brand.

2. The Service Quality variable (X_2) obtained a t-value of 2.546 with a significance level of $0.012 < 0.05$, indicating that service quality also has a positive and significant influence on customer loyalty. This result suggests that fast, friendly, and emotionally comforting service can enhance customer commitment. These findings are consistent with the research of Sumiyati, Mistiyana, and Samsuddin (2022), who stated that service quality not only fulfills customers' functional needs but also creates a positive experience that encourages repeat purchases. At Dapur Hidayah, courteous staff behavior, punctual service, and responsiveness to customer needs contribute to the development of both emotional and rational loyalty.
3. The Price variable (X_3) showed a t-value of 2.424 with a significance level of $0.017 < 0.05$, meaning that price also has a positive and significant impact on customer loyalty. This implies that the prices set by Dapur Hidayah are perceived as fair and aligned with the quality of the products offered, thereby creating a sense of perceived value. This result supports the findings of Tulloch and Utama (2020), who revealed that price exerts a positive and significant effect on customer loyalty. In Dapur Hidayah's case, the implementation of competitive pricing strategies while maintaining product taste and portion quality serves as the main reason customers choose to continue making repeat purchases.

4. CONCLUSION

This study confirms that the three independent variables, namely product quality, service quality, and price, have a positive and significant influence on customer loyalty at Dapur Hidayah Cake Shop in Sanggau Regency, both simultaneously and partially. The results of multiple linear regression analysis show that these variables together explain 48.2 percent of the variation in customer loyalty. Among the three, service quality contributes the most to strengthening loyalty, followed by price and product quality. These findings emphasize that responsive, friendly, and attentive service, fair pricing that reflects product value, and consistency in maintaining taste and presentation quality are essential factors in building long-term customer loyalty. From a theoretical perspective, this study enriches the understanding of consumer behavior and service marketing management, particularly in explaining the connection between perceived customer value and brand loyalty within small-scale culinary businesses. From a practical standpoint, the findings provide useful insights for micro, small, and medium enterprises to prioritize improving service quality and applying value-oriented pricing strategies as part of efforts to strengthen long-term customer relationships. In terms of policy implications, the study highlights the need for local government involvement in providing training, mentoring, and support programs to help business owners maintain consistent standards of product and service quality. Future studies are recommended to include additional variables such as customer satisfaction, brand trust, or brand image as mediating or moderating factors and to expand the research scope to gain a broader understanding of the factors influencing customer loyalty in the local culinary industry.

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