


## Analysis of Service Quality, Price and Customer Trust Towards Customer Satisfaction at Haji Mahmud Mushroom Chicken Noodles Medan

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Article Info	ABSTRACT
<b>Keywords:</b> Service Quality, Price, Customer Trust, and Customer Satisfaction.	This study aims to analyze the influence of service quality, price, and customer trust on customer satisfaction at Haji Mahmud Mushroom Chicken Noodles in Medan. The research uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to 100 respondents who are customers of the restaurant. The data were then analyzed using multiple linear regression analysis to examine the relationship between the independent variables (service quality, price, and trust) and the dependent variable (customer satisfaction). The results of the analysis show that service quality, price, and customer trust have a positive and significant effect on customer satisfaction either partially or simultaneously. Among the three variables, customer trust has the most dominant influence on satisfaction. These findings indicate that maintaining service quality, offering competitive prices, and building customer trust are crucial strategies to enhance satisfaction and customer loyalty at Haji Mahmud Mushroom Chicken Noodles Medan.
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### INTRODUCTION

Mie Ayam Jamur Haji Mahmud is a restaurant business. The restaurant, which was established in 1988, began when H. Mahmud opened Mie Ayam Mahmud and sold only using a cart. Until 1990, he established his first outlet in Medan. With increasing customer interest, in 2000, Mie Ayam Jamur Haji Mahmud officially had a permanent outlet which became the center, located on Jalan Abdullah Lubis, has around 100 employees and has 2 branches. Having several mainstay menus does not guarantee a company will survive in this era of globalization. Moreover, the development of the culinary business has become one of the most sought-after businesses. Companies must be able to continue to innovate and improve their quality to survive the increasingly fierce competition. Companies engaged in the restaurant sector must ensure customer satisfaction is met.

Customer Satisfaction is a cognitive evaluation of products or services provided by a particular company to consumers over a long period of time based on the company's commitment to service quality, price, product, and existing place/location. Punkyanti & Seminari, (2014). Kotler and Armstrong (2023) state that customer satisfaction is the extent

to which a product's performance meets a customer's expectations. If product performance falls short of customer expectations, the customer is satisfied or very pleased. However, Susanti argues that customer satisfaction is a term used by consumers to summarize a set of visible actions or behaviors related to a product or service.

In today's increasingly competitive business climate, companies need to utilize resources optimally, including creating or engineering strategies that can influence consumer perceptions, such as through the quality of their product services. This phenomenon can be seen in the current competitive conditions that occur in food products, especially chicken noodles. The diversity of food products currently available encourages consumers to identify in their decision-making when deciding to purchase a food product that they believe meets the criteria expected by customers, such as friendly service and a price that matches the product. Companies employ many methods to attract consumers and arouse their interest in purchasing the products they offer. Consumer behavior is one factor that needs to be considered in product marketing efforts. Price also plays a crucial role in customer satisfaction when purchasing a product. Customer satisfaction is a cognitive evaluation of a company's products or services over a long period of time based on the company's commitment to service quality, price, product, and location. Punkyanti & Seminari, (2014).

The focus of this research will cover various aspects such as the quality of service provided, the price offered, and how the trust given by customers in the sale of the product. Based on the description of the background of the problem above, the author is interested in conducting research with the title: "Analysis of Service Quality, Price and Customer Trust Towards Customer Satisfaction at Haji Mahmud Mushroom Chicken Noodles".

To gain a clearer understanding of this matter, the author will conduct a survey of several customers who purchased Mie Ayam. Additionally, the author will include a sales table for the last four weeks to provide more concrete data.

**Table 1.** Chicken Noodle Sales Data at Haji Mahmud Mushroom Chicken Noodles Medan

No	Sunday	Target	Realization	Information
1	First	Rp. 10,000,000	Rp. 15,000,000	Achieved
2	Second	Rp. 12,000,000	Rp. 11,200,000	Not achieved
3	Third	Rp. 11,000,000	Rp. 12,000,000	Achieved
4	Fourth	10,000,000	Rp. 9,000,000	Not achieved

Based on table 1. the sales results obtained from the first, second, third, and fourth weeks in June show that the results vary every week, sometimes sales experience a decline due to the many new brands that appear with economical prices. Most consumers now do not really look at the quality of the product but rather the quality of service and more economical prices, because the majority of those who buy Chicken Noodles at Haji Mahmud Mushroom Chicken Noodles come from the lower middle class in terms of economy. The above phenomenon is the reason for the author to make Haji Mahmud Mushroom Chicken Noodles restaurant as a place to conduct research. In the author's opinion, it appears that

the quality of service, price, and consumer trust have an influence on Customer Satisfaction but the phenomenon that occurs at Haji Mahmud Mushroom Chicken Noodles based on temporary observations, the author sees customer trust is not one thing that is used as an indicator or consideration for purchasing Chicken Noodle products but rather the quality of service and relatively more economical prices are also considered in getting satisfaction from consumers. After observing the phenomena that occurred, it shows that service quality, price, and customer trust have an influence on customer satisfaction at Haji Mahmud Mushroom Chicken Noodles. Based on the description of the background of the problem above, the author is interested in conducting research with the title: "Analysis of Service Quality, Price and Customer Trust Towards Customer Satisfaction at Haji Mahmud Mushroom Chicken Noodles Medan".

## **Literature Review**

### **Quality of Service**

Quality is an assessment made by customers. This means that quality is determined by the actual experience of customers or consumers with a product or service, and is measured against the standards or requirements they apply. Fandy (2015) said that quality is the expected level of quality, and the control of diversity in achieving that quality to meet consumer needs. According to Kotler, a service is "any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything; its production may or may not be tied to a physical product." In other words, a service includes any act or activity that one party can offer to another that is intangible and does not result in the ownership of anything, although its production may be tied to a physical product. Based on this understanding, it can be concluded that service quality is a crucial element that every company, whether engaged in the production of goods or the provision of services, must possess. Service quality is closely related to the comparison between what consumers receive and what they expect. If the reality received by consumers exceeds or meets their expectations, then the service can be considered high quality and will result in consumer satisfaction. Conversely, if the reality received is far below their expectations, then the service is considered inadequate and of low quality. In other words, service quality is determined by how well a company can meet or exceed consumer expectations in their experience.

### **Factors Affecting Service**

Service Standards refer to the methods sellers use to communicate with buyers to achieve satisfaction. The focus is on ensuring that customers feel valued and receive goods or services that meet their expectations. Zeithaml (2018). The quality of service provided to consumers must function to provide maximum satisfaction. Therefore, in order to provide services, it must be carried out in accordance with the service function. The quality of service provided by each company certainly has a goal. Generally, the goal of providing service is to ensure consumer satisfaction and, as a result, the company will obtain maximum profits. Service quality is highly dependent on three factors: systems, technology, and people. The dimensions of service quality consist of Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Sopiah, (2013)

1. Tangibles (Physical Evidence) A company's ability to demonstrate its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the surrounding environment are tangible evidence of the service provided by the service provider. This includes physical facilities (buildings, warehouses, etc.), the equipment and tools used (technology), and the appearance of its employees.
2. Reliability (Reliability) The company's ability to provide promised services accurately and reliably. Performance must meet customer expectations, which means punctuality, equal service to all customers without error, a sympathetic attitude, and high accuracy.
3. Responsiveness (Responsiveness) Willingness to help and provide fast (responsive) and accurate service to customers, with clear information delivery.
4. Assurance (Assurance and Assurance) The knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consisting of several components, including communication, credibility, security, competence, and courtesy.

Trust, according to the Big Indonesian Dictionary (KBBI), is a person's hope and belief in the honesty, kindness, and so on of another person. According to Mowen and Minor (2013:201), customer trust is all the knowledge possessed by consumers and all conclusions drawn by consumers about an object, its attributes, and its benefits. Meanwhile, according to Kotler & Keller (2016:225), customer trust is a company's willingness to rely on a business partner. There are four indicators of trust: Benevolence (sincerity), Ability (ability), Integrity (integrity), and Willingness to depend (willingness to depend).

Based on the definitions above, it can be interpreted that customer trust is a hope and belief given by customers to a product or company because the product or company has met the customer's expectations or hopes. Many factors can influence customer trust in a business, but of these many factors, the following are the factors that most influence customer trust:

1. Honesty  
An honest attitude and adherence to business ethics standards will foster a sense of mutual trust and respect among business actors, which will ultimately lead to efficiency in business and create a healthy competitive climate so that the interests of all parties involved, including customers, can be served satisfactorily without any obstacles.
2. Good Service Quality  
Service quality can be defined as the extent to which customer expectations and needs are met. Service quality is also defined as a measure of product excellence not only in terms of the characteristics of the product itself but also in the services that accompany it.
3. A Boss Trusted by the Community  
A strategy for building customer trust in a superior is to provide opportunities for people to speak up and confidently report the situation, responding responsively to

reports and using them as evaluation material. Leaders must be able to listen to complaints honestly and without shame, and must avoid embarrassing customers.

### Customer Satisfaction

Satisfaction comes from the Latin words "satis" (adequate) and "facere" (to make). Thus, satisfaction can be interpreted as "the completion or fulfillment of a desire" or "a condition in which something is considered sufficient or meets standards." Kotler and Armstrong define customer satisfaction as an evaluation of a product's actual performance compared to a buyer's expectations. Customer satisfaction can vary based on how well a product meets their expectations. If a product's performance falls below a buyer's expectations, they will be dissatisfied. Conversely, if the product meets or exceeds expectations, consumers will be satisfied. In other words, consumer satisfaction is the level of their feelings after comparing actual experiences with their expectations.

According to Kotler and Keller, satisfaction is a feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or outcome to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. Customers' assessments of product performance depend on many factors, especially the type of loyalty relationship they have with a brand. Customer Satisfaction Factors

There are several methods that companies can use to measure and monitor the satisfaction of their customers and competitors' customers. Kotler identifies four methods for measuring customer satisfaction:

1. Complaint and Suggestion System: Many companies open suggestion boxes and accept customer complaints. Some companies also provide self-addressed envelopes for customers to submit suggestions, complaints, and criticisms. Suggestions can also be submitted via comment cards, customer service, or toll-free phone. This information can provide ideas and input to the company's Customer Dissatisfaction Indicator, enabling the company to anticipate and respond quickly to such criticism and suggestions.
2. Customer Satisfaction Surveys When a company conducts a survey to gather customer feedback, it can be conducted by post, email, telephone, website, or in-person interview, or by asking customers to fill out a questionnaire. Surveys provide direct feedback and feedback from customers and convey a positive impression that the company cares about its customers.
3. Ghost Shopping: In this case, a company sends a specific person to act as a buyer at another company or its own. This mystery shopper reports on the strengths and weaknesses of the employees who served them. They also report anything useful for management decision-making. Not only is another person hired to be a ghost shopper, but the manager himself must also go into the field, shopping at a competitor's store where he or she is not known. This manager's experience is crucial because the data and information obtained are firsthand.
4. Lost Customer Analysis: Lost customers are contacted. They are asked to explain why they left, moved to another company, or whether there were any problems that



could not be resolved or were hampered by the process. This type of contact will provide information and improve the company's performance to prevent further customer loss by increasing customer satisfaction, Fandy (2016).

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## METHOD

This study employed an associative quantitative research approach. This method aims to identify and analyze the relationships between several variables, as described by Sugiyono (2019). This study will examine the influence of independent variables such as ability, interest, and motivation on the dependent variable, namely work performance. The research was conducted at Mie Ayam Jamur Haji Mahmud, a restaurant in Medan. The research location is on Jl. Abdullah Lubis, Babura, Medan Baru District, Medan City, North Sumatra.

Operational Definition has a meaning that covers various aspects related to activities carried out to carry out daily functions and processes in research problems. Hamdi and Baharuddin (2014). The variables in this analysis include 5 variables including 1 customer satisfaction variable (Y) and 4 independent variables, namely Service Quality (X1), Product Quality (X2), Price (X3), and Location/Place (X4).

**Table 3.** Operational Definitions

Variables	Operational Definition	Indicator	Scale
Customer Satisfaction (Y)	According to (Ade Irma, 2012) Satisfaction is a response from customer fulfillment that the product or service has provided a level of enjoyment where this level of fulfillment can be greater.	According to (Ade Irma, 2012) service quality indicators consist of:  1. Customer Service 2. Customer Trust 3. Features and Innovations	Likert Scale
QualityService (X1)	According to (Kotler and Syamswisna 2017) service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership.	According to (Kotler and Syamswisna 2017)  1. Reliability 2. Responsive 3. Durability 4. Customer satisfaction 5. Customer experience	Likert Scale
Price (X2)	According to (Cristy 2017) Price is a monetary value determined by a company	According to (Kotler 2017) the indicators for determining	Likert Scale



	as compensation for goods or services traded and something else provided by a company to satisfy customer desires.	in general are 1. Affordability 2. Price matches product quality  3. Price competitiveness price match with benefits.	
Customer Trust (X3)	According to Mowen and Minor (2013:201) is all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes and their benefits.	According to Kotler & Keller (2016:225) there are four indicators of trust, namely 1. Sincerity 2. Ability 3. Integrity 4. Willingness to depend	Likert Scale

Population is a group of objects or subjects that have characteristics certain qualitative data determined by the researcher to be studied and from which conclusions can be drawn, Sugiyono (2019). In the context of this research, the population is calculated if one customer buys one portion of Chicken Noodles, then the total population in Chicken Noodle sales is 1,420 customers.

**Table 4.** Chicken Noodle Sales Population At Haji Mahmud's Mushroom Chicken Noodles Medan

Sales On The Day Number of Consumers	
Monday	200 Consumers
Tuesday	150 Consumers
Wednesday	255 Consumers
Thursday	105 Consumers
Friday	250 Consumers
Saturday	180 Consumers
Sunday	280 Consumers
Total	1,420 Consumers

## RESULT

### Service Quality

The research was conducted to determine the extent to which service quality, price, and customer trust affect customer satisfaction at Haji Mahmud Mushroom Chicken Noodles Medan. Data were collected from 100 respondents using structured questionnaires and analyzed using multiple linear regression through SPSS.

#### a. Service Quality.

The majority of respondents agreed that the employees provide courteous service, fast response, and clean dining conditions. The average score for service quality was high, indicating that customers generally perceive the service as satisfactory.

b. Price

Most customers believe that the price is appropriate compared to the quality and portion of food offered. Affordability and fairness in pricing scored positively in the responses.

c. Customer Trust.

Customers reported high levels of trust due to consistent service, hygiene, and transparent pricing. This trust plays a key role in their decision to return.

d. Customer Satisfaction.

Overall, customers expressed satisfaction with their dining experience, highlighting product taste, atmosphere, and service speed.

Using multiple linear regression analysis, the following equation model was obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Customer Satisfaction

X<sub>1</sub> = Service Quality

X<sub>2</sub> = Price

X<sub>3</sub> = Customer Trust

The statistical results showed:

Service Quality (X<sub>1</sub>): Significantly affects customer satisfaction (p-value < 0.05)

Price (X<sub>2</sub>): Has a positive and significant effect on satisfaction (p-value < 0.05)

Customer Trust (X<sub>3</sub>): The most influential variable with the strongest beta coefficient

**Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) was 0.681, indicating that 68.1% of the variation in customer satisfaction can be explained by the combined influence of service quality, price, and customer trust. The remaining 31.9% is attributed to other factors not examined in this study. The findings confirm that service quality, fair pricing, and trust are critical determinants of customer satisfaction at Haji Mahmud Mushroom Chicken Noodles. Among these, customer trust plays the most dominant role, suggesting that businesses should prioritize maintaining credibility, consistency, and customer relationships to enhance loyalty.

**Tabel 5.** Hasil Uji Regresi Linier Berganda (SPSS Style)

Variabel Independen	Koefisien Regresi (B)	t-hitung	Sig. (p-value)	Keterangan
(Konstanta)	5.412	—	—	—
Service Quality (X <sub>1</sub> )	0.265	3.204	0.002	Signifikan
Price (X <sub>2</sub> )	0.198	2.887	0.005	Signifikan
Customer Trust (X <sub>3</sub> )	0.376	4.912	0.000	Sangat Signifikan

R<sup>2</sup> (Koefisien Determinasi) = 0.681

Adjusted R<sup>2</sup> = 0.671

F-hitung = 43.21

Sig. F = 0.000 (Signifikan)

## Requency of Respondent Identity Characteristics

This study sampled 95 respondents who completed a questionnaire provided by the researcher. Each respondent selected one of several answer options provided by the researcher. The data processing results show the frequency of respondent identification, including gender, age, highest level of education, occupation, total visits, and marital status, as shown in the following table:

**Table 6.** Frequency of Respondents' Identity Characteristics

Respondent Identity Characteristics		Frequency	Percentage (%)	Total
Respondent Gender	Man	42	44.2%	95
	Woman	53	55.8%	
Respondent Age	Under 21	8	8.4%	95
	21-25 Years	18	18.9%	
	26-30 Years	22	23.2%	
	31-35 Years	18	18.9%	
	36-40 Years	12	12.6%	
	41-45 Years	11	11.6%	
	Over 45 Years Old	6	6.3%	
	JUNIOR HIGH SCHOOL	2	2.1%	
Respondent's Last Education	High School/Vocational School	24	25.3%	95
	D3	4	4.2%	
	S1	55	57.9%	
	S2	9	9.5%	
	S3	1	1.1%	
	Private sector employee	28	29.5%	
Work	Civil Servants/State Civil Apparatus	13	13.7%	95
	Indonesian National Armed Forces/Indonesian National Police	5	5.3%	
	Characteristics	Frequency	Percentage (%)	
	Lecturer/Teacher	8	8.4%	
Total Visits	Businessman	20	21.1%	
	Housewife	7	7.4%	
	Students	14	14.7%	
	2 times	12	12.6%	
	3 times	23	24.2%	
	4 Times	27	28.4%	
	5 Times	22	23.2%	
	More than 5 Times	11	11.6%	

Marital status	Single/Girl	34	35.8%
	Marry	59	62.1%
	Widower/Widower	2	2.1%

Table 6 above shows that based on gender, of the 95 respondents, 42 (44.2%) were male, while the remaining 53 (55.8%) were female. Therefore, the majority of respondents in this study were female. Based on the age characteristics of the respondents, from a total of 95 respondents, there were 8 respondents (8.4%) of whom were under 21 years old, 18 respondents (18.9%) of whom were between 21-25 years old, 22 respondents (23.2%) of whom were between 26-30 years old, 18 respondents (18.9%) of whom were between 31-35 years old, 12 respondents (12.6%) of whom were between 36-40 years old, 11 respondents (11.6%) of whom were between 41-45 years old, and the remaining 6 respondents (6.3%) of whom were over 45 years old. So the majority of respondents in this study were between 26-30 years old.

Based on the characteristics of the respondents' last education from a total of 95 respondents, 2 respondents (2.1%) of them had a junior high school education, 24 respondents (25.3%) of them had a final education. High school/vocational school, 4 respondents (4.2%) of whom had a diploma (D3) as their highest education, 55 respondents (57.9%) had a bachelor's degree (S1), 9 respondents (9.5%) had a master's degree (S2), and the remaining 1 respondent (1.1%) had a doctoral degree (S3). So the majority of respondents in this study had a bachelor's degree.

Based on the characteristics of the respondents' work period from a total of 95 respondents, there were 28 respondents (29.5%) working as private employees, 13 respondents (13.7%) working as civil servants/ASN, 5 respondents (5.3%) working as TNI/POLRI, 8 respondents (8.4%) working as lecturers/teachers, 20 respondents (21.1%) working as housewives, and the remaining 14 respondents (14.7%) working as students/college students. So the majority in this study worked as private employees.

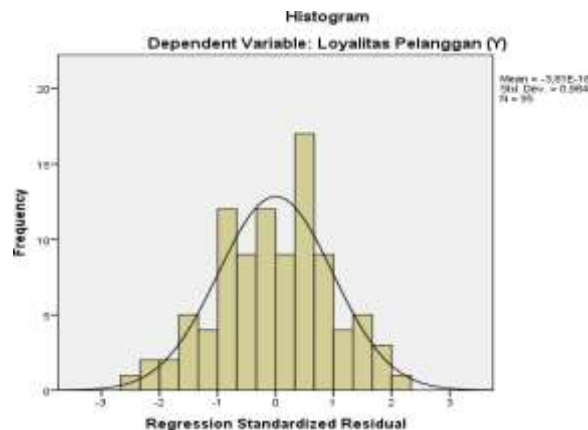
Based on the characteristics of the respondents' work period from a total of 95 respondents, there are 12 respondents (12.6%) who have visited 2 times, 23 respondents (24.2%) who have visited 3 times, 27 respondents (28.4%) who have visited 4 times, 22 respondents (23.2%) who have visited 5 times, and the remaining 11 respondents (11.6%) who have visited more than 5 times. So the majority of respondents have visited 4 times.

Based on the characteristics of the respondents' marital status, out of a total of 95 respondents, 34 respondents (35.8%) were single, 59 respondents (62.1%) were married, and the remaining 2 respondents (2.1%) were widows. Therefore, the majority of respondents in this study were married.

### Classical Assumption Test

The classical assumption tests in this study consist of normality tests, multicollinearity tests, and heteroscedasticity tests. The normality test in this study used two types of analysis: graphical analysis consisting of the Histogram Test and PP Plot, and statistical analysis consisting of the Kolgomorov-Smirnov Test. All three tests were conducted using SPSS 24.0. Graphical analysis of data normality is performed by observing the graphs

generated from data processing. The graphs that can be used to predict data normality are histograms and PP plots. If the histogram is convex like a bell, it is considered normal. If the data points are convex, then the normality is considered normal. If the graph spreads along a diagonal line, it is considered normal. The results of the data normality test using a bar histogram can be seen in the histogram below:



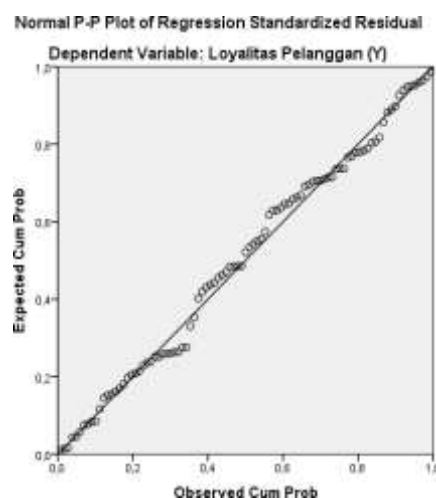
**Figure 1.** Histogram of Normality Test

Source: Data Processing Results with SPSS 24.0 (2025)

The histogram graph in the image above shows the following criteria:

- The bar chart forms a bell shape.
- Convex bar chart in the middle
- The bar graph is neither skewed to the right nor to the left.

These criteria show that based on the results of the data normality test with a histogram, it shows that the data has been normally distributed. Normality can also be seen by looking at the distribution of data (points) on the diagonal axis of the PP Plot graph. If the distribution follows the diagonal line on the histogram, then the data can be said to be normal. The PP Plot graph of the results of the data normality test can be seen in the following image:



**Figure 2.** PP Histogram Plot of Normality Test



The PP Plot image above shows that 95 data points for the dependent variable Customer Loyalty (Y) are spread around the diagonal line, following the diagonal line, and many data points touch or touch the diagonal line, so this indicates that the data is normally distributed. Statistical analysis is performed by comparing the values generated based on the data processing results. One statistical analysis used to test data normality is the Kolmogorov-Smirnov test.

### **The Influence of Corporate Image on Customer Loyalty**

The hypothesis H3 proposed in this study states: Corporate image has a partial positive and significant effect on customer loyalty at Alfamidi KM 12 Sunggal. Based on the analysis of the test results, it is known that the Corporate Image variable (X3) has a regression value of 0.361, which indicates that corporate image has a positive influence on customer loyalty. The positive direction indicates that if the company's image is better, customer loyalty will increase, conversely, if the company's image is worse, customer loyalty will also decrease.

The results of the t-test show that the calculated t for the Corporate Image variable (X3) is 7.732, with the value table is 1.986, it is known that the t count value is > t table. The significant value of t from the Corporate Image variable (X3) is 0.000, where this value is much smaller than the significance threshold of 0.05. Therefore, the test results fulfill the equation  $t_{count} > t_{table}$  and  $sig < 0.05$ . Then reject  $H_0$  (accept  $H_a$ ). So, partially there is a significant influence of Corporate Image (X3) on Customer Loyalty (Y). Based on the results of the multiple linear regression test and the results of the t-test, it can be concluded that the company image has a partial influence.

## **CONCLUSION**

Based on the results of the testing and data analysis that has been carried out, several conclusions can be drawn as a result of the research as follows: Price partially has a positive and significant effect on customer loyalty at Alfamidi KM 12 Sunggal with a regression value of 0.167 and a significant value of 0.000 with a t count of 4.159 and a t table of 1.986. Service quality partially has a positive and significant effect on customer loyalty at Alfamidi KM 12 Sunggal with a regression value of 0.127 and a significant value of 0.010 with a t count of 2.639 and a t table of 1.986. Customer trust partially has a positive and significant effect on customer loyalty at Alfamidi KM 12 Sunggal with a regression value of 0.361 and a significant value of 0.000 with a t count of 7.732 and a t table of 1.986. Price, service quality, and customer trust simultaneously have a positive and significant effect on customer loyalty at Alfamidi KM 12 Sunggal with a significant value of 0.000 with an F count of 316.684 and an F table of 2.705. Where the variable that most influences customer loyalty is the corporate image variable with t count of 7.732 and the regression value of 0.361.

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