THE EFFECT OF BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION AND THE IMPACT ON CUSTOMER LOYALTY OF HAIYUM COFFEE

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Abstract: This research aims to determine the effect of brand image and price on customer loyalty through customer satisfaction with Haiyum Coffee as the object of research. The variables used in this study are brand image and price as independent variables, customer satisfaction as a mediating variable and customer loyalty as the dependent variable. The method used is quantitative mediation. The sample used in this study used a non-probability sampling method with a purposive sampling technique and a sample of 120 respondents. Data collection techniques in this study were carried out by distributing questionnaires using a Likert scale. Based on the results of data analysis, it can be concluded that brand image has a significant effect on customer loyalty, brand image has a significant effect on customer satisfaction, price has a significant effect on customer loyalty, price has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on customer loyalty. In addition, there is mediation in the relationship between brand image and customer loyalty through customer satisfaction, and mediation occurs in the relationship between price and customer loyalty through customer satisfaction.

1. Introduction

Coffee is a drink made from coffee beans that have been roasted and ground into powder. Coffee is a commodity in the world cultivated in more than 50 countries. Coffee is one of the plantation commodities that contributed USD 579.98 million in foreign exchange in 2018. Indonesia is the fourth largest coffee-producing country in the world, so the Directorate General of Plantations has placed coffee as one of the priority commodities to increase production besides palm oil and cocoa. , tea, and coconut (Komisi Pengawas Persaingan Usaha, 2020).

Since 2018, meaning the last 3 years before 2021, there has always been an increase in coffee exports from Indonesia. This proves that coffee from Indonesia is quite popular with people abroad. This yearly increase is undoubtedly a matter of pride for coffee producers in Indonesia because many people recognize coffee from Indonesia. In Indonesia itself, coffee is also in great demand, seeing as the demand for coffee in Indonesia increases every year.

Data from the International Coffee Organization (ICO) notes that the trend of domestic coffee consumption in Indonesia has continued to increase over the last five years. In 2018-2019, domestic coffee consumption reached 4,800 bags with a capacity of 60 kilograms (kg). In fact, in 2014-2015, domestic coffee consumption was only 4,417 bags. Then, in the following year, it reached 4,550 bags. Of course, this high domestic coffee consumption must also be balanced with coffee production that meets consumer demand.

Coffee production in Indonesia decreased from 2018 to 2019, then increased from 2019 to 2020, as experienced by Haiyum Coffee. Haiyum Coffee is a Coffee Factory Company founded in 2019, producing ground coffee consumed by the public, especially micro macro businesses, restaurants, and homes. The products offered are of superior quality both in terms of taste and competitive prices. The business owner conducted a pre-survey on several Haiyum Coffee consumers containing questions asked to respondents regarding price, product quality, sales location, promotions, brand image, product variations, etc. The results show that there is a relevance between price, brand image, consumer satisfaction, and consumer loyalty, which are closely related. Meanwhile, Haiyum Coffee has problems with decreasing sales quantity, and based on comparisons with other brands, price, and brand factors are very important to pay attention to. Therefore, this research will analyze whether the brand image and price effect customer satisfaction and customer loyalty of Kopi Haiyum.

2. Literature Review

Previous research conducted by Irawati (2021) entitled "The Effect of Brand Experience and Brand Image on Brand Loyalty among BonCabe Customers in Jakarta: Customer Satisfaction as a Mediating Variable." This research aims to identify the effect of brand experience and brand image on consumer satisfaction and consumer loyalty. The data in this research uses a questionnaire as primary data and uses mediation research methods. This research shows that perceived brand experience and brand image effect consumer satisfaction and loyalty. There is mediation between the two independent variables on the loyalty variable through consumer satisfaction. The relationship between journals in this research is the use of brand image, consumer satisfaction, and consumer loyalty variables, which are also used as variables in this research.

Dwiantari (2020), entitled "The Effect of Brand Image and Product Quality on Loyalty Mediated by Satisfaction (Study of Indrakila Cheese Customers in Boyolali)." This research aims to identify product quality and brand image's effect on consumer satisfaction and loyalty. The data in this research uses a questionnaire as primary data and uses mediation research methods. The sample used was 110. This research shows that product quality and brand image effect consumer satisfaction and loyalty. There is mediation between the two independent variables on the loyalty variable through consumer satisfaction. The relationship between journals in this research is the use of brand image, consumer satisfaction, and consumer loyalty variables, which are also used in this research.

Gani and Oroh (2021), entitled "The Effect of Product Quality, Service Quality and Price on Customer Satisfaction at Loki Store". This research aims to identify the effect of product quality, service quality, and price on consumer satisfaction. The data in this research uses a questionnaire as primary data and uses multiple linear regression research methods. The sample used was 150. This research shows that perceptions of product quality, service quality, and price effect consumer satisfaction. The relationship between journals in this research is the use of price and consumer satisfaction variables, which are also used as variables in this research.

According to Tjiptono (2015), loyalty is a consumer's commitment to a brand or product based on positive characteristics in long-term or future purchases. Loyalty to a brand or product is obtained due to a combination of satisfaction and complaints. According to Kotler and Keller (2016), loyalty is a consumer commitment to a company, reflected in a positive attitude by making repeat purchases and the desire to recommend to others. Another definition, according to Bambang and Heriyanto (2017), loyalty is consumer loyalty to a company, brand, or product.

Consumer satisfaction is an emotional response to experiences related to certain products or services purchased. According to Kotler and Keller (2016), consumer satisfaction is the consumer's response to fulfilling needs and expectations; this means an assessment that a form feature of a good or service provides a level of comfort related to fulfilling a need. According to Hartanto and Andreani (2019), consumer satisfaction is a feeling of satisfaction or disappointment resulting from comparing a product's or service's performance in line with expectations.

According to Kotler and Keller (2016), brand image is the perception of a brand that is reflected by consumers who stick to consumer memories. According to Kurniawan (2017), brand image is the accumulation of brand associations formed from the consumer's perspective. According to Utomo (2017), brand image represents the overall perception of a brand and is formed from information and past experiences with a brand.

Price is the amount of money charged for a product from the value of money that consumers exchange for the benefits of owning or using the product (Kotler & Amstrong, 2016). Price is the amount of money that consumers have to pay for the product they want to own (Kotler & Keller, 2016). Another definition of price, according to Alma (2018), is the value of a product in exchange for another product.

Hypotheses Development
The Effect of Brand Image on Customer Satisfaction
According to Kurniawan (2017), the results showed that brand image affects customer satisfaction. The test results using a mediation approach in research show a significant influence on the brand image variable on customer satisfaction. According to Irawati (2021), the results showed that brand image affects customer satisfaction. The test results using a mediation approach in research show a significant influence on the brand image variable on customer satisfaction. According to Dwiantari (2020), the results showed that brand image affects customer satisfaction. The test results using a mediation approach in research show a significant influence on the brand image variable on customer satisfaction.
H1 : Brand image has effects on Haiyum Coffee customer satisfaction.

The Effect of Brand Image on Customer Loyalty
According to Kurniawan (2017), the results showed that brand image has an effect on customer loyalty. The test results using a mediation approach in research show a significant influence on the brand image variable on customer loyalty. According to Dwiantari (2020), the results showed that brand image has an effect on customer loyalty. The test results using a mediation analysis approach show a significant influence on the brand image variable on customer loyalty. According to Irawati (2021), the results showed that brand image has an effect on customer loyalty. The test results using a mediation analysis approach show a significant influence on the brand image variable on customer loyalty.
H2 : Brand image has effects on Haiyum Coffee customer loyalty.

The Effect of Price on Customer Satisfaction

According to Kartikasari and Albari (2019), the results showed that price has an effects on customer satisfaction. The test results using a mediation approach in research show a significant influence on the price variable on customer satisfaction. According to Mariansyah and Syarif (2020), the results found that price has an effects on customer satisfaction. The test results using a multiple linear regression analysis approach show a significant influence on the price variable on customer satisfaction. According to Gani and Oroh (2021), the results found that price has an effects on customer satisfaction. The test results using a multiple linear regression analysis approach show a significant influence of the price variable on customer satisfaction.

H3 : Price has effects on Haiyum Coffee customer satisfaction

The Effect of Price on Customer Loyalty

According to Kartikasari and Albari (2019), the results found that price has an effects on customer loyalty. The test results using a mediation approach in research show a significant influence on the price variable on customer loyalty. According to Putri et al. (2017), the results showed that price has an effect on customer loyalty. The test results using a multiple linear regression analysis approach show a significant influence on the price variable on customer loyalty.

H4 : Price has effects on Haiyum Coffee customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

According to Kartikasari and Albari (2019), the results showed that customer satisfaction has an effect on customer loyalty. The test results using a mediation approach in research show a significant influence on the customer satisfaction variable on customer loyalty. According to Kurniawan (2017), the results showed that customer satisfaction has an effect on customer loyalty. The test results using a mediation approach in research show a significant influence on the customer satisfaction variable on customer loyalty. According to Irawati (2021), the results showed that customer satisfaction has an effect on customer loyalty. The test results using a mediation approach in research show a significant influence on the customer satisfaction variable on customer loyalty.

H5: Customer satisfaction has effects on Haiyum Coffee customer loyalty.
H6: Brand image has effects on Haiyum Coffee customer loyalty through customer satisfaction
H7: Price has effects on Haiyum Coffee customer loyalty through customer satisfaction.

3. Research Method

This research uses quantitative methods. This research was carried out by distributing questionnaires to collect data so that it could be analyzed statistically. The population involved in this research is all Haiyum Coffee consumers, with a total sample of 120. This research uses primary data from Haiyum Coffee consumers using a questionnaire distributed to consumers. This research uses secondary data in the form of theory, journals, articles, the internet, and previous research related to the problem under study. The data analysis method uses multiple regression analysis with SPSS.

4. Results and Discussion

This validity test was carried out by distributing questionnaires to 30 respondents in several places in the Gresik area. This test is needed to test whether the instrument that will be used

in the researcher's questionnaire is valid or not. The following are the results of the validity test:

Table 1. Results of Validity Test

Indicator	Correlation (r)	Significance	Result
X1.1	0,893	0,000	Valid
X1.2	0,891	0,000	Valid
X1.3	0,837	0,000	Valid
X2.1	0,891	0,000	Valid
X2.2	0,870	0,000	Valid
X2.3	0,848	0,000	Valid
M1.1	0,916	0,000	Valid
M1.2	0,804	0,000	Valid
M1.3	0,904	0,000	Valid
Y1.1	0,891	0,000	Valid
Y1.2	0,871	0,000	Valid
Y1.3	0,875	0,000	Valid

Source: Processed Data (2023)

Based on Table 1, X1 has 3 questionnaire statements these three statements have met the requirements, and the significance value is less than 0.05, so it can be concluded that the three statements of X1 are valid. X2 has three questionnaire statements these three statements also meet the requirements, and the significance value is less than 0.05, so it can be concluded that the three statements of X2 are valid. M has three questionnaire statements, these three statements also meet the requirements, namely the significance value is less than 0.05, so it can be concluded that M's three statements are valid. Likewise, with variable Y with 3 statements, these three statements have met the requirements, namely a significance value of less than 0.05, so it can be concluded that the three Y statements are valid.

This reliability testing was carried out by distributing questionnaires to 30 respondents to test whether the questions used in the questionnaire were appropriate or not.

Table 2. Results of Reliability Test

Variable	Indicator	Cronbach's Alpha	Cronbach's Alpha if item deleted	Result
Brand Image	X1_1	0.844	0,772	Reliable
	X1_2		0,744	Reliable
	X1_3		0,827	Reliable
Price	X2_1	0.834	0,774	Reliable
	X2_2		0,749	Reliable
	X2_3		0,789	Reliable
Customer Satisfaction	M1_1	0.847	0,701	Reliable
	M2_2		0,842	Reliable
	M3_3		0,746	Reliable
Customer Loyalty	Y1_1	0.851	0,785	Reliable
	Y1_2		0,808	Reliable
	Y1_3		0,782	Reliable

Source: Processed Data (2023)

Based on Table 2, the four variables have Cronbach alpha values that comply with the requirements, namely more significant than 0.6. All four also have a Cronbach alpha value

that is higher than Cronbach alpha. If the item is deleted, it can be concluded that the four variables are declared reliable.

This research uses quantitative methods and a Structural Equation Modeling approach. This method is a strong method of analysis because it lacks dependence on the measurement scale, sample size, and distribution of residuals Garson (2016).
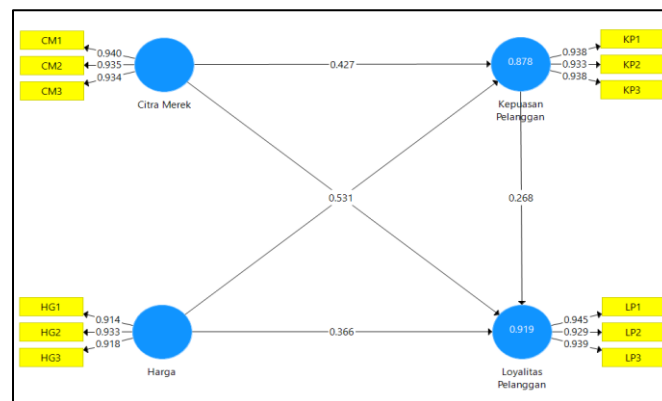

Figure 1. Research Framework Model
Source: Processed Data (2023)

Table 3. **PLS Loading Factor Test Results**

Variable	Indicator	Loading Factor
Brand Image	CM1	0,940
	CM2	0,935
	CM3	0,934
Price	HG1	0,914
	HG2	0,933
	HG3	0,918
Customer Satisfaction	KP1	0,938
	KP2	0,933
	KP3	0,938
Customer Loyalty	LP1	0,945
	LP2	0,929
	LP3	0,939

Source: Processed Data (2023)

A loading factor is the magnitude of the correlation between an indicator and its latent construct. Indicators with high loading factors contribute more to explaining the latent construct. The requirement for the loading factor is a minimum of 0.5. The loading factor results in Table 3 show that all the statements used in this research, with a total of 12 statements, have a loading factor value that meets the requirements, namely at least 0.5, so it can be concluded that all statements in this research are valid.

Table 4. **PLS Construct Validity Test Results**

Variable	Average Variance Extracted (AVE)
Brand Image	0,877
Price	0,850
Customer Satisfaction	0,876
Customer Loyalty	0,879

Source: Processed Data (2023)

The AVE value measures the variance the construct can capture compared to the variance caused by measurement error. The average variance with a value > 0.5 is used as a determinant of validity. So if < 0.5, then it is invalid. The PLS test results show that the AVE values of the four variables have met the requirements, namely more significant than 0.5. So, the four variables are declared valid.

Table 5. PLS Cross Loading Test Results

	Brand Image	Price	Customer Satisfaction	Customer Loyalty
CM1	**0,940**	0,848	0,862	0,867
CM2	**0,935**	0,876	0,855	0,883
CM3	**0,934**	0,841	0,844	0,867
HG1	0,822	**0,914**	0,836	0,851
HG2	0,863	**0,933**	0,859	0,862
HG3	0,840	**0,918**	0,852	0,874
KP1	0,838	0,860	**0,938**	0,852
KP2	0,854	0,857	**0,933**	0,867
KP3	0,868	0,869	**0,938**	0,883
LP1	0,860	0,878	0,883	**0,945**
LP2	0,871	0,873	0,861	**0,929**
LP3	0,890	0,880	0,862	**0,939**

Source: Processed Data (2023)

Cross-loading is used to check discriminant validity. If an indicator has a higher correlation with other latent variables than with the latent variable itself, then the model's suitability must be reconsidered. The results of the cross-loading test in Table 5 show that the indicator results for each variable have the most significant value when compared with the indicator results for other variables so that they are by the provisions, and it can be stated that all statements in this study are valid.

Table 6. PLS Construct Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Brand Image	0,930	0,955
Price	0,912	0,944
Customer Satisfaction	0,929	0,955
Customer Loyalty	0,931	0,956

Source: Processed Data (2023)

The reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. The composite reliability results will show a value greater than 0.6 to be considered reliable. The construct reliability test results in Table 6 show that the composite reliability value complies with the provisions significant more than 0.6. So, the four variables are declared reliable.

Table 7. Inner Model R Square Test Results

	R Square	R Square Adjusted
Customer Satisfaction	0,878	0,876
Customer Loyalty	0,919	0,917

Source: Processed Data (2023)

Table 8. **Inner Q Square Model Test Results**

	Q² (=1-SSE/SSO)
Brand Image	
Price	
Customer Satisfaction	0,723
Customer Loyalty	0,761

Source: Processed Data (2023)

The interpretation of R-Square in PLS-SEM is the same as in regression. The R2 value measures the level of change in the independent variable towards the dependent variable. Based on Table 7, the R Square value obtained for customer satisfaction is 0.878, while the R Square value for customer loyalty is 0.919. Both have high values because they are more than 0.75, so they can be stated to have a moderate influence.

Q2 measures whether the observation values produced by the model and its parameter estimates are good or not. If the results are $Q^2 > 0$, then the model has predictive relevance and vice versa. Q-square results above zero indicate that the model has good predictive relevance.

$$Q2 \quad = 1 - (1 - R2 \ KP) \ x \ (1 - R2 \ LP)$$
$$= 1 - (1 - 0{,}723) \ x \ (1 - 0{,}761)$$
$$= 1 - (0{,}277) \ x \ (0{,}239)$$
$$= 1 - 0{,}066203$$
$$= 0{,}933797$$

The Q-square result is 0.933797, which means that the model has good predictive relevance because it has a high value and is close to 1.

The cut-off value of the t-test is 1.96, where if the T value obtained is 1.96 it will produce a significant effect of one variable on the other variables. The following is a structural model of bootstrap testing, which also shows the statistical t-test results.

Table 9. T Statistic

	Path Coefficient	Standard Deviation	T Statistics	Result
Brand Image -> Customer Satisfaction	0,427	0,085	5,043	Positive & Significant
Brand Image -> Customer Loyalty	0,353	0,086	4,111	Positive & Significant
Price -> Customer Satisfaction	0,531	0,085	6,264	Positive & Significant
Price -> Customer Loyalty	0,366	0,079	4,629	Positive & Significant
Customer Satisfaction -> Customer loyalty	0,268	0,090	2,975	Positive & Significant
Brand Image -> Customer Satisfaction -> Customer Loyalty	0,114	0,046	2,511	Positive & Significant
Price -> Customer Satisfaction -> Customer Loyalty	0,142	0,053	2,696	Positive & Significant

Source: Processed Data (2023)

Based on Table 9, the following conclusions can be drawn:
1. The Effect of Brand Image on Customer Satisfaction
   The T statistical value of brand image on customer satisfaction is 5.043, greater than provisions 1.96. Apart from that, it has a p-value of less than 0.05, so it can be concluded that brand image has an effect on customer satisfaction.
2. The Effect of Brand Image on Customer Loyalty
   The T statistical value of brand image on customer loyalty is 4.111, greater than provisions 1.96. Apart from that, it has a p-value of less than 0.05, so it can be concluded that brand image has an effect on customer loyalty.
3. The Effect of Price on Customer Satisfaction
   The T statistical value of price on customer satisfaction is 6.264, which greater than provisions 1.96. Apart from that, it has a p-value of less than 0.05, so it can be concluded that price has an effect on customer satisfaction.
4. The Effect of Price on Customer Loyalty
   The T statistical value of price on customer loyalty is 4.629, which is greater than provisions 1.96. Apart from that, it has a p-value of less than 0.05, so it can be concluded that price has an effect on customer loyalty.
5. The Effect of Customer Satisfaction on Customer Loyalty
   The T statistical value of customer satisfaction on customer loyalty is 2.975, which is greater than provisions 1.96. Apart from that, it has a p-value of less than 0.05, so it can be concluded that customer satisfaction has an effect on customer loyalty.

In this mediation test, it will be seen from Table 9 that all variables have an influence on each other. However, in the mediation test, the results obtained must comply with the following conditions:
1. The path coefficient c (direct effects model before including mediating variables) must be significant.
2. Path coefficients a (path coefficient from the predictor variable to the mediating variable) and b (path coefficient from the mediating variable to the dependent variable) must be significant after the mediating variable is entered into the model.
With the two conditions above, the conclusion of the mediation effect is as follows:
a. If the path coefficient c from the estimation results is significant, then the mediation hypothesis is unsupported.
b. If the path coefficient c is low but still significant, then the form of mediation is partial mediation.
c. If the path coefficient c is low and not significant, then the form of mediation is full mediation.
   If we look at the results of the T statistical test in Table 9, as well as with the conditions of the mediation test, it can be concluded that partial mediation has occurred in the relationship between brand image and customer loyalty through customer satisfaction, as well as in the relationship between price and customer loyalty through customer satisfaction.

The Effect of Brand Image on Customer Satisfaction
   Based on the results of the T-test in the T-test sub-chapter, it is known that the brand image variable influences the customer satisfaction variable. Based on Table 9, the T statistical value of brand image on customer satisfaction is 3,731, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can

be concluded that brand image has an effect on customer satisfaction. A positive T statistical value indicates that the brand image variable has a unidirectional influence on the customer satisfaction variable. In this research, the indicator of the question that received the highest answer value (mean) was the first statement, "I believe in the Kopi Haiyum brand" because, according to respondents, Kopi Haiyum is a coffee product that has a delicious and consistent taste so that consumers do not doubt the product. Again and feel satisfied with the quality of the taste. This finding proves that research conducted by Kurniawan (2017), Irawati (2021) and Dwiantari (2020) obtained research results that the brand image variable had a positive effect on the customer satisfaction variable.

The Effect of Brand Image on Customer Loyalty

Based on the results of the T-test in the T-test sub-chapter, it is known that the brand image variable influences the customer loyalty variable. Based on Table 9, the T statistical value of brand image on customer loyalty is 2.118, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can be concluded that brand image has an effect on customer loyalty. A positive T statistical value indicates that the brand image variable has a unidirectional influence on the customer loyalty variable. In this research, the indicator of the question that received the highest answer value (mean) was the first statement, "I believe in the Haiyum Coffee brand," because, according to respondents, Haiyum Coffee is a coffee product that has unquestionable quality and can meet expectations. Consumers every time they consume it, thus making consumers loyal to Haiyum Coffee. This finding proves that research conducted by Kurniawan (2017), Dwiantari (2021) and Irawati (2020) obtained research results that the brand image variable had a positive effect on the customer loyalty variable.

The Effect of Price on Customer Satisfaction

Based on the T test results in the T-test sub-chapter, it is known that the price variable influences the customer satisfaction variable. Based on Table 9, the T statistical value of price on customer satisfaction is 3.317, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can be concluded that price has an influence on customer satisfaction. A positive T statistical value indicates that the price variable has a unidirectional influence on the customer satisfaction variable. In this research, the indicator of the question that received the highest answer value (mean) was the third statement, "Haiyum Coffee has a price that can compete with other brands" because according to respondents, the price of Haiyum Coffee can indeed be said to be no more expensive than other competitors. So that consumers can be satisfied with the price given by Haiyum Coffee, which is in accordance with what consumers get. This finding proves that research conducted by Kartikasari and Albari (2019), Mariansyah and Syarif (2020) and Gani and Oroh (2021) obtained research results that the price variable had a positive effect on the customer satisfaction variable.

The Effect of Price on Customer Loyalty

Based on the results of the T-test in the T-test sub-chapter, it is known that the price variable influences the customer loyalty variable. Based on Table 9, the T statistical value of price on customer loyalty is 2.081, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can be concluded that price has an effect on customer loyalty. A positive T statistical value indicates that the price variable

has a unidirectional influence on the customer loyalty variable. In this study, the indicator of the question that received the highest answer value (mean) was the third statement "Haiyum Coffee has a price that can compete with other brands" because, according to respondents, the price of Haiyum Coffee is not affected by the price of other brands of coffee, when The price of other coffees has increased even slightly. However, the price of Haiyum Coffee has not changed, which makes Haiyum Coffee consumers loyal. This finding proves that research conducted by Kartikasari and Albari (2019) and Putri et al. (2017) obtained research results that the price variable had a positive effect on the customer loyalty variable.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of the T-test in the T-test sub-chapter, it is known that the customer satisfaction variable influences the customer loyalty variable. Based on Table 9, the T statistical value of customer satisfaction on customer loyalty is 2.913, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can be concluded that customer satisfaction has an effect on customer loyalty. A positive T statistic indicates that the customer satisfaction variable has a unidirectional influence on customer loyalty. In this research, the indicator of the question that received the highest answer value (mean) was the first statement, "Haiyum Coffee has a taste quality that meets my expectations," because according to respondents, Haiyum Coffee consumers have been satisfied with the terms of price and other things. However, something is still lacking in terms of taste, which, of course, can make consumers remain loyal to Haiyum Coffee. This finding proves that research conducted by Kartikasari and Albari (2019), Kurniawan (2017), and Irawati (2020) obtained research results that the customer satisfaction variable had a positive effect on the customer loyalty variable.

Price has effects on Haiyum Coffee customer loyalty through customer loyalty

Based on the results of the T-test in the T-test sub-chapter, it is known that the brand image variable influences the customer loyalty variable through customer satisfaction. Based on Table 9, the T statistical value of brand image on customer loyalty through customer satisfaction is 2.511, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can be concluded that brand image has an effect on customer loyalty through customer satisfaction. A positive T statistical value indicates that the brand image variable has a unidirectional influence on the customer loyalty variable through customer satisfaction. In this research, the indicator of the question that received the highest answer value (mean) was the first statement, "I believe in the Kopi Haiyum brand" because, according to respondents, Kopi Haiyum is a coffee product that has a delicious and consistent taste so that consumers do not doubt the product. Again, it feels satisfied with the taste quality and can meet consumer expectations every time consumers consume it, thus making consumers loyal to Kopi Haiyum.

Price has effects on Haiyum Coffee customer loyalty through customer satisfaction

Based on the results of the T-test in the T-test sub-chapter, it is known that the price variable influences the customer loyalty variable through customer satisfaction. Based on Table 9, the T statistical value of price on customer loyalty through customer satisfaction is 2.696, which is in accordance with the provisions greater than 1.96. Apart from that, it has a p-value smaller than 0.05, so it can be concluded that price affects customer loyalty. A positive T statistical value indicates that the price variable has a unidirectional influence on

the customer loyalty variable through customer satisfaction. In this research, the indicator of the question that received the highest answer value (mean) was the third statement, "Haiyum Coffee has a price that can compete with other brands," because according to respondents, the price of Haiyum Coffee can indeed be said to be no more expensive than other competitors. So that consumers can be satisfied with the price given by Haiyum Coffee, according to respondents, the price of Haiyum Coffee is not affected by the price of other brands of coffee when the price of other coffee has increased even slightly, the price of Haiyum Coffee has not changed, p. This is what makes Haiyum Coffee consumers loyal.

5. Conclusion

Based on the results of statistical and descriptive data analysis, it is concluded that:
1) Brand image effects on customer satisfaction.
2) Brand image effects on customer loyalty.
3) Price effects on customer satisfaction.
4) Price effects on customer loyalty.
5) Customer satisfaction effects on customer loyalty.
6) There is mediation in the effects on of brand image on customer loyalty through customer satisfaction.
7) There is mediation in the effect of price on customer loyalty through customer satisfaction.

The limitation of this research is the difficulty of getting respondents in a short time, considering that this research was conducted during the COVID-19 pandemic. Future research can carry out research by adding variables that are not used in this research so that in the future research, it is hoped that it can increase consumer loyalty. Apart from that, can carry out research with the same variables but can use different methods, such as qualitative methods, to deepen the research results or findings.

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