

THE INFLUENCE OF PRICE, QUALITY OF SERVICE AND LOCATION ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY (Case Study at Pasar Jaya Klender SS)

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Abstract - This study aims to determine the direct and indirect effects of price, location and service quality on customer satisfaction and loyalty at Pasar Jaya Klender SS.

This study uses primary data by distributing questionnaires. The population in this study were all customers who bought goods at Pasar Jaya Klender SS, with a sample of 97 respondents using non-probability sampling techniques. Data analysis in this study used path analysis. The data processing method uses SPSS (Statistical Product and Service Solutions) version 25.

The results of this study indicate that the Price variable does not have a positive and significant effect on customer satisfaction on Pasar Jaya Klender SS customers, Then the Service Quality variable has a positive and significant effect on customer satisfaction on Jaya Klender SS Market customers, Location does not have a positive and significant effect on customer satisfaction on customers of Pasar Jaya Klender SS, while the Price variable has a positive and significant effect on customer loyalty at Pasar Jaya Klender SS customers, the Service Quality variable has a positive and significant effect on loyalty customers at Pasar Jaya Klender SS customers, Location does not have a positive and significant influence on customer loyalty at Pasar Jaya Klender SS customers, Customer Satisfaction has a positive and significant influence on customer loyalty at Pasar Jaya Klender SS customers.

Keywords: Price, Service Quality, Location, Customer Satisfaction, and Customer Loyalty.

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh langsung dan tidak langsung harga, lokasi dan kualitas pelayanan terhadap kepuasan pelanggan dan loyalitas pada Pasar Jaya Klender SS.

Penelitian ini menggunakan data primer dengan penyebaran kuisioner. Populasi dalam penelitian ini adalah seluruh pelanggan yang membeli barang di Pasar Jaya Klender SS, dengan jumlah sampel 97 responden menggunakan teknik *non probability sampling*. Analisis data penelitian ini menggunakan analisis jalur. Metode pengolahan data menggunakan metode SPSS (*Statistical Product and Service Solutions*) versi 25.

Hasil penelitian ini menunjukkan bahwa variabel Harga tidak memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan pada pelanggan Pasar Jaya Klender SS, Kemudian variabel Kualitas Pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada pelanggan Pasar Jaya Klender SS, Lokasi tidak memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan pada pelanggan Pasar Jaya Klender SS, Sedangkan variabel Harga memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan pada pelanggan Pasar Jaya Klender SS, variabel Kualitas Pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada pelanggan Pasar Jaya Klender SS, Lokasi tidak memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan pada pelanggan Pasar Jaya Klender SS, Kepuasan Pelanggan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan pada pelanggan Pasar Jaya Klender SS.

Kata kunci : Harga, Kualitas Pelayanan, Lokasi, Kepuasan Pelanggan, dan Loyalitas Pelanggan.

I. PRELIMINARY

Traditional markets are one of the economic hearts of the people in Indonesia. The position of traditional markets is very important and integrated in people's lives. Many people need traditional markets in looking for income and needs, starting from small scale traders, porters, parking attendants, and other small economic communities. In addition, traditional markets are considered as a form of real GDP driver. However, in its development, the existence of traditional markets has begun to be threatened with the emergence of various forms of modern markets.

Increasingly fierce competition in which more and more producers are involved in fulfilling the needs and desires of consumers, causing every entrepreneur to place an orientation on consumer satisfaction as the main goal, however, there are several factors that can influence people to buy in traditional markets, even they have strong loyalty. very high. Loyalty is a liking attitude towards a brand which is represented in a consistent purchase of that brand over time. So here consumers have loyalty to the existence of traditional markets.

Service Characteristics of Jaya Klender SS Market

No.	Variable	Characteristics
1	The existence of standing water	Market conditions are not yet free from standing water, especially the fish and meat selling zone
2	The existence of street vendors	The existence of street vendors (PKL) in the market is not well ordered
3	Market Building Condition	The condition of the market building is permanent
4	Availability of Public Transportation	Public transportation is available to the market
5	Road Condition	The road to the market is asphalted and the roads inside the market are well accessible
6	Station Condition	The nearest station is \pm 500 m
7	Price of goods	Prices of goods in circulation are relatively cheap and negotiable
8	security posts	There are 2 (two) security posts
9	Complete types of goods	Not all agricultural goods are available in the market

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10	Market office	There is 1 (one) market management office
11	Public toilet	Public toilets are well maintained
12	Fire Fighting Facilities	Fire extinguisher facilities are available
13	Parking area	Not yet available parking space for cars and trucks
14	Availability of market booths	The width of each booth is 2 (two) meters
15	Proximity to other facilities	The market location is close to the center of settlement and community economy

Source: Results of the 2019 Analysis

The reason for using the price factor is because in the jaya market the SS Klender is one of the markets that sells cheaper and negotiable prices for primary and secondary needs. From the service side, it can be seen from the sellers who sell from morning to evening to make it easier for consumers to shop. In terms of location, it is also an influencing factor because a good spatial arrangement makes it easier for consumers to shop and makes visitors more comfortable shopping at Pasar Jaya Klender SS. This research was conducted because according to the researcher, these three factors are important to determine how much customer satisfaction and loyalty in Pasar Jaya Klender SS

1.1. Formulation of the problem

Based on the background described above, the researcher wants to formulate a research problem to be studied as follows:

1. Does the price have a direct effect on customer satisfaction.
2. Does service quality have a direct effect on customer satisfaction.
3. Does location have a direct effect on customer satisfaction.
4. Does the price have a direct effect on customer loyalty
5. Does service quality have a direct effect on customer loyalty.
6. Does the location have a direct effect on customer loyalty
7. Does customer satisfaction have a direct effect on customer loyalty.
8. Does Price Indirectly Affect Customer Loyalty Through Customer Satisfaction?
9. Does Service Quality Indirectly Influence Customer Loyalty through Customer Satisfaction.
10. Does location have an indirect effect on customer loyalty through customer satisfaction.

1.2. Research purposes

Based on the formulation of the problems that have been described, the research objectives are as follows:

1. To know the direct effect of price on customer satisfaction.
2. To determine the direct effect of service quality on customer satisfaction.
3. To determine the direct effect of location on customer satisfaction.
4. To know the direct effect of price on customer loyalty
5. To find out the direct effect of service quality on customer loyalty.
6. To find out the direct effect of location on customer loyalty.
7. To determine the direct effect of customer satisfaction on customer loyalty.
8. To determine the indirect effect of price on loyalty through customer satisfaction.
9. To determine the indirect effect of service quality on loyalty through customer satisfaction
10. To know the indirect effect of location on loyalty through customer satisfaction.

II. LITERATURE REVIEW

2.1. Definition of Marketing

Marketing is one of the main activities carried out by company, this is done to be able to maintain the survival of the company and also to make a profit. According to Kotler and Keller (2016: 27) Marketing management as the art and science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value. Not only that, marketing activities are also activities that can provide benefits for companies and stakeholders. The process of these activities includes creating products, communicating to consumers, exchanging offers that have value for consumers, and building relationships with consumers.

2.2. Service quality

Service quality is a basis for marketers in the service sector, because the products they market are quality performance and that performance is purchased by customers. According to Kotler and Keller (2016: 156) Stating service quality as the totality of features and characteristics of a product or service that bears on its ability to satisfy needs directly, or indirectly. This means that business entities must be able to provide products or services that can meet customer needs so that customers feel satisfied. Basically, good service quality will result in continuous purchases, this will have a positive impact on company profits and the company's survival.

2.3. Location

The location of service facilities is one of the crucial factors that influence the success of a service, because location is closely related to the potential market for service providers (Kotler and Armstrong (2016: 158) Location is the various activities of a company to make products that are produced or sold affordable and available to target markets.

2.4. Customer satisfaction

Marketing objectives are to meet the needs, wants and expectations of consumers. This makes the company must be able to understand and study the needs, wants and expectations of consumers so that the company can satisfy consumers. After consuming a product or service, consumers will have a feeling of satisfaction or dissatisfaction with the product or service they consume. Customer satisfaction is the company's goal so that other company goals can be achieved.

Consumer satisfaction according to Kotler and Keller (2016: 153), is: a person's feelings of pleasure or disappointment result from comparing perceived product or service performance (or results) with expectations.

2.5. Customer loyalty

According to Kotler and Keller (2016: 153) the definition of customer loyalty is as follows: A firmly held commitment to repurchase or repatronize a preferred product or service in the future regardless of situational influences and marketing efforts that could potentially lead to behavioral shifts.

2.6. Relationship between Research Variables

2.6.1. Effect of Price on Customer Loyalty

Price has an important role in determining the success of a marketer's activity. Without pricing, a marketer may not be able to offer its products to potential customers.

The higher the price of a product offered by the company, the more consumers will disappear, initially loyal will become disloyal due to an increase in the price of a product. Likewise, consumers will be loyal if the company reduces the price of its products.

The results of this study are in accordance with research conducted by Anastasya and Liza (2013) that price does not have a significant effect on customer satisfaction in the Dukuh Menanggal Market, Surabaya.

2.6.2. The Effect of Service Quality on Customer Loyalty

Quality service is the main factor affecting customer loyalty because customers who are satisfied with their personal values and experiencing a positive mood towards service will have high loyalty to the company. Customers are often disloyal due to poor service or service quality that has decreased than expected by the customer.

When customers receive a better quality service for the money they spend, they believe they are receiving good value, which increases their loyalty. Consumers are also often able to draw conclusions about service quality based on their assessment of the place or location, people, equipment, means of communication and the price they saw before they decided to make a future purchase.

The results of this study are in accordance with research conducted by Eko Wijayanto (2016) that service quality has a significant effect on customer satisfaction in Pemalang Market. It is confirmed by Setyani and Linda's research (2019) that product quality has a significant effect on customer satisfaction.

2.6.3. The Influence of Location on Customer Loyalty

Location is a factor that determines the success of an enterprise. Location is an important role in building customer loyalty. So the determination of a strategic location is very important for determining the loyalty of members to the business being carried out.

A business can be said to be successful if the location of the business is in a strategic place and is easily accessible to potential customers. When a businessman chooses the wrong business location, it will have a big loss impact.

The results of this study are consistent with research conducted by Gladis (2017), which states that location has no effect on customer satisfaction at Pasar Jaya Klender SS.

2.6.4. The Effect of Price on Customer Satisfaction

Price has an important role in determining the success of a marketer's activity. Without pricing, a marketer may not be able to offer its products to potential customers.

In fact, the higher the price set by the entrepreneur, the consumer will feel disappointed with the goods purchased. Vice versa, the lower the price set by the entrepreneur, the more happy the consumer will be. From the pleasure and disappointment of consumers, we can see whether consumers are satisfied / dissatisfied with the product that has been purchased.

The results of this study are in accordance with the research conducted by Gladis (2017), which states that price affects customer loyalty at the Remboken Traditional Market. It is also strengthened by the research of Eka Dwi and Bayu (2018) that price has a significant effect on customer loyalty in the Ampel Traditional Market.

2.6.5. Effect of Service Quality on Customer Satisfaction

Service quality is the quality of activities offered by producers or sellers that occur due to interactions between producers or sellers and consumers. Service quality greatly affects the growth and development of a business, therefore entrepreneurs are required to always make improvements to the quality of the services they offer. Good quality service will create satisfaction for its customers. After customers are satisfied with the product or service they receive, customers will compare the services provided. If customers feel

completely satisfied, they will repurchase and give recommendations to others to buy at the same place. Therefore service quality greatly affects satisfaction. consumer.

The results of this study are in accordance with research conducted by Sarjita (2016) which states that service quality has a significant effect on customer loyalty. Anung Pramudyo (2015) states that service quality affects customer loyalty in traditional markets in Bantul Regency.

2.6.6. Effect of Location on Customer Satisfaction

The actual location can be explained in the marketing mix theory, consumer behavior and marketing strategy, namely positioning. Regardless of the form of description of the location, location is still very important for companies to market a product or service. Location has a relationship with relying on consumer perceptions of a product. The location that consumers perceive of the company's goods or services is within reach of the consumer. Of course, consumers prefer to purchase goods or services at the company compared to unreachable distances or because of other factors. However, if a purchase of a product or service that has been made in a company that is far away also results in customer satisfaction,

The results of this study are consistent with research conducted by Gladis (2017) that location does not have a significant effect on customer loyalty.

2.6.7. The Effect of Customer Satisfaction on Customer Loyalty

Customer loyalty and customer satisfaction are related to one another. The relationship between the value of loyalty and satisfaction is influenced by product characteristics and purchasing patterns. If the customer has a positive attitude towards an item, the customer will feel satisfied. So that the customer tries to attract and give advice to others to become new customers.

Loyalty or not consumers can also be seen from the satisfaction they feel, customer satisfaction is the result felt by buyers who experience the performance of a company in accordance with their expectations. Consumers feel satisfied when their expectations are fulfilled and feel very happy if their expectations are exceeded. If the customer is satisfied in making a purchase, then he will then pay attention to the buyer's opportunity in the next opportunity.

The results of this study are consistent with research conducted by Setyani and Linda (2019) that customer satisfaction has a significant effect on customer loyalty in Bekonang Traditional Market, Sukoharjo.. Also confirmed by research Anastasya and Liza (2013) stated that customer satisfaction has a significant effect on customer loyalty.

2.6.8. The Influence of Price, Service Quality, and Location on Customer Loyalty through Customer Satisfaction.

The higher the price of a product offered by the company increasingly many consumers who will disappear, initially loyal will become disloyal because of an increase in the price of a product. the higher the price set by the entrepreneur, the consumer will feel disappointed with the goods purchased. Vice versa, the lower the price set by the entrepreneur, the more happy the consumer will be.

A business can be said to be successful if the location of the business is in a strategic place and is easily accessible to potential customers. The location that consumers perceive of the company's goods or services is within reach of the consumer. Of course, consumers prefer to purchase goods or services at the company compared to unreachable distances or because of other factors.

When customers receive a better quality service than the money they spend, they believe they receive a good value, which will increase their loyalty. Good service quality will create satisfaction for their customers. After customers are satisfied with the product or service they receive, customers will compare the services provided. If customers feel

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completely satisfied, they will repurchase and give recommendations to other people to buy at the same place.

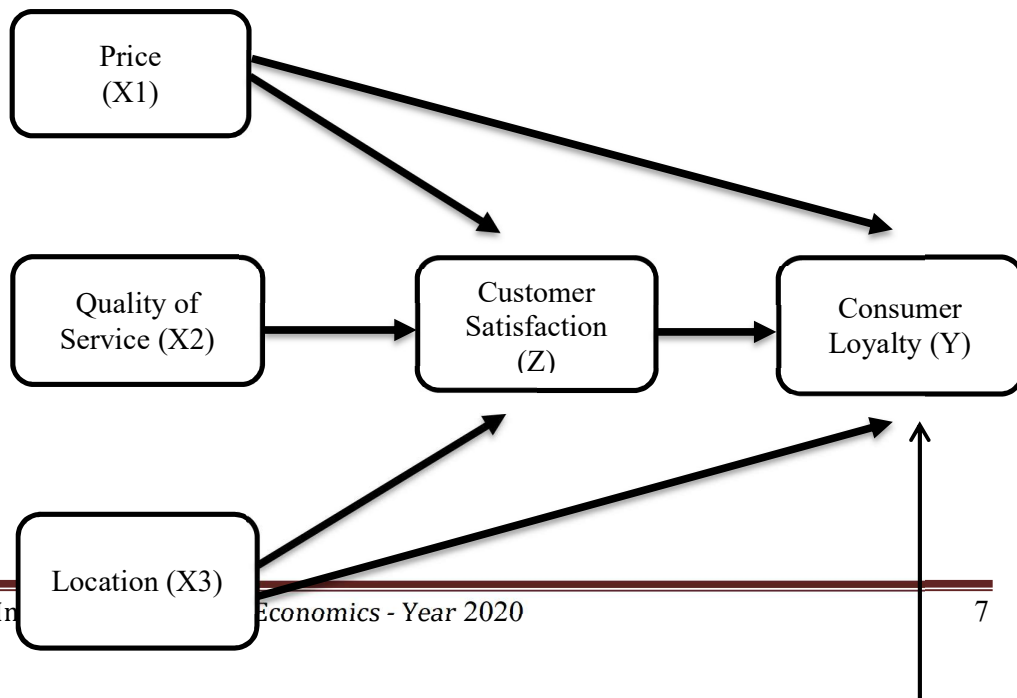
2.7. Hypothesis Development

Sugiyono (2013: 96) states that the hypothesis is a temporary answer to the formulation of research problems, where the formulation of the problem is stated in the form of a question sentence.

H1	It is suspected that there is a direct effect of price on customer satisfaction
H2	It is suspected that there is a direct effect of service quality on customer satisfaction
H3	Presumably there is a direct effect of location on customer satisfaction
H4	It is suspected that there is a direct effect of price on customer loyalty
H5	It is suspected that there is a direct effect of service quality on customer loyalty
H6	It is suspected that there is a direct effect of location on customer loyalty
H7	It is suspected that there is a direct effect of customer satisfaction on customer loyalty
H8	It is suspected that there is an indirect effect of price on customer loyalty through customer satisfaction
H9	It is suspected that there is an indirect effect of service quality on customer loyalty through customer satisfaction
H10	It is suspected that there is an indirect effect of location on customer loyalty through customer satisfaction

2.8 Theoretical Framework

Figure 2.1. Research Conceptual Framework



III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used is an associative strategy, which is research that aims to determine the effect of two or more variables according to Sugiono (2016: 2). The method used in this research is a survey method, which is research conducted on large or small populations but the data studied is a sample taken from the population (Sugiono, 2016: 11). The survey method was chosen because of the large number of Pasar Jaya Klender SS customers, it was not possible to conduct research on all customers of Pasar Jaya Klender SS, so that a representative sample of the population was taken.

3.2. Population and Research Sample

According to Sugiono (2016: 117) population is a group of events, or objects, that have certain characteristics and are used as research objects. The subjects in this study were buyers who shopped at Pasar Jaya Klender SS for more than 2 times. Meanwhile, the research object is the variable that the researcher examines.

The number of samples taken in this study using the opinion of Gay and Diehl (1992) which states that the sample must be as large as possible. This opinion of Gay and Diehl (1992) assumes that the more samples that are taken, the more representative and the results can be digenized. However, the accepted sample size will depend largely on the type of research.

1. If the research is descriptive, then the minimum sample is 10% of the population
2. If the research is correlational, the minimum sample is 30 subjects
3. When comparative causal studies, the sample is 30 subjects per group
4. If it is an experimental study, the minimum sample is 15 subjects per group

Based on The theory above, to avoid questionnaires that are not answered properly, the authors add the number of samples to 97 respondents.

3.3. Data analysis method

3.3.1. Research Instrument Test

The questions in the research questionnaire were tested with validity and reliability tests.

1. Validity test

The purpose of doing the validity test is to measure whether a questionnaire is valid or not. The questionnaire or research instrument is said to be valid for research if it has a validity value (rcount) of 0.30 or more, so that the factor is a strong construct or has good construction validity and vice versa if the validity value is less than 0.30 then the research instrument is said to be invalid (Sugiyono, 2016: 356). The rcount value is the coefficient of the validity of the items being sought with the scores obtained by the subjects from all items (X) and the total scores obtained from all items (Y).

$$r_{hitung} = \frac{n \sum X_i Y_i - (\sum X_i) (\sum Y_i)}{\sqrt{[(n(\sum X_i)^2 - (\sum X_i)^2)] [(n(\sum Y_i)^2 - (\sum Y_i)^2)]}} \dots \dots \dots (3.2)$$

Information :

rhitung = The coefficient of the validity of the statement items sought
n = Number of respondents

$\sum Xi$ = Score obtained by subjects from each item
 $\sum Yi$ = The total score obtained from all items

2. Reliability Test

Reliability test is intended to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. According to Sugiyono (2016: 122), the reliability test of this instrument is carried out using Cronbach Alpha, this method is used to calculate the reliability of a test that measures attitudes or behavior. A research instrument is said to be reliable using Cronbach Alpha if the reliability coefficient is 0.60 or more.

3.3.2. Data processing

The data processing carried out in this study is by computer using the SPSS (Statistical Product and Service Solutions) version 25 program with the aim of obtaining accurate calculation results and making it easier to perform data processing, making it faster and more precise.

3.3.3. Presentation of data

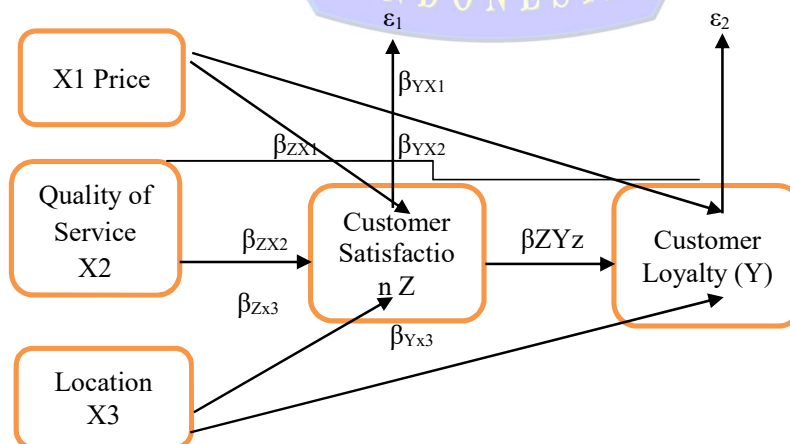
The data obtained in this study will be presented in tabular form to make it easier to analyze and understand the data so that the data presented is more systematic.

3.4. Statistical analysis of data

3.4.1. Path analysis

Statistical analysis of the data in this study used path analysis. The path analysis in this study uses the first path analysis and the second path analysis. The first path analysis consists of the variable Price (X1) Service Quality (X2) and Location (X3) to Customer Loyalty (Y), while the second path consists of Price (X1) and Service Quality (X2) and Location (X3) variables on Loyalty. Customer (Y) and Customer Satisfaction (Z). The path analysis image in this study is as follows:

Figure 3.1. Path Analysis



Based on the picture above, the First Path Analysis and Second Path Analysis are obtained, which are as follows:

$$Z = \beta_{zx1}.X1 + \beta_{zx2}.X2 + \beta_{zx3}X3 + \epsilon_2 \dots\dots\dots (3.3)$$

$$Y = \beta_{yx1}.X_1 + \beta_{yx2}.X_2 + \beta_{yx3}X_3 + \beta_{zyz} + \varepsilon_1 \dots\dots\dots (3.4)$$

Information :

- Z = First path coefficient
- Y = Second path coefficient
- β_{ZX1} = The price path coefficient on Customer Satisfaction
- β_{YX1} = Coefficient the price path to customer loyalty
- β_{ZX2} = The service quality path coefficient on customer satisfaction
- β_{YX2} = The path coefficient of Service Quality to Customer Loyalty.
- β_{Zx3} = Location path coefficient on Customer Satisfaction
- β_{Yx3} = Location path coefficient to Customer Loyalty
- β_{ZYz} = The path coefficient of Customer Satisfaction on Customer Loyalty
- ε_1 = The residual coefficient is the magnitude of the influence of other variables outside the model that are not observed in the first line
- ε_2 = The residual coefficient is the influence of other variables outside the model that are not observed in the second path)

Path analysis is part of a regression model that can be used to analyze causal relationships between one variable and another. This causal relationship system involves two types of variables, namely independent variables or better known as exogenous variables which are usually symbolized by the letters X1, X2, X3 and the dependent variable or variables affected, which are known as endogenous variables which are usually symbolized by the letter Y or Z.

3.4.2. Hypothesis testing

The hypothesis used in this study can be seen in the following table:

No.	The proposed hypothesis
H1	It is suspected that there is a direct effect of price on customer satisfaction
H2	It is suspected that there is a direct effect of service quality on customer satisfaction
H3	Presumably there is a direct effect of location on customer satisfaction
H4	It is suspected that there is a direct effect of price on customer loyalty
H5	It is suspected that there is a direct effect of service quality on customer loyalty
H6	It is suspected that there is a direct effect of location on customer loyalty
H7	It is suspected that there is a direct effect of customer satisfaction on customer loyalty
H8	It is suspected that there is an indirect effect of price on customer loyalty through customer satisfaction
H9	It is suspected that there is an indirect effect of service quality on customer loyalty through customer satisfaction
H10	It is suspected that there is an indirect direct effect of location on customer loyalty through customer satisfaction

1. The direct effect of price on customer satisfaction.
 - Ho: $\beta_{zx1} = 0$ There is no direct effect on price (X_1) on customer satisfaction (Z) at Pasar Jaya Klender SS.
 - Ha: $\beta_{zx1} \neq 0$ There is a direct effect on price (X_1) on customer satisfaction (Z) at Pasar Jaya Klender SS.

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2. Direct effect of service quality on customer satisfaction.
 Ho: $\beta_{zx2} = 0$ There is no direct effect on service quality (X_2) on customer satisfaction (Z) at Pasar Jaya Klender SS
 Ha: $\beta_{zx2} \neq 0$ There is a direct effect on service quality (X_2) on customer satisfaction (Z) at Pasar Jaya Klender SS.
3. The direct effect of location on customer satisfaction.
 Ho: $\beta_{zx3} = 0$ There is no direct effect on location (X_3) on customer satisfaction (Z) at Pasar Jaya Klender SS.
 Ha: $\beta_{zx3} \neq 0$ There is a direct effect on location (X_3) on customer satisfaction (Z) at Pasar Jaya Klender SS.
4. Direct effect of price on customer loyalty.
 Ho: $\beta_{yx1} = 0$ There is no direct effect on price (X_1) towards customer loyalty (Y) at Pasar Jaya Klender SS.
 Ha: $\beta_{yx1} \neq 0$ There is a direct effect on price (X_1) towards customer loyalty (Y) at Pasar Jaya Klender SS.
5. Direct effect of service quality on customer loyalty.
 Ho: $\beta_{yx2} = 0$ There is no influence direct service quality (X_2) to customer loyalty (Y) at Pasar Jaya Klender SS.
 Ha: $\beta_{yx2} \neq 0$ There is influence direct service quality (X_2) to customer loyalty (Y) at Pasar Jaya Klender SS.
6. The direct effect of location on customer loyalty.
 Ho: $\beta_{yx3} = 0$ There is no direct effect on location (X_3) towards customer loyalty (Y) at Pasar Jaya Klender SS.
 Ha: $\beta_{yx3} \neq 0$ There is a direct effect on location (X_3) towards customer loyalty (Y) at Pasar Jaya Klender SS.
7. The direct effect of customer satisfaction on customer loyalty.
 Ho: $\beta_{zyz} = 0$ There is no direct effect of customer satisfaction (Z) on customer loyalty (Y) in Pasar Jaya Klender SS.
 Ha: $\beta_{zyz} \neq 0$ There is a direct effect of customer satisfaction (Z) on customer loyalty (Y) in Pasar Jaya Klender SS.
8. The indirect effect of price on customer loyalty through customer satisfaction.

The sobel test is intended to test the significance of the indirect effect, by calculating the t value of the coefficient of exogenous and intervening variables, the value of t is compared with t table. If the value of t count > the value of t table, it can be concluded that there is an intervening effect. The sobel test carried out in this study is as follows:

- 1) Calculate *standard error* of the coefficient of direct effect ($sx1y$)

$$sx1y = \sqrt{y^2sx1^2 + x1^2sy^2 + sx1^2sy^2}$$

- 2) Based on the results of $sx1y$, then you can calculate the t value of the effect of mediation with the following formula:

Multiplication coefficient ($x1y$)

$$t = \frac{x1y}{sx1y}$$

9. The indirect effect of service quality on customer loyalty through customer satisfaction.

The results of the path analysis show that product quality has a direct effect on customer loyalty and also has a direct effect on customer satisfaction. To find out the effect of product quality on customer loyalty through customer satisfaction, it can be tested by using the single test as follows:

- 1) Calculate the standard error of the indirect effect coefficient ($sx2y$)

$$sx2y = \sqrt{y^2sx2^2 + x2^2sy^2 + sx2^2sy^2}$$

- 2) Based on the results of this x_2y , then we can calculate the t value of the effect of mediation with the following formula:

Multiply the coefficients (x_2y)

$$t = \frac{x_2y}{S_{x_2y}}$$

10. The indirect effect of location on customer loyalty through customer satisfaction.

The results of the path analysis show that product quality has a direct effect on customer loyalty and also has a direct effect on customer satisfaction. To find out the effect of product quality on customer loyalty through customer satisfaction, it can be tested by using the single test as follows:

- 1) Calculate the standard error of the indirect effect coefficient (s_{x_2y})

$$s_{x_2y} = \sqrt{y^2 s_{x_3}^2 + x_3^2 s_{y^2} + s_{x_3}^2 s_{y^2}}$$

- 2) Based on the results of this x_2y , then we can calculate the t value of the effect of mediation with the following formula:

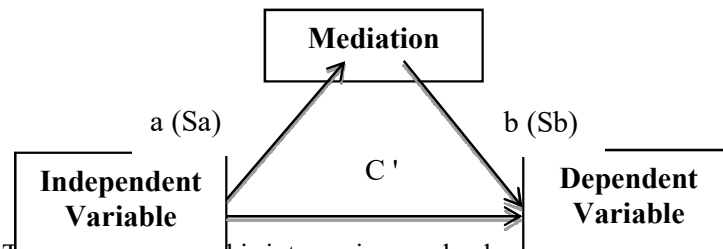
Multiply the coefficients (x_2y)

$$t = \frac{x_3y}{S_{x_3y}}$$

3.4.3. Sobel test

To determine the effect of X1 on Z through Y, and the effect of X2 on Z through Y, the Sobel test concept will be used.

Figure 3.2. Sobel test



Testing hypothesis this intervening can be done using a procedure developed by Sobel and known as the Sobel test. The sobel test is carried out by testing the strength of the indirect effect X to Y through M. The indirect effect of X to Y through M is calculated by diverting path $X \rightarrow M$ (a) with line $M \rightarrow Y$ (b) or ab.

So the coefficient of $ab = (c - c')$, where c is the effect of X on Y without controlling M, while c' is the coefficient of influence of X on Y after controlling for M. The standard error of the coefficients a and b is written as Sa and Sb and the standard error is the indirect effect (indirect effect) is described as follows:

As for Sobel Test calculated by the formula below:

$$S_{ab} = \sqrt{b^2 s_a^2 + a^2 s_b^2 + s_a^2 s_b^2} \dots \dots \dots (3.5)$$

Information :

- Sa = Standard error coefficient a
- Sb = Standard error coefficient b
- b = The coefficient of the mediating variable
- a = Independent variable coefficient

To To test the significance of the indirect effect, it is necessary to calculate the t value of the ab coefficient with the following formula:

$$t = \frac{ab}{sab} \dots \dots \dots (3.6)$$

Scorecount is compared with ttable value. If the t-count is greater than the t-table value, it can be concluded that there is a mediation effect. The assumption of the sobel test requires a large number of samples, if the number of samples is small, then the sobel test will be less conservative (Ghozali 2016: 248-249)

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

The Pasar Jaya Regional Company was established based on the Decree of the Governor of the Special Capital Region of Jakarta No. 1b.3 / 2/15/66 on December 24, 1966. Then endorsement by the Minister of Home Affairs through Decree No. Ekbang 8/8 / 13-305 dated 23 December 1967. Furthermore, to improve the status and legal standing as well as adjustments to the development of the capital city of Jakarta, this Governor Decree was enhanced by Regional Regulation No. 7 of 1982 concerning the Regional Company Pasar Jaya, DKI Jakarta Province. This regional regulation was passed by the Minister of Home Affairs Decree No. 511.231-181 dated April 19, 1983 and has been published in the DKI Jakarta Regional Gazette No. 34 of 1983 Series D No. 33.

4.2. Respondent Description

The respondent's description is a description of the characteristics of the respondent consisting of gender, age, frequency of transactions, income / income and customer occupation. (respondent) who shopped at Pasar Jaya Klender SS traditional market. This research conducted in Pasar Jaya Klender SS. Collecting data using a questionnaire given to 97 respondents, namely customers who shop more than 2 times at Pasar Jaya Klender SS.

The data on the characteristics of the respondents have been described in the tables below

Table 4.1. Data Characteristics of Respondents (Customers) Jaya Klender SS Traditional Market based on gender.

Gender	amount	Percent
Men	59	61%
Woman	38	39%
amount	97	100%

Source: Data processed (2019)

Table 4.1 illustrates that most of the respondents were male, as many as 59 people (61%), while the female respondents were 38 people (39%). The characteristics of the respondents are mostly men because men buy from Pasar Jaya Klender SS to resell them in their business, while for women mostly for household needs.

Table 4.2. Respondent Characteristics Data (Customer) Pasar Traditional Jaya Klender SS based on age.

Age	amount	Percent
18-24 years	14	14%
25 - <35 years	19	20%

36 - <45 years	38	40%
≥ 46 years	26	26%
amount	97	100%

Source: Data processed (2019)

Table 4.2 most of the respondents, namely age 36 - <45 years and ≥ 46 years. Thus the age of the respondents who always visited and shop at the Klender SS Traditional Market. This is because those who shop are traders for resale such as vegetables around, food court businesses and also for daily needs at home.

Table 4.3. Respondent Characteristics Data (Customer) Jaya Klender SS Traditional Market based on income / income.

Income / Income	amount	Percent
3 ≤ 5 million	22	18%
5 ≤ 8 million	38	43%
8 ≤ 10 million	23	24%
≥ 10 million	14	15%
amount	97	100%

Source: Data processed (2019)

Table 4.3 Most of the respondents, namely getting income / income in a month between 5 ≤ 8 million. This is because customers who visit and who at that time are in the Jaya Klender SS Traditional Market are middle and upper middle buyers in doing their daily business so that the income / income ranges from 5 ≤ 8 million.

Table 4.4. Respondent Characteristics Data (Customer) Jaya Klender SS Traditional Market based on work.

Profession	amount	Percent
Student / Student	15	13%
Employees	32	34%
entrepreneur	40	42%
Civil servants	10	11%
amount	97	100%

Source: Data processed (2019)

Table 4.4 Most of the respondents have a job as self-employed. This is because customers who visit and who at that time are in the Jaya Klender SS Traditional Market are customers who have individual businesses, be it traders, services, or other businesses and sometimes

these business actors often need the market to buy merchandise or equipment. for the smooth running of his business.

4.3. Results of Testing Research Instruments

4.3.1. Validity test

The validity test in the study is to look for each item of statement that is said to be valid or invalid. Therefore, before using the data, first the validity test was carried out on the research questionnaire. The validity test in this study was conducted by calculating the Product Moment correlation coefficient (rcount) obtained by the SPSS program.

Acquisition critical is adjusted to the number of respondents / samples studied. This study used a sample to test the questionnaire as many as 97 respondents with a significance of 5%, from here the value of $df = n-2$, $df = 97-2 = 95$. How to read the critical product moment at a significance of 5%, the critical number is 0.202.

4.3.1.1. Price Validity (X₁)

The following is the processing of data obtained from the results for the price variable which consists of the following items:

Table 4.10. Variable Validity Test Results Price

Item No	rhitung	Conditions (critical)	Conclusion
1	0.917	0.202	Valid
2	0.840	0.202	Valid
3	0.730	0.202	Valid
4	0.904	0.202	Valid
5	0.581	0.202	Valid
6	0.778	0.202	Valid
7	0.909	0.202	Valid

Based on the table above, it shows that the price variable gets the rcount value between 0.581 - 0.917. Thus, all statement items on the price variable (X₁) are declared valid, because the $r_{count} > r_{critical}$ value (0.202), so that all statements can be used for further statistical tests, namely reliability tests.

4.3.1.2. Location Validity (X₂)

The following is the processing of data obtained from the results for location variables which consist of the following items:

Table 4.11. Variable Validity Test Results Location

Item No	Rhitung	Provisions (critical)	Conclusion
1	0,814	0.202	Valid
2	0.643	0.202	Valid
3	0.583	0.202	Valid
4	0.698	0.202	Valid
5	0.797	0.202	Valid
6	0.547	0.202	Valid

Based on the table above, it shows that the location variable obtained rcount values ranging from 0.547 - 0.814. Thus, all statement items on the location variable (X₂) are declared valid, because the $r_{count} > r_{critical}$ value (0.202), so that all statements can be used for further statistical tests, namely reliability tests.

4.3.1.3. Validity of Service Quality (X₃)

The following is data processing obtained from the results for service quality variables which consist of the following items:

Table 4.12. Results of the Validity Test of Service Quality Variables

Item No	rhitung	Provisions (critical)	Conclusion
1	0.556	0.202	Valid
2	0.843	0.202	Valid
3	0.776	0.202	Valid
4	0.627	0.202	Valid
5	0.527	0.202	Valid
6	0.753	0.202	Valid
7	0.713	0.202	Valid
8	0.610	0.202	Valid
9	0.765	0.202	Valid

Based on the table above, it shows that the service quality variable obtained the rcount value ranging from 0.527 to 0.843. Thus, all statement items on the service quality variable (X3) are declared valid, because the rcount > rcritical value (0.202), so that all statements can be used for further statistical tests, namely the reliability test.

4.3.1.4. Validity of Customer Satisfaction (Z)

The following is data processing obtained from the results for customer satisfaction variables which consist of the following items:

Table 4.13. Variable Validity Test Results Customer satisfaction

Item No	rhitung	Provisions (critical)	Conclusion
1	0.508	0.202	Valid
2	0.549	0.202	Valid
3	0.904	0.202	Valid
4	0.781	0.202	Valid
5	0.657	0.202	Valid
6	0.635	0.202	Valid
7	0.777	0.202	Valid
8	0.831	0.202	Valid

Based on the table above, it shows that the customer satisfaction variable obtains rcount values ranging from 0.508 to 0.904. Thus, all statement items on the customer satisfaction variable (Z) are declared valid, because the rcount > rcritical value (0.202), so that all statements can be used for further statistical tests, namely the reliability test.

4.3.1.5. Customer Loyalty Validity (Y)

The following is data processing obtained from the results for customer loyalty variables which consist of the following items:

Table 4.14. Variable Validity Test Results Customer loyalty

Item No	rhitung	Provisions (critical)	Conclusion
1	0.500	0.202	Valid
2	0.695	0.202	Valid
3	0.656	0.202	Valid
4	0.821	0.202	Valid
5	0.645	0.202	Valid
6	0.708	0.202	Valid

Based on the table above, it shows that the customer satisfaction variable obtained rcount values ranging from 0.500 to 0.821. Thus, all statement items on the customer loyalty variable (Y) are declared valid, because the value rcount > critical (0.202), so that all statements can be used for further statistical tests, namely reliability tests.

4.3.3. Reliability Test

After the validity test is carried out, it will be known that each item of statement for each variable is valid, so that all statements on the variables in this study are declared valid, then the reliability test is carried out (Appendix 7). The reliability test was carried out using Cronbach Alpha, here is the explanation:

Table 4.15. Instrument Reliability Test Results

Variable	Cronbach Alpha	Provisions	Conclusion
Price (X1)	0.915	0.60	Reliable
Quality of Service (X2)	0.861	0.60	Reliable
Location (X3)	0.769	0.60	Reliable
Customer Satisfaction (Z)	0.863	0.60	Reliable
Customer Loyalty (Y)	0.750	0.60	Reliable

Based on the table above, it can be concluded that the price variable has a Cronbach Alpha value of 0.915, service quality of 0.861, location of 0.769, customer satisfaction of 0.863 and customer loyalty of 0.750, meaning that the Cronbach Alpha value of the 5 (five) variables in above the provisions of 0.60, so it is declared reliable (reliable / consistent).

4.4. Path Analysis

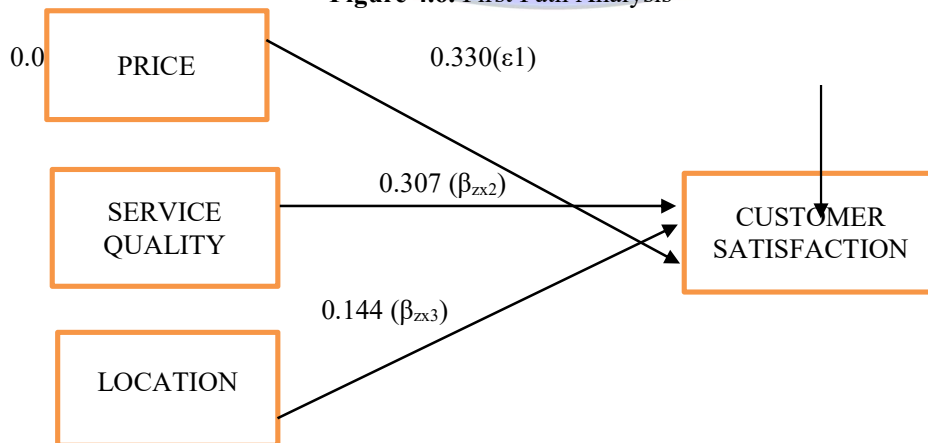
This study uses pathway analysis techniques with the help of the SPSS version 25 program. The results of the further analysis are described as follows:

4.4.1. First Path Analysis

Based on the SPSS output (Appendix 7), the R2 value is 0.080. This shows that simultaneously the influence of price, service quality and location variables on customer satisfaction at Pasar Jaya Klender SS is 8%, while the rest is influenced by other variables of 92%. Obtaining First Path Analysis is as follows:

$$Z = 0.068HG + 0.307KP + 0.144LK + 0.330$$

Figure 4.6. First Path Analysis



4.5.2. Second Path Analysis

Based on the SPSS output (Appendix 8), the R2 value is 0.408. This shows that simultaneously the effect of price, service quality and location variables on customer satisfaction and customer loyalty of Pasar Jaya Klender SS is 40.8%, while the rest is influenced by other variables of 58.2%. Acquisition of Second Path Analysis is as follows:

$$Y = 0.259HG + 0.276KP + 0.030LK + 0.440LP + 0.658$$

Figure 4.7. Second Path Analysis.

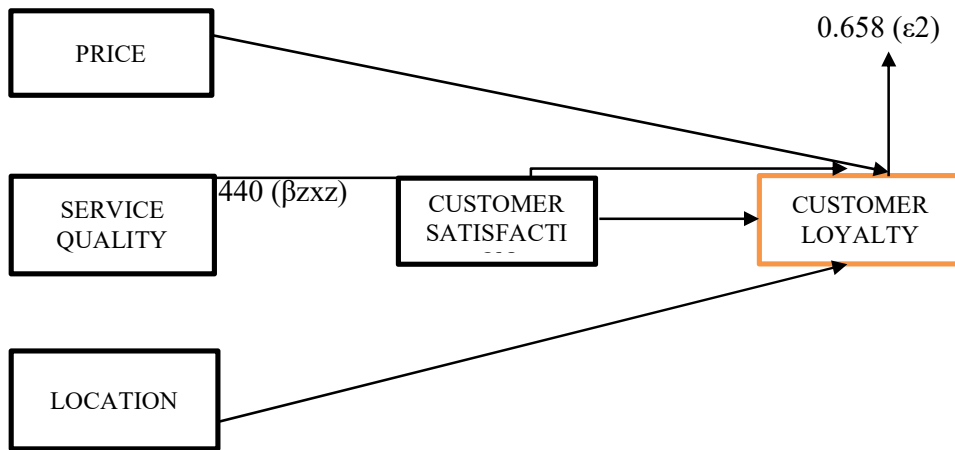
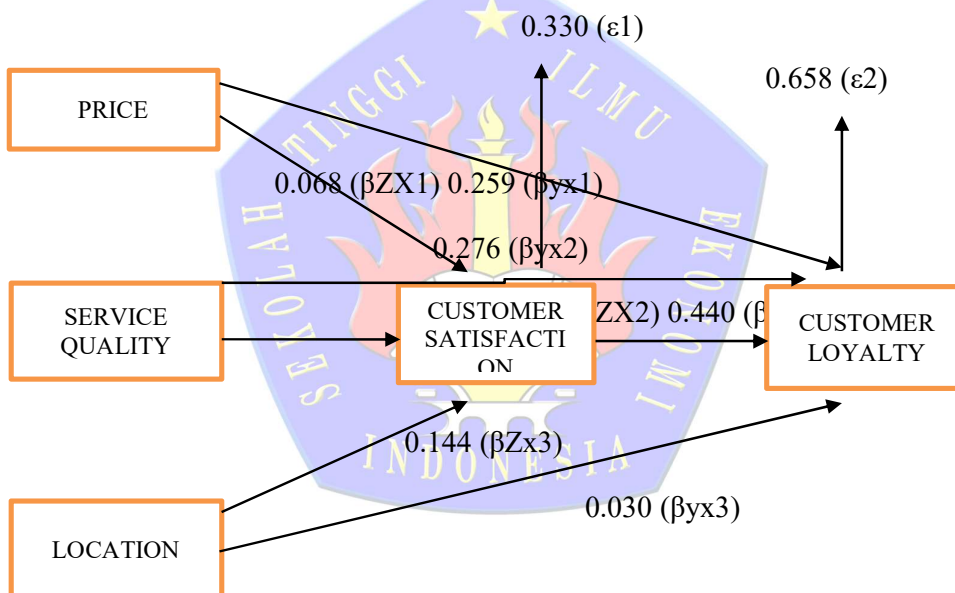


Figure 4.8. First and Second Path Analysis Diagrams.



1. Direct effect

- 1) The direct effect of price (X1) on customer satisfaction (Z) is $\beta_{zx1} = 0.068$
- 2) The direct effect of service quality (X2) on customer satisfaction (Z) is $\beta_{zx2} = 0.307$
- 3) The direct effect of location (X3) on customer satisfaction (Z) is $\beta_{zx3} = 0.144$
- 4) The direct effect of price (X1) on customer loyalty (Y) is $\beta_{yx1} = 0.259$
- 5) The direct effect of service quality (X2) on customer loyalty (Y) is $\beta_{yx2} = 0.276$
- 6) The direct effect of location (X3) on customer loyalty (Y) is $\beta_{yx3} = 0.030$
- 7) The direct effect of customer satisfaction (Z) on customer loyalty (Y) is $\beta_{zxZ} = 0.440$

2. Indirect Effect

- 1) The indirect effect of price (X1) on customer loyalty (Y) through customer satisfaction (Z) is $(0.068 \times 0.440) = 0.02992$

- 2) The indirect effect of service quality (X2) on customer loyalty (Y) through customer satisfaction (Z) is $(0.307 \times 0.440) = 0.13508$
- 3) The indirect effect of location (X3) on customer loyalty (Y) through customer satisfaction (Z) is $(0.144 \times 0.440) = 0.06336$

3. Total Effect

- 1) The total effect between price (X1) on customer loyalty (Y) through customer satisfaction (Z) is $(0.259 + 0.02992) = 0.28892$
- 2) The total effect between service quality (X2) on customer loyalty (Y) through customer satisfaction (Z) is $(0.276 + 0.13508) = 0.41108$
- 3) The total effect between locations (X3) on customer loyalty (Y) through customer satisfaction (Z) is $(0.030 + 0.06336) = 0.09336$

Shows the value of the regression coefficient and the correlation value in the direction of the relationship between variables which can show the direct effect and the indirect effect and the total effect, which is presented in Table 4.17.

Table 4.17. Summary of Direct, Indirect, and Total Effect Tests

No.	Between Variables	Direct Influence	Indirect Influence	Total Effect
1	Price => Satisfaction	0.068
2	Service Quality => Satisfaction	0.307 *
3	Location => Satisfaction	0.144
4	Price => Loyalty	0.259 *
5	Quality of Service => Loyalty	0.276 *
6	Location => Loyalty	0.030
7	Satisfaction => Loyalty	0.440 *
8	Price => Satisfaction => Loyalty	$(0.068 \times 0.440) = 0.02992$	$(0.259 + 0.02992) = 0.28892$
9	Quality of service => Satisfaction => Loyalty	$(0.307 \times 0.440) = 0.13508 *$	$(0.276 + 0.13508) = 0.41108$
10	Location => Satisfaction => Loyalty	$(0.144 \times 0.440) = 0.06336$	$(0.030 + 0.06336) = 0.09336$

Source: Data processed, 2019

4.5.3. Hypothesis test

Hypothesis test parameters use a comparison of the t value, that is, if the value of $t_{count} > t_{table}$ (1.98), then H_0 is rejected and H_a is accepted. The summary of the results of hypothesis testing is summarized as follows:

Table 4.18. Summary of Hypothesis Testing

The Effect of Price, Service Quality and Location on Customer Satisfaction and Customer Loyalty (Case Study at Pasar Jaya Klender SS)

No.	The proposed hypothesis	Hypothesis
H1	It is suspected that there is a direct effect of price on customer satisfaction	The hypothesis is rejected
H2	It is suspected that there is a direct effect of service quality on customer satisfaction	Hypothesis accepted
H3	Presumably there is a direct effect of location on customer satisfaction	The hypothesis is rejected
H4	It is suspected that there is a direct effect of price on customer loyalty	Hypothesis accepted
H5	It is suspected that there is a direct effect of service quality on customer loyalty	Hypothesis accepted
H6	It is suspected that there is a direct effect of location on customer loyalty	The hypothesis is rejected
H7	It is suspected that there is a direct effect of customer satisfaction on customer loyalty	Hypothesis accepted
H8	It is suspected that there is an indirect effect of price on customer loyalty through customer satisfaction	The hypothesis is rejected
H9	It is suspected that there is an indirect effect of service quality on customer loyalty through customer satisfaction	Hypothesis accepted
H10	It is suspected that there is an indirect direct effect of location on customer loyalty through customer satisfaction	The hypothesis is rejected

1. The direct effect of price on customer satisfaction.

Ho: $\beta_{zx1} = 0$ There is no direct effect on price (X_1) on customer satisfaction (Z) at Pasar Jaya Klender SS.

Ha: $\beta_{zx1} \neq 0$ There is a direct effect on price (X_1) on customer satisfaction (Z) at Pasar Jaya Klender SS.

From the above analysis, it is obtained a significance value of 0.491 < 0.05. Therefore, it can be concluded that the hypothesis is rejected, so there is no direct effect of price on customer satisfaction at Pasar Jaya Klender SS.

2. Direct effect of service quality on customer satisfaction.

Ho: $\beta_{zx2} = 0$ There is no direct effect on service quality (X_2) on customer satisfaction (Z) at Pasar Jaya Klender SS

Ha: $\beta_{zx2} \neq 0$ There is a direct effect on service quality (X_2) on customer satisfaction (Z) at Pasar Jaya Klender SS.

From the above analysis, it is obtained a significance value of 0.003 < 0.05. Therefore, it can be concluded that the hypothesis is accepted, so there is a direct effect of service quality on customer satisfaction at Pasar Jaya Klender SS.

3. The direct effect of location on customer satisfaction.

Ho: $\beta_{zx3} = 0$ There is no direct effect on location (X_3) on customer satisfaction (Z) at Pasar Jaya Klender SS.

Ha: $\beta_{zx3} \neq 0$ There is a direct effect on location (X_3) on customer satisfaction (Z) at Pasar Jaya Klender SS.

From the above analysis, the significance value is obtained $0.149 < 0.05$. Therefore, it can be concluded that the hypothesis is rejected, so there is no direct effect of location on customer satisfaction at Pasar Jaya Klender SS.

4. Direct effect of price on customer loyalty.

Ho: $\beta_{yx1} = 0$ There is no direct effect on price (X_1) towards customer loyalty (Y) at Pasar Jaya Klender SS.

Ha: $\beta_{yx1} \neq 0$ There is a direct effect on price (X_1) towards customer loyalty (Y) at Pasar Jaya Klender SS.

From the above analysis, it is obtained a significance value of $0.001 < 0.05$. Therefore, it can be concluded that the hypothesis is accepted, so there is a direct effect of price on customer loyalty at Pasar Jaya Klender SS.

5. Direct effect of service quality on customer loyalty.

Ho: $\beta_{yx2} = 0$ There is no influence direct service quality (X_2) to customer loyalty (Y) at Pasar Jaya Klender SS.

Ha: $\beta_{yx2} \neq 0$ There is influence direct service quality (X_2) to customer loyalty (Y) at Pasar Jaya Klender SS.

From the above analysis, it is obtained a significance value of $0.001 < 0.05$. Therefore, it can be concluded that the hypothesis is accepted, so there is a direct effect of service quality on customer loyalty of Pasar Jaya Klender SS.

6. The direct effect of location on customer loyalty.

Ho: $\beta_{yx3} = 0$ There is no direct effect on location (X_3) towards customer loyalty (Y) at Pasar Jaya Klender SS.

Ha: $\beta_{yx3} \neq 0$ There is a direct effect on location (X_3) towards customer loyalty (Y) at Pasar Jaya Klender SS.

From the above analysis, it is obtained a significance value of $0.711 < 0.05$. Therefore, it can be concluded that the hypothesis is rejected, so there is no direct effect of location on customer loyalty at Pasar Jaya Klender SS.

7. The direct effect of customer satisfaction on customer loyalty.

Ho: $\beta_{zyz} = 0$ There is no direct effect of customer satisfaction (Z) on customer loyalty (Y) in Pasar Jaya Klender SS.

Ha: $\beta_{zyz} \neq 0$ There is a direct effect of customer satisfaction (Z) on customer loyalty (Y) in Pasar Jaya Klender SS.

From the above analysis, the significance value is $0.000 < 0.05$. Therefore, it can be concluded that the hypothesis is accepted, so there is a direct effect of customer satisfaction on customer loyalty at Pasar Jaya Klender SS.

To test the effect of changes on variable changes, it is seen from the significance compared to the real level α ($5\% = 0.05$) with the following criteria:

Ho is rejected, if significant $t < 0.05$

Ha is accepted, if significant $t > 0.05$

8. The indirect effect of price on customer loyalty through customer satisfaction.

The sobel test is intended to test the significance of the indirect effect, by calculating the t value of the coefficient of exogenous and intervening variables, the value of t is compared with t table. If the value of t count $>$ the value of t table, it can be concluded that there is an intervening effect. The sobel test carried out in this study is as follows:

1) Calculating the standard error of the coefficient of direct effect (s_{x1y})

$$x1 = 0.068$$

$$s_{x1} = 0.092$$

$$y = 0.440$$

$$s_y = 0.043$$

$$s_{x1y} = \sqrt{(0,440)^2(0,092)^2+(0,068)^2(0,043)^2+(0,092)^2(0,043)^2}$$

$$s_{x1y} = 0.04077$$

- 2) Based on the results of s_{x1y} , then you can calculate the t value of the effect of mediation with the following formula:

$$\text{Multiplication coefficient } (x1y) = (0.068 \times 0.440) = 0.02992$$

$$t = \frac{x1y}{s_{x1y}}$$

$$t = \frac{0.02992}{0.04077}$$

$$t = 0.73387$$

The calculation results obtained that the t count value of 0.73387 is smaller than the t table with a significance level of 0.05, which is 1.98. So it can be concluded that customer satisfaction does not function as an intervening variable on the effect of price on customer loyalty.

9. The indirect effect of service quality on customer loyalty through customer satisfaction.

The results of the path analysis show that product quality has a direct effect on customer loyalty and also has a direct effect on customer satisfaction. To find out the effect of product quality on customer loyalty through customer satisfaction, it can be tested by using the single test as follows:

- 1) Calculate the standard error of the indirect effect coefficient (s_{x2y})

$$X2 = 0.307$$

$$Sx2 = 0.121$$

$$y = 0.440$$

$$s_y = 0.043$$

$$s_{x2y} = \sqrt{(0,440)^2(0,121)^2+(0,307)^2(0,043)^2+(0,121)^2(0,043)^2}$$

$$= 0.05509$$

- 2) Based on the results of this s_{x2y} , then we can calculate the t value of the effect of mediation with the following formula:

$$\text{Multiply the coefficients } (x2y) = (0.307 \times 0.440) = 0.13508$$

$$t = \frac{0,13508}{0,05509}$$

$$t = 2.45198$$

The calculation results obtained that the t-count value of 2.45198 is greater than the t-table with a significance level of 0.05, which is 1.98. So it can be concluded that customer satisfaction serves as an intervening variable on the influence of service quality on customer loyalty.

10. The indirect effect of location on customer loyalty through customer satisfaction.

The results of the path analysis show that product quality has a direct effect on customer loyalty and also has a direct effect on customer satisfaction. To find out the effect of product quality on customer loyalty through customer satisfaction, it can be tested by using the single test as follows:

- 1) Count *standard error* from the coefficient of indirect effect (s_{x2y})

$$X3 = 0.144$$

$$\begin{aligned} Sx3 &= 0.194 \\ y &= 0.440 \\ sy &= 0.043 \\ sx3y &= \sqrt{(0,440)^2(0,194)^2+(0,144)^2(0,043)^2+(0,194)^2(0,043)^2} \\ &= 0.08598 \end{aligned}$$

- 3) Based on the results of this x_2y , then we can calculate the t value of the effect of mediation with the following formula:

Multiply the coefficients (x_2y) = (0.144 x 0.440) = 0.06336

$$\begin{aligned} t &= \frac{0,06336}{0,08598} \\ t &= 0.73691 \end{aligned}$$

The calculation results obtained that the tcount value of 0.73691 is smaller than the t table with a significance level of 0.05, which is 1.98. So it can be concluded that customer satisfaction does not function as an intervening variable on the effect of location on customer loyalty.

4.6. Findings Research

Based on the results of several theories, journals and discussion in previous chapters, the findings of this study are as follows:

4.6.1. The direct effect of price on customer satisfaction

The acquisition sig value for the service quality variable is 0.491 with the standardized coefficient beta of 0.068. This shows that partially the price variable has a significant effect on customer satisfaction at Pasar Jaya Klender SS of 6.8%. The results of this study are in accordance with research conducted by Anastasya and Liza (2013) that price does not have a significant effect on customer satisfaction in the Dukuh Menanggal Market, Surabaya.

Thus, it can be concluded that the results of hypothesis testing for the price variable on customer satisfaction at Pasar Jaya Klender SS are 0.491 < 0.05, meaning that the frequent changing of prices at indefinite times makes customers at Pasar Jaya Klender SS dissatisfied.

4.6.2. The direct effect of product quality on customer satisfaction

The acquisition sig value for the product quality variable is 0.003 with the standardized coefficient beta of 0.307. This shows that partially the service quality variable has a significant influence on customer satisfaction at Pasar Jaya Klender SS by 30.7%. The results of this study are in accordance with research conducted by Eko Wijayanto (2016) that service quality has a significant effect on customer satisfaction in Pemalang Market. It is confirmed by Setyani and Linda's research (2019) that product quality has a significant effect on customer satisfaction.

Thus, it can be concluded that the results of hypothesis testing for the variable service quality on customer satisfaction at Pasar Jaya Klender SS are 0.003 < 0.05, meaning that the better customer perceptions of service quality provided by sellers at Pasar Jaya Klender SS, the more customer satisfaction. increased.

4.6.3. The direct effect of location on customer satisfaction

The acquisition sig value for the service quality variable is 0.149 with the standardized beta coefficient of 0.144. This shows that partially the location variable has an insignificant effect on customer satisfaction at Pasar Jaya Klender SS of 14.4%. The results of this study are consistent with research conducted by Gladis (2017), which states that location has no effect on customer satisfaction at Pasar Jaya Klender SS.

Thus, it can be concluded that the results of hypothesis testing for location variables on customer satisfaction at Pasar Jaya Klender SS are $0.149 < 0.05$, meaning that the location must consider a number of factors in determining shopping areas such as area, parking area, growth potential, and store locations. competitor stores so that customers can be satisfied shopping at Pasar Jaya Klender SS.

4.6.4. The direct effect of price on customer loyalty

The acquisition sig value for the service quality variable is 0.001 with the acquisition standardized beta coefficient of 0.259. This shows that partially the price variable has a significant effect on customer loyalty at Pasar Jaya Klender SS by 25.9%. The results of this study are in accordance with the research conducted by Gladis (2017), which states that price affects customer loyalty at the Remboken Traditional Market. It is also strengthened by the research of Eka Dwi and Bayu (2018) that price has a significant effect on customer loyalty in the Ampel Traditional Market.

Thus, it can be concluded that the results of hypothesis testing for the price variable on customer loyalty in Pasar Jaya Klender SS are $0.001 < 0.05$, meaning that the better the customer perception of the prices given by the sellers at Pasar Jaya Klender SS, the customer loyalty will increase.

4.6.5. Direct effect of service quality on customer loyalty.

The acquisition of the sig value for the product quality variable is 0.001 with the acquisition of the standardized beta coefficient of 0.276. This shows that partially the service quality variable has a significant effect on customer loyalty at Pasar Jaya Klender SS of 27.6%. The results of this study are in accordance with research conducted by Sarjita (2016) which states that service quality has a significant effect on customer loyalty. Anung Pramudyo (2015) states that service quality affects customer loyalty in traditional markets in Bantul Regency.

Thus, it can be concluded that the results of hypothesis testing for the variable service quality towards customer loyalty at Pasar Jaya Klender are $0.001 < 0.05$, meaning that the better customer perceptions of the quality of service provided by sellers at Pasar Jaya Klender, the higher customer loyalty.

4.6.6. The direct effect of location on customer loyalty.

The acquisition sig value for the product quality variable is 0.711 with the standardized coefficient beta of 0.030. This shows that partially the service quality variable has a significant effect on customer loyalty at Pasar Jaya Klender SS by 3%. The results of this study are consistent with research conducted by Gladis (2017) that location does not have a significant effect on customer loyalty.

Thus, it can be concluded that the results of hypothesis testing for the variable service quality on customer loyalty at Pasar Jaya Klender are $0.711 < 0.05$, meaning that the location must consider a number of factors in determining the shopping area such as area, parking area, growth potential, and store location. competitor stores so that customers can be satisfied shopping at Pasar Jaya Klender SS.

4.6.7. The direct effect of customer satisfaction on customer loyalty.

The acquisition sig value for the customer satisfaction variable is 0,000 with the standardized coefficient beta of 0.440. This shows that partially the customer satisfaction variable has a significant influence on customer loyalty at Pasar Jaya Klender SS by 44%. The results of this study are consistent with research conducted by Setyani and Linda (2019) that customer satisfaction has a significant effect on customer loyalty in Bekonang Traditional Market, Sukoharjo.. Also confirmed by research Anastasya and Liza (2013) stated that customer satisfaction has a significant effect on customer loyalty.

Thus, it can be concluded that the results of hypothesis testing for the variable customer satisfaction on customer loyalty at Pasar Jaya Klender SS are $0.000 < 0.05$, meaning that the better customer perception of customer satisfaction is given by the sellers at Pasar Jaya Klender SS, the customer loyalty. more increasing.

4.6.8. The indirect effect of price on customer loyalty through customer satisfaction.

The calculation results obtained that the tcount value of 0.73387 is smaller than the t table with the significance level of 0.05 is 1.98. So it can be concluded that there is no indirect effect between price on customer loyalty through customer satisfaction. This shows that customer satisfaction does not function as an intervening variable on the effect of price on customer loyalty at Pasar Jaya Klender SS, which means that satisfaction cannot form customer loyalty. This agrees with Fajar and Raden (2015) that the relationship between satisfaction and loyalty is not linear, so that even satisfied customers can still switch brands. This also agrees with Anastasya and Liza (2013), that price on loyalty does not have a significant effect through customer satisfaction.

4.6.9. The indirect effect of service quality on customer loyalty through customer satisfaction.

The calculation results obtained that the t-count value of 2.45198 is greater than the t-table with a significance level of 0.05, which is 1.98. So it can be concluded that there is an indirect influence between service quality on customer loyalty through customer satisfaction. This shows that customer satisfaction serves as an intervening variable on the influence of service quality on customer loyalty at Pasar Jaya Klender SS, which means that satisfaction can shape customer loyalty. This agrees with Setyani and Linda (2019), which states that the relationship between customer satisfaction and customer loyalty is linear.

4.6.10. The indirect effect of location on customer loyalty through customer satisfaction.

The calculation results obtained that the tcount value of 0.73691 is smaller than the t table with a significance level of 0.05, which is 1.98. Then it can be concluded that there is no indirect effect between locations on customer loyalty through customer satisfaction. This shows that customer satisfaction does not function as an intervening variable on the influence of location on customer loyalty at Pasar Jaya Klender SS, which means that satisfaction cannot form customer loyalty. This agrees with Gladis and Lotje (2017) which states that the relationship between customer satisfaction and customer loyalty is non-linear.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

The results of calculations in the previous chapter, the following conclusions can be drawn:

1. Prices do not have a significant effect on customer satisfaction at Pasar Jaya Klender SS, which means that the frequent changes in prices for clothes, basic necessities and vegetables at Pasar Jaya Klender make customers dissatisfied.
2. Service quality has a significant effect on customer satisfaction at Pasar Jaya Klender SS, meaning that the better customer perceptions of the quality of service provided by the seller at Pasar Jaya SS, the customer satisfaction increases.
3. Location does not have a significant effect on customer satisfaction at Pasar Jaya Klender, meaning that the location at Pasar Jaya Klender is not very satisfying for customers, especially the parking lot.

4. Price has a significant influence on customer loyalty at Pasar Jaya Klender SS, meaning that the better customer perception of the price given by the sellers at Pasar Jaya Klender SS, the customer loyalty will increase.
5. Service quality has a significant influence on customer loyalty at Pasar Jaya Klender SS, meaning that the better the customer perception of the quality of service provided by the sellers at Pasar Jaya Klender SS, the customer loyalty will increase.
6. Location does not have a significant influence on customer loyalty at Pasar Jaya Klender SS, meaning that the location in Pasar Jaya Klender SS, makes customers disloyal, especially the parking lot which is very slum and inadequate.
7. Customer satisfaction has a significant influence on customer loyalty at Pasar Jaya Klender SS, meaning that the better customer perceptions of customer satisfaction are given by sellers at Pasar Jaya Klender, the customer loyalty will increase.
8. Based on the sobel test, it shows that tcount is smaller than the t-table test, so there is no mediating effect between price and customer loyalty through customer satisfaction at Pasar Jaya Klender SS. Thus, customer satisfaction is not proven to mediate price with customer loyalty.
9. Based on the sobel test, it shows that the tcount is greater than the ttable test, so that there is a mediating effect between service quality and customer loyalty through customer satisfaction at Pasar Jaya Klender SS. Thus, customer satisfaction is proven to mediate service quality with customer loyalty.

Based on the sobel test, it shows that the tcount is smaller than the t-table test, so that there is no mediation effect between locations on customer loyalty through customer satisfaction at Pasar Jaya Klender SS. Thus, customer satisfaction is not proven to mediate location with customer loyalty

5.2. Suggestion

Based on the results of the conclusions described above, the suggestions in this study are as follows:

1. Price variable
The lowest score for the price variable is the statement that "the price fixing at Pasar Jaya Klender SS is more affordable compared to other markets". So the researchers suggest that sellers should set prices according to customer needs to make it more affordable.
2. Service quality variable
The lowest score of service quality variables is regarding the statement that "Sellers at Pasar Jaya Klender SS are very friendly and sociable so that you are comfortable shopping there". So the researchers suggest that the sellers at Pasar Jaya Klender should further improve their friendliness in dealing with customers so that they can be more comfortable shopping in that market.
3. Location variable
The lowest score for the location variable is the statement that "Pasar Jaya Klender SS location can be seen from the side of the road". So the researchers suggest that the management or the head of the market should put up a banner or logo about the Jaya Klender Market so that buyers can see from the side of the road.
4. Customer satisfaction variable
The lowest score for the customer satisfaction variable is the statement that "Feel satisfied with the price of the product in Pasar Jaya Klender SS". So the researchers suggest that sellers at Pasar Jaya Klender SS should adjust prices to buyers so that many will visit the market.
5. Customer loyalty variable
The lowest score for the customer loyalty variable is the statement that "I will buy more products at Pasar Jaya Klender SS". The researcher suggests that the sellers

of Pasar Jaya Klender SS should be more complementary to their goods or products so that buyers will choose and buy in that market.

5.2. Limitations and Further Research Development

In this study, the research is limited to the effect of price, service quality and location on customer loyalty through customer satisfaction. Meanwhile, there are other factors that have an influence on customer loyalty which is mediated by customer satisfaction.

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