

The Effect of Service Quality and Product Quality on Customer Loyalty through Customer Satisfaction of Tengkleng Ndeso Purwokerto

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ABSTRACT

At RM Tengkleng N Deso Purwokerto, this study is to examine the impact of product and service quality on customer loyalty, using customer satisfaction as a mediating variable. It uses 151 respondents and a quantitative methodology with purposeful sampling. SEM-PLS was utilized to evaluate the data. The study's findings show that customer satisfaction is significantly positively impacted by both product and service quality. Customer loyalty is positively and significantly impacted by service quality, but it is unaffected by product quality. Nonetheless, client loyalty is significantly enhanced by customer satisfaction. Additional findings suggest that the relationship between service and product quality and customer loyalty can be mediated by customer satisfaction. The implications of this study encourage RM Tengkleng Ndeso to enhance the quality of its services and products, thereby increasing customer satisfaction.

INTRODUCTION

As time passes, the culinary arts have become an integral part of everyday life. People are increasingly creative in preparing food, creating unique new dishes through innovation. This innovation has given rise to the idea of serving dishes with a traditional feel. Product innovation is essential to addressing the dynamic tastes of consumers (Suarna et al., 2025). Indonesia boasts a rich variety of spices and herbs, imparting distinctive flavors to its dishes. The diversity of ethnicities and cultures across the archipelago influences the use and preparation of spices, giving each region its unique composition and techniques (Muliani, 2024).

One of the growing business categories is the culinary industry, which spans both urban areas and other regions, offering a diverse range of typical dishes characteristic of each region. The variety of culinary styles that are developing is very eclectic, ranging from those that have undergone modernization to those that have historical value and have been known for a long time (Oldisan et al., 2025). According to the Central Statistics Agency (BPS) in 2023, the food and beverage industry in Indonesia had 4.85 million providers, representing a 21.13% increase from 2016. The number of workers increased to 9.80 million people, a **20.48% increase**. Sales value reached IDR 998.37 trillion, representing a 48.04% increase, and expenditure totaled IDR 601.21 trillion, a 50.34% increase compared to 2016. A total of 24.75% of businesses were restaurants or eateries, 14.55% were mobile businesses, and 3.48% were catering services.

Purwokerto is a city located in Central Java, and it is a dynamic region, marked by the growth of various businesses, including the culinary sector. Based on 2024–2025 data from the BPS, Banyumas Regency had 116 restaurants. One of the restaurants that is currently on the rise in Purwokerto is Tengkleng Ndeso, located on Jl. Prof. Dr. Suharso, Arcawinangun, East Purwokerto. Tengkleng Ndeso has a distinctive culinary characteristic that began in Solo. Tengkleng differs from goat curry in terms of physical appearance, particularly in the sauce. While goat curry has a thick sauce, tengkleng sauce is thinner in consistency. One of Solo's typical foods is goat tengkleng, which is a Solo specialty (Mellyani & Kusumaningrum, 2020).

The restaurant's unique culinary experience combines authentic flavors with a distinctive atmosphere. This uniqueness lies not only in the presentation but also in the traditional yet comfortable atmosphere of the place. This Javanese restaurant, as an ethnic restaurant, manages its service and processes meticulously (Pinandita, 2019). Furthermore, Tengkleng Ndeso is situated in the bustling city of Purwokerto. This establishment offers comfort with its traditional design, allowing visitors to savor the food even more.

Service quality is excellent, with superior delivery that meets customer expectations by providing the best service tailored to their needs and desires. This is because customers judge the results based on what they receive. (Amba et al., 2023). Service is a process consisting of several concrete actions that typically occur during interactions between customers and service representatives, as well as the actual resources, products, or systems offered by

the service provider as solutions to client problems (Afriyani & Batu, 2022). This is due to the perception that receiving good service quality will not directly foster loyalty. Research by, Sholikhah & Hadita (2025), and Lackman & Almas shows that service quality affects customer loyalty. However, research by (2021), Nugraha & Astarini (2023), and Sari & Amalia (2023) found that service quality does not affect customer loyalty.

Product quality, defined as how well a product meets or exceeds customer expectations, is crucial in manufacturing and marketing. High-quality products can influence customer purchasing decisions, brand image, and customer satisfaction (Rochma et al., 2024). Quality products and services are the preferred choice for companies and merchants to maintain and grow their businesses (Chaniago, 2021). This is due to consumer perceptions that receiving the best product quality will indirectly foster loyalty. This is reinforced by research by Sholikhah & Hadita (2023), Dewi et al. (2022), Supangkat et al. (2020), and Purba & Sukati (2025), which states that product quality influences customer loyalty. However, research by Budiono (2021), Tanjung & Rahman (2023) reveals that product quality does not influence customer loyalty.

Customer satisfaction is the positive response of customers to a company's products or services (Wardana, 2020). Buyer decisions are influenced by their perceptions and the level of post-purchase happiness and the value of the offering are determined by how well the offering performs compared to customer expectations (Oktavia & Sudarwanto, 2023). This is due to the perception that consumers feel that achieving the best customer satisfaction will indirectly foster loyalty. Research by Palilati et al. (2021), Sholikhah & Hadita (2025), Supangkat et al. (2023), Purba & Sukati (2024) Shows that customer satisfaction has a significant impact on customer loyalty. However, research by Palilati et al., (2021) revealed that customer satisfaction does not affect customer loyalty.

Service quality is the degree to which a service meets or surpasses customer expectations, influencing satisfaction by fulfilling customer needs (Gunawan & Arifin, 2024). This suggests that the better the service is received, the more likely customers are to be satisfied with the service provided. This is in line with research by Via et al., (2024), Rojuaniah et al., (2024), and Wicaksana, (2021), this shows that service quality greatly affects customer satisfaction. However, this is in contrast to research by GI Nugraha, (2024), which states that service quality does not affect customer satisfaction.

Product quality measures how well a product meets or exceeds expectations, shaping satisfaction and providing benefits that meet customer needs (Siburian & Akbar, 2021). This suggests that the higher the product quality, the more likely customers are to be satisfied with the product. This finding aligns with research by Yulistria et al. (2023) and Anggraini & Budiarti (2020), which found that product quality influences customer satisfaction, but this finding is not supported by research by Maulizar & Sukma (2024).

Service and product quality affect customer loyalty through satisfaction, which acts as a key link between customers' perceptions and their loyalty. Research by Ester et al. (2025), Nur 'ain & Susila (2021) shows that satisfaction

can mediate the impact of service and product quality on customer loyalty. The impact of service and product quality on customer loyalty, however, cannot be mediated by customer satisfaction, according to research by Nafsi et al. (2024) , and Mentang et al. (2024) .

This research is a continuation of the previous study by Ningsih & Nurfarida (2022), which discussed customer satisfaction as an intervening element in the relationship between service quality and customer loyalty. To expand this research, the researchers added an independent variable, Product Quality, from the study by Alfareza & Sukaatmadja (2023) . This research is expected to contribute to the literature and provide valuable insights to enhance the Service and Product Quality of Tengkleng Ndeso Purwokerto.

LITERATURE REVIEW

SOR Theory (Stimulus Organism Response)

The Stimulus-Organism-Response (SOR) theory, proposed by Carl Iver Hovland in 1953, emerged from the influence of psychology on communication science. The SOR theory explains that the magnitude of the effect or response depends on the message the stimulus conveys to the organism. (Tarina et al., 2023) . This theory explains how service and product quality, as stimuli, affect customer satisfaction and loyalty. In SOR terms, these qualities act as stimuli experienced by customers, such as service speed and food presentation. These stimuli then influence the organismic aspect, as reflected in customer satisfaction, and are associated with the response, namely customer loyalty.

Loyalty

According to Sambodo Rio Sasongko (2021), Consumer loyalty is reflected in the consistency of consumer behavior in choosing products, which is based on brand awareness, perceived quality, satisfaction, and a sense of pride that encourages repeat purchases. Customer satisfaction with the products offered is one of the essential factors that encourages the creation of customer loyalty. Customer loyalty is one of the crucial factors that can help businesses survive and grow in the long term (Rainata et al., 2024) . The more satisfied people are, the more likely they are to become loyal customers who will continue to consume products from business actors (Rachmawati, 2014) . According to Japariato (2017), loyalty indicators consist of three dimensions, namely: *positive thing, recommend friends, continue purchasing*

Quality of Service

Service quality impacts customer loyalty and is vital for a company's success (Anggraini & Budiarti, 2020) . Service quality is a crucial indicator for companies to survive in the fiercely competitive business world (Astuti & Sintesa, 2020) . Service quality is key to customer satisfaction and loyalty, with studies showing it significantly influences satisfaction. According to Priansa (2017), service quality indicators include *tangibles, reliability, assurance, empathy, and responsiveness*.

Product Quality

Product quality according to Chaniago (2021) It is the top choice for Companies and traders to maintain and develop their businesses. Product quality is generally defined by its condition, function, and features, which should meet consumer needs and justify the cost (Naibaho et al., 2022) . According to Kotler and Keller (2016:393-394) product quality indicators are *form, features, performance, conformance quality, durability, repairability, style, customization*

Customer satisfaction

Customer satisfaction is the positive response of customers to a company's products or services (Wardana, 2020) . It states that purchasing decisions depend on perceived value, with satisfaction based on how well the product or service meets or exceeds expectations (Oktavia & Sudarwanto, 2023) . Irawan (2008) argues that customer satisfaction indicators are feelings of satisfaction, fulfillment of consumer expectations, and repeat purchases.

Hypothesis Development

Service quality influences customer satisfaction

Service quality is a crucial factor that influences customer perception and experience when using a service. Bara & Prawitowati (2020) found that higher service quality leads to greater customer satisfaction.

H1: Service quality has a significant effect on customer satisfaction.

Product quality affects customer satisfaction

Product quality is a crucial aspect in meeting customer expectations. Products served with consistent taste, fresh ingredients, and attractive presentation will increase customer satisfaction. Research by Dewi et al. (2022) shows that product quality has a significant influence on customer satisfaction. Therefore, good product quality will directly increase customer satisfaction.

H2: Product quality has a significant effect on customer satisfaction.

Service quality influences customer loyalty

High service quality boosts satisfaction and builds loyalty, encouraging repeat purchases and referrals. Findings from Sholikhah & Hadita (2025) and Lackman & Almassawa (2023) indicate that service quality has a significant influence on customer loyalty. Therefore, service quality can directly influence customer loyalty.

H3: Customer quality has a significant effect on customer loyalty.

Product quality influences customer loyalty

The quality of a product is determined by its physical condition, function and characteristics, all of which can satisfy consumer tastes and needs satisfactorily according to the value spent. (Naibaho et al., 2022) . High-quality products will create a positive perception of the brand or culinary business. Research conducted by Supangkat et al., (2023) , Purba & Sukati (2024) shows that product quality has a significant impact on customer loyalty.

H4: Product quality has a significant effect on customer loyalty.

Customer satisfaction influences customer loyalty

Customer satisfaction fosters loyalty, with higher satisfaction increasing the likelihood of repeat visits and recommendations, as shown by Supangkat et al. (2023) , Purba & Sukati (2024) .

H5: Customer satisfaction has a significant effect on customer loyalty.

Customer satisfaction mediates service quality towards loyalty

Sari & Dwiridotjahjono (2023) found that customer satisfaction mediates the impact of service quality on loyalty, linking good service to increased satisfaction and loyalty.

H6: Customer satisfaction mediates the relationship between service quality and customer loyalty.

Customer satisfaction mediates product quality on loyalty

High-quality products will create high levels of customer satisfaction. This satisfaction then becomes an emotional foundation that strengthens the customer's desire to remain loyal to that product or service. Sholikhah & Hadita (2025) found that customer satisfaction mediates the link between product quality and customer loyalty.

H7: Customer satisfaction mediates the relationship between product quality and customer loyalty.

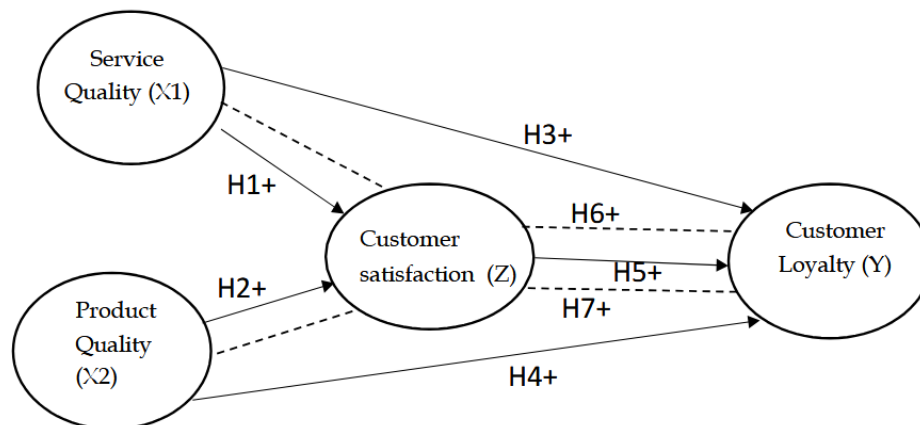


Figure 1. Framework of thinking

METHODOLOGY

This type of research employs a quantitative approach with a limited scope, explicitly focusing on the Purwokerto community that has visited Tengkleng Ndeso. The population in this study consists of all residents of Purwokerto who have experience visiting Tengkleng Ndeso. The focus of this research is on the Purwokerto community, a sample selected through a non-probability sampling technique with a purposive sampling approach based on specific criteria. The criteria are Purwokerto residents who have visited Tengkleng Ndeso more than once and are domiciled in Purwokerto. This study used the Lemeshow formula to determine a minimum sample of 97, but 151 respondents were surveyed to improve accuracy and reliability. Data were collected via a 1-5 Likert questionnaire and analyzed with SEM-PLS to examine variable relationships.

RESEARCH RESULT

Response rate

In this study, a questionnaire was distributed to 155 respondents who met the inclusion criteria. Of these, 151 questionnaires were returned and deemed suitable for analysis because they were completed in full and met the data validity requirements. Therefore, the response rate *in* this study was 97.42%, reflecting an excellent level of participation from respondents. This high response rate also supports the reliability of the data obtained and strengthens the validity of the overall research results.

Respondent Characteristics

The respondent characteristics offer a detailed demographic overview of the 136 participants, providing insight into their backgrounds. The respondent characteristics are presented as follows:

Table 1. Respondent Characteristics

Information	Description	Frequency	Presentation
Gender	Man	60	39.73% %
	Woman	91	60.26%
	Total	151	100%
Age	15-24	87	57.61%
	25-3	31	20.52%
	35-44	24	15.89 %
	>45	9	5.96%
	Total	151	100%
Work	Students	69	45.69%
	Employee	34	22.51%
	Self-employed	31	20.52%
	Other	17	11.25%
	Total	151	100%
Domicile	West Purwokerto	46	30.46%
	East Purwokerto	34	22.51%
	North Purwokerto	30	19.86%
	South Purwokerto	29	19.20%
	Total	151	100%
Income	< Rp. 2,000,000	56	37.08%
	Rp. 2,000,000 - 3,400,000	46	30.46%
	Rp. 3,500,000 - Rp. 4,900,000	26	17.21%
	>Rp 5,000,000	23	15.23%
	Total	151	100%

Based on the data in Table 1, the majority of respondents in this study were women (60.26%), with the largest age range being 15-24 years (57.61%). Most respondents (45.69%) were students, distributed across four sub-districts in Purwokerto, with the highest concentration in West Purwokerto (30.46%). From an economic perspective, the majority of respondents had an income below Rp. 2,000,000 (37.08%) which was generally pocket money from their parents.

Data instrument test

Outer Model Analysis

According to Haryono (2016), A factor loading value greater than 0.7 is considered ideal, meaning it can be used to measure the structure it forms.

However, factor loading values of 0.5 and 0.6 are still acceptable when creating new models or indicators. Outer loading measures the correlation between an indicator and its latent variable, as shown in Table 2:

Table 2. Outer Loading

Variables	Indicator	Loading factor running 1	Loading factor running 2	Loading factor running 3
Quality of Service	<i>Tangible (Tangible)</i>	0.780	0.769	0.769
	<i>Reliability</i>	0.712	0.746	0.746
	<i>Assurance</i>	0.252		
	<i>Empathy</i>	0.799	0.861	0.861
	<i>Responsiveness</i>	0.510		
Product Quality	<i>Form</i>	0.733	0.760	0.771
	<i>Features</i>	0.683	0.740	0.759
	<i>Performance Quality</i>	0.627	0.596	
	<i>Conformance Quality</i>	0.507		
	<i>Durability</i>	0.417		
	<i>Reliability</i>	0.169		
	<i>Repairability</i>	0.681	0.704	0.713
	<i>Style</i>	0.757	0.801	0.810
	<i>Customization</i>	0.498		
Customer Loyalty	<i>Say Positive</i>	0.893	0.894	0.894
	<i>Recommended</i>	0.851	0.856	0.856
	<i>Continue Purchasing</i>	0.803	0.794	0.795
Customer satisfaction	<i>Feeling of Satisfaction</i>	0.818	0.822	0.823
	<i>Fulfilling consumer expectations</i>	0.825	0.823	0.824
	<i>Always buy products</i>	0.808	0.807	0.805

In the first run, several values did not meet the criteria, i.e., values <0.6, indicating a low correlation between the indicators. Therefore, a second and third run were conducted, eliminating indicators with values below 0.6. After the third run, the results showed that all indicators were valid.

Outer loading value, reliability, and validity analyses are performed to test the quality of the construct. The Average Variance Extracted (AVE) value must be monitored in order to assess the indicator's degree of validity. It can be considered valid or to meet the standards if the value > 0.5 (Haryono, 2016) . Next, a reliability test is conducted to prove the level of accuracy. The construct is declared reliable if the *Cronbach's alpha* and *Composite reliability values* have values >0.7 (Haryono, 2016) .

Table 3. Composite reliability and validity

	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Quality of Service	0.630	0,836	0.704
Product Quality	0.584	0,849	0.764
Customer satisfaction	0.668	0,858	0.752
Customer Loyalty	0.721	0.886	0.807

Based on the calculation results, the AVE value for all research variables, namely Service Quality (0.630), Product Quality (0.584), Customer Satisfaction (0.668), and Customer Loyalty (0.721), is >0.5 , so it can be said to be valid and meets the requirements.

Based on the results of *the Composite reliability and Cronbach's alpha values*, all constructs have values greater than 0.7; thus, it can be concluded that the indicators consistently measure the constructs.

Table 4. Discriminant Validity (Fornell-Lacker Criterion)

	Customer satisfaction	Quality of Service	Product quality	Customer Loyalty
Customer satisfaction	0.817			
Quality of Service	0.788	0.793		
Product Quality	0.672	0.535	0.764	
Customer Loyalty	0.801	0.739	0.585	0.849

The Fornell-Larcker test shows that each latent variable correlates more with itself than with others, indicating good discriminant validity. Structural model that illustrates the correlation between latent variables is called the inner model. (Haryono, 2016) . This evaluation includes R Square (R^2) and direct effect. R Square is used to measure the success rate of the regression model's predictions regarding the value of the dependent variable.

Table 5. R Square and R Square Adjusted

	R Square	R Square Adjusted
Customer satisfaction	0.708	0.704
Customer Loyalty	0.676	0,670

An R^2 of 0.708 shows that service and product quality explain 70.8% of customer satisfaction, while together with satisfaction, they explain 67.6% of customer loyalty. Close Adjusted R^2 values (0.704 and 0.670) indicate a stable and accurate model.

Table 6. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Service Quality -> Customer Satisfaction	0.6 00	11,542	0.0 00	H1 accepted
Product Quality -> Customer Satisfaction	0.351	5,869	0.0 00	H2 accepted
Service Quality -> Customer Loyalty	0, 282	3,202	0.00 1	H3 accepted
Product Quality -> Customer Loyalty	0.082	1,216	0.112	H4 is rejected
Customer Satisfaction -> Customer Loyalty	0.524	6,863	0,000	H5 is accepted
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.315	6,131	0,000	H6 is accepted
Product Quality -> Customer Satisfaction -> Customer Loyalty	0.184	4,104	0,000	H7 accepted

The results show that service quality significantly positively affects customer satisfaction ($\beta = 0.600$, $t = 11.542$, $p < 0.05$, H1 accepted) and customer loyalty ($\beta = 0.282$, $t = 3.202$, $p < 0.05$, H3 accepted). Product quality significantly impacts customer satisfaction ($\beta = 0.351$, $t = 5.869$, $p < 0.05$, H2 accepted) but not customer loyalty ($\beta = 0.082$, $t = 1.216$, $p > 0.05$, H4 rejected). Customer satisfaction significantly influences customer loyalty ($\beta = 0.524$, $t = 6.863$, $p < 0.05$, H5 accepted) and mediates the effects of service quality ($\beta = 0.351$, $t = 6.131$, $p < 0.05$, H6 accepted) and product quality ($\beta = 0.184$, $t = 4.105$, $p < 0.05$, H7 accepted) on loyalty.

DISCUSSION

The analysis shows that product and service quality influence customer satisfaction. Tengkleng Ndeso can use this to enhance satisfaction, strengthen loyalty through quality and satisfaction, and improve its reputation.

The influence of service quality on customer satisfaction

According to Hovland's (1953) SOR theory, service quality serves as a stimulus affecting customer satisfaction. In this study, respondents highlighted that Tengkleng Ndeso employees quickly assist customers, demonstrating service quality as a positive stimulus. Meanwhile, the lowest contribution of answers was found in the statement that Tengkleng Ndeso has a unique taste that guarantees customer satisfaction, indicating that respondents have not strongly perceived the product quality. The results of this study are supported by research by Via et al., (2024) , Rojuaniah et al., (2024) , Wicaksana (2021) which states that service quality has a positive and significant influence on customer satisfaction.

The influence of product quality on customer satisfaction

Based on the SOR theory study proposed by Hovland (1953), service quality acts as a stimulus that influences the internal condition of customers

(organisms) in the form of satisfaction. Concerning the results of this study, the highest contribution of respondents' answers indicates that Tengkleng Ndeso will re-serve orders if there is an error in the product provided, which reflects the existence of responsive and responsible service as a positive stimulus that can shape the perception of satisfaction in customers. Meanwhile, the lowest contribution of respondents' answers was found in the statement that the durability of Tengkleng Ndeso products only lasts a day, indicating that the dimension of product durability, as part of product quality, has not provided a strong impression in shaping customer satisfaction. These results are also supported by previous studies, such as those conducted by Sanusing & giyartiningrum (2023) , Yulistria et al., (2023) , Anggraini & Budiarti (2020) which found that product quality has a positive and significant influence on customer satisfaction.

The influence of service quality on customer loyalty

According to Hovland's (1953) SOR theory study, service quality serves as a stimulus that can affect the psychological state of clients (organisms), which in this instance takes the shape of satisfaction. According to the study's findings, the majority of respondents' responses suggest that Tengkleng Ndeso staff members are prompt in helping customers when they encounter issues, which highlights the value of service quality as a motivating factor. Meanwhile, the lowest contribution of answers was found in the statement that a sense of loyalty makes me want to recommend Tengkleng Ndeso to others, which indicates that although customers may feel satisfied, they are not yet entirely motivated to show a loyalty response in the form of recommendations to others. This statement is supported by research by Lackman & Almassawa (2023) , Sholikhah & Hadita (2025) , Dewi et al., (2022) who argue that service quality has a significant positive effect on customer loyalty.

The influence of product quality on customer loyalty

Referring to the SOR theory proposed by Hovland (1953), service quality is a stimulus that can influence the internal state of customers (organisms), which is reflected through their level of satisfaction. In relation to the results of this study, the highest contribution of respondents' answers indicates that Tengkleng Ndeso will re-serve orders if there is an error in the product provided, which reflects responsive and responsible service. Meanwhile, the lowest contribution of respondents' answers was found in the statement that a sense of loyalty makes me want to recommend Tengkleng Ndeso to others, which indicates that although customers may feel satisfied, they are not yet entirely motivated to show a loyalty response in the form of recommendations to others. This previous study had comparable results with Ester et al., (2025) , Budiono (2021) , Tanjung & Rahman (2023) which revealed that product quality has no effect on customer loyalty.

The influence of customer satisfaction on customer loyalty

Hovland's (1953) SOR theory states that service quality, as an environmental stimulus, affects customers' internal state, resulting in satisfaction. This study shows that respondents feel satisfied when Tengkleng

Ndeso provides service that meets their expectations. Meanwhile, the lowest contribution of answers was found in the statement that The feeling of loyalty makes me want to recommend Tengkleng Ndeso to others, which indicates that although customers may feel satisfied, they are not yet entirely motivated to show a loyalty response in the form of recommendations to others. This finding is in line with the results of the study Purba & Sukati (2024) , Supangkat et al., (2023) , and Lackman & Almassawa (2023) which confirms that the contribution of customer satisfaction has a significant positive effect on increasing loyalty.

The influence of service quality on customer loyalty through customer satisfaction

In the context of SOR theory, service quality acts as a stimulus, which is then processed through customer perception into satisfaction, before finally producing a response in the form of loyalty. This indicates that better service quality alone does not boost loyalty without increased satisfaction. The study shows respondents feel satisfied when Tengkleng Ndeso provides appropriate service, highlighting its role in meeting expectations and forming satisfaction. In addition, respondents also gave a high rating to the statement that Tengkleng Ndeso will re-serve orders if there is an error in the product provided, which reflects a form of responsibility and responsive service to customer complaints. The lowest response was for recommending Tengkleng Ndeso, indicating that satisfied customers are not always motivated to express loyalty through referrals. This aligns with Ester et al., (2025) , Nur 'ain & Susila (2021) , Rostiani et al., (2022) who note that service quality affects loyalty via satisfaction.

The influence of product quality on customer loyalty through customer satisfaction

In the context of S - O - R theory, this suggests that a stimulus in the form of product quality can directly generate a response in the form of loyalty without going through the internal process of perception or evaluation of satisfaction. Thus, increasing product quality does not necessarily increase loyalty through the satisfaction pathway. In relation to the results of this study, the highest contribution of respondents' answers indicates that Tengkleng Ndeso will re-serve an order if there is an error in the product provided, which reflects that good product quality, including in terms of accuracy and responsibility for errors, is a crucial aspect appreciated by customers. Furthermore, respondents also gave a high score to the statement that if the service provided by Tengkleng Ndeso is appropriate, then I will feel satisfied, which indicates that service that meets expectations can build customer satisfaction. However, the statement that a sense of loyalty makes me want to recommend Tengkleng Ndeso to others received the fewest responses. This suggests that while customers are happy with the quality of the product and service, they are not yet fully inspired to demonstrate their loyalty by recommending Tengkleng Ndeso to others. This result is consistent with studies by Rostiani et al., (2022) , Ester et al., (2025) , Nur 'ain & Susila (2021) which found that customer satisfaction and product quality affect loyalty.

CONCLUSIONS AND RECOMMENDATIONS

According to the study's findings, customer satisfaction is significantly impacted by both service and product quality; the higher the perceived quality, the higher the degree of satisfaction. Additionally, it has been demonstrated that customer loyalty is directly impacted by service quality, suggesting that providing excellent customer service helps keep customers loyal. On the other hand, loyalty is not usually derived exclusively from product evaluations because there is no clear correlation between product quality and loyalty. Customer satisfaction strongly influences loyalty, as satisfied customers are more likely to remain loyal. This shows that customer satisfaction can mediate the effects of both product and service quality on loyalty. In other words, satisfaction is an essential pathway in forming loyalty, both through the service and the product received by customers.

This research recommends that Tengkleng Ndeso management further improve the quality of service and products, because both play an essential role in creating customer satisfaction which has an impact on long-term loyalty.

ADVANCED RESEARCH

It's important to acknowledge the limitations of this study. First, it doesn't fully explore consumer motivations, whether their loyalty is influenced by menu variety or by the variables studied. Second, the study focused on only one restaurant in Purwokerto, so the results cannot be generalized to other restaurants with different characteristics. Therefore, the results of this study can serve as a baseline for further studies with a broader focus and a more in-depth approach.

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