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The Influence Analysis of Product Quality, Service Quality and Price on Customer Loyalty at Vegan Loving Hut Restaurant in Denpasar City

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ABSTRACT: In this globalization era, there are many types of businesses have done in business, one of which is a type of business in the culinary field, the goal to be achieved by culinary business actors in the creation of customer loyalty that is felt after the customer uses the services or products offered by the company and gives his response on the product or service. Some factors that can affect customer loyalty are product quality, service quality, and price. This study aims to explain the effect of product quality, service quality, and price on customer loyalty in Loving Hut Vegan Restaurant.

The sample used was 161 probability sampling especially purposive sampling. Data collection is done by distributing questionnaires. The data analysis technique used is descriptive statistical analysis and multiple linear analysis. Based on the research results found that product quality has a significant positive effect on customer loyalty at Loving Hut Vegan Restaurant, this shows that the higher or better the product quality served, the higher the level of customer loyalty. Service quality has a significant positive effect on customer loyalty at Loving Hut Vegan Restaurant, this means, the better the service quality provided, the higher the level of customer loyalty. Price has a significant positive effect on customer loyalty at Loving Hut Vegan Restaurant, which means that the better the price is given, the higher the level of customer loyalty. Product quality can be a reference in increasing customer loyalty. Service quality and price are the strongest factors affecting customer loyalty, so it is recommended for Loving Hut Vegan Restaurant to do marketing through promos given to be able to always maintain and increase customer loyalty.

KEYWORD: Product Quality, Service Quality, Price, Customer Loyalty

I.   INTRODUCTION

The development of culinary businesses is very rapid, causing the emergence of many culinary businesses with various types and variations. One of the culinary that carries the theme of a healthy lifestyle (go green) is called Vegan. A. Bangun (2003: 24) Vegan groups are pure vegetarians because they do not eat foods of animal origin, such as milk meat and eggs, therefore, the main food source of this vegan vegetarian group is vegetable material, such as vegetables, and fruits, nuts, and seeds.

Loving Hut Vegan Restaurant is a fast-food Vegan dining area that sprouts in the city of Denpasar. This Loving Hut Vegan Restaurant serves Vegan foods for those who want a healthier lifestyle, Vegan itself is 100% pure vegetarian eating only food derived from plants, such as grains, fruits, vegetables, and nuts and they exclude all animals by-products from their lifestyle (for example meat, egg, milk, wool, leather items, which contain animal fat, products tested on animals, etc.). Loving Hut has a variety of healthy ready-to-eat menus ranging from several mixed rice dishes, various processed noodles, various types of side dishes, vegetables, regional specialties, and a variety of drinks and various fresh juices. Vegan Loving Hut is a type of business that began in 2008 and is currently operating in the city of Denpasar and has also been spread in 23 countries with more than 158 restaurant spread throughout the world. Loving Hut can be found in the United States, Taiwan (Formosa), Germany, Spain, United Kingdom, Canada, Panama, Czech, China, Mongolia, Austria, France, Thailand, Hong Kong, Malaysia, Korea, Japan, Singapore, Australia, and Indonesia (Loving Hut Indonesia, 2019).

One of the goals to be achieved by culinary business people is the creation of customer loyalty. Customer loyalty is felt by the customer after the customer uses the service or product offered by the company, then the customer will be able to respond to the product or service is appropriate. In achieving customer loyalty is done by increasing product quality. Improving the quality of a product is one of the company's strategies in attracting

the interests of consumers and potential customers. Consumers will use their judgment in determining and making their decisions, especially when buying quality products. (Ackaradejruangsri, 2013). A good product is a product that has quality. For this reason, business people should pay attention to the quality of their products to survive and be able to compete and create customer loyalty. Product quality is a thorough evaluation of customers for the good performance of products involved in saving energy, preventing pollution, and making environmentally friendly products (Mowen and Minor, 2012).

Besides, in achieving customer loyalty it is also necessary to pay attention to service quality, companies must also always try to improve the service quality they provide to customers. There are five indicators in viewing service quality, among others: tangible, reliability, responsiveness, assurance, and empathy, so that the companies that survive are those who always provide the best service quality (Tjiptono, 2019). And the last is the price factor contained in the marketing mix, Kotler and Keller (2012). Price is the money billed for a product or service, or the value exchanged by customers to get the benefits of owning or using a product or service.

Based on the results of the pre-survey conducted on 20 respondents in the city of Denpasar and its surroundings can be explained from the 16 respondents who had surveyed had eaten at Loving Hut Vegan Restaurant only 4 respondents who had never eaten at the restaurant and could not continue answering the pre-survey in do, all respondents said that the product quality served by Loving Hut Vegan Restaurant is good and believes that product quality affects customer loyalty, but 1 respondent believes that the service quality provided at the restaurant is not good and 15 others say that the service quality provided is already good. good and service quality affect customer loyalty, in the last question there were 5 respondents said that the price given at Loving Hut Vegan Restaurant was affordable and affected customer loyalty, and 11 other respondents said that the price given was not affordable and had no effect on ap customer loyalty, however, research conducted by Christian (2014) found that price affects customer loyalty, so there is a need for further research on price variables and their effects on customer loyalty.

Based on the explanation above, this research needs to be done because of differences in the results of research in research conducted by Amryanti *et al*. (2013) and Halim *et al*. (2014) state that there is a positive and significant effect between product quality and customer loyalty. However, the research conducted by Pongoh (2013) states that there is a positive but not significant effect between product quality and customer loyalty and the phenomenon of decreasing the level of awareness of healthy lifestyles in urban communities.

II.   CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

Literature Review
Product quality
Tjiptono (2019) believes that quality is a combination of traits and characteristics that determine the extent to which it can meet customer requirements or assess how far those traits and characteristics meet their needs.

Service quality
Service quality can be defined as an assessment or response given by customers to the products and services provided by the company. Service quality encourages customers to commit to a company's products and services so that it has an impact on increasing the market share of a product.

Price
Kotler and Armstrong (2012), Price is the amount of money paid for goods and services or the value that consumers exchange to get the benefit of owning or using goods or services.

Customer loyalty
Hsiung (2011) classifies customerloyalty into three categories, namely the intention to repurchase, primary behavior (transaction information), and secondary behavior (willingness to recommend products and services in public and give praise).

Hypothesis
The Influence Of Product Quality On Customer Loyalty
       Research conducted by Amryanti *et al*. (2013) and Halim *et al*. (2014) states that there is a positive and significant effect between product quality and customer loyalty. And the research conducted by Susanti (2015) found that the product quality significantly affected customer loyalty,
Based on the results of previous studies, this hypothesis can be concluded as follows: H_1: Product quality has a significant positive effect on customer loyalty.

The Influence Of Service Quality On Customer Loyalty
Research conducted by Ellys and Veronica (2008) states that there is a positive and significant effect between service quality and customer loyalty. According to Indah (2012) said the same thing that service quality has a significant positive effect on customer loyalty. Based on the results of previous studies, this hypothesis can be concluded as follows:
H₂: Service quality has a significant positive effect on customer loyalty.

The Influence Of Price On Customer Loyalty
Research conducted by Rotinsulu *et al*. (2015) states that there is a positive and significant effect between price and customer loyalty. Similarly, research conducted by Putra (2017) states that there is a positive and significant effect between price and customer loyalty. The research conducted by Trisnadewi (2017) states that price has a positive and significant effect on consumer loyalty. Based on the results of previous studies, this hypothesis can be concluded as follows:
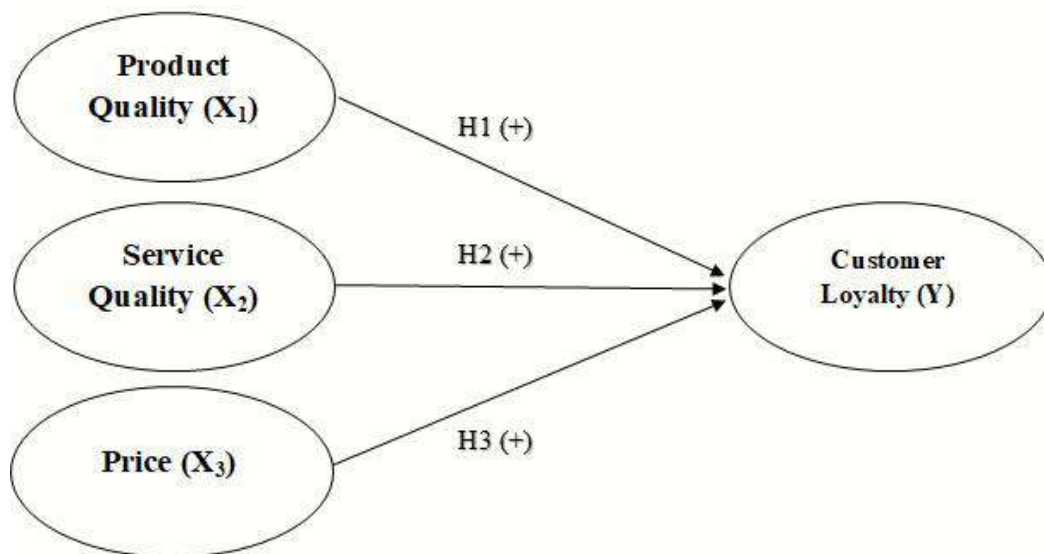**H₃: Price has a significant positive effect on customer loyalty**.

Figure 1: Conceptual Model

III.   RESEARCH METHODOLOGY

The approach used in this research is an associative quantitative approach that shows the relationship between two or more variables (Sugiyono, 2018: 92) with the form of a causal relationship, namely the relationship between product quality, service quality, and price variables on customer loyalty in Vegan Loving Restaurant Hut in Denpasar City. The location of the study was conducted at the Denpasar branch Loving Hut Vegan Restaurant located at Sudirman Shopping Center, Jalan Jendral Sudirman, Denpasar, Bali, where we know that Denpasar is the Capital of the Province of Bali with a densely populated population and with busy activities as well as primary needs such as food and beverages. which is healthy for adherents of the vegan lifestyle. The object is product quality, service quality, and price, especially regarding customer loyalty who shop at Loving Hut Vegan Restaurant in Denpasar. In this study, the population used was the people of Denpasar City who had visited and eaten at Loving Hut Restaurant in Denpasar, whose numbers were very large, so a sample was taken for this study. The sample in this study were 161 respondents.The technique used in this study is Non-probability sampling with a purposive sampling method, which is a sample with certain considerations. The sample criteria in this study are as follows:
1) Domiciled or residing in the city of Denpasar and surrounding areas. The consideration of this election is because this research was conducted on the people of Denpasar City and surrounding areas.
2) A minimum sample of Senior High School education. The consideration of the sample will be able to understand the contents of the questionnaire.
3) Respondents who are loyal to Loving Hut by making purchases more than once and recommending them to others.

Data were collected by a research instrument in the form of a questionnaire distributed to respondents online through Google Form and directly at the research location. The analysis technique used in this study is the multiple regression analysis. The following variables and indicators used in this study can be seen in Table 1.

TABLE 1: OPERATIONAL VARIABLES

Variables	Indicators	Reference
Product quality (X1)	Taste (X1,1) Display (X1,2) Variety of menu (X1,3) Temperature of food (X1,4)	Evirasanti *et al.* (2016)
Service quality (X2)	Tangible (X2,1) Reliability (X2,2) Responsiveness (X2,3) Guarantee (X2,4) Empathy (X2,5)	Tjiptono (2019)
Price (X3)	Affordability price (X3,1) Price match with product quality (X3,2) Competitiveness (X3,3) Price match with benefits (X3,4)	Kotler and Keller (2012)
Customer loyalty (Y1)	Happy and like the product (Y1) Recommend to others (Y2) Repurchase intention (Y3)	Zeithaml *et al.* (1996) Amryanti *et al.* (2013)

Source: *Previous research*

IV.   RESEARCH FINDING AND DISCUSSION

The characteristics of the respondents in this study were profiles of 161 respondents who participated in filling out the questionnaire by google form. The profile of the respondents contained in the questionnaire consisted of four aspects, such as: gender, age, occupation and education. The description of the characteristics of respondents can be seen in Table 2:

TABLE 2: RESPONDENT'S CHARACTERISTIC

No.	Characteristic	Classification	Respondents	(%)	
1.	Gender	Male	80	49,7	
		Female	81	50,3	
		Total	**161**	**100**	
2.	Age	19 – 21 years old	42	26,2	
		22 – 26 years old	101	62,7	
		27 – 31 years old	6	3,7	
		32 – 36 years old	1	0,6	
		37 – 42 years old	0		0
		above 42 years old	11	6,8	
		Total	**161**	**100**	
3.	Occupation	Students	70	43,5	
		Private Employees	53	32,9	
		Civil Servant	4	2,5	
		Entrepreneur	10	6,2	
		Others	24	14,9	
		Total	**161**	**100**	
4.	Education	High School	70	43,5	
		Diploma	13	8,1	
		Bachelor	76	47,2	
		Magister	2	1,2	
		Doctor	0		0
		Total	**161**	**100**	

Source: Data Proceed, 2020

Respondents by gender in Table 2 that the respondents of this study on the female respondents were 81

respondents with a percentage of 50.3 percent and the male as many as 80 respondents with a percentage of 49.7 percent where female respondents were more than 1 person compared to male-female. Furthermore, grouping respondents based on age where at the age level between 19-21 years amounted to 42 with a percentage of 26.2 percent, at the age level between 22-26 years amounted to 101 with a percentage of 62.7 percent, at the age level 27 - 31 years amounted to 6 with a percentage of 3.7 percent, at the age level of 32-36 years amounted to 1 with a percentage of 0.6 percent, at the age of 37-42 there is no or can be present at 0 percent and the age level above 42 amounted to 11 with a percentage of 6.8 percent.

Based on the variable of occupationis dominated by students with the 70 with a percentage of 43.5 percent, followed by private employees with 53 respondents with a percentage of 32, 9 percent, civil servants with 4 respondents with a percentage of 2.5 percent, entrepreneurs with 10 respondents with a percentage of 6.2 percent and Others with 24 respondents with a percentage of 14.9 percent. For Education completed with high school as many as 70 respondents with a percentage of 43.5 percent, Diploma as many as 13 respondents with a percentage of 8.1 percent, Bachelor dominates with 76 respondents with a percentage of 47, 2 percent, Magister is only 2 respondents with a percentage of 1.2 percent and Doctordid not exist or with a number and percentage of 0 percent.

Multiple Linear Regression Analysis
Based on the results of the analysis the regression equations that can be formed in this study are as follows. Y

$$Y = 0{,}320\ X1 + 0{,}239\ X2 + 0{,}425\ X3 \dots\dots\dots (2)$$

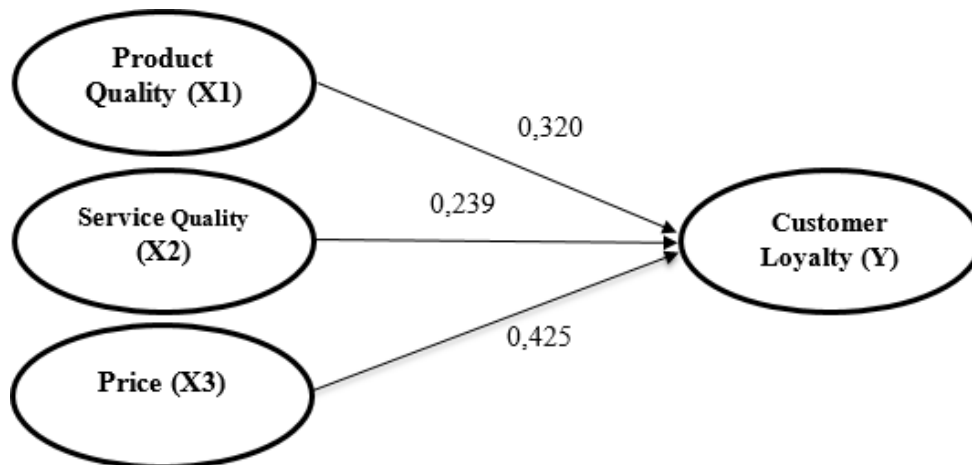|			
S(β)	= (0,072)	(0,076)	(0,045)
t	= (5,146)	(3,942)	(7,741)
Sig	= (0,000)	(0,000)	(0,000)
	= 0,655	F=99,343	Sig = 0,000

Figure 2: Final Conceptual Model

F-test
This test is conducted to determine the level of significance of the effect of the independent variables together (simultaneously) on the dependent variable. If significance ≤ 0.05, it can be said that the independent variables together can significantly influence the dependent variable. Based on the results of multiple linear regression calculations summarized in Appendix 6 it can be seen that F_count is 99.334 with a significance value of 0.000 <0.05, it can be concluded that product quality (X1), service quality (X2), and price (X3) simultaneously influence to customer loyalty (Y) at Loving Hut Vegan Restaurant.

Coefficient of determination
The coefficient of determination or R^2 is a measure of goodness of fit of the regression equation, which is a variation of the dependent variable that can be explained by the independent variable. The coefficient of determination is $0 < R^2 < 1$. The calculation results presented in Appendix 6 show the coefficient of determination or $R^2 = 0.655$, which means that 65.5 percent of customer loyalty variations in Vegan Loving Hut Restaurant is influenced by variations in product quality (X1), variations in service quality (X2), and variations in price (X3), while the remaining 34.5 percent is influenced by other factors outside the model used in this study.

Hypothesis Testing
The T-test is used to test the independent variables individually affect the dependent variable. The significance level in this test is α = 0.05. The proposed hypothesis can be accepted if the significance value of the independent variable is less than α = 0.05.

TABLE 3: THE RESULT OF T-TEST

Variables	t. statistic	Sig	Result
Product quality (X1)	5,146	0,000	accepted
Service quality (X2)	3,942	0,000	accepted
Price (X3)	7,741	0,000	accepted

Source: *Data Proceed, 2020*

Discussion

The Influence Of Product Quality On Customer Loyalty
Based on the results of statistical tests it can be concluded that there is a significant positive influence between product quality on customer loyalty. These results indicate that the better product quality of the Loving Hut Vegan Restaurant will increase customer loyalty. This study got a significant positive result because of the influence of menu variation indicators which produced the highest average responses of respondents. This means that the diversity and variety of menus available at Loving Hut Vegan Restaurant is good so that it makes respondents loyal to the restaurant, and directly increases customer loyalty. The results of this study support the statement of the study presented by Amryanti *et al*. (2013) and Halim *et al*. (2014) which says a positive and significant relationship between product quality variables and customer loyalty variables states that the better product quality, customer loyalty will be established from time to time, the research conducted by Susanti (2015) said that product quality is good if offered to customers will increase customer loyalty and this also means that product quality has a significant positive effect on product quality. Jonida (2018) also said that there was a significant positive influence between product quality and customer loyalty in the Kosovo Retail Market in the Republic of Kosovo.

The Influence Of Service Quality On Customer Loyalty
Based on the results of statistical tests it can be concluded that there is a positive and significant effect between service quality and customer loyalty. This shows that the better service quality that is provided will increase customer loyalty at Loving Hut Vegan Restaurant. The results of this study were influenced by the response of respondents who were positively significant to the service quality of the Loving Hut Vegan Restaurant, especially the highest was the indicator of the staff's readiness statement to help customers and provide services with responsiveness which had been well implemented. This means that the level of alertness of the staff in providing services is very good so that the highest score is obtained. Then the statement of ability to provide the promised service quickly, accurately, and satisfactorily at the Loving Hut Vegan Restaurant has been implemented, obtaining the lowest average rating score. This condition is caused by the lack of understanding of employees at Loving Hut Vegan Restaurant about the importance of speed, accuracy, and a desire to satisfy customers in serving customers.
The results of this study support the results of previous research, as conveyed by Ellys and Veronica (2008) which also obtained significant positive results in the relationship between the effect of service quality and customer loyalty, where reliability is important in increasing customer loyalty. In a study conducted by Indah (2012), said that the suitability of expectations and services provided by Astra motorcycle workshop employees was good so that customers were satisfied and gave rise to customer loyalty towards the Astra motorcycle repair shop, this also showed that service quality had a significant positive effect on customer loyalty.

The Influence Of Price On Customer Loyalty
The third influence in this study explains the effect of price on customer loyalty in Loving Hut Vegan Restaurant. Based on the results of statistical tests it can be concluded that there is a significant positive effect between price and customer loyalty. These results indicate the better the price given by Loving Hut Vegan Restaurant, the higher the customer loyalty. The results of this research are influenced by the price statement indicator with the benefits obtained in Loving Hut Vegan Restaurant as expected, this statement gets the highest average score, which means that respondents are satisfied with price expectations with the benefits obtained from Loving Hut Vegan Restaurant is good, the indicator of product price statement at Loving Hut Denpasar is affordable to get the lowest average score of responses and is still in the good category, which shows that respondents see the need for price affordability to be increased.
The results of this study are consistent with the results of a previous study conducted by Putra (2017) who explained that price can encourage customers to be loyal to a product, a reasonable price will be a decision for customers to remain loyal to Vespa brand motorcycles in the city of Denpasar, which means the results showed a significant positive effect between price and customer loyalty. Similar results were also found by Trisnadewi (2017) which proves that the fixed price given by online florists makes respondents feel that it is better to shop at florists online. It shows that there is a significant positive influence between price and customer loyalty.

V. CONCLUSIONS AND SUGGESTIONS

Based on the research results that have been described, the conclusions obtained are as follows.

1) Product quality has a significant positive effect on customer loyalty at Loving Hut Vegan Restaurant. This means, the higher or better product quality served, the higher the customer loyalty at Loving Hut Vegan Restaurant.

2) Service quality has a significant positive effect on customer loyalty in Loving Hut Vegan Restaurant. This means, the better the service quality provided, the higher the customer loyalty at Loving Hut Vegan Restaurant.

3) Price has a significant positive effect on customer loyalty in Loving Hut Vegan Restaurant. This means, the better the price is given, the higher the customer loyalty at Loving Hut Vegan Restaurant.

Based on the conclusions outlined above, some suggestions can be made as follows.

1) Loving Hut Vegan Resotran maintains the suitability of the temperature from the kitchen/cooking room until it is served at the serving table to the customer, the suitability of the temperature of the product presented is very influential on the satisfaction of the customer because the conformity of their perception of the temperature of the food they order with the reality they receive greatly increased their satisfaction and loyalty as customers towards Loving Hut Vegan Restaurant in Denpasar.

2) Employees should be able to improve their ability to serve customers, especially in speed and accuracy through training the focus and memory of employees because by training this the speed and accuracy in serving customers will increase, can also improve it through routine direction before work that is given by the manager of the restaurant so that this will increase the level of their customer loyalty towards the Loving Hut Vegan Restaurant in Denpasar.

3) The management and owner of the Restaurant review the price set for each product that will be served in this restaurant, by matching back between the product quality offered, the service quality provided with the affordability of the price to be set there. This is very influential on the customer's assessment of the affordability of the price offered to the product quality and service quality that is given because, if the product quality and service quality that is provided already makes the customer satisfied, whatever price that is set will be affordable for the customer and automatically will increase their customer loyalty towards Loving Hut Vegan Restaurant in Denpasar.

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