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The Influence of Product Quality, Price and Service Quality on Ana Jetkul Refill Water Consumer Satisfaction and Loyalty

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A B S T R A C T

The human need for drinking water is fundamental and requires quality maintenance to avoid health risks. One option to meet this need is through water refilling, a service provided by Ana Jetkul. As a business that has faced increasing competition over the last decade, Ana Jetkul must have a competitive advantage to continue thriving. This research investigates the impact of product quality, price, and service quality on customer satisfaction and loyalty. The structural equation modelling (SEM) method tests the correlation between variables. Samples are selected using purposive or judgment sampling methods involving the participation of 231 respondents. Data is collected by directly distributing questionnaires to Ana Jetkul's customers. The research results indicate that product quality, price, and service quality influence customer satisfaction. Price, product quality, and customer satisfaction influence service quality. However, the customer satisfaction variable only significantly impacts customer loyalty at Ana Jetkul.

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1. INTRODUCTION

Drinking water is water that has undergone or has not undergone processing and has met health standards to be safe for human consumption Currently, the demand for water, especially for drinking, is increasing as the human population grows (Safrizal, 2017). According to the Ministry of Health of the Republic of Indonesia, drinking water should be tasteless, odourless, colourless, and free from harmful microorganisms and heavy metals. The increasing demand for clean water opens up potential promising business opportunities, one of which is water refill businesses. The water refill industry has proliferated over the last few decades. It has become a more affordable and environmentally friendly alternative than single-use bottled water (Tijjang & Putra, 2020).Refill water has the advantage of lower costs and reducing the environmental impact caused by the use of single-use plastic bottles. Currently, the water refill industry has become very important in meeting the community's safe and affordable drinking water needs. This industry continues to grow and evolve with new technologies, including developing more advanced water treatment systems, using environmentally friendly packaging bottles, and innovations in more efficient and user-friendly refill machines (Kiman, 2019). Depo Ana Jetkul

is one example of a water refill business operating since 2021.

Depo Ana Jetkul offers its products at Rp5,000/gallon. Depo Ana Jetkul can sell thousands of gallons of refill water every month by providing consumers door-to-door gallon water delivery services. Depo Ana Jetkul also guarantees each consumer the quality of drinking water by conducting TDS tests. TDS testing measures the amount of dissolved particles in drinking water with a standard scale of 50-250 as suitable for consumption. Increasing public awareness of health and the environment makes this business increasingly popular. However, this business is also becoming more competitive, so Depo Ana Jetkul must be able to provide prices, product quality, and service quality that satisfy customers to compete in the market. Based on a preliminary study survey, out of 79 respondents who completed the questionnaire, it was proven that the variables of product quality, price, and service quality were reasons for choosing Depo Ana Jetkul over its competitors. Therefore, price, product quality, and service quality are the variables that will be measured in this study.

Customer satisfaction is the feeling of pleasure or disappointment that arises after evaluating the results of the received product (Arumugam et al., 2022). Customer satisfaction from the customer's perspective is related to their experience with the service provided, compared to their expectations or desires (Jaya & Salih, 2022).Besides being an essential factor for the company's sustainability, meeting customer needs is the goal of every company. Meeting customer needs increases business competitiveness and potentially increases customer loyalty. Customers satisfied with the product and service will likely repurchase from the company. Previous research explains that customer satisfaction is significantly influenced by product quality and price (Usman & Widya, 2019). Furthermore, previous research also explains that product quality, service, and price play a significant role in shaping customer loyalty and satisfaction (Kartikasari, 2020).

2. LITERATURE REVIEW

Literature A conceptualization model is an initial explanation of a phenomenon that is the focus of research. This conceptual model discusses how the theory relates to the various factors identified as the main problem. Theoretically, the conceptual model explains the relationship between the various variables to be investigated (Usman & Widya, 2019). The conceptual model in this research uses 3 independent variables: product quality, price and service quality. There are 2 dependent variables, namely consumer satisfaction and loyalty.

Products are the main and most influential element in marketing strategy (Usman & Widya, 2019). Product quality pertains to a product's capacity to fulfill its function, encompassing attributes such as durability, reliability, accuracy, ease of operation, repair, and other valuable characteristics (Jaya & Salih, 2022). Product success involves a series of coordinated decisions, including product mix, product line, product type, and services (Hakim, 2016). Product quality includes all the features that describe a product or service, reflecting the extent to which consumers have high confidence in the product or service provided (Hakim, 2016). Previous research states that product quality is one of the tools often used by marketers to determine positioning and has a direct impact on the product (Hakim 2016). The research also states that this will bring marketers closer to customer values and customer satisfaction (Usman & Widya, 2019). Research conducted by Bhakhtiar shows that consumers will feel satisfied if the evaluation results show that the product used has quality (Tijjang & Putra, 2020).Previous research conducted by Hasni stated that product quality variables have a significant and positive influence on consumer satisfaction (Zardi et al., 2019). Good product quality at Ana Jetkul Depot will influence customer interest and satisfaction in using the product. Therefore, the hypothesis proposed as a temporary answer in this research is:

H1: Product quality has a significant effect on consumer satisfaction
H2: Product quality has a significant effect on consumer loyalty

Prices have the potential to influence business development and have value and utility in

certain contexts (Hakim, 2016). Price is a factor that greatly influences consumer purchasing decisions. Setting the right price involves planning and strategy, where the price must consider the tariffs applied by competitors as well as calculating the total costs incurred plus certain profit margin policies (Zardi et al., 2019). If the price offered by Depo Ana Jetkul is too low or too high, it could have an impact on sales of refill water. High production prices are usually considered by customers as an indicator of high quality products (Arlan & Idris, 2020). Several studies state that reasonable or normal prices have a positive and significant influence on consumer satisfaction. Previous research conducted by Wijayanto concluded that the price variable has a significant effect on consumer satisfaction and loyalty variables (Arlan & Idris, 2020). Therefore, the hypothesis proposed as a temporary answer in this research is:

H3: Price has a significant effect on Consumer Satisfaction
H4: Price has a significant effect on consumer loyalty

The satisfaction of consumers is influenced by the quality of service, which is gauged by the comfort and convenience provided by Depo Ana Jetkul's services. Services are activities performed by individuals or groups, grounded in material factors and executed through specific systems, procedures, and methods, with the aim of satisfying the interests of others in accordance with their rights (Dora et al., 2021). Companies that are able to meet consumer needs and desires will provide benefits in the form of consumer satisfaction and consumer loyalty. Maximum service will create a feeling of satisfaction among consumers to reuse the products offered (Arlan & Idris, 2020). There are five characteristics used to evaluate service quality, including: tangibles, reliability, responsiveness, assurance, and empathy (Arlan & Idris, 2020). Previous research indicated that consumer satisfaction and loyalty are significantly influenced by service quality, as determined by these five characteristics (Dora et al. 2021). Previous research explained that consumers prioritize the quality of service provided to consumers (Fida et al., 2020). Therefore, the hypothesis that will be proposed as a temporary answer in this research is:

H5: Service Quality has a significant effect on Consumer Satisfaction
H6: Service Quality has a significant effect on Consumer Loyalty

Satisfaction is a person's feeling of joy or disappointment that arises from comparing perceived performance with consumer expectations. When consumers feel satisfied, they tend to become loyal consumers (Kartikasari, 2020). The measure of the success of service providers is determined by the level of consumer satisfaction (Goranda et al., 2021)a. Consumer satisfaction can be achieved if Depo Ana Jetkul consumers receive services that meet their needs and expectations. A successful business is a business where consumers show high loyalty. Therefore, every company must continue to strive to maintain consumer loyalty. Consumer loyalty can be assessed through transaction patterns, loyalty, intent to recommend, and level of engagement (Goranda et al. 2021). If consumer satisfaction can be met it will increase consumer loyalty (Jannah et al., 2019). So consumers will buy Depo Ana Jetkul products again. Previous research states that the consumer satisfaction variable has a significant and positive influence on consumer loyalty (Goranda et al., 2021). Therefore, the hypothesis that will be proposed as a temporary answer in this research is:
H7: Consumer Satisfaction has a significant effect on Consumer Loyalty

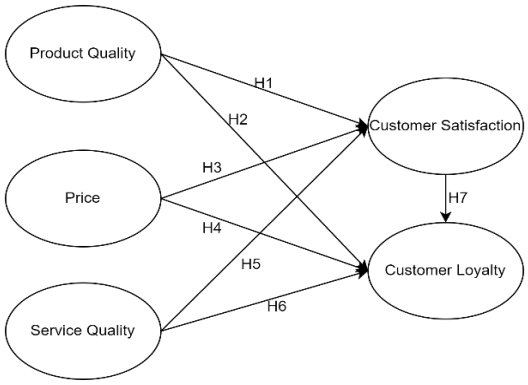

Figure 1. Conceptual model of the study

3. RESEARCH METHOD

The In this research, the data collection method used was a questionnaire. A questionnaire is a means of collecting information in the form of questions that are filled in or answered by respondents (Zardi et al., 2019). The questionnaire in this research is a closed questionnaire, meaning that the answers have been determined by the researcher. So respondents only choose the answer that in their opinion is most appropriate according to their experience using Depo Ana Jetkul products.

The survey used in this research comprised two sections. The first section contains questions about the respondent's personal data, consisting of age, gender and level of education, income and expenses. Meanwhile, the second part contains questions according to the construct. The questionnaire in this research will be distributed offline to Depo Ana Jetkul consumers. The results of Monte Carlo studies conducted by researchers show that to reduce bias in various types of SEM estimates, the minimum sample size required is 200 individuals (Billiet, 2014).

In this study, a non-probability sampling method, specifically purposive or judgment sampling, was utilized. This approach involves selecting research subjects based on specific assessments and choosing population elements deemed most appropriate for data collection.This approach also has the potential to produce more specific and high quality data in research (Ginting, 2009). Participants in this research were Depo Ana Jetkul consumers, whose ages ranged from 17 to 60 years. Data from respondents in this study will be assessed using a Likert Scale, which is a form of ordinal scale offering diverse response options (Ginting, 2009). This scale is employed with the objective of evaluating the extent of responses concerning the analysis of how product quality, pricing, and service quality impact consumer satisfaction and loyalty at the Ana Jetkul Refill Drinking Water Depot. In this research, the structural equation modeling method is usedStructural Equation Modeling (SEM) is a statistical technique that integrates factor analysis and regression (correlation) analysis, aiming to examine the connections among variables within a model. This includes the relationships between indicators and their constructs, as well as the relationships between constructs. The Structural Equation Model operates concurrently to analyze these relationships (Ali et al., 2021): (1) Comprising multiple dependent variables explained by one or more independent variables, this structure allows for the simultaneous role of a dependent variable as an independent variable in other hierarchical relationships, serving as either an intervening or moderating variable. (2) It is a cause and effectmodel and a causal model and a tiered model (casual model and path model). (3) It is a fusion of factor analysis and regression analysis.

To examine variables, researchers must create models that delineate the mindset of the observed variables. In contrast, the measurement model elucidates latent variables affected by measurable variables. Besides independent and dependent variables, SEM incorporates mediator variables. These are variables theoretically influencing the relationship between investigated variables but remain unmeasurable, observable, or manipulable; their impact is deduced from how independent variables influence the studied phenomenon. Several primary steps are necessary when employing the Structural Equation Modeling (SEM) method in this context research activities, as explained in the reference (Ali et al., 2021): (1) Creating an SEM Model to determine a strong theoretical basis that functions as justification for the model and is depicted in a path diagram. (2) Develop a research design and implement data collection procedures. Once the model is formulated and validated, it undergoes testing to

verify the assumptions integral to SEM, addressing aspects such as handling missing data and collecting necessary information. (3) In this context, model identification involves conducting tests after the model is constructed and its structure is defined to ascertain if further analysis can be performed. An essential step in this process is the calculation of the number of degrees of freedom. (4) During this phase, the model undergoes testing, with examinations conducted on the measurement model to gauge the closeness of the relationship between the indicators and their constructs. If the measurement model is deemed valid, the testing proceeds to the structural model, generating a set of correlations that elucidate the relationship between constructs.

Within the Structural Equation Modeling method, the processing of the configural model is a step conducted in confirmatory factor analysis to assess the compatibility of the conceptual model with empirical data. Configural model processing involves the specification and estimation of models that take into account the relationships between variables or constructs in the proposed model. The configural model also takes into account factors such as measurement error, covariance between variables, and measurement error in indicators (Zardi et al., 2019). Configural model processing is one of the stages for identifying patterns (configurations) of variables that have been proposed by researchers. While processing the compatibility or incompatibility of variables such as product quality, price, service satisfaction, consumer satisfaction, and consumer loyalty. The result of processing this configural model is an estimate of model parameters that reflects the relationship between variables in the model as well as information about the match between the model and empirical data. Processing the configural model is the first step in SEM analysis which makes it possible to test the validity of the theoretical model with empirical dataSubsequently, the next phase will be executed, involving the processing of the structural model to further explore the connections among variables such as product quality, price, service quality, consumer satisfaction, and consumer loyalty in the proposed model.

Table 1. Construct operationalization

Variables	Code	Questions
Product Quality (KP)	KP1	Durability of the refill water product
	KP2	Level of quality of the product offered
	KP3	Level of suitability of the product offered
Price (HG)	HG1	Affordability of the offered price financially
	HG2	The offered price aligns with the quality
	HG3	The offered price aligns with the benefits received by consumers
Service Quality (KL)	KL1	Level of customer convenience when purchasing Ana Jetkul refill water products
	KL2	Level of facilities and services provided by Ana Jetkul to consumers
	KL3	Level of ease of ordering Ana Jetkul refill water products
Customer Satisfaction (KK)	KK1	Level of customer satisfaction after consuming Ana Jetkul refill water
	KK2	Level of alignment of expected product with perceived product by Depo Ana Jetkul consumers
Customer Loyalty (LK)	LK1	Your willingness to recommend Ana Jetkul products to others
	LK2	You will make regular repeat purchases at Ana Jetkul

Structural model processing is a stage in Structural Equation Modeling analysis which involves determining and estimating the relationship between variables in a theoretical model. The structural model in SEM presents the relationship between variables and aims for researchers to test hypotheses regarding the variable relationships that have been proposed. In processing the structural model, researchers integrated the factorial model and metric models that had been developed previously. The factorial model elucidates the interconnection among variables, whereas the metric model delineates the correlation between variables and observed measurement indicators. Following the estimation of structural model parameters, researchers can conduct statistical tests to examine the model's compatibility with empirical data. This process entails assessing

the level of concordance between model predictions and observed data. Furthermore, researchers can scrutinize the statistical significance of path coefficients to comprehend the importance of causal relationships between variables within the model (Goranda et al., 2021). Structural model processing helps in understanding the causal relationships between variables in the theoretical model and testing the proposed hypotheses. Analyzing structural models also enables researchers to acquire a more profound comprehension of the mechanisms that underlie the connections among variables in a system.

4. RESULT AND DISCUSSION

The In this fourth chapter, analysis and discussion will be carried out on data processing and the results obtained by researchers. The analysis that will be carried out in the fourth part involves descriptive statistical analysis, which aims to measure the extent of the distribution of data obtained from sampling. In addition, configuration and structural model analysis will also be carried out to understand.

4.1 Results and Measurement Model Analysis

The model suitability test functions to evaluate the measurement model for each group, including basic goodness of fit, absolute fit, and incremental fit. Basics Goodness of Fit is used to evaluate the extent to which a statistical model fits the observational data that has been collected (Goranda et al., 2021). A structural model is a model employed in research to illustrate the connections between constructs. There are three indices used in the structural model of this research, namely, basic goodness of fit, absolute fit and incremental fit. Basic Goodness is a subjective measurement based on the indicators chi-square, degree of freedom, and P=Value. The basic goodness of fit index in research that uses a fairly large sample can be ignored because the measurement is considered inappropriate if it is not supported by other indices (Goranda et al., 2021). The absolute fit index is a test to determine the extent to which the statistical model matches the data obtained by researchers from respondents. The indicator of absolute fit in this research measurement model is the Root Mean Square Error of Approximation (RMSEA) Standardized Root Mean Square Residual (RSMR). The incremental fit index is the highest level test in the structural model in this research. Incremental fit is useful for comparing the extent to which the hypothesized model fits the base model or null model. In the structural model in this research, the indicators used are the Comparative Fit Index (CFI) and the Tucker-Lewis Index (TLI). Goodness of fit testing helps researchers and. From table 2 it can be seen that the measurement model in the research on basics of fit has a chi-square value of 262. The chi-square value in the measurement model in this study is small, which means there is no significant difference in the estimation results with observation. The results of the p-value in this study are significant, namely below 0.0001, which means the measurement model is said to be fit (Goranda et al., 2021). The results of this research have an RMSEA value of less than 0.08, namely 0.0001 and an RMSR value of less than 0.05, namely 0.044, which means the model can be said to be absolutely fit (Goranda et al., 2021). 2021). The measurement model in this research is also said to be incremental fit because it has CFI and TLI values greater than 0.90, namely 0.944 and 0.921. Therefore, the measurement model in this research is said to be appropriate or fit so that the interpretation of this measurement model can be acceptedThe determination of relationships between variables or constructs in this measurement model suggests that the model is comparatively more robust.

In testing research constructs, validity testing is one of the important steps that must be fulfilled. Validity testing is carried out with the aim of proving that the research construct used is truly capable of measuring the desired aspects (Zardi et al., 2019). Apart from validity testing, reliability testing is also a necessary step to show the level of consistency of the research construct (Goranda et al., 2021). In the context of this research, the assessment criteria involve the Loading value, Average Variance Extracted (AVE) value, and Construct Reliability (CR) value. The loading value is intended to assess how much of an indicator's variance can be accounted for by the construct under measurement. Meanwhile, the AVE value is intended to gauge the degree to which an indicator's variance is associated with one

construct relative to the variance attributed to measurement error. Meanwhile, the CR value aims to explain the internal consistency of each construct so that the measurement model is able to produce consistent data. Table 3 is the standardized loading of the estimation results in the measurement model.

Observing Table 3 reveals that each indicator possesses a loading value exceeding 0.7, thereby influencing the AVE value outcomes. Furthermore, the comprehensive construct AVE value in this research measurement model exceeds 0.5. A good construct is a construct that has an AVE value greater than 0.5 or 50% of the construct variance can be explained by the indicators in that construct (Goranda et al., 2021). The construct that has the largest AVE value in this measurement model is the customer satisfaction construct, namely 0.90. The smallest AVE value in this measurement model is the consumer loyalty construct, which is 0.65. This value shows that the indicators of the perception construct in the basic measurement model are only able to explain 65% of the average variance of the construct. Furthermore, the CR value in this measurement model must have a value greater than 0.7.

A good CR value is one that is close to 1, where the smaller the CR value indicates the possibility of measurement error occurring which results in the observed regression coefficient being smaller and the actual estimated structural coefficient being larger. However, the acceptable CR value limit is 0.7 (Zardi et al., 2019). Based on Table 3, it can be seen that the CR value in the measurement model of this research is greater than 0.7. The construct that has the largest CR value in this measurement model is the customer satisfaction construct, namely 0.98. Meanwhile, the smallest CR value in this research measurement model is the consumer loyalty construct, namely 0.78 Consequently, it can be affirmed that all constructs or variables in this research exhibit validity and reliability.

Table 2. Measurement model fit index

Indicators	Value	Criteria	Description
Basic Goodness of Fit			
Chi-Square	262	The smaller the better	Marginal Fit
Degree of Freedom (DoF)	55	The smaller the better	Marginal Fit
P-Value	<0.0001	< 0.001	Good Fit
Absolute Fit			
Root Mean Square Error of Approximation (RMSEA)	< 0.0001	< 0.08	Good Fit
Standardized Root Mean Square Residual (RMSR)	0.044	< 0.05	Good Fit
Incremental Fit			
Comparative FIT Index (CFI)	0.944	>0.90	Good Fit
Tucker Lewis Index (TLI)	0.921	>0.90	Good Fit

Table 3. Standardized loading of estimation results in the measurement model

Construct	Indicators	Loading	Ave	CR
Customer Satisfaction (KP)	KP1	0.995	0.902927	0.989745029
	KP2	0.934		
	KP3	0.92		
Price (HG)	HG1	0.935	0.773828667	0.938032539
	HG2	0.894		
	HG3	0.805		
Service Quality (TOS)	KL1	0.978	0.878140667	0.983404186
	KL2	0.827		
	KL3	0.997		
Consumer Satisfaction (KK)	KK1	0.81	0.711738	0.895807761
	KK2	0.876		
Consumer Loyalty (LK)	LK1	0.76	0.6543125	0.781081081
	LK2	0.855		

In testing research constructs, validity testing is one of the important steps that must be fulfilled. Validity testing is carried out with the aim of proving that the research construct used is truly

capable of measuring the desired aspects (Goranda et al., 2021). Apart from validity testing, reliability testing is also a necessary step to show the level of consistency of the research construct (Zardi et al., 2019). In the context of this research, the assessment criteria involve the Loading value, Average Variance Extracted (AVE) value, and Construct Reliability (CR) value. The loading value aims to measure the extent to which the variance of an indicator can be explained by the construct being measured. The AVE value aims to measure the extent to which the variance of an indicator is related to one construct compared to the variance caused by measurement error. Meanwhile, the CR value aims to explain the internal consistency of each construct so that the measurement model is able to produce consistent data. Table 3 is the standardized loading of the estimation results in the measurement model.

Table 3 indicates that each indicator has a loading value surpassing 0.7, consequently influencing the AVE value outcomes. Additionally, the AVE value for the entire construct in this research measurement model exceeds 0.5. A good construct is a construct that has an AVE value greater than 0.5 or 50% of the construct variance can be explained by the indicators in that construct (Zardi et al., 2019). The construct that has the largest AVE value in this measurement model is the customer satisfaction construct, namely 0.90. This value shows that the indicators in the perception construct in the basic measurement model are able to explain 90% of the average variance of the construct. The smallest AVE value in this measurement model is the consumer loyalty construct, which is 0.65. This value shows that the indicators of the perception construct in the basic measurement model are only able to explain 65% of the average variance of the construct. Furthermore, the CR value in this measurement model must have a value greater than 0.7 (Goranda et al., 2021). A good CR value is one that is close to 1, where the smaller the CR value indicates the possibility of measurement error occurring which results in the observed regression coefficient being smaller and the actual estimated structural coefficient being larger. However, the acceptable CR value limit is 0.7 (Zardi et al., 2019). Based on Table 3, it can be seen that the CR value in the measurement model of this research is greater than 0.7. The construct that has the largest CR value in this measurement model is the customer satisfaction construct, namely 0.98. Meanwhile, the smallest CR value in this research measurement model is the consumer loyalty construct, namely 0.78. With this, it can be said that all constructs or variables in this research are valid and reliable.

4.2 Structural Model Suitability Test Results

A structural model is a model utilized in research to depict the connections between constructs. There are three indices used in the structural model of this research, namely, basic goodness of fit, absolute fit and incremental fit. Basic Goodness is a subjective measurement based on the indicators chi-square, degree of freedom, and P=Value. The basic goodness of fit index in research that uses a fairly large sample can be ignored because the measurement is considered inappropriate if it is not supported by other indices (Zardi et al., 2019). The absolute fit index is a test to determine the extent to which the statistical model matches the data obtained by researchers from respondents. This measurement is influenced by the number of samples. The indicator of absolute fit in this research measurement model is the Root Mean Square Error of Approximation (RMSEA) Standardized Root Mean Square Residual (RSMR). The incremental fit index is the highest level test in the structural model in this research. Incremental fit is useful for comparing the extent to which the hypothesized model fits the base model or null model. In the structural model in this research, the indicators used are the Comparative Fit Index (CFI) and the Tucker-Lewis Index (TLI).

From Table 2 it can be seen that the structural model has a significant chi-square value, namely 262 and shows that there is no significant difference between the estimation results and observations. The p-value in the structural model is significant, namely below 0.001, which means the structural model is said to be fit (Goranda et al. 2021). The second model fit index measured is absolute fit. The results of this structural model have an RMSEA value of less than 0.08, namely 0.00001 and an

RMSR value of less than 0.05, namely 0.044, which means the model can be said to be absolutely fit (Goranda et al., 2021). From Table 4, the indices used in this research are CFI (Comparative Fit Index) and TLI (Tucker Lewis Index). The structural model in this research is also said to be incremental fit because it has CFI and TLI values greater than 0.90, namely 0.944 and 0.921. Therefore, the structural model in this research is said to be fit so that the interpretation of the structural model in this research can be accepted. It can be concluded that the relationships between constructs specified in the three structural models of this research make the model relatively better compared to models that assume all constructs are unrelated.

Table 4. Results of hypothesis testing and P-value of the structural model

Code	Research Hypothesis	Alpha Criteria <0.1	*p-value*	Conclusion
H1	The Quality of the Product significantly influences Customer Satisfaction	<0.1	0.003	Influential
H2	The Quality of the Product significantly influences Customer Loyalty.	<0.1	0.757	Not Influential
H3	Price significantly influences Customer Satisfaction.	<0.1	0.0001	Influential
H4	Price significantly influences Customer Loyalty.	<0.1	0.180	Not Influential
H5	The Quality of Service significantly influences Customer Satisfaction.	<0.1	0.0001	Influential
H6	The Quality of Service significantly influences Customer Loyalty.	<0.1	0.058	Influential
H7	Customer Satisfaction significantly influences Customer Loyalty.	<0.1	0.919	Not Influential

Figure 2. Structural model estimation results

After assessing the suitability of the structural model, the next stage is hypothesis testing to evaluate the relationship between constructs in the previous model. The null hypothesis in this study posits a significant relationship between the two constructs in a given association. Apart from the null hypothesis, there is a hypothesis or what is usually called an alternative hypothesis. The research hypothesis can be accepted if the hypothesis has a p-value of less than 0.1 (with $\alpha = 0.1$) (Ali et al., 2021).

Table 4 provides an overview of the hypotheses in the structural model of the research, indicating whether they have an impact or not. A hypothesis is said to be proven if it has a p-value of less than 0.1 (with $\alpha = 0.01$). Within the structural model of this study, three hypotheses H2, H4, and H7 have been refuted, indicating the absence of a relationship between product quality and consumer loyalty, price and consumer loyalty, and consumer satisfaction and consumer loyalty, respectively. Conversely, four hypotheses H1, H3, H5, and H6 have been supported, signifying the presence of a relationship between product quality and consumer satisfaction, price and consumer satisfaction, service quality and consumer satisfaction, and service quality and consumer loyalty, respectively.

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H1: Product quality has a significant effect on consumer satisfaction.
From these findings, it is evident that the

estimated coefficient value, with a P-Value of 0.003, supports the acceptance of H1. This outcome aligns with earlier research asserting that product quality exerts a positive and significant influence on consumer satisfaction (Jannah et al., 2019). Consumer satisfaction is significantly influenced by product quality, and a positive relationship underscores that enhancing product quality has the potential to elevate consumer satisfaction (Kartikasari 2020). In other words, the higher the quality provided by Depo Ana Jetkul, the higher the consumer satisfaction with its refillable water products. According to Kotler and Armstrong, product quality includes performance, performance, durability, conformity to specifications, ease of use, and product storage. These factors determine the quality of Depo Ana Jetkul refill water products. Good product quality, in line with consumer expectations and needs, can build trust and satisfaction with the product. The outcomes of the aforementioned hypothesis lead to the conclusion that there is a noteworthy impact between product quality and consumer satisfaction. Success in creating consumer satisfaction can potentially increase consumer loyalty, along with the possibility of repeat purchases that benefit producers.

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H2: Product quality has no significant effect on consumer loyalty. These findings reveal that the estimated coefficient holds a P-Value of 0.757. Consequently, H3, which posits an impact of product quality on consumer loyalty, is not supported. It's important to note that these results don't imply a lack of quality in Ana Jetkul refill water products. Instead, consumers appear to disregard product quality when making purchases of Depo Ana Jetkul water refills. This aligns with previous research, which similarly concluded that product quality does not influence consumer loyalty (Jannah et al., 2019). This is because there are other factors that influence consumers to buy Ana Jetkul refillable water products, such as brand, distance and other factors.

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H3: Price has a significant effect on Consumer Satisfaction. Based on these outcomes, it is evident that the estimated coefficient value, with a P-Value of 0.001, supports the acceptance of H3. These results assert a substantial influence between price and consumer satisfaction. This noteworthy impact implies that an increase in the price offered by Depo Ana Jetkul can enhance the level of consumer satisfaction. These research findings align with Sikander's perspective, emphasizing that price exerts a positive and significant impact on consumer satisfaction (Qalati et al., 2019). Research conducted by Albari explains that with every increase in the price level, consumer satisfaction will increase (Kartikasari, 2020). Likewise, if prices decrease, consumer satisfaction will decrease. In the price variable, there are factors that can influence consumers' decisions in purchasing products, such as the amount of money available and the price level set by the producer (Qalati et al. 2019). Price perception remains an important consideration for customers in assessing satisfaction or dissatisfaction with a purchase.

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H4: Price has no significant effect on consumer loyalty. From these results, it can be seen that the value of the estimated coefficient has a P-Value of 0.180. Therefore, H4 which states that there is an influence of price on consumer loyalty is rejected. This explains that consumers ignore the price when purchasing water refills at Depo Ana Jetkul. In this case it can be seen that price is not the main factor in increasing consumer loyalty for Ana Jetkul Refill Water. The findings of this study align with prior research conducted by Hasni, indicating that price does not exert a significant impact on consumer loyalty (Zardi et al., 2019). Consumers who are not sensitive to price usually judge prices based on the suitability of the benefits received (Wahjoedi, 2022). Price becomes subjective in determining consumer satisfaction (Wahjoedi, 2022). Even in certain circumstances, consumers are willing to pay higher prices to reduce non-monetary costs such as saving time, getting greater convenience, avoiding unnecessary hassles, and so on.

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H5: Service quality has a significant effect on consumer satisfaction. Derived from these findings, it is evident that the estimated coefficient value, with a P-Value of 0.001, supports the acceptance of H5. The research outcomes indicate that service quality holds a positive and significant influence on consumer satisfaction. This implies that the degree of service quality, be it high or low, affects customer satisfaction levels at Ana Jetkul Depot. This discovery aligns with prior research, asserting that satisfaction is experienced when service quality aligns with customer expectations (Ekasari et al., 2019). When service quality surpasses expectations, it is deemed as ideal service quality (Fida et al., 2020). Conversely, if service quality falls below expectations, it is deemed as subpar and inadequate. Enhancements in service quality positively impact customer satisfaction, thereby fortifying the relationship between customers and companies (Usman & Widya, 2019). These results are in harmony with Avianty and Indra's research, illustrating that service quality has a positive and significant effect on customer satisfaction (Fida et al., 2020). Consequently, it is imperative for Depo Ana Jetkul to focus on and enhance the quality of service provided to customers to uphold customer loyalty, particularly in the face of escalating competition.

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H6: Service quality has a significant effect on consumer loyalty. Based on these findings, it is apparent that the estimated coefficient value, with a P-Value of 0.058, signifies the acceptance of H6. The research outcomes indicate that service quality has a positive and significant impact on consumer loyalty. These results align with prior research elucidated by Luluk, stating that elevated service quality offered by Depo Ana Jetkul leads to increased consumer loyalty (Ekasari et al., 2019). This will encourage consumers to return to buying Depo Ana Jetkul products again in the long term. According to Parasuraman, in Bashir's research, there are five characteristics used to evaluate service quality, including: tangibles, reliability, responsiveness, assurance, and empathy. Based on these five characteristics, previous research stated that service quality has a significant effect on consumer satisfaction and loyalty (Fida et al., 2020).

Based on the results of hypothesis testing based on Table 4, the results obtained are:
H7: Consumer Satisfaction has no significant effect on Consumer Loyalty. From these results, it can be seen that the value of the estimated coefficient has a P-Value of 0.919. Therefore, H7 which states that there is an influence of consumer satisfaction on consumer loyalty is rejected. This can happen because it is supported by other factors such as brand attachment, close distance, lack of alternatives, and other factors. The results of this research are the same as the research explained by Sri Rahayu that consumer satisfaction does not always directly influence customer loyalty (Rahayu, 2018). This explains that in this research consumer satisfaction is not the main factor in increasing consumer loyalty. This research states that satisfied customers do not necessarily become loyal customers (Rahayu, 2018). Because consumers are essentially curious and try something new. Therefore, there needs to be an appropriate strategy to make consumers continue to buy Ana Jetkul refillable water products.

4.3 Managerial Implications

The results of the research description above can be used as managerial implications for the owner of the Ana Jetkul Depot. The managerial implication that can be drawn from the relationship between these variables is the importance of focusing on improving service quality as the main effort to obtain and maintain consumer loyalty. Although product quality and price play an important role in increasing consumer satisfaction, these two variables do not directly contribute to consumer loyalty. Therefore, water depot companies must invest in employee training to ensure superior service quality, ensure fast, accurate delivery, and minimize consumer dissatisfaction with service. In addition, water depot management needs to understand that consumer satisfaction does not always translate into loyalty. Therefore, marketing and customer retention strategies must focus

on factors that directly influence loyalty, such as loyalty programs or special incentives for loyal customers. Regular monitoring of consumer satisfaction and service performance, along with data analysis to detect trends and opportunities for improvement, will help water depots to proactively manage customer relationships and ensure that every interaction with the brand creates an ongoing positive impression. Thus, focusing on service quality and in-depth marketing strategies will help water depots to

5. CONCLUSION

Based on the data processing and analysis conducted in this study, it can be deduced that the variables of price, product quality, and service quality significantly impact consumer satisfaction. This is evident from the respective P-Value values for these three variables, namely 0.003, 0.0001, and 0.0001. These values signify that the P-Value for each variable is less than the alpha level, set at 0.1. On the other hand, both product quality and price variables do not exert an influence on consumer loyalty. The P-Value values for these two variables are 0.757 and 0.180, respectively, exceeding the alpha level of 0.1. Meanwhile, the service quality variable significantly influences consumer loyalty, as indicated by a P-Value of 0.058. Notably, the consumer satisfaction variable does not impact consumer loyalty, suggesting the presence of other more significant factors influencing consumers' decisions to remain loyal to a brand or company.

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