

## **Analysis Of Product Quality And Promotion Towards Consumer Loyalty Mediated By Consumer Satisfaction (Case Study Of Two Binjai Burger)**

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### **Abstract**

This research aims to test and analyze product quality and promotion on consumer loyalty which is mediated by Dua Burger Binjai consumer satisfaction. Consumer loyalty is an important aspect, so efforts are needed to increase customer loyalty by using several supporting aspects such as product quality, promotions, and consumer satisfaction. This type of research is quantitative research. The population in this research is Dua Burger consumers. The number of samples used in this research was 150 samples. The data analysis method used in this research uses the Structural Equation Model Partial Least Square (SEM-PLS). The results of this research are that product quality has a positive and significant effect on consumer satisfaction. Promotion has a positive and significant effect on Consumer Satisfaction. Consumer Satisfaction has a positive and significant effect on Consumer Loyalty. Product quality has a positive and significant effect on consumer loyalty. The promotion has a positive and significant effect on consumer loyalty. Product Quality has a positive and significant effect on Consumer Loyalty through Consumer Satisfaction. Promotion has a positive and significant effect on Consumer Loyalty through Consumer Satisfaction. Product Quality and Promotion have a positive and significant effect on Consumer Loyalty through Consumer Satisfaction.

### **Keywords:**

Product Quality, Promotion, Consumer Loyalty, Consumer Satisfaction

### **Introduction**

Dua Burger is one of the culinary-focused businesses in fast food or what is better known as fast food. Moment these burgers are not only sold in big and

luxurious restaurants, but burgers are also available. Entering the lower market, such as selling burgers in mobile or permanent grocery stores. Two Burgers arrived in 2017 to enliven the current culinary market. In the year First Two burgers are very well received among the public until they experience an increase in sales in the following year. However, during the Covid pandemic  
19 Of course this affects burger sales which will continue to decline and with the increasing number of competitors who continue to appear.

The increasing strong competition in the culinary field makes actors Businesses must take appropriate action by implementing marketing strategies effective so that consumers feel they are getting what they need so that customer satisfaction with the product arises and can win market competition on an ongoing basis. That's why the perpetrator Businesses must pay attention to how their marketing strategy must be implemented to attract consumer interest amidst current competition, one of which is by increasing consumer loyalty. To create loyal consumers towards Two Burgers, then consumer satisfaction with the product is needed that will be given. Several studies state that satisfaction customers have a positive and significant influence on consumer loyalty among others, research results from Fifin and Anindhyta (2020), and Melky Gultom (2019). From the results of existing research, the research uses variables of consumer satisfaction in this research.

There are several factors such as product quality, promotion, price, and satisfaction

among customers who support the creation of customer loyalty towards Dua Burgers. Several supporting factors can become consumer choices to assess the desired product. In business, one of the factors that can influence loyalty among consumers is product quality (Zanualita et al., 2019) As a business that moving in the culinary sector, improving product quality is a point important. With good product quality, consumers will show their taste satisfaction with a product, thus influencing the emergence of customer loyalty. For example, Dua Burger maintains the quality of the product through packaging that can protect the product starting from the chain distribution to consumers. Several studies support that product quality has a positive and significant influence on customer loyalty as a mediation of satisfaction customers including research results from Fifin and Anindhyta (2020), Melky Gultom (2019), and Eka and Lie (2019). Apart from maintaining product quality, Dua Burger also implements a pricing strategy. Several studies support and find that price has a positive and significant influence on loyalty Customer satisfaction is mediated by, among other things, research results from Fifin Anindhyta (2020), and Melky Gultom (2019). In marketing management, it is

said that promotion is the end spearheading the business activities of a product in order to reach the target marketing selling these products. This supports and states that the promotion has a positive and significant influence on customer loyalty.

Mediating customer satisfaction includes research results from Sri and Darman (2022), Fanny and Budiarti (2021), and Fifin and Anindhyta (2020). Consumer loyalty is important for business actors to increase sales volume. For this reason, business actors make various things efforts to maintain and increase consumer loyalty. Loyalty is formed from the experience of a consumer who has made purchases consistently over a long period of time. Consumer loyalty is consumer loyalty to the use of services or products with provide repeat purchases. Consumer loyalty is the willingness that arises from consumers to buy and use services until they do not turn to other companies (Laksmita et al., 2021). Maintaining and maintaining customer loyalty is not a job It's easy, the key to maintaining an attitude of loyalty is that the company's required capabilities are able to provide satisfaction to customers on an ongoing basis (Sri Rayahu and Darman 2022). Satisfaction consumer is the result of consumer evaluation of the product or service consumed as expected. Customer expectations are estimates of customers about what they will get when they buy or consume a product (Fifin and Anindhyta 2020). In fulfilling consumer satisfaction, business actors must also pay attention to the quality of the product provided. Product quality is the overall characteristics of a product that can meet customer needs

according to customer expectations. Explanation of product quality which has been stated above, it can be stated that if the company can provide or offer quality food products, then the company will create consumer satisfaction (Dita Putri et al., 2016). Apart from product quality, promotion is also no less important for Dua Burger to introduce its products more among consumers. In Marketing, management says that promotion is the spearheading business activities of a product in order to reach the target market within selling the product. To attract consumer interest in buying products offered, effective promotion is needed, attractive promotion offered then influences consumers' interest in trying to buy these products (Dicky Sputra et al., 2021). Kotler & Armstrong (2018) explain that promotion is a communication activity superiority of a product or service and persuades consumers to buy it. To meet customer satisfaction, the company must also pay attention to the price offered to customers and what will be done at this price. Price is an important factor for companies to gain profits and also to attract customers (Anggraini and Anindhyta 2020).

## **Literature Review**



## **Product quality**

Product quality in general can be described as characteristics of a product (goods or services) that support capabilities to meet consumer needs standards or suitability standards producer. One of the main values that customers expect from manufacturers is the good quality of a product or service. Product quality is the important thing that every company must strive for if it wants which results in competing in the market to satisfy the needs and wants of consumers. Currently, most consumers are increasingly critical to consume a product. Consumers always want to get products whose quality corresponds to the price paid, although Some people think that products are expensive quality products. Tjiptono in Lenzun, Massie, and Adare (2014) argues that quality is a combination of traits and characteristics that determine the extent to which it can meet the prerequisites of customer needs or assess to what extent the traits and characteristics meet their needs.

## **Promotion**

In marketing management, it is said that promotion is the spearhead of the business activities of a product in the framework to reach the target market in selling the product. Promotion is one of the determining factors for the success of a marketing program. How even the quality of a product, if consumers have never heard of it heard about it and aren't sure that the product would be useful to you them, then they won't buy it. Can be confirmed below Promotions are carried out to introduce good products in the form of goods and services, both branded and unbranded. According to Rewoldt, the sharp part of the marketing instrument is messages communicated to potential buyers through various elements contained in promotional programs. But that message communicated through advertising, sales, and on-site promotions the purchase is only part of what is delivered by a company's marketing program to candidates the buyer. If potential buyers already know the company's products means that the impression has been conveyed and thus the product is a symbol of communication. According to Gitosudarmo (2021;63) in Veronika et al define promotional activities to design influences consumers where the company can introduce the product to consumers. Then consumers are happy and buy the product. According to Kotler & Keller (2016) define promotion as a means by which The company seeks to inform, persuade, and

remind consumers about the products and brands they sell. Promotional activities not only function as a means of communication between companies and consumers, in purchasing or usage activities products according to their needs and desires. Promotion proposed by Kristanto & Wahyuni (2019) is one way to inform or offer products or services that aim to attract potential consumers to buy or consume them. Meanwhile, according to Indriyo Gitosudarmo, promotion is an activity that is aimed at influencing consumers so that they can become familiar with the products offered by the company them and they become happy and they buy the product. Kotler & Armstrong (2018) explain that promotion is a activities of communicating the superiority of products or services and persuading consumers to buy them. Promotion is the most important activity, which plays an active role in introduce, inform, and remind the benefits of a product to encourage consumers to buy that product promoted. To hold promotions, every company must be able to determine exactly which promotional mix is used to achieve success in sales

### **Consumer Satisfaction**

Satisfaction is defined as the fulfillment of desires or Consumer expectations for the goods or services they have consumed. The satisfaction felt by consumers after using the product or services will bring trust in the product (Pratiwi and Yasa 2019). Howard Sheht in Tjiptono (2019; 377-378) satisfaction is the buyer's cognitive situation of being pleased with the suitability or discrepancy between the results obtained compared with sacrifices made. In this era of tight business competition, satisfaction among Consumers is the main thing. The customer is like a king that must be served, but this does not mean leaving everything to the customer. Consumer satisfaction is one thing that is very valuable in order to maintain the existence of consumers This is to keep a business or undertaking running. The service given to consumers will stimulate whether a person is satisfied or not consumers for the services provided. In a company that is customer-centered, consumer satisfaction is the goal and company facilities. The current competitive conditions open up every owner's efforts to be able to formulate strategies in terms of improvement Consumer satisfaction can develop into marketing performance.

### **Customer Loyalty**

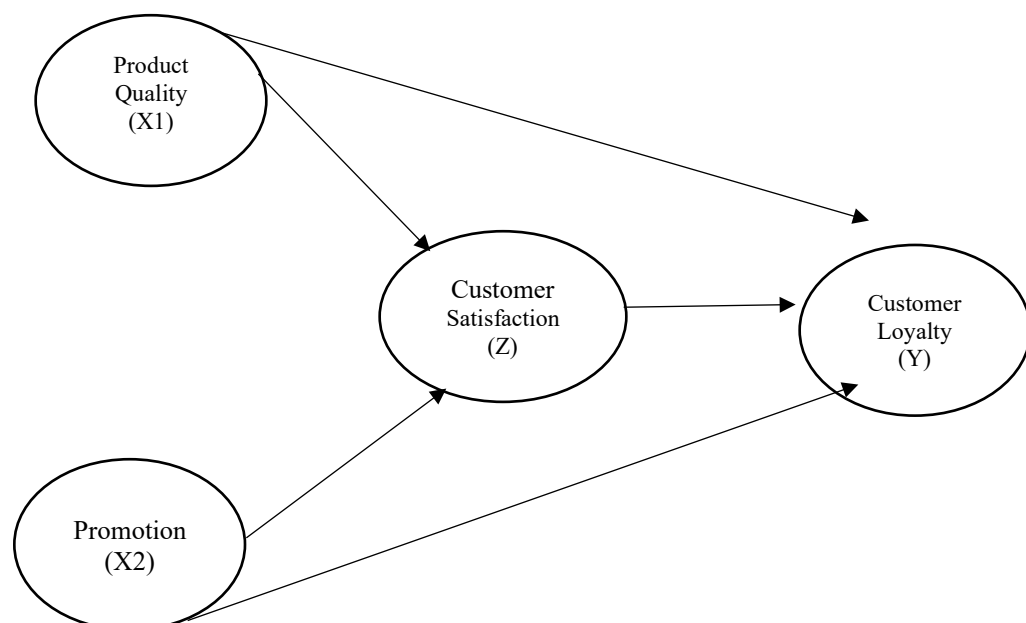
Customer loyalty describes an ongoing emotional relationship between you and your customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors. Loyalty is the byproduct of



a customer's positive experience with you and works to create trust. Customer loyalty refers to an ongoing positive relationship between a customer and a business, characterized by repeated purchases and a preference for the products or services of a particular company over its competitors. It manifests as an emotional connection where customers are not easily swayed by factors such as availability or pricing, often willing to pay more to continue their association with the brand. This loyalty is typically a result of the customer's satisfaction with the product or service, consistent quality, and positive experiences with the company over time.

According to Cant & Toit (2012), loyalty can be defined as an emotional bond with the company by making repeat purchases from time to time and recommending the company to others, although they have other options. In this case, it can be concluded that a true understanding of loyalty is not only seen in how many customers buy but from how often customers make repeat purchases and recommend others to purchase. Loyalty is a valuable asset for every company. So Retailers are currently competing to reach their customers and create loyalty. Gee et al. (2008) stated the advantages of customer loyalty, namely the cost of maintaining loyal customers is less rather than the costs incurred to acquire new customers, Loyal customers are willing to pay a higher cost for one set of products or services offered and loyal customers will act as a word-of-mouth marketing agent.

To make research easier, the theoretical basis is explained above will be described in the framework of thought as in the picture below this :





## **Conceptual Framework Figure 2.1**

The hypothesis of this research is :

H1 Product quality has a positive and significant effect on customer satisfaction

H2 Promotion has a positive and significant effect on customer satisfaction

H3 Customer satisfaction has a positive and significant effect on customer  
loyalty

H4 Product quality has a positive and significant effect on customer loyalty

H5 Promotion has a positive and significant effect on customer loyalty through  
customer satisfaction

H6 Product quality has a positive and significant effect on customer loyalty

H7 Promotion has a positive and significant effect on customer loyalty through  
customer satisfaction

## **Research Methodology**

**Research Approach** The research approach carried out in this research is quantitative. Quantitative research is used to measure the influence of variables independent and dependent variables. This research is used for populations and sample-specific analysis using quantitative analysis to test hypotheses namely by using a questionnaire in the research. This research was conducted at Dua Burger Jalan Ir. Juanda Village Characterizing East Binjai District, Binjai City This research starts from February 2023 to July 2023 For more clarity, it can be seen from the table description below.

According to Sugiono (2018), Population is a generalization area (a group) consisting of objects/subjects that have qualities and certain characteristics set by the researcher to be studied and then conclusions drawn. The population in this research is Dua Burger consumers. Sample According to Sugiono (2018), the



sample is part of the number and characteristics owned by that population. Samples taken from the population must be truly representative or representative of the population studied. In This research formula for calculating the sample size is relevant to research characteristics as follows:  $30 \times 5 = 150$  samples. The sample size of this research was 150 customers at Dua Burger. The data collection techniques used are: Questionnaire (Questioner), is a series of related questions with a specific topic given to a group of individuals with the purpose of processing data. The questionnaire is an instrument of efficient data collection if the researcher knows for sure about 60 variables to be measured and knows what can be expected from respondents (Asmani, 2011). In this research, the questionnaire measurement scale used a Likert scale. According to Sugiono (2010), the Likert scale is scale used to measure attitudes. Opinions and perceptions of a person or group of people about a social phenomenon. Likert scale can arranged in the form of questions or statements, and multiple choice form or checklist

Data analysis used in this research uses the Structural Partial Least Square Equation Model (SEM-PLS) with Smart-PLS 4. SEM helped researchers a lot in solving problems related to aspects of measurement models and structural models. The measurement model is above reflection of latent variables. The measurement model also confirms the relatedness with the validity and reliability of the model proposed in the research (Harahap 2020). Meanwhile, the structural model explains the relationship of a linear causal relationship between latent variables in research. PLS is a technique in designing variance-based statistics to solve the problem of multiple regression. PLS SEM is a technique analysis that combines a structural approach, a factor analysis approach, and a path analysis (Harahap, 2020). PLS SEM is an SEM method that will evaluated through the inner model and outer model.

In this research, three stages of analysis were used, namely:

1. Outer Model Analysis
  2. Inner Model Analysis
  3. Hypothesis Testing
1. Outer Model (measurement model)

This model specifies the relationship between latent variables and indicators that exists. Outer model testing provides value in reliability analysis and validity. The tests carried out on the outer model:

- a. Convergent validity. The convergent validity value shows top validity measurement indicators. The value of convergent validity can be seen through the loading factor value on the variable. The recommended value is  $> 0.7$  with many



relative models. If fashion research The newly developed tolerance loading factor value is 0.5 (Wati, 2018).

b. Discriminant Validity. This value is the factor cross loading value which aims to find out the discriminants that exist within one construct. How to find out, by comparison, produces larger numbers between construct loading values aimed at other constructs.

c. Average Variance Extracted (AVE). The AVE value shows the results that evaluate discriminant validity for each construct as well as variables. Mark Expected AVE > 0.5.

d. Composite Reliability. Composite Reliability value to measure the reliability of an indicator. The composite Reliability value is expected minimum of 0.7 (Starsted et al., 2021). Data that has composite Composite Reliability > 0.8 has high reliability (wati, 2018).

e. Cronbach Alpha. The Cronbach Alpha value is also used to measure reliability. Minimum expected value > 0.6. for all constructs that exist in research (wati, 2018).

## 2. Inner Model (Structural Model)

The inner Model is a structural model used for predicting causal relationships (cause-effect relationships) between latent variables or variables that cannot be carved directly. The R Square (R<sup>2</sup>) value is a test to find out the size of the influence of the independent variable on the dependent variable by looking at the R<sup>2</sup> value. If the R<sup>2</sup> value is higher then it means a better prediction model than the proposed research model. If the value R<sup>2</sup> is more than 0.75, the influence between constructs is strong, while R<sup>2</sup> < 0.50 Has a low inter-construct influence (Riyanto & Hatmawan, 2020).

## Result

Based on the results of loading factor calculations and The results obtained show that the loading factor value is > 0.07, so it has meets the requirements for convergent validity or which means it has met the requirements validity based on loading value. For more clarity, see Table 4.3 following

Table 4.3 Loading Factor Values (Outer Loading)

No	Kepuasan Konsumen (Z)	Kualitas Produk (X1)	Loyalitas Konsumen (Y)	Promosi (X2)
Kep 1	0,947			



Kep 2	0,955			
Kep 3	0,953			
Kep 4	0,937			
Kep 5	0,960			
KLP1		0,894		
KLP2		0,944		
KLP3		0,868		
KLP4		0,927		
KLP 5		0,902		
KLP 6		0,928		
KLP 7		0,926		
KLP 8		0,921		
LOY1			0,927	
LOY2			0,949	
LOY3			0,955	
LOY4			0,940	
LOY5			0,979	
LOY6			0,974	
PRO1				0.965
PRO2				0,963
PRO3				0,970
PRO4				0,960
PRO5				0,978

Based on testing the validity of factor loadings in Table 4.3 and In Figure 4.1, it is known that all loading values are  $> 0.7$ , which means they are adequate. Validity requirements are based on loading values. After testing convergent validity Next, discriminant validity testing. For validity testing, The discriminant can be seen from the cross loading value or AVE root of the construct. Discriminant validity testing can be assessed through the Fornell – Larcker test criterion, discriminant validity is said to be good if the root of AVE in the construct is greater high compared to the correlation of the construct with the latent variable others (Sekaran Bougie, 2016) Next, validity testing was carried out discriminant using the Fornell-Larcker criteria approach.

Table 4.4 Discriminant Validity Testing

	Kepuasan Konsumen (Z)	Kualitas Produk (X1)	Loyalitas Konsumen (Y)	Promosi (X2)
Kepuasan Konsumen (Z)	0,887			
Kualitas Produk (X1)	0,938	0,869		
Loyalitas Konsumen (Y)	0,905	0,833	0,954	
Promosi (X2)	0,955	0,865	0,873	0,968

In discriminant validity testing, the AVE square root value of a latent variable is compared with the correlation value between these latent variables with other latent variables. Know the square root value of AVE for each latent variable, greater than the correlation value between the latent variable with other latent variables. So it is concluded that it has met the requirements discriminant validity. Discriminant validity can also be seen from the AVE value. Next, validity testing is carried out based on the average variance value extracted (AVE).

Table 4.5 Validity Testing based on Average Variance Extracted  
(AVE)

	Average variance extracted (AVE)
Kepuasan Konsumen (Z)	0,903
Kualitas Produk (X1)	0,837
Loyalitas Konsumen (Y)	0,911
Promosi (X2)	0,938

The criteria for a good AVE value is at least  $> 0.5$ . This value illustrates adequate convergent validity (Ghozali 2016). In Table 4.5 it can be seen that the AVE value for each variable is  $> 0.5$ , which means it meets the validity of the requirements based on AVE. Next after the validity test is the reliability test. The reliability test measured by two criteria, namely Composite Reliability and Cronbach alpha. The rule used for Composite Reliability values is greater than 0.7 and the Cronbach

alpha value is greater than 0.7 (Ghozali 2016). Test calculation results from Reliability of Composite Reliability in this research is shown in the table.

Table. 4.6 Reliability Testing based on Composite Reliability (CR)

	Composite reliability (rho_c)
Kepuasan Konsumen (Z)	0.979
Kualitas Produk (X1)	0.976
Loyalitas Konsumen (Y)	0.984
Promosi (X2)	0,987

The recommended Composite Reliability criteria is above 0.7 (Ghozali 2016). The results of composite reliability measurements in research can be seen in Table 4.6 shows that all variables have values above 0.7. with This means that it has met the reliability requirements based on the Composite Composite reliability (rho\_c) Consumer Satisfaction (Z) 0.979, Product Quality (X1) 0.976, Consumer Loyalty (Y) 0.984, Promotion (X2) 0.987.

Reliability. Next, reliability testing is carried out based on values cronbach's alpha.

Table 4.7 Reliability Testing based on Cronbach's Alpha (CA)

	Cronbach's alpha
Kepuasan Konsumen (Z)	0,973
Kualitas Produk (X1)	0,972
Loyalitas Konsumen (Y)	0,980
Promosi (X2)	0,983

The recommended Cronbach alpha criterion is above 0.7 (Ghozali 2016). The results of Cronbach alpha measurements in research can be seen in Table 4.6 shows that all variables have values above 0.7. with This means that it has met the reliability requirements based on the Composite Reliability.

Table 4.8 R-Square

	R-square	R-square adjusted
Kepuasan Konsumen (Z)	0,799	0,796
Loyalitas Konsumen (Y)	0,850	0,848

The R Square value for Consumer Loyalty (Y) is 0.850. By because R Square = 0.850 > 0, it is concluded that Product Quality (X1), Promotion (X2), and Consumer Satisfaction (Z) have predictive relevance for Customer Loyalty (Y). R Square Value for Consumer Satisfaction (Z) is 0.799. Because R Square = 0.799 > 0, it is concluded that it is Quality Product (X1), Promotion (X2), and Price (X3), on Consumer Satisfaction (Z). has predictive relevance for Consumer Loyalty (Y). Next, you can See the results of the goodness of fit test in Table 4.8 below.

Tabel 4.9 Uji Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Kepuasan Konsumen (Z) -> Loyalitas Konsumen (Y)	0,061	0,055	0,056	2,803	0,000
Kualitas Produk (X1) -> Kepuasan Konsumen (Z)	0,279	0,296	0,115	2,420	0,016
Kualitas Produk (X1) -> Loyalitas Konsumen (Y)	0,509	0,515	0,084	6,033	0,000
Promosi (X2) -> Kepuasan Konsumen (Z)	0,134	0,125	0,117	2,139	0,005
Promosi (X2) -> Loyalitas Konsumen (Y)	0,008	0,007	0,012	3,695	0,000

1. Product Quality (X1) has a positive and significant effect on Consumer Satisfaction (Z), with path coefficient value (Original column Sample) 0.279, and P-Values = 0.016
2. Promotion (X2) has a positive and significant effect on satisfaction Consumer (Z) with path coefficient value (Original Sample column) 0.134, and P-Values = 0.005.
3. Product Quality (X1) and promotion (X2), have a positive effect and are significant for Consumer Satisfaction (Z), with coefficient value paths (Original Sample column) are all positive, and the P-Values below 0.05.
4. Consumer Satisfaction (Z) has a positive and significant effect on Consumer Loyalty (Y), with a path coefficient value (Original column Sample) of 0.061, and P-Values = 0.000.

5. Product Quality (X1) has a positive and significant effect on Consumer Loyalty (Y) with path coefficient value (Original column Sample) 0.509, and P-Values = 0.000.

Table 4. 10 Uji Specific Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Promosi (X2) -> Kepuasan Konsumen (Z) -> Loyalitas Konsumen (Y)	0,008	0,007	0,012	0,695	0,000
Kualitas Produk (X1) -> Kepuasan Konsumen (Z) -> Loyalitas Konsumen (Y)	0,017	0,017	0,019	0,893	0.009

Based on the results of indirect test effects in Table 4.13 results obtained:

1. Product Quality (X1) has a positive and significant effect on Consumer Loyalty (Y) through Consumer Satisfaction (Z), with a value path coefficient (Original Sample column) of 0.017 and P-Values = 0.009.
2. Promotion (X2) has a positive and significant effect on Loyalty Consumer (Y) through Consumer Satisfaction (Z), with a coefficient value path (Original Sample column) of 0.008 and P-Values = 0.000.

## Conclusion

Based on the research results, it can be concluded that:

1. Product Quality (X1) has a positive and significant effect on Consumer Satisfaction (Z), with path coefficient value (Original column Sample) 0.279, and P-Values  $0.016 < 0.05$  (Hypothesis Accepted)
2. Promotion (X2) has a positive and significant effect on satisfaction Consumer (Z), with path coefficient value (Original Sample column) 0.134, and P-Values  $0.005 < 0.05$  (Hypothesis Accepted).
3. Product Quality (X1), Promotion (X2), and Price (X3) have a positive effect and are significant for Consumer Satisfaction (Z), with coefficient value paths



(Original Sample column) being all positive, and the P-Values below 0.05. < 0.05 (Hypothesis Accepted)

4. Consumer Satisfaction (Z) has a positive and significant effect on Consumer Loyalty (Y), with a path coefficient value (Original column Sample) of 0.061, and P-Values 0.000. < 0.05 (Hypothesis Accepted)
5. Product Quality (X1) has a positive and significant effect on Consumer Loyalty (Y) with path coefficient value (Original column Sample) 0.509, and P-Values 0.000.
6. Promising (X2) has a positive and significant effect on Loyalty Consumer (Y), with path coefficient value (Original Sample column) 0.008 and P-Values 0.000 < 0.05 (Hypothesis Accepted)
7. Product Quality (X1) has a positive and significant effect on Consumer Loyalty (Y) through Consumer Satisfaction (Z), with value path coefficient (Original Sample column) 0.017 and P-Values = 0.009 < 0.05 (Mediation Hypothesis Accepted)
8. Promotion (X2) has a positive and significant effect on Loyalty Consumer (Y) through Consumer Satisfaction (Z), with a coefficient value path (Original Sample column) 0.008 and P-Values 0.000 < 0.05 (Mediation Hypothesis Accepted).

## **SUGGESTION**

1. In the product quality variable, it is suggested that Dua Burger can improve product quality by improving or adding to the appearance of the product with the right composition, improving the quality of the food served to suit consumer tastes. Improve the quality of food used must be fresh and delicious according to consumer demand as good as possible. This is to create satisfied consumers so that they can make repeat purchase. Because it has been proven that the quality of the product influence consumer satisfaction and loyalty
2. In the promotion variable, it is suggested that Dua Burger can carry out a strategy of more effective promotions, and expand promotions by using various media ranging from advertising and others. Because it's getting more interesting The promotions created make consumers increasingly interested in consumers to buy products.
3. On the Consumer Satisfaction and Consumer Loyalty variables, it is recommended Dua Burger can meet consumer expectations for good food offered to consumers in accordance with consumer desires, so that can increase

consumer loyalty. because it has been proven that Consumer satisfaction influences consumer loyalty.

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*Isnan sarwo prasetyo, Toyib Daulay, Sri Rahayu, Elfitra Desy Surya, Nur Afrina Siregar:  
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