

THE EFFECT OF PRICE AND SERVICE QUALITY ON CONSUMER LOYALTY IN THE SEBLAK RONYOK KRUENG GEUKUEH CULINARY BUSINESS

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Abstract

Consumer loyalty is an important factor in ensuring the sustainability of culinary businesses. However, Seblak Ronyok Krueng Geukueh still faces problems related to price transparency and service quality, such as customer complaints regarding the absence of purchase receipts, prices perceived as inconsistent with the amount of toppings received, and slow service during peak hours. Therefore, this study aims to analyze the influence of price and service quality on consumer loyalty at Seblak Ronyok Krueng Geukueh. This study employed a quantitative method with an associative approach. A sample of 100 respondents was determined using the Lemeshow formula with a non-probability sampling technique through purposive sampling. Data were collected through questionnaires, observations, and documentation and analyzed using multiple linear regression analysis. The results showed that price and service quality had a positive and significant effect on consumer loyalty. The price variable obtained a t-value of $4.802 > 1.985$, while service quality obtained a t-value of $6.324 > 1.985$, with significance values of 0.000. The simultaneous test produced an F-value of 134.128 with a significance value of 0.000, indicating that price and service quality simultaneously had a positive and significant effect on consumer loyalty.

Keywords: *consumer loyalty; price; service quality*

INTRODUCTION

The culinary industry is one of the most dynamic economic sectors and contributes significantly to global economic growth, including in Indonesia. According to data from the Central Statistics Agency (BPS) in 2023, the value of expenditure on food and beverage businesses in Indonesia reached IDR 601.21 trillion, a 50.34 percent increase from IDR 399.90 trillion in 2016. This figure demonstrates that the culinary sector not only serves as the backbone of the national economy but also reflects changing consumer patterns, which are increasingly dependent on ready-to-eat food products and culinary services (BPS, 2024).

The growth of the culinary industry has given rise to diverse consumer characteristics and habits when choosing dining venues and cuisine. This diversity of preferences requires businesses to continuously adapt through strategies and business concepts that are optimally competitive. One rapidly growing culinary product is seblak, a Bandung specialty with a blend of spicy and savory flavors, a variety of toppings, and a spiciness level that can be adjusted to suit consumer preferences (Najwa, 2025). The growing popularity of seblak is inextricably linked to the influence of social media and current culinary trends. Entrepreneurs are leveraging Instagram, TikTok, and YouTube to expand their market reach and increase sales (Sabina et al., 2024). This has led to rapid growth and widespread availability of seblak businesses, including Seblak Ronyok Krueng Geukueh.

In the culinary industry, price and service quality are two elements that determine consumer perceptions and decisions. Price is a primary consideration because consumers assess whether the benefits received are commensurate with the costs incurred. A price that is perceived as appropriate to the product's quality will create unique value, encourage repeat purchases, and support consumer loyalty. Kotler and Armstrong (2016) define price as the amount of money paid to obtain a product or service, or the value consumers provide in exchange for the benefits, ownership, or use of that product or service.

Service quality is also a crucial factor influencing satisfaction and loyalty. Service quality is the fulfillment of customer needs and desires and the accuracy of delivery to meet customer expectations (Pertiwi et al., 2022). Quality service can foster customer trust, loyalty, and commitment. Satisfied customers tend to provide positive recommendations to family, friends, or colleagues, thereby strengthening existing customer loyalty and attracting new ones (Pangesti et al., 2024). This research focused on Seblak Ronyok on Jalan SP. ASEAN Factory, Krueng Geukueh, Dewantara District, North Aceh Regency. This branch officially opened on May 19, 2024, and is the fourth branch of the Seblak Ronyok chain. This business uses a buffet system, allowing customers to choose the type and quantity of toppings. The minimum purchase price starts at IDR 10,000, depending on the number and type of toppings selected (Maizar, 2025). Despite the business being busy and having over 16,000 followers on its official Instagram account, @seblak.ronyok, complaints persist regarding price transparency and service quality. Customers complain about not being given receipts, perceived prices as too high for the number of toppings, and slow service during peak hours. These conditions can erode customer trust, satisfaction, and loyalty.

A pre-survey of 30 consumers showed that 66.7% of respondents assessed that pricing information was communicated clearly, 76.7% consistently received receipts or proof of payment, and 66.7% assessed that orders were served within a reasonable timeframe. Seventy percent of respondents planned to return to the company in the near future, while 66.7% stated that service experience and price influenced their decision to remain a customer. These preliminary findings suggest that there are aspects of pricing and service that require further study. This study aims to determine the effect of price on consumer loyalty, the effect of service quality on consumer loyalty, and the effect of price and service quality simultaneously on consumer loyalty in the Seblak Ronyok Krueng Geukueh business.

LITERATURE REVIEW

Price

Price is a crucial component of the marketing mix that plays a significant role in supporting a company's success. Price can be defined as the amount of money paid to obtain a product or service, or the value consumers place on the product or service in exchange for the benefits, ownership, or use of that product or service (Kotler & Armstrong, 2016). Tjiptono (2008) asserts that price is the only element of the marketing mix that generates income or revenue for a company. In this study, price is measured using four indicators. Price affordability indicates the extent to which the price is affordable for target consumers. Price-to-quality fit assesses whether the price is commensurate with the quality of the product or service. Price-to-benefit fit measures the extent to which the price paid is commensurate with the benefits received. Price competitiveness assesses the product's price ability to compete with similar products in the market (Kotler & Armstrong, 2016).

Quality of Service

Kotler and Keller (2012) define service as an action or activity provided by one party to another, intangible in nature, and not resulting in a transfer of ownership. Service quality is the form of service provided to customers based on established standards as a reference in the service delivery process (Mawarda et al., 2025). A company is considered to be performing well if it is able to provide products or services that meet customer needs and expectations. Service quality is measured through five indicators. Tangibles relate to facilities, equipment, employees, and communication channels. Empathy demonstrates personal attention and the ability to understand customer needs. Responsiveness demonstrates a willingness to help customers and provide service quickly and accurately. Reliability refers to the ability to deliver promised services consistently and accurately. Assurance reflects the knowledge, courtesy, and ability of employees to foster a sense of trust and security (Kotler & Keller, 2012).

Consumer Loyalty

Griffin (2005) defines consumer loyalty as non-random, repetitive purchases made over a period of time by an individual or decision-making unit. Oliver (1999) views loyalty as a deep commitment to rebuy or reuse a preferred product or service consistently in the future, despite situational influences or competing marketing efforts that have the potential to cause brand switching. Indicators of consumer loyalty include regular repeat purchases, purchasing a variety of products or services offered by the company, recommending the product to others, and being resistant to competitors' products (Griffin, 2005). Loyal consumers demonstrate trust and attachment to the company, are willing to try a variety of products, report positive experiences, and continue to choose the product even when other alternatives are available.

Previous Research

Previous research is used to support the theoretical discussion and provide an empirical basis for the relationship between price, service quality, and consumer loyalty. A summary of relevant research is presented in Table 1.

Table 1. Previous Research

Researchers	Research Focus	Results
Nugroho & Yulianto (2024)	Price, promotion, service quality, and customer loyalty of restaurants	Price, promotion, and service quality have a positive and significant influence on customer loyalty.
Nurdiansyah et al. (2024)	Price and quality of service on loyalty through customer satisfaction	Price and service quality have a positive and significant effect on J&T Express Babelan customer satisfaction.
Simatupang et al. (2025)	Service quality and pricing on consumer satisfaction	Service quality and pricing have a positive and significant effect on consumer satisfaction at Cafe Rumoh Tuha Roastery.
Syach & Tjahjaningsih (2025)	Customer experience, price perception, satisfaction, and loyalty	Customer experience has a positive and significant effect on satisfaction; price perception has a positive but insignificant effect; satisfaction has a positive and significant effect on loyalty.
Zebua et al. (2025)	Service quality and motivation towards loyalty through satisfaction	Service quality and motivation indirectly influence loyalty with satisfaction as a mediating variable.

Nugroho and Yulianto's (2024) research is most relevant because it discusses price and service quality in influencing customer loyalty in culinary businesses. The findings provide an empirical basis for demonstrating that appropriate pricing and good service can increase customer loyalty. This study reexamines this relationship on a different target market, Seblak Ronyok Krueng Geukueh.

Conceptual Framework and Hypothesis

The conceptual framework positions Price (X1) and Service Quality (X2) as independent variables, while Consumer Loyalty (Y) as the dependent variable. Affordable, commensurate with quality and benefits, and competitive prices are expected to increase repeat purchase tendencies. Service that is tangible, empathetic, responsive, reliable, and provides assurance is expected to create a positive experience that encourages loyalty.

1. H1: Price has a positive and significant effect on consumer loyalty to the Seblak Ronyok Krueng Geukueh business.
2. H2: Service quality has a positive and significant effect on consumer loyalty to the Seblak Ronyok Krueng Geukueh business.
3. H3: Price and service quality simultaneously have a positive and significant effect on consumer loyalty to the Seblak Ronyok Krueng Geukueh business.

METHOD

This research employed a quantitative method with an associative approach. Quantitative research employs statistical analysis techniques to process data, resulting in numerical data collection and analysis results (Sahir, 2021). The associative approach was used to determine the influence of two or more variables, namely price and service quality, on consumer loyalty. The study was conducted at the Seblak Ronyok business located on Jalan SP. ASEAN Factory, Krueng Geukueh, Dewantara District, North Aceh Regency. The study population was all consumers of Seblak Ronyok Krueng Geukueh, whose exact number is unknown. The sample was determined using the Lemeshow formula at a 95% confidence level, a maximum estimate of 0.5, and a sampling error of 10%. The calculation resulted in 96.04 respondents and was rounded to 100 respondents to minimize errors and increase accuracy. The sampling technique used non-probability sampling through purposive sampling. Respondents were consumers who had made at least one purchase at Seblak Ronyok and were willing to complete a questionnaire. Primary data was obtained through questionnaires, while secondary data was obtained from articles, journals, theses, books, and documentation

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related to the research. Data collection was conducted through questionnaires, observation, and documentation. The questionnaires were distributed online via Google Forms and offline to consumers. Measurements were made using a Likert scale with scores ranging from 1 for Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree, and 5 for Strongly Agree. Price variables consisted of eight statements, service quality 10 statements, and consumer loyalty 8 statements.

Table 2. Operational Definition of Variables

Variables	Indicator	Scale
Price (X1)	Affordability; price-to-quality ratio; price-to-benefit ratio; price competitiveness.	Likert
Service Quality (X2)	Tangible; empathy; responsiveness; reliability; certainty.	Likert
Consumer Loyalty (Y)	Repeat purchases; purchases multiple products; recommends; is not easily influenced by competitors.	Likert

Data analysis used multiple linear regression with the equation $Y = a + b_1X_1 + b_2X_2 + e$. Instrument testing included validity and reliability tests. Classical assumption tests included normality, multicollinearity, and heteroscedasticity. Hypothesis testing was conducted through t-tests, F-tests, and coefficients of determination. All data processing was performed using IBM SPSS Statistics version 20.

RESULTS AND DISCUSSION

Overview of Objects and Respondent Characteristics

Seblak Ronyok is a buffet-style culinary business that allows customers to choose the type and quantity of toppings. The Krueng Geukueh branch offers spiciness levels from 0 to 5, with a minimum purchase price starting at IDR 10,000. This system allows customers to easily customize the menu to suit their tastes and purchasing power.

Table 3. Respondent Characteristics

Characteristics	Dominant Category	Frequency	Percentage
Gender	Woman	92	92.0%
Age	20–25 years	67	67.0%
Education	Diploma/Bachelor's Degree (D1–D4/S1)	58	58.0%
Income	< Rp. 500,000	47	47.0%
Purchase amount	≥ 16 times	40	40.0%

Consumers are predominantly female and in the 20–25 age group. This indicates that seblak is more popular among young people who follow culinary trends and enjoy spicy food. The predominance of Diploma/Bachelor's degrees indicates that students are the primary consumer group. Income below Rp 500,000 indicates consumers who still rely on pocket money, while a purchase frequency of 16 or more times indicates repeat purchases and a high level of loyalty.

Descriptive Statistical Analysis

Table 4. Descriptive Statistical Analysis

Variables	N	Minimum	Maximum	Mean	Standard Deviation
Price	100	18	40	30.76	4,864
Quality of Service	100	18	50	39.16	6,589
Consumer Loyalty	100	10	40	30.94	5,954

The price variable has a mean value of 30.76 out of a maximum score of 40. Service quality obtained a mean of 39.16 out of a maximum score of 50, while consumer loyalty obtained a mean of 30.94 out of a maximum score of 40. In general, respondents' responses to the three variables tended to be positive.

Frequency of Respondents' Answers

In the price variable, the highest mean was found in the statement of price suitability with consumer ability and price suitability with taste quality, each of which was 4.00. The lowest mean was found in the statement that

Seblak Ronyok's price was attractive compared to competitors selling similar products, which was 3.62. In service quality, the highest mean of 4.00 was found in the suitability of order presentation with expectations, while the lowest mean of 3.72 was found in the speed of employees serving orders. In consumer loyalty, the highest mean of 4.03 was found in the interest in trying different topping combinations, while the lowest mean of 3.60 was found in the difficulty of switching to similar products.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
Constant	-2,160	2,063	-	-1,047	0.298
Price	0.481	0.100	0.393	4,802	0,000
Quality of Service	0.468	0.074	0.517	6,324	0,000

Based on the analysis results, the equation $Y = -2.160 + 0.481X_1 + 0.468X_2$ is obtained. The price coefficient of 0.481 indicates that every one unit increase in the price variable will increase consumer loyalty by 0.481. The service quality coefficient of 0.468 indicates that every one unit increase in service quality will increase consumer loyalty by 0.468.

Validity and Reliability Test

The validity test used an r-table value of 0.1966 for 100 respondents and a significance level of 0.05. All items were declared valid because the calculated r-value was greater than the calculated r-value. The range of the calculated r-value for the price variable was 0.645–0.849, service quality 0.816–0.891, and consumer loyalty 0.763–0.903.

Table 6. Summary of Instrument Tests

Variables	Number of Items	Range of r-Count	Cronbach's Alpha	Information
Price	8	0.645–0.849	0.898	Valid and reliable
Quality of Service	10	0.816–0.891	0.958	Valid and reliable
Consumer Loyalty	8	0.763–0.903	0.942	Valid and reliable

The Cronbach's Alpha values for all variables were greater than 0.60. Price scored 0.898, service quality 0.958, and customer loyalty 0.942. Thus, all instruments were deemed reliable and consistent, making them suitable for use in research.

Coefficient of Determination

Table 7. Results of the Determination Coefficient Test

R	R Square	Adjusted R Square	Standard Error of the Estimate
0.857	0.734	0.729	3,100

The R value of 0.857 indicates a strong relationship between price and service quality and consumer loyalty. The R Square value of 0.734 means that 73.4% of the variation in consumer loyalty can be explained by price and service quality, while 26.6% is influenced by other variables not examined. After adjustment, the model's explanatory power is 72.9%.

Classical Assumption Test
Table 8. Summary of Classical Assumption Tests

Testing	Results	Criteria	Conclusion
Kolmogorov–Smirnov normality	Asymp. Sig. = 0.203	> 0.05	Normally distributed data
Price Multicollinearity	Tolerance = 0.409; VIF = 2.444	Tolerance > 0.10 ; VIF < 10	There is no multicollinearity
Multicollinearity of Service Quality	Tolerance = 0.409; VIF = 2.444	Tolerance > 0.10 ; VIF < 10	There is no multicollinearity
Price Glejser	Sig. = 0.239	> 0.05	There is no heteroscedasticity
Glejser Quality of Service	Sig. = 0.597	> 0.05	There is no heteroscedasticity

The normality test yielded a significance value of 0.203, indicating a normal distribution of the data. The histogram graph formed a bell-shaped pattern, and the points on the Normal P-Plot spread around the diagonal line. A tolerance value of 0.409 and a VIF of 2.444 indicated no multicollinearity. The scatterplot showed randomly distributed points, while the Glejser test yielded a significance value of 0.239 for price and 0.597 for service quality. Thus, the regression model met the classical assumptions.

Hypothesis Testing

Table 9. Summary of Hypothesis Testing

Hypothesis	Test Statistics	Sig.	Decision
H1: Price → Consumer Loyalty	$t = 4.802 > 1.985$	0,000	Accepted
H2: Service Quality → Consumer Loyalty	$t = 6.324 > 1.985$	0,000	Accepted
H3: Price and Service Quality → Consumer Loyalty	$F = 134.128$	0,000	Accepted

The price variable obtained a t-count of 4.802 with a significance of 0.000. Because the t-count is greater than the t-table of 1.985 and the significance is less than 0.05, H1 is accepted. Service quality obtained a t-count of 6.324 with a significance of 0.000, so H2 is accepted. The simultaneous test produced an F-count of 134.128 with a significance of 0.000, so H3 is accepted. These results indicate that price and service quality, both partially and simultaneously, have a positive and significant effect on consumer loyalty.

The Influence of Price on Consumer Loyalty

The t-test results show that price has a positive and significant effect on consumer loyalty at the Seblak Ronyok Krueng Geukueh business. The calculated t-value of 4.802 is greater than the t-table of 1.985, and the significance value of 0.000 is less than 0.05. Thus, H1 is accepted. These results align with Kotler and Armstrong's (2016) theory, which states that price is the value consumers exchange for the benefits of a product or service. In the context of Seblak Ronyok, consumer perceptions of affordability, suitability to quality, suitability to benefits, and price competitiveness have been shown to play a role in shaping loyalty. Consumers who perceive the price as commensurate with the benefits and quality are more likely to make repeat purchases, recommend the product, and are less likely to switch to competitors.

Descriptive analysis shows that the indicators of price suitability with consumer ability and price suitability with taste quality obtained the highest mean of 4.00. This value indicates that the majority of consumers consider the offered price is still appropriate to their ability and comparable to the taste obtained. Price affordability also obtained a mean of 3.86, so the price is generally considered affordable by consumers who are mostly aged 20–25 years and have an income below Rp500,000.

The price competitiveness indicator scored lower than the other indicators. The statement that Seblak Ronyok's prices were more competitive than similar businesses scored a mean of 3.70, while the statement that prices were more attractive compared to competitors scored a mean of 3.62. Some respondents were neutral when comparing prices with other businesses. These findings suggest that price competitiveness can still be improved through clear pricing information, consistent pricing of toppings, and providing proof of transactions.

Complaints about not being given receipts and prices deemed inappropriate for the number of toppings demonstrate the importance of transparency. Although research findings indicate a positive impact, managers still need to ensure consumers understand the components of the price they are paying. Transparency will help consumers assess price fairness, reduce perceptions of unfairness, and maintain trust. The findings of this study support Nugroho and Yulianto (2024), who found that price has a positive and significant effect on restaurant customer loyalty. These results also align with Nurdiansyah et al. (2024), who showed that price influences customer satisfaction and, in turn, loyalty. Therefore, the better consumers' perceptions of price, the higher their level of loyalty to Seblak Ronyok Krueng Geukueh.

The Influence of Service Quality on Consumer Loyalty

The test results show that service quality has a positive and significant effect on consumer loyalty. The calculated t-value of 6.324 is greater than the t-table of 1.985 with a significance level of 0.000. Based on these results, H2 is accepted. This finding aligns with Kotler and Keller's (2012) theory, which defines service quality as an intangible action or activity offered to consumers that can provide satisfaction. In this study, tangibility, empathy, responsiveness, reliability, and assurance were shown to shape consumer experiences and drive loyalty.

Tangible indicators indicate that facilities and equipment are considered clean, tidy, appropriate, and hygienic. Statements regarding facilities received a mean score of 3.94, while serving equipment received a mean score of 3.99. Good physical condition creates a positive impression and increases consumer confidence in the business's professionalism. In the empathy indicator, employees were assessed as attentive and understanding of customer needs, with means of 3.85 and 3.93. In the responsiveness indicator, order processing speed achieved the lowest mean score for the service quality variable, at 3.72. This result is consistent with the initial phenomenon of slow service during peak hours. Although the majority of respondents gave a positive assessment, some consumers still felt that wait times needed improvement. Adding more staff during peak hours, clearer task allocation, and streamlining the order flow could help improve service speed.

The reliability indicator indicates that orders are deemed to be served accurately according to consumer requests and expectations. The statement regarding order conformity with expectations achieved the highest mean of 4.00. In the assurance indicator, consumers felt comfortable, trusted, and confident in the employees' abilities, with means of 3.96 and 3.91, respectively. These reliability and assurance create a sense of security that is important for encouraging repeat purchases. The results of this study support Simatupang et al. (2025), who found that service quality has a positive and significant effect on customer satisfaction. This finding also aligns with Pangesti et al. (2024) and Nurulhidayah and Jannah (2025), who asserted that service quality increases customer loyalty. The better the service quality, the more likely consumers are to make repeat purchases, recommend products, and be less likely to switch to similar businesses.

The Simultaneous Effect of Price and Service Quality on Consumer Loyalty

The F-test results show an F-count value of 134.128 with a significance level of 0.000. Since the significance value is less than 0.05, H3 is accepted. Price and service quality simultaneously have a positive and significant effect on consumer loyalty at the Seblak Ronyok Krueng Geukueh business. These results demonstrate that loyalty isn't built on just one factor. Appropriate pricing needs to be supported by good service. Consumers will accept a set price if they perceive the product quality, benefits, and service experience to be commensurate. Conversely, affordable prices aren't always enough to retain customers if service is slow, inconsistent, or non-transparent.

The combination of affordability, price-commensurate with quality and benefits, clean facilities, attentive staff, speedy service, order accuracy, and a sense of security create a positive experience. This experience encourages consumers to return, try different topping combinations, recommend Seblak Ronyok to others, and continue to choose the business even when similar products are available. The R-square value of 0.734 indicates that price and service quality explain 73.4% of the variation in consumer loyalty. This value indicates a strong influence, while the remaining 26.6% is influenced by other factors not analyzed in the study. This finding supports Nugroho and Yulianto (2024), who stated that price and service quality together have a positive and significant effect on customer loyalty.

Although consumers generally gave positive assessments, descriptive results revealed two aspects that require attention. First, price competitiveness achieved a relatively low mean, especially when compared to competitors. Second, service speed achieved the lowest mean in the service quality variable. Improvements in these two aspects are crucial because initial complaints from the study concerned price transparency, transaction receipts, and service times during peak hours.

Managerially, managers need to align pricing policies and service procedures. Price information for each topping should be clearly visible, transactions should be accompanied by a receipt or proof of payment, and employees should ensure customers understand the total price. On the service side, the division of tasks and the number of employees should be adjusted to customer density. Managing both aspects together can sustainably maintain customer trust and loyalty.

CONCLUSION

Based on the results of research and discussion regarding the influence of price and service quality on consumer loyalty at the Seblak Ronyok Krueng Geukueh business, the following conclusions can be drawn.

1. Price has a positive and significant impact on consumer loyalty. The better consumers perceive affordability, price-to-quality and benefits, and price competitiveness, the higher consumer loyalty.
2. Service quality has a positive and significant impact on consumer loyalty. Service that is good, empathetic, responsive, reliable, and provides assurance encourages repeat purchases and positive recommendations.
3. Price and service quality simultaneously have a positive and significant effect on consumer loyalty. The combination of appropriate pricing and good service creates a positive experience and increases overall loyalty.

Suggestion

1. Seblak Ronyok Krueng Geukueh is advised to maintain prices that are in accordance with product quality, provide clear price information, and increase transaction transparency by providing receipts or proof of payment.
2. Management is advised to improve the speed, friendliness and responsiveness of service, especially during peak hours, so that all consumers receive good and consistent service.
3. Appropriate pricing needs to be supported by good service quality so that consumer loyalty can be maintained sustainably.

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