

THE EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE: A STUDY AT CV. MUTIARA TIMUR

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Abstraction

This study aims to analyze the effects of product quality and price on customer loyalty with customer satisfaction as a mediating variable at CV Mutiara Timur, a light steel distributor in Sukabumi. The increasing competition in the construction material industry requires companies to understand the key factors that influence customer satisfaction and loyalty in order to maintain long-term business sustainability. This research employed a quantitative approach using a survey method with questionnaires distributed to customers of CV Mutiara Timur. The data were analyzed using Structural Equation Modeling (SEM) with the AMOS software. The results indicate that product quality and price have positive and significant effects on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty. Product quality is also found to have a positive and significant direct effect on customer loyalty. However, price does not have a significant direct effect on customer loyalty, although it influences loyalty indirectly through customer satisfaction. These findings confirm the important role of customer satisfaction as a mediating variable in strengthening the relationship between product quality, price, and customer loyalty. This study concludes that improving product quality and implementing fair and competitive pricing strategies are essential to enhance customer satisfaction and foster long-term customer loyalty. The findings provide practical implications for managers in the construction material industry to design effective marketing strategies focused on customer satisfaction and loyalty development..

Keywords: Product Quality, Price, Customer Satisfaction, Customer Loyalty

INTRODUCTION

Business competition in the construction material industry has intensified along with rapid technological development, globalization, and the increasing growth of infrastructure projects in Indonesia. The advancement of information technology enables customers to easily access information, compare product specifications, prices, and service quality, which significantly increases customer expectations regarding product performance and value (Lestari & Sahara, 2025). In this highly competitive environment, companies are required not only to attract new customers but also to retain existing customers by delivering superior value and maintaining long-term relationships. Customer loyalty plays a crucial role in ensuring business sustainability. Loyal customers tend to make repeat purchases, provide positive word-of-mouth recommendations, and demonstrate resistance to competitors' offers, thereby reducing marketing and acquisition costs (Ogestine, Pakpahan & Rostina, 2023). Loyalty is not formed instantly; rather, it develops through a series of positive experiences that consistently meet or exceed customer expectations. Product quality, price fairness, and customer satisfaction are widely recognized as the main determinants influencing the formation of customer loyalty (Novitasari et al., 2025; Dewi, 2025). In the context of the construction material industry, particularly light steel distribution, product quality is a critical factor because it is directly related to durability, safety, and long-term performance. At the same time, price becomes an important consideration since customers are highly sensitive to price differences among competing distributors. Therefore, companies must be able to balance high product quality with competitive pricing strategies in order to enhance customer satisfaction and loyalty. CV Mutiara Timur, a light steel distributor operating in Sukabumi, has experienced a decline in repeat purchases and customer retention in recent years. Internal data and customer complaints indicate problems related to inconsistent product quality, such as variations in thickness and durability, as well as less competitive pricing compared to competitors. These conditions suggest the existence of a gap between customer expectations and the company's performance, which may potentially weaken customer satisfaction and loyalty.

Previous studies have emphasized that product quality and price are important determinants of customer satisfaction and loyalty (Lestari & Sahara, 2025; Ogestine, Pakpahan & Rostina, 2023). However, empirical studies that specifically examine these relationships in the context of local light steel distributors remain limited. Moreover, the role of customer satisfaction as a mediating variable in linking product quality and price to customer loyalty has not been sufficiently explored in this industry sector. Therefore, this study aims to analyze the effect of product quality and price on customer loyalty with customer satisfaction as a mediating variable at CV Mutiara Timur. The findings of this study are expected to provide both theoretical contributions to marketing literature and practical implications for managers in designing effective quality and pricing strategies. To strengthen the empirical picture of customer loyalty at CV Mutiara Timur, this study first presents data on customer loyalty trends over the past few years. This data presentation aims to highlight any indications of issues related to the sustainability of the company-customer relationship. The customer loyalty trends for CV Mutiara Timur during the 2021–2024 period are presented in the following figure.

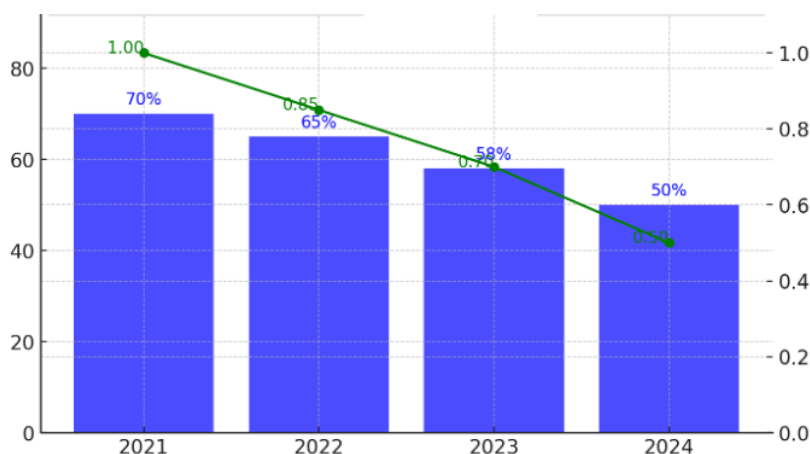


Figure 1. Declining Customer Loyalty Trend

Source: CV. Mutiara Timur

Based on the customer loyalty trend chart for CV Mutiara Timur for the 2021–2024 period, a fairly consistent year-over-year decline in customer loyalty is evident. The share of repeat customers, which remained at 70% in 2021, decreased to 65% in 2022, then declined again to 58% in 2023, and then reached 50% in 2024. This decline indicates that fewer customers are making repeat purchases, indicating a weakening level of customer loyalty to the company. This decline in customer loyalty and purchase frequency indicates problems in the company's relationship with its customers, suspected to be related to product quality and pricing policies that have not fully met customer expectations, resulting in declining customer satisfaction. If this condition is not addressed promptly, it has the potential to threaten the sustainability of CV Mutiara Timur's sales performance and long-term competitiveness. Therefore, research examining the effect of product quality and price on customer loyalty, with customer satisfaction as a mediating variable, is crucial to gain an empirical understanding of the factors influencing customer loyalty at CV Mutiara Timur. The empirical findings obtained indicate inconsistencies in research findings related to influencing factors, particularly product quality, price, and consumer satisfaction. Differences in industry contexts, consumer characteristics, and market conditions result in variations in research results that do not yet yield universal conclusions. This situation indicates a research gap that requires further study, particularly in the context of different companies and industries. Therefore, to clarify the position of this research, a summary of the research gap from several previous studies is presented in the following table.

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Tabel 1. Reseach Gap

Keterkaitan Variabel	Judul	Peneliti	Temuan	Research Gap
Kualitas Produk terhadap kepuasan	The Effect of Product Quality on Customer Loyalty in the Steel Industry	(Johnson et al., 2021)	Signifikan	Terjadi perbedaan hasil dalam pengaruh kualitas produk terhadap Kepuasan Konsumen di berbagai industri.
	Product Quality and Brand Loyalty: A Study in Light Steel Frame Products	(Smith & Brown, 2020)	Tidak Signifikan	
Harga terhadap kepuasan	The Role of Price in Consumer Loyalty: Insights from the Metal Industry	(Williams et al., 2019)	Signifikan	Perbedaan hasil dalam pengaruh harga terhadap Kepuasan Konsumen di berbagai sektor industri baja ringan.
	Price Sensitivity and Customer Retention in Steel Product Sales	(Clark & Adams, 2022)	Tidak Signifikan	
Kepuasan Konsumen	Consumer Satisfaction and Loyalty in the Service Industry	Anderson & Sullivan (2021)	Signifikan	Perbedaan hasil dalam pengaruh kepuasan konsumen terhadap loyalitas pelanggan di berbagai sektor industri baja ringan.
	Customer Satisfaction as a Mediator in Service Quality	Chang & Chen (2020)	Tidak Signifikan	

Source: references to previous journals

Based on the Research Gap Table, it can be seen that the influence of product quality on customer satisfaction and loyalty continues to show mixed results. Research conducted by Johnson et al. (2021) found that product quality had a significant effect on customer loyalty, while research by Smith and Brown (2020) showed insignificant results. These differences in results indicate that the influence of product quality on customer satisfaction and loyalty is highly dependent on the industry context and product characteristics studied, thus requiring further empirical testing. Regarding the variable of price on customer satisfaction, previous research also showed inconsistent findings. Williams et al. (2019) stated that price had a significant influence on consumer loyalty, while Clark and Adams (2022) found that price sensitivity had no significant effect on customer retention. These discrepancies in findings indicate that price perceptions and consumer sensitivity to price vary across industry sectors, so the effect of price on customer satisfaction and loyalty cannot be generalized. The relationship between consumer satisfaction and customer loyalty also shows inconsistent research results. Anderson and Sullivan (2021) found that customer satisfaction significantly influences customer loyalty, while Chang and Chen (2020) showed that customer satisfaction does not always play a significant role as a mediator in building customer loyalty. This indicates that the role of customer satisfaction as a mediating variable remains inconclusive, especially when applied to different industry sectors.

FORMULATION OF THE PROBLEM

In this problem formulation, the research questions are as follows:

1. How does product quality affect customer satisfaction at Mutiara Timur?
2. How does price affect customer satisfaction at Mutiara Timur?
3. How does customer satisfaction affect customer loyalty at Mutiara Timur?
4. How does product quality affect customer loyalty at Mutiara Timur?
5. How does price affect customer loyalty at Mutiara Timur?

LITERATURE REVIEW AND MODEL DEVELOPMENT

The Influence Between Research Variables

Product Quality Has a Positive Influence on Consumer Satisfaction

Product quality is one of the main factors determining consumer satisfaction. According to Kotler & Keller (2021), a quality product is able to meet or exceed consumer expectations, thus creating a positive experience when using the product. Research by Tjiptono (2019) also shows that attributes such as durability, reliability, and product

suitability significantly influence consumers' perceptions of the value they receive. Therefore, the higher the perceived product quality, the higher the consumer's satisfaction with that product.

Hypothesis 1: Product quality has a positive influence on consumer satisfaction.

Price Has a Positive Influence on Consumer Satisfaction

Price is often the primary indicator for consumers in assessing the value of a product. When the price paid is perceived as commensurate with the benefits received, consumers tend to be satisfied (Zeithaml, 2016). A study by Nguyen and Patel (2019) confirmed that a fair, competitive price that is commensurate with product quality can increase consumer satisfaction. Therefore, the perception of fair prices will have a positive impact on consumer satisfaction.

Hypothesis 2: There is a positive effect of price on customer satisfaction.

There is a Positive Effect of Consumer Satisfaction on Customer Loyalty

Consumer satisfaction is the foundation for building customer loyalty. Satisfied consumers are more likely to make repeat purchases and recommend products to others. According to Oliver (1999), satisfaction creates an emotional bond that fosters long-term loyalty. This is supported by (Garvin, 2021), who states that customer loyalty is a direct result of positive experiences and consistent satisfaction.

Hypothesis 3: There is a positive effect of consumer satisfaction on customer loyalty.

There is a Positive Effect of Product Quality on Customer Loyalty

High product quality not only influences satisfaction but also directly shapes customer loyalty. Parasuraman et al. (2021) explain that customers will remain loyal to brands or products they perceive as having superior and consistent quality. Good product quality builds trust and increases the likelihood of repeat purchases and positive advocacy.

Hypothesis 4: There is a positive effect of product quality on customer loyalty.

Price Has a Positive Effect on Customer Loyalty

Competitive pricing perceived by consumers as fair can also be an important factor in building loyalty. According to (Oxenfeldt and Monroe, 2018), consumers tend to be loyal to brands that offer the best value, namely a balance between price and quality. When prices are perceived as favorable without sacrificing quality, this strengthens customers' tendency to remain loyal.

Hypothesis 5: Price has a positive effect on customer loyalty.

Theoretical Framework

Based on several references from the literature review, the following is the research framework below.

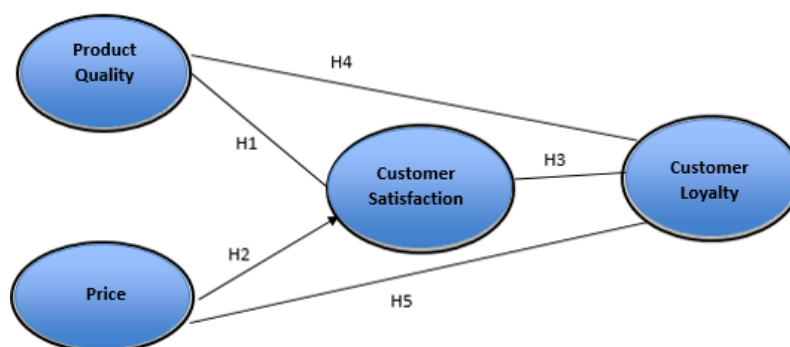


Figure 2. Framework of Thought

RESEARCH METHODOLOGY

Types and Sources of Research Data

Data Types

This study employed a quantitative research design using a survey approach to examine the relationships among product quality, price, customer satisfaction, and customer loyalty at CV Mutiara Timur. The quantitative approach was selected because it allows for objective measurement and statistical testing of the proposed hypotheses.

Population

The population of this study consisted of all customers of CV Mutiara Timur who had made at least two purchases of light steel products. This criterion was applied to ensure that respondents had sufficient experience with the company's products and services to provide valid evaluations. The research was conducted in Sukabumi during the period of data collection in 2023.

Sampling

A total of 150 respondents were selected as the research sample. The sample size was determined based on the minimum requirements for Structural Equation Modeling (SEM) analysis and the availability of respondents. The sampling technique used was random sampling, which provided equal opportunities for all eligible customers to be selected as respondents and enhanced the representativeness of the sample.

Data Collection Method

Primary data were collected using a structured questionnaire distributed directly to customers who had purchased products within the last six months. The questionnaire consisted of closed-ended questions measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were developed based on established measurement scales from previous studies and adapted to the context of the light steel distribution industry.

Data Analysis Techniques

The analysis was conducted using Structural Equation Modeling (SEM) with the help of AMOS 26.00 software to test the effect of salary and work insurance on employee performance with job satisfaction as a mediating variable in the study at PT Patriot Intan Abadi.

DATA ANALYSIS RESULTS AND DISCUSSION

Research Overview

CV Mutiara Timur Truss is a company engaged in the supply and distribution of construction materials, specifically lightweight steel products. This company was founded in 2017 and continues to operate and grow to meet the community's need for quality building materials. Since its inception, CV Mutiara Timur Terus has been managed professionally and experienced in the business world, thus being able to build customer trust and maintain business continuity amidst the competition in the building materials industry. In carrying out its business activities, CV Mutiara Timur Truss always prioritizes product quality and service to customers. This company is known for being able to provide a fairly high level of customer satisfaction, especially in terms of product quality and reasonable prices set. This commitment is reflected in the company's consistency in providing products that meet construction standards and responsive service to customer requests and complaints. The products offered by CV Mutiara Timur Truss include various types of construction materials, including lightweight steel, 2x4 hollow, 4x4 hollow, metal tiles, battens, spandek, and bondek. This product diversity allows customers to obtain various construction needs in one place with guaranteed quality.

Data Analysis Results

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) tests were conducted on the exogenous variables Product Quality and Price, as well as the endogenous variables Customer Satisfaction and Customer Loyalty, with the aim of ensuring that each indicator used had formed a valid and appropriate research construct before testing the structural relationships between variables.

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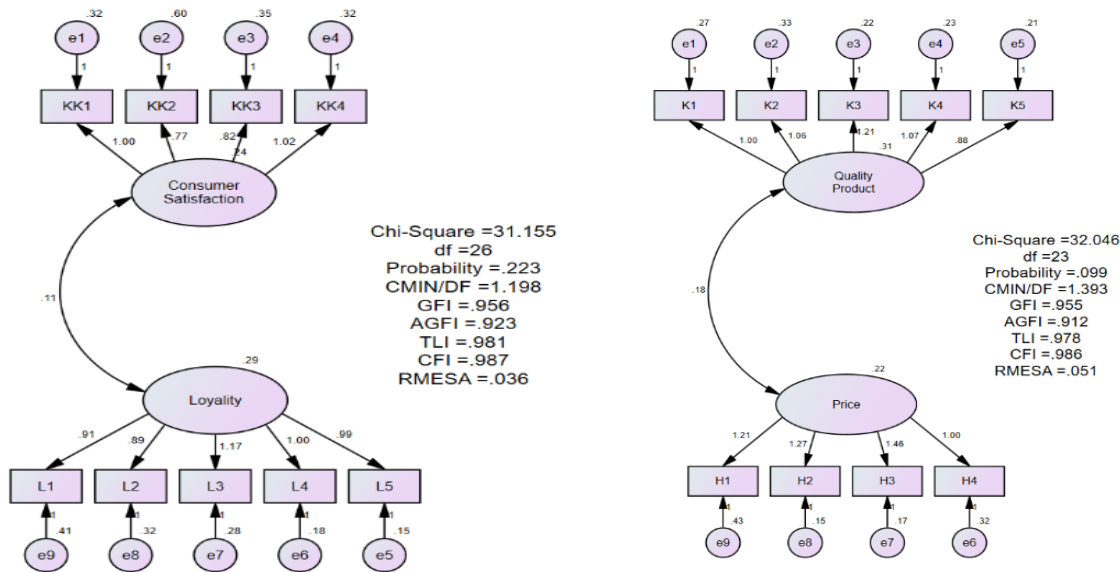


Figure 3. exogene and endogen Confirmatory Factor Analysis Test

Confirmatory Factor Analysis (CFA) was conducted to evaluate the measurement model and to examine the validity and reliability of the latent constructs, namely product quality, price, customer satisfaction, and customer loyalty. The results of the CFA indicate that all observed indicators have standardized factor loadings exceeding the minimum threshold of 0.50, demonstrating that each indicator adequately represents its respective latent variable and confirming satisfactory convergent validity. Furthermore, the reliability analysis shows that all constructs achieved Cronbach's Alpha and Composite Reliability values greater than 0.70, indicating good internal consistency and confirming that the measurement instruments are reliable for measuring the proposed constructs. The goodness-of-fit indices for both the exogenous and endogenous measurement models meet the recommended cut-off criteria, suggesting that the measurement model fits the empirical data well and is appropriate for subsequent structural analysis.

The structural equation model was then evaluated to examine the causal relationships among the latent variables. The overall model fit indices indicate an excellent fit between the proposed model and the observed data. The Chi-square value of 108.255 with a probability level of 0.342 indicates that the model is not significantly different from the empirical data. The CMIN/DF value of 1.051 further supports a very good model fit, as it is well below the recommended maximum value of 2.0. Additional goodness-of-fit indices, including GFI (0.930), AGFI (0.884), TLI (0.993), CFI (0.996), and RMSEA (0.019), all exceed the recommended cut-off values, confirming that the proposed structural model demonstrates an excellent overall fit. With regard to the structural relationships, the results reveal that product quality and price have significant positive effects on customer satisfaction. Customer satisfaction, in turn, has a significant positive effect on customer loyalty. In addition to these indirect relationships, product quality and price also exert direct effects on customer loyalty. These findings indicate that both product quality and pricing strategies play important roles in shaping customer satisfaction and fostering customer loyalty. Moreover, the analysis of indirect effects confirms that customer satisfaction functions as a mediating variable in the relationships between product quality and customer loyalty, as well as between price and customer loyalty. This suggests that improvements in product quality and appropriate pricing enhance customer satisfaction, which subsequently leads to higher levels of customer loyalty.

Structural Equation Modeling (SEM) Statistical Assumption Test

This analysis aims to ensure that the constructed models of Product Quality, Price, Customer Satisfaction, and Customer Loyalty meet the feasibility criteria. The following are the results of the model feasibility test.

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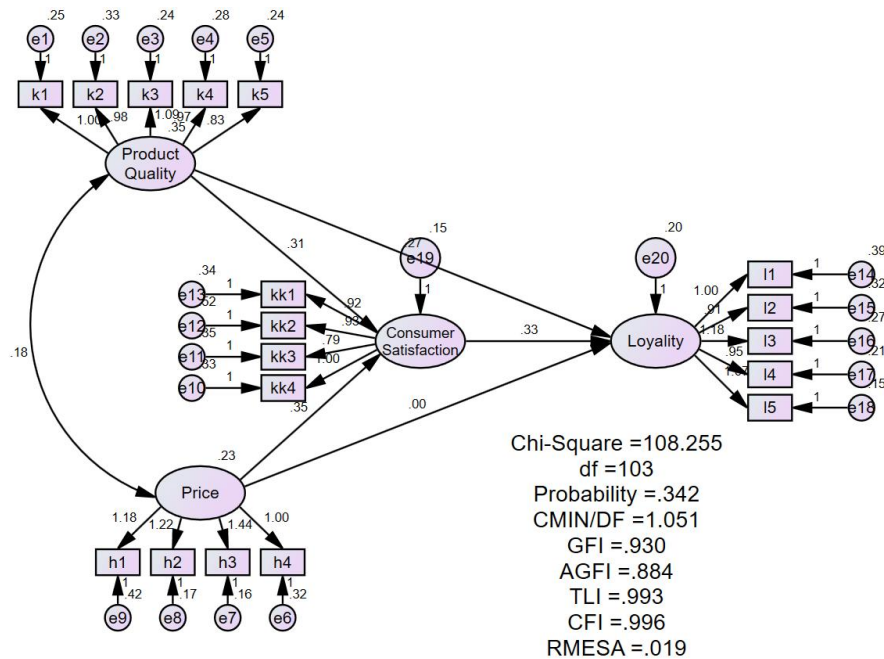


Figure 4. Full Model Test Structural Equation Modeling (SEM)

Table 2. Goodness of Fit

Goodness of Fit Index	Cut-off Value	Analysis Results	Information
Chi-Square	$p > 0.05$	108,225	Fit
CMIN/DF	< 2.00	1.051	Fit
Probability	> 0.05	0.342	Fit
GFI (Goodness of Fit Index)	> 0.90	0.930	Fit
AGFI (Adjusted GFI)	> 0.90	0.884	Marginal
TLI (Tucker-Lewis Index)	> 0.90	0.993	Fit
CFI (Comparative Fit Index)	> 0.95	0.996	Fit
RMSEA	< 0.08	0.019	Fit

Source: Processed by Researchers, 2026

Normality Test

The normality test is used to determine whether the data distribution of each variable is normal. Data normality is measured by looking at the critical ratio skewness value of ± 2.58 . In the Assessment of Normality table, the critical ratio (skewness) value is seen in the univariate and multivariate range of ± 2.58 (Ghozali, 2018). It can be concluded that the data used is normally distributed. The results of the table below have met the assumption of normality of the research data.

Table 3. Assessment of Normality

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
K5	3.000	5.000	.016	.079	-.793	-1.984
L5	2.000	5.000	.139	.693	-.426	-1.065
L4	2.000	5.000	.021	.103	-.246	-.616
L3	2.000	5.000	.024	.120	-.635	-1.588
L2	2.000	5.000	-.053	-.267	-.308	-.769
L1	2.000	5.000	-.016	-.082	-.651	-1.628
Kk1	2.000	5.000	-.221	-1.103	-.715	-1.787
Kk2	2.000	5.000	-.379	-1.893	-.983	-2.456
Kk3	2.000	5.000	-.188	-.942	-.467	-1.166

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Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
Kk4	2.000	5.000	-.314	-1.568	-.177	-.443
H1	2.000	5.000	-.433	-2.166	-.493	-1.231
H2	2.000	5.000	-.169	-.847	-.478	-1.196
H3	2.000	5.000	-.434	-2.172	-.246	-.614
H4	2.000	5.000	-.215	-1.074	-.434	-1.084
K4	2.000	5.000	-.067	-.337	-.867	-2.167
K3	2.000	5.000	-.193	-.967	-.460	-1.150
K2	2.000	5.000	-.173	-.865	-.647	-1.619
K1	2.000	5.000	-.417	-2.087	-.098	-.245
Multivariate					8.258	1.885

Source: Processed by Researchers, 2026

Hypothesis Testing Results (Path Coefficient Estimation)

To determine whether it is significant or not, look at the t-table at $\alpha 0.05$ (5%) = 1.96. Then the t-table is compared with the calculated t-statistic.

Table 4. Hypothesis

No	Hipotesis	P-Value	Estimate	Information
1	There is a significant positive effect between product quality and customer satisfaction.	0.009	0.313	Accepted
2	There is a significant positive effect between price and customer satisfaction.	0.032	0.349	Accepted
3	There is a significant positive effect between customer satisfaction and loyalty.	0.037	0.326	Accepted
4	There is a significant positive effect between product quality and loyalty.	0.048	0.275	Accepted
5	There is a significant positive effect between price and loyalty.	0.996	0.001	Rejected

Source: Processed by Researchers, 2026

DISCUSSION

Effect of Product Quality on Customer Satisfaction

The results of this study indicate that product quality has a positive and significant effect on customer satisfaction. This finding implies that improvements in product performance, durability, and conformity to specifications lead to higher levels of customer satisfaction. In the context of the light steel industry, consistent product quality is crucial because customers rely heavily on product reliability and long-term durability in making purchasing decisions. This result is consistent with the theory proposed by Garvin (1987), which states that product quality dimensions such as performance, durability, and reliability are fundamental determinants of customer satisfaction. Furthermore, Kotler and Keller (2021) argue that product quality is a key driver of customer satisfaction because it directly affects customers' perceptions of value. Empirical studies by Tjiptono (2019) and Parasuraman et al. (2021) also confirm that superior product quality significantly enhances customer satisfaction. Therefore, the findings of this study strengthen previous evidence that maintaining high product quality is essential for increasing customer satisfaction.

Effect of Price on Customer Satisfaction

The results show that price has a positive and significant effect on customer satisfaction. This indicates that fair, affordable, and competitive pricing strategies increase customers' perceived value and satisfaction. Customers tend to feel more satisfied when the price they pay is perceived to be consistent with the quality and benefits they receive. This finding supports the theory of perceived value proposed by Monroe (1990), which states that price plays an important role in shaping customers' evaluations of value and satisfaction. Zeithaml (2016) also explains that price fairness and price reasonableness are major determinants of customer satisfaction. Previous empirical studies by Nguyen and Patel (2019) and Adams and Morris (2019) found similar results, confirming that appropriate

pricing strategies significantly improve customer satisfaction. Thus, the results of this study indicate that pricing policies should be carefully managed to maintain customer satisfaction.

Effect of Customer Satisfaction on Customer Loyalty

The findings indicate that customer satisfaction has a positive and significant effect on customer loyalty. This result suggests that satisfied customers are more likely to make repeat purchases, recommend the company to others, and maintain long-term relationships with the company. Satisfaction acts as a key antecedent of loyalty in the formation of sustainable customer relationships. This result is in line with the expectation–confirmation theory proposed by Oliver (1999), which states that customer satisfaction is the main predictor of customer loyalty. Kotler and Keller (2021) also argue that satisfied customers tend to develop stronger emotional bonds with a company and exhibit loyal behavior. Empirical evidence from Dick and Basu (2022) and Putri and Nugroho (2020) confirms that satisfaction significantly influences customer loyalty. Therefore, the findings of this study emphasize the importance of customer satisfaction as a strategic factor in strengthening customer loyalty.

Effect of Product Quality on Customer Loyalty

The results show that product quality has a positive and significant direct effect on customer loyalty. This indicates that customers not only evaluate product quality in forming satisfaction but also directly consider quality as a reason to remain loyal to a company. High product reliability and performance encourage customers to continue purchasing from the same distributor. This finding supports the theory proposed by Garvin (1987), which states that superior product quality creates customer trust and long-term commitment. Previous studies by Ela (2018) and Sambo et al. (2022) found that product quality has a direct and significant influence on customer loyalty. Tjiptono (2019) also emphasizes that consistent product quality strengthens customer confidence and loyalty. Thus, the results of this study confirm that product quality plays a dual role in influencing loyalty, both directly and indirectly through customer satisfaction.

Effect of Price on Customer Loyalty

The results indicate that price does not have a significant direct effect on customer loyalty. This suggests that price alone is not sufficient to directly create customer loyalty. Customers may be sensitive to price differences, but loyalty is not formed solely based on low prices. Instead, loyalty is more strongly influenced by satisfaction and perceived value. This finding is consistent with the results reported by Aziz (2018, 2020), who found that price does not always directly affect customer loyalty but influences it indirectly through customer satisfaction. Zeithaml (2016) also argues that while price affects perceived value, loyalty is primarily driven by satisfaction and emotional attachment. Therefore, the results of this study indicate that pricing strategies should focus on enhancing satisfaction rather than merely offering low prices to build long-term customer loyalty.

CLOSING

Conclusion

This study examined the effects of product quality and price on customer loyalty with customer satisfaction as a mediating variable at CV Mutiara Timur. The results of the Structural Equation Modeling (SEM) analysis indicate that product quality and price have positive and significant effects on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty. Product quality is also found to have a direct positive effect on customer loyalty, while price does not directly influence customer loyalty but exerts an indirect effect through customer satisfaction. These findings confirm that customer satisfaction plays a crucial mediating role in linking product quality and price to customer loyalty. Product quality emerges as the most influential factor in strengthening customer loyalty, both directly and indirectly. Therefore, maintaining consistent product performance, durability, and reliability is essential for enhancing customer satisfaction and long-term loyalty.

Managerial Implications

From a managerial perspective, the results suggest that CV Mutiara Timur should prioritize improving product quality as a primary strategy to strengthen customer loyalty. Ensuring product consistency and minimizing quality defects can significantly enhance customer satisfaction. In addition, the company should implement fair and competitive pricing strategies that align with perceived product value in order to maintain customer satisfaction.

The company is also encouraged to develop customer-oriented service programs, such as after-sales support and complaint-handling systems, to further improve satisfaction and loyalty. By focusing on these aspects, the company can build sustainable relationships with customers and strengthen its competitive position in the light steel distribution industry.

Limitations and Future Research

This study has several limitations. First, the research was conducted at a single company, which may limit the generalizability of the findings to other industries or regions. Second, the study focused only on product quality and price as antecedents of customer satisfaction and loyalty, while other potential factors such as service quality, brand image, and trust were not included in the model. Future research is recommended to expand the research model by including additional variables that may influence customer loyalty. Moreover, future studies may apply longitudinal designs or comparative studies across different industries to provide a deeper understanding of customer loyalty formation.

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