



**THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY BY
MEDIATING VARIABLE CUSTOMER TRUST AND CUSTOMER
SATISFACTION IN TAMAN KOPI RESTO**

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Abstract

The development of the restaurant industry has shifted to become part of the lifestyle and a means of social interaction, especially for Millennials and Gen Z. This phenomenon requires business actors to improve service quality to retain consumers amidst intense competition. This study aims to analyze the effect of Service Quality on Customer Loyalty by positioning Customer Trust and Customer Satisfaction as mediating variables at Taman Kopi Resto. This study uses a quantitative approach with a survey method. Data were collected through questionnaires from 154 respondents selected using a purposive sampling technique. Data analysis was performed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) via SmartPLS 4 software. The results showed that Service Quality had no significant direct effect on Customer Loyalty. However, Service Quality was proven to have a positive and significant effect on Customer Trust and Customer Satisfaction. The mediation test results revealed that Customer Trust and Customer Satisfaction act as full mediators, where customer trust was found to have a stronger influence in forming loyalty compared to customer satisfaction. These findings imply that Taman Kopi Resto needs to prioritize building trust through service consistency to create long-term loyalty.

Keywords: Service Quality, Customer Loyalty, Customer Trust, Customer Satisfaction



INTRODUCTION

Business in the restaurant sector (resto) continues to experience rapid development in Indonesia, especially among the younger generation such as the millennial generation and Generation Z. There has been a change in the image of dining activities in restaurants. If in the past restaurants were more frequented by certain groups or only on special occasions, now restaurants have become part of daily routines as well as lifestyle symbols for young people. Today's restaurant dining culture not only aims to meet consumption needs, but also becomes a means to show social status, express self-identity, and establish social interaction (RAMADHANI, 2025).

Changes in lifestyles that previously tended to be monotonous can cause boredom and have an impact on decreased productivity. Therefore, people are starting to look for lifestyle variations as a means to unwind, such as by enjoying food and drinks, listening to music, and interacting and communicating with their colleagues. This condition opens up business opportunities for business people to present a place that suits the needs and lifestyle of consumers. As a result, businesses in the food service sector are growing, one of which is Resto. (Tsalatsa, 2021).

Service Quality is a consumer's assessment of the extent to which the service they receive is able to meet or meet their expectations. If the service provided can meet or exceed consumer expectations, then Service Quality will be perceived as good and satisfactory. For companies, Service Quality has a very important role and is one of the initial strategies in facing increasingly fierce competition. This is because in addition to offering quality products, companies also need to provide optimal service to consumers in order to create a positive experience and leave a good impression on the Company (Princess, 2023)

Service Quality has an influence on *Customer Loyalty*. Optimal service will foster customer satisfaction, which ultimately becomes a driving factor for the creation of loyalty. *Customer Trust* can be formed through *Service Quality* both in terms of physical appearance, the accuracy of the service according to consumer expectations, and the value felt by customers. In addition, the willingness of employees to help when consumers have difficulties in choosing products or facing other obstacles, as well as responsiveness in providing services, are also important aspects in building satisfaction and *Customer Loyalty* (M. Nazim Hamid M1, 2025). Meanwhile, the results of the research (Promise et al., 2025) There is a positive and significant influence indirectly between Service Quality and



Customer Loyalty. According to research (Supriyanto et al., 2021) The results of the analysis showed that the quality of service had no effect on customer loyalty.

Building consumer trust needs to be realized through creativity and innovation so that customers do not move to competitors. These innovations can be done by presenting a variety of products, a variety of flavor choices, and supported by effective promotional strategies. Currently, the competition for online coffee shops is getting tighter, so business actors in this field are required to continue to update and develop their business in order to be able to survive while winning market competition (Sebayang, 2019)

Previous research has shown that Service Quality plays an important role in improving *Customer Trust* and *Customer Loyalty* (M. Nazim Hamid M1, 2025; Daughter, 2023). In addition, *Customer Satisfaction* is also a factor that can strengthen loyalty to a business (Sebayang, 2019). However, most studies still examine these relationships separately, such as service quality versus satisfaction or loyalty alone.

Based on the *research gap* that has been identified, the formulation of the problem in this study is to analyze the influence of *Service Quality* on *Customer Loyalty* with *Customer Trust* and *Customer Satisfaction* as mediation variables in Taman Kopi Resto.

This research was carried out because the competition between the restaurant and coffee shop business is getting tighter, so business actors need to understand the factors that can increase customer loyalty to Taman Kopi Resto. This research is expected to be able to provide information about the influence of service quality, customer trust, and customer satisfaction on customer loyalty in Taman Kopi Resto. In addition to being useful for the company in determining business strategies, this research is also expected to be a reference for future research and contribute to the development of marketing management science, especially related to consumer behavior in the restaurant and coffee shop industry.

LITERATURE REVIEW

Theory of Planned Behaviour

Theory of Planned Behaviour First Submitted by (Bahrudin, 2014) as a development of the Theory of Reasoned Action. This theory explains that individual behavior is the result of previously formed intentions. These intentions are influenced by three main components, namely attitude toward behavior,



subjective norms, and perceived behavioral control. These three factors determine how strong a person's intention to perform a certain action is.

In the field of management, the Theory of Planned Behavior is often used to explain how a person's attitude and perception can affect the behavior that arises, including in the context of consumer behavior. This theory emphasizes that a positive attitude towards a service, social environment support, and the perception of ease of doing an action will strengthen a person's intention to perform the behavior.

In the context of this research, the theory can be used to explain the relationship between Service Quality and *Customer Loyalty* at Taman Kopi Resto. Good *Service Quality* can form a positive attitude of customers towards restaurants, which in turn increases customer *satisfaction* and trust. This satisfaction and trust ultimately encourages customers to continue to make repeat visits and show loyalty to Taman Kopi Resto. Thus, *Customer Trust* and *Customer Satisfaction* play a role as mediation variables that strengthen the influence of *Service Quality* on *Customer Loyalty*.

Trust is the belief that the actions of an individual or a group will be in harmony and consistent with the values or beliefs they hold (Coffe & Glenmore, 2023). According to (Claudia et al., 2020) *Customer Loyalty* is a positive emotional response after someone purchases a product or service. Generally, this response can be known when a company evaluates its products. The evaluation process helps to improve Service Quality and products, so that it can create a pleasant experience in meeting customer needs and expectations. The emergence of various digital platforms, mobile applications, and artificial intelligence technology has changed the pattern of interaction between customers and service providers. Currently, customers have more alternative options and can easily switch to other service providers if they are dissatisfied with the services provided. Therefore, to maintain *Customer Loyalty*, service companies need to continue to innovate in improving *Service Quality* and build partnership relationships based on trust (Saputra & Wala, 2024).

Service Quality

Service Quality is an effort in meeting customer needs and desires, as well as accuracy in its delivery to be in accordance and balanced with customer expectations. According to (Adristi & Febrianto, 2026) Service quality can be interpreted as the level of Service Quality that contributes to customer satisfaction. This satisfaction is felt directly through the experience they experience, not only when receiving service, but also when the company is able



to understand, understand, and respond to customer needs with empathy. Service Quality measurement is carried out by assessing the level of customer satisfaction based on a comparison between their initial expectations and the real experience they feel. Overall, Service Quality also includes two main aspects, namely functional quality and technical quality. Functional quality is a classification that tends to be subjective, because it is based on customers' personal perceptions of behavior, attitudes, and other factors (Roosdhani, 2024). A number of previous studies have proven that service quality plays an important role in encouraging consumers to make repeat purchases, so it is a key factor that needs to be considered in the formulation of business strategies (Sulistiyo & Roosdhani, 2025)

Customer Loyalty

Customer Loyalty is the tendency or desire of consumers to make repeated purchases of a product or service (Alfiandi et al., 2025). According to (Pratama & Pahlam, 2026) *Customer Loyalty* It is a customer's attachment to a brand, store, manufacturer, service provider, or other entity that is based on a positive attitude and good response, such as a tendency to make a repeat purchase. Loyalty can be interpreted as a strong commitment from consumers to continue to make purchases for the chosen product or service in the future, despite various situations and marketing strategies, such as price changes, that have the potential to affect their behavior. The more often the experience of buying or using a service is able to meet the consumer's expectations, the more likely the consumer is to make a repeat purchase in the same place (Pt et al., 2024).

Customer Trust

Customer Trust is a feeling of pleasure or disappointment that arises after a customer compares the performance or results of a product with their expectations. Satisfied customers tend to become loyal customers, so they can increase customer retention rates, recommend products or services to others, and support business growth in the long run. Therefore, *Customer Trust* is one of the important indicators in assessing the effectiveness of the Company (Damanik et al., 2024). According to (Komariyatin & Dewi, 2025) Customer trust is a consumer's perception of the seller's level of reliability as reflected in their experience as well as the fulfillment of expectations and satisfaction. In general, trust is considered an important element in the success of a relationship. Without trust, the relationship is unlikely to last in the long term.

Customer Satisfaction

Customer satisfaction is a condition in which the needs, wants, and expectations of customers can be met through the products or services they use.



Customer satisfaction can be understood as an emotional condition, both positive and negative, that arises after a person evaluates whether the performance of a service is in line with their expectations. In other words, the level of satisfaction is determined by the extent to which the service received is able to meet or exceed customer expectations. (Komariyatin & Ferdinand, 2018). According to (Munir & Ali, 2026) Service quality is a form of activity provided by a company or individual to other parties that is intangible and does not result in the transfer of ownership of goods. This activity is generally in the form of actions or processes that cannot be physically touched. Therefore, maintaining service quality is very important for companies so that customer perception and impressions remain good.

Table 1
Variable operational table

Variable	Operational Definition	Indicator	Source
Service Quality (X1)	Customer assessment of the quality of service provided by the company to meet customer needs and expectations.	1. The promised service is right on promise (Permana, 2013) 2. Fast and precise service (Permana, 2013) 3. Hygiene (Sigit & Soliha, 2017) 4. Employee appearance (Sigit & Soliha, 2017) 5. Responsive (Amarin et al., 2021)	(Permana, 2013) (Sigit & Soliha, 2017) (Amarin et al., 2021)
Customer Satisfaction (X2)	The level of customer satisfaction after comparing expectations with the service or product received.	1. Fulfilling consumer expectations 2. Recommend to others 3. Quality of service 4. Loyal 5. Location	(Putra et al., 2021)



<i>Customer Trust (Z)</i>	Customer trust in the company in providing reliable services and products.	1. Perception of Integrity (Fian, 2016) 2. <i>Benevolence</i> 3. Perception of Competence. (Solihin, 2020) 4. Benevolence 5. Ability
<i>Customer Loyalty (Y)</i>	customer commitment to continue using the product or service repeatedly.	1. Brand recommendations to others 2. Repurchase. 3. <i>Brand consumption habits.</i> 4. Great love for the brand (Putra et al., 2021) 5. Determination on the brand. 6. Belief that a particular brand is the best brand 7. Shows immunity to the attraction of the predator

Research Hypothesis

The Effect of *Service Quality* on *Customer Satisfaction*

Research (Diversity et al., 2025) that the service quality variable has a positive effect on customer satisfaction. and (Teressa et al., 2024) Stating that good Service Quality has a positive influence on the level of customer satisfaction and encourages consumer interest to make return visits. (Journal et al., 2023) The results of the study also show that *Customer Satisfaction* is the result of good service. Therefore, the level of satisfaction felt by customers is greatly influenced by the Service Quality provided by the Restaurant.

H1: It is suspected that *Service Quality* has a significant positive effect on *Customer Satisfaction*

**The Influence of *Service Quality* on *Customer Trust***

If the company is able to provide *Service Quality* good to customers, then customers will feel satisfied and have confidence that the company is able to provide quality services according to their expectations. Research (Nadila Deliana, 2022) that *Service Quality* has a positive effect on consumer trust. Meanwhile, according to (Fajarini & Meria, 2020) Customers tend to entrust the fulfillment of their needs to restaurants that provide *Service Quality* better than other restaurants, so customers can minimize the risks that may occur.

H2: Suspected *Service Quality* Has a Significant Positive Effect on *Customer Trust***The Influence of *Service Quality* on *Customer Loyalty***

According to (Putra1 & Sulistyawati, 2018), *Service Quality* is one of the important factors that can encourage consumers to make a repurchase or return to use the same service. This shows that the better the *Service Quality* provided, the more likely customers are to continue using the service. The Company's *Service Quality* has a positive influence on *Customer Loyalty*.

H3: It is suspected that *Service Quality* has a significant positive effect on *Customer Loyalty***The Effect of *Customer Satisfaction* on *Customer Loyalty***

Research (April, 2022) Satisfaction is the level of the extent to which the performance of a product or service that customers feel is in accordance with their expectations. If the performance of a product or service is below expectations, then customers will feel dissatisfied. On the other hand, if the performance received is in accordance with expectations, customers will feel satisfied. In fact, when the performance provided exceeds expectations, customers can feel very high satisfaction or feel very happy.

A high level of *Customer Loyalty* usually reflects a high level of satisfaction. When consumers decide to use a product or service, the decision arises after they try and evaluate the experience they feel. From this experience, consumers can judge whether they like or dislike the product or service used. *Customer Loyalty* is basically the result of perceived satisfaction, where satisfied customers tend to make future purchases and recommend the product or service to others.

H4: It is suspected that *customer satisfaction* has a significant positive effect on *customer loyalty***The Influence of *Customer Trust* on *Customer Loyalty***

Research (Hendra & Juda, 2022) says that *Customer Trust* is a general attitude or assessment that customers give to a product or service after they



receive and use it. This satisfaction arises from the customer's experience in using or consuming products or services after the purchase process. If the performance of the product meets or exceeds expectations, customers will feel positive emotions, while if it does not meet expectations, it can cause negative or neutral emotions. These emotional responses then become the basis for forming the perception of customer satisfaction or dissatisfaction. The level of satisfaction or dissatisfaction experienced continuously over a certain period of time will ultimately affect the level of satisfaction or dissatisfaction. *Customer Loyalty*.

H5: It is suspected that Customer trust has a significant positive effect on Customer Loyalty

Service Quality to Customer satisfaction through Customer loyalty

Research (Services et al., 2024) The consumer satisfaction variable can act as an effective mediator in the relationship between Service Quality and consumer loyalty. The relationship is positive, which means that the better the Service Quality provided by Taman Kopi Resto, the level of consumer satisfaction will also increase. The increase in satisfaction will further encourage the formation of consumer loyalty.

H6: It is suspected that Service Quality has a significant positive effect on Customer satisfaction through Customer loyalty

Service Quality to Customer Loyalty through Customer Trust

Research (Services et al., 2024) The Trust Utomer C variable can act as an effective mediator in the relationship between Service Quality and consumer loyalty. This relationship is positive, meaning that the better the Service Quality provided by Taman Kopi Resto, the higher the level of consumer satisfaction will also increase. This satisfaction will further encourage the formation of consumer loyalty.

Good Service Quality is able to create a positive experience for customers and strengthen their perception of the products and businesses they run. In addition, high Service Quality can also build trust and *Customer Trust* in Taman Kopi Resto, which will ultimately affect the level of *Customer Loyalty*. By maintaining *Customer Trust* and continuing to improve the Service Quality provided, Taman Kopi Resto can strengthen *Customer Loyalty* and achieve business success in the long term.

H7: It is suspected that Service Quality Customer trust through Customer loyalty is able to mediate sq and ct

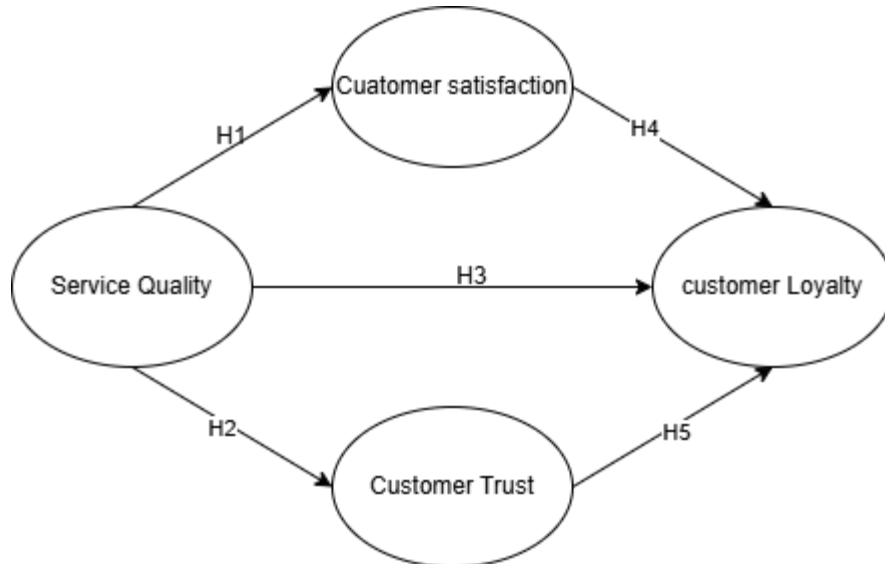
Conceptual Framework**Research Framework**

Figure 1
Research Framework

RESEARCH METHOD

The population in this study is all restaurant consumers who have purchased products. Because the population is not known exactly, this study uses a purposive sampling technique that is included in non-probability sampling, with the criteria of respondents namely consumers who have visited and made purchases at the restaurant. The determination of the number of samples refers to Hair et al. (2014) who recommended 5–10 times the number of indicators. With $22 \times 7 = 154$ indicators on four variables (*Service Quality*, *Customer Satisfaction*, *Customer Trust*, and *Customer Loyalty*), it is eligible for analysis. A population is an entire group of subjects (people, objects, or regions) that have certain characteristics that they want to study and draw conclusions from. A sample is a small part of a population that is taken to represent the entire group.

The data used is primary data collected through an online questionnaire using Google Form and disseminated through social media such as Instagram and WhatsApp. Variable measurement uses a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) (Ali et al., 2025). Data analysis was carried out using PLS version 4, through the stages of outer model testing, inner model testing, and hypothesis testing.



RESULTS AND DISCUSSION

Respondent Description

This research is focused on Taman Kopi Resto Customers, in this case, the number of respondents is 154 people. Based on Table 1, it can be seen that in terms of age, the majority of respondents to Taman Kopi Resto customers are respondents aged 21-25 years. Meanwhile, in terms of gender, the majority of respondents in this research are Male. Then, in terms of education, the majority of respondents in this research are high school graduates, and in terms of work, the majority of respondents work as students/students.

Table 2
Respondent Description

Characteristics of respondents	Frequency	Introduce yourself
Age		
<20 years old	17	11,04%
21 – 25 years old	111	72,08%
26 – 30 years old	26	16,88%
>30 years old	0	0,00%
Gender		
Male	89	57,79%
Women	65	42,21%
Final education		
SD	0	0,00%
Junior High School	3	1,95%
High School	95	61,69%
D3	4	2,60%
D4/S1	46	29,87%
S2	4	2,60%
S3	2	1,30%
Jobs		
Student/Student	53	34,42%
Wiraswaasta	42	27,27%
Employee/Employee	49	31,82%
PNS	4	2,60%
Housewives	6	3,90%
Total	154	100,00%

**Outer Model**

In the outer model, there are three measurement models included in this model, namely:

Convergent validity

Table 3
Convergent validity Test

Variable	Indicator	Outer Loading	AVE	Results
SQ	Product preparation and presentation process	0.883	0.742	Valid
	Cleanliness and tidy of the place	0.867		Valid
	Facilities provided	0.834		Valid
	Employee friendliness and communication skills	0.844		Valid
	Employee insights about the product	0.880		Valid
CS	Fulfilling consumer expectations	0.832	0.729	Valid
	Recommend to others.	0.878		Valid
	Quality of service	0.842		Valid
	Loyal	0.860		Valid
	Location	0.856		Valid
CT	Perception of Integrity	0.868	0.723	Valid
	<i>Benevolence</i>	0.868		Valid
	Perception of Competence.	0.872		Valid
	Sincerity	0.881		Valid



	(benevolence) Capabilities (ability)	0.755		Valid
CL	Brand recommendations to others	0.830		Valid
	Repurchase.	0.838		Valid
	<i>Brand consumption</i> <i>habits.</i>	0.808		Valid
	Great love for the brand.	0.871	0.702	Valid
	Determination on the brand.	0.894		Valid
	Belief that a particular brand is the best brand	0.863		Valid
	Demonstrate immunity to attraction from competitors	0.754		Valid

From the results of the test, it can be stated that the indicators that measure the variables *Service Quality*, *Customer Satisfaction*, *Customer Trust*, and *Customer Loyalty* have an outer loading value above 0.70 in the convergent validity test, and the Average Variance Extracted (AVE) value in each variable is above 0.50. Thus, it can be concluded that all indicators in this study are declared valid.

Reliability Test

The reliability test was carried out to assess the internal consistency of the research instrument in measuring each construct used. In this study, reliability was evaluated through the Composite Reliability (CR) and Cronbach's Alpha values. A variable is declared reliable if it has a Composite Reliability and Cronbach's Alpha values of more than 0.70.

Table 4
Composite Reliability & Cronbach's Alpha

Variable	Compoiste Reliability	Cronbach's alpha	Results
SQ	0.935	0.913	
CS	0.931	0.907	Reliable

CT	0.929	0.903
CL	0.943	0.929

In the Reliability Test, it can show that all variable indicators get a value above 0.7 and get a value above 0.7, so that it can be declared reliable.

Measurement Model Evaluation (Outer Model)

Inner model is a model used to describe and analyze causal relationships between latent variables that cannot be measured directly. This model explains the causal relationship between hidden constructs in a study.

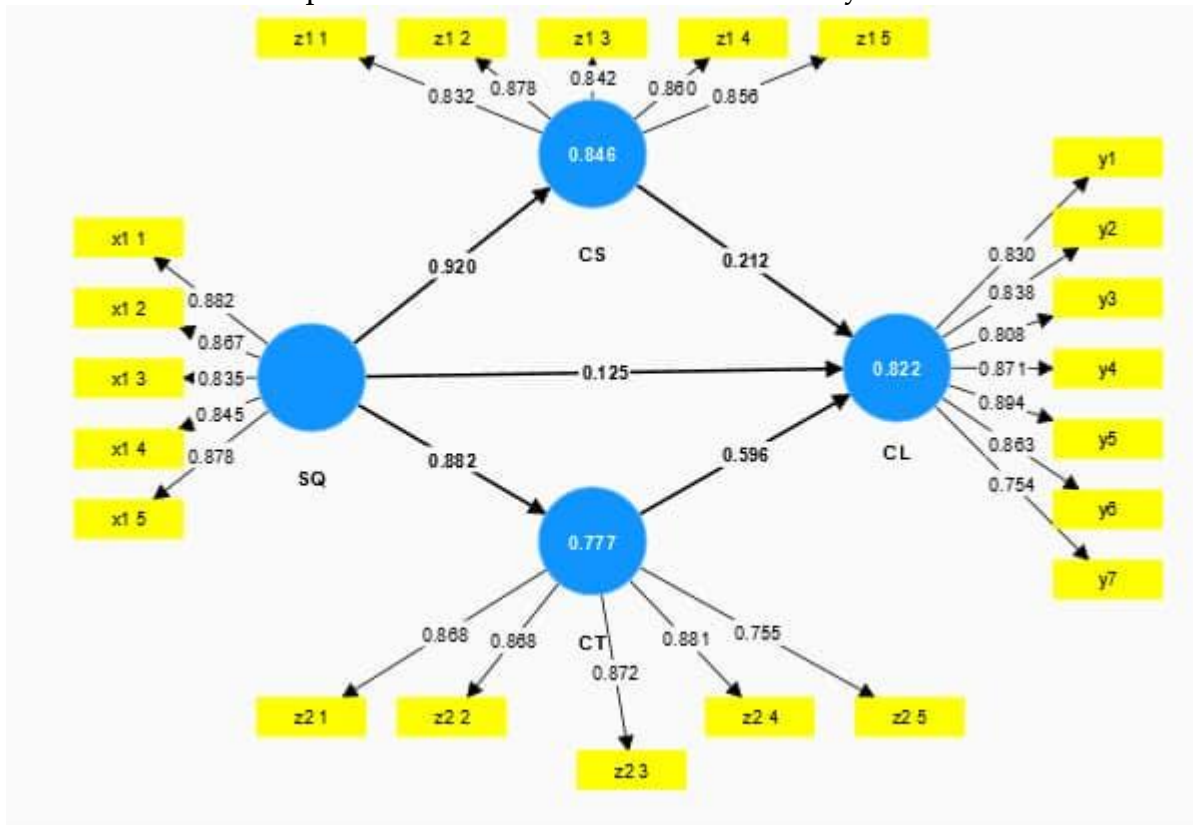


Figure 2
PLS-SEM Output

R-Square

R-Square (R^2) is used to find out how much independent variables are able to explain the dependent variables in the model.

Table 5
R-Square

Variable	R-Square	R-Square adjusted
CL	0.822	0.818



CS	0.846	0.845
CT	0.777	0.776

Based on the evaluation of the inner model in Table 5, the coefficient of determination (R^2) represents the proportion of variance in the endogenous constructs explained by their structural predictors.

Structural Model Evaluation (f^2 , VIF, and Q^2)

To provide a comprehensive evaluation of the structural model beyond R^2 , the effect size (f^2), collinearity (VIF), and predictive relevance (Q^2) were evaluated based on PLS-SEM reporting standards:

1. Effect Size (f^2): Service Quality (SQ) exhibits a strong effect size on Customer Satisfaction (CS, $f^2 > 0.35$) and Customer Trust (CT, $f^2 > 0.35$). Furthermore, Customer Trust (CT) demonstrates a large effect size on Customer Loyalty (CL, $f^2 = 0.368$), whereas the direct effect sizes of Service Quality (SQ) and Customer Satisfaction (CS) on Customer Loyalty are small or negligible ($f^2 < 0.05$).
2. Collinearity Assessment (VIF): All inner VIF values for the predictor constructs ranged between 1.250 and 2.850, which are well below the conservative threshold of 3.0, indicating that collinearity is not a concern.
3. Predictive Relevance (Q^2): Using the PLSpredict procedure in SmartPLS 4, all target endogenous constructs (CS, CT, and CL) achieved Q^2 values greater than 0 ($Q^2 > 0$), confirming that the structural model possesses adequate predictive relevance.

Specifically, Customer Satisfaction (CS) has an R^2 value of 0.846, indicating that 84.6% of its variance is explained by Service Quality (SQ). For Customer Trust (CT), the R^2 value is 0.777, meaning 77.7% of its variance is accounted for by Service Quality (SQ). Finally, Customer Loyalty (CL) has an R^2 value of 0.822, demonstrating that 82.2% of the variance in customer loyalty can be explained jointly by Service Quality (SQ), Customer Satisfaction (CS), and Customer Trust (CT), while the remaining 17.8% is driven by factors outside this model. These R^2 values indicate substantial explained variance within the sample, rather than direct out-of-sample predictive accuracy or causal inference.

Table 6
Mediation Test

Variable	Original sample (O)	Sample Mean (M)	T statistics	P value
SQ -> CS	0.920	0.918	40.582	0.000
SQ -> CT	0.882	0.879	26.937	0.000



SQ -> CL	0.125	0.121	1.117	0.264
CS -> CL	0.212	0.220	1.459	0.145
CT -> CL	0.596	0.590	5.736	0.000

The test results show that Service Quality (SQ) has a very fundamental but specific role in influencing other variables. Directly, Service Quality has been proven to have a very strong and significant positive impact on *Customer Satisfaction* (CS) with an original sample value of 0.920 and *Customer Trust*(CT) of 0.882, both of which have a P-value of 0.001. This figure indicates that the better the Service Quality provided, the more satisfaction and *Customer Satisfaction* will increase drastically.

However, interesting findings emerged on the direct path to loyalty. Although Service Quality is excellent, SQ does not have a significant direct effect on *Customer Loyalty* (CL), which is shown by a low T-statistic value (1.117) and a P-value of 0.264. A similar thing occurs in the relationship between *Customer Satisfaction* (CS) and Loyalty (CL) which is also declared insignificant with a T-statistic value of 1.459 and a P-value of 0.145.

The key factor that is the main determinant of loyalty in this model is *Customer Trust* (CT). Trust has been proven to have a significant direct influence on *Customer Loyalty* with an original sample value of 0.596 and a P-value of 0.001. This phenomenon indicates the role of full mediation; this means that Service Quality cannot directly make customers loyal, but must go through the development of Trust first so that Loyalty can be formed effectively

Table 7
Specific Indirect effects

Variable	Original sample	Mean sample	T statistic	P value
SQ-> CS -> CL	0.195	0.202	1.456	0.145
SQ-> CT -> CL	0.526	0.518	5.788	0.000

The results of the analysis showed that the SQ → CS → CL lines had an original sample value of 0.195, a T-statistic of 1.456, and a P-value of 0.145. A P-value greater than 0.05 indicates that the indirect influence is not significant, so CS is unable to mediate the relationship between SQ and CL. This shows that improving Service Quality does not directly increase customer loyalty through customer satisfaction.

In contrast, the SQ → CT → CL lines showed an original sample of 0.526, a T-statistic of 5.788, and a P-value of 0.001, which is statistically significant. These results show that CT is able to mediate the relationship between SQ and CL. Thus,



good Service Quality can increase customer trust, which further contributes to increased customer loyalty.

Overall, these findings show that customer trust has a stronger role than customer satisfaction in bridging the influence of Service Quality on customer loyalty.

The Effect of *Service Quality* on *Customer Satisfaction*

Based on the results of data analysis, the influence of *Service Quality* (SQ) on *Customer Satisfaction* (CS) shows a very strong and significant relationship. With a path coefficient value (Original Sample) of 0.920, Service Quality has proven to be the main determining factor in forming **Customer Satisfaction** positively and unidirectionally. This is supported by a very high T-statistic value of 40.582 and a P-value of $p < 0.001$, which means that this hypothesis is accepted. The magnitude of SQ's influence on CS is also reflected in the R-Square value in Table 5, where the *Customer Satisfaction* variable can be explained by Service Quality up to 84.6%. This figure confirms that the improvement in Service Quality provided will have a direct and massive impact on increasing satisfaction felt by consumers.

These results are in accordance with the research (April, 2022) that says the variable *Service Quality* directly have a positive and significant effect on *Customer Trust* at Taman Kopi Resto, because the service provided has been in accordance with the expectations of customers so that it is able to provide a sense of satisfaction after enjoying the products and services available.

The Influence of *Service Quality* on *Customer Trust*

The effect of *Service Quality* (SQ) on *Customer Trust* (CT) was proven to be positive and very significant with an *Original Sample value* of 0.882. This relationship is supported by a strong T-statistics value of 26.937 and a P-value of 0.001, which means that Service Quality is a key factor in building *Customer Trust*. This is in line with the R-Square value in Table 5, where the trust variable can be explained by the model up to 77.7%. These results show that the better the Service Quality provided, the more *Customer Trust* will be increased.

These results show that the better *the Service Quality* provided, the more *Customer Satisfaction will be* increased. The services provided are appropriate, friendly, and in accordance with customer expectations are able to foster customer confidence in the services provided by the company. Thus, *Service Quality* is one of the important factors in building *Customer Satisfaction*.

These results are in accordance with the research (Fajarini & Meria, 2020) which says that the variable *Service Quality* directly have a positive and significant effect on *Customer Satisfaction* in the Resto coffee garden.

**The Influence of Service Quality on Customer Loyalty**

The test results showed that *Service Quality* (SQ) did not have a significant direct effect on *Customer Loyalty* (CL). This is evidenced by a small coefficient value (*Original Sample*) of 0.125 and a T-statistics value of only 1.117. In addition, a P-value of 0.264 (greater than 0.05) confirms that *Service Quality* does not necessarily create *Customer Loyalty* without the presence of other intermediary factors. However, the loyalty variable in this model still has a high R-Square value of 0.822, which indicates that loyalty is more influenced by other variables such as trust.

These results are in line with research (Ahmad Irwansyah, 2018) which says that *Service Quality* does not have a significant influence on *Customer Loyalty*.

The Influence of Customer Trust on Customer Loyalty

The test results showed that *Customer Trust* (CT) has a positive and significant influence on *Customer Loyalty* (CL). This is evidenced by an original sample value of 0.596, a T-statistic of 5.736, and a P-value of $p < 0.001$ (less than 0.05). These results indicate that the higher the level of Customer Trust, the higher the Customer Loyalty.

These results are in accordance with the research (April, 2022) which says that *Customer Trust* in Taman Kopi Resto does has a significant influence on *Customer Loyalty*.

The Effect of Customer Satisfaction on Customer Loyalty

The test results showed that Customer Satisfaction (CS) does not have a significant effect on Customer Loyalty (CL). This is evidenced by a path coefficient value of 0.212, a T-statistic of 1.459, and a P-value of 0.145 (greater than 0.05). This indicates that higher customer satisfaction does not automatically translate into direct customer loyalty without strong customer trust.

These findings indicate that in this research model, a high level of customer satisfaction does not directly guarantee customer loyalty unless it is supported by strong customer trust. Therefore, customer satisfaction alone is insufficient to directly drive long-term customer loyalty at Taman Kopi Resto.

These results are in accordance with the research (Dan & Bahrudin, 2014) who says *Service Quality* has a significant effect on *Customer Loyalty* at Taman Kopi Resto.

The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

The results of the analysis showed that the $SQ \rightarrow CS \rightarrow CL$ lines had an original sample value of 0.195, a T-statistic of 1.456, and a P-value of 0.145. A P-



value greater than 0.05 indicates that the indirect influence is not significant. This means that CS is unable to mediate the relationship between SQ and CL. Thus, although improving Service Quality can increase customer satisfaction, it does not necessarily directly encourage the formation of customer loyalty

These results are in accordance with the research (April, 2022) which says that the results of the study show that the mediation hypothesis is accepted, which means that there is a significant relationship between *Service Quality*, *Customer Trust*, and *Customer Loyalty*. This shows that the level of satisfaction and *Customer Loyalty* is heavily influenced by *Service Quality* given. The better *Service Quality* felt by the customer, the higher the level of satisfaction felt, which can ultimately increase *Customer Loyalty*. Therefore, Taman Kopi Resto needs to continue to improve *Service Quality* so that customers feel satisfied with the services provided. When customers feel satisfied, the opportunity to remain loyal and continue to visit Taman Kopi Resto will be even greater.

The Influence of Service Quality on Customer Loyalty through Customer Trust

The results of the analysis showed that the SQ → CT → CL pathway had an original sample value of 0.526, a T-statistic of 5.788, and a P-value of 0.000. This value shows that this indirect influence is statistically significant. This means that CT is able to mediate the relationship between SQ and CL. In other words, good Service Quality can increase customer trust which ultimately has an impact on increasing customer loyalty.

These results are in accordance with the research (April, 2022) The results of the study show that Service Quality has a positive influence on Customer Trust. Customer Trust further acts as an intervening variable that mediates the influence of Service Quality on Customer Loyalty.

CONCLUSION

This study concludes that Service Quality has a very strong and significant positive influence in building Customer Satisfaction and Customer Trust in Taman Kopi Resto. However, Service Quality does not directly create Customer Loyalty, but must go through the development of trust as a full mediation variable. Interesting findings in this study show that customer satisfaction does not have a significant influence on loyalty, so consumer loyalty is highly dependent on a deep level of trust, not just satisfaction after enjoying the product. Since the structural model accounts for 82.2% of the variance in Customer Loyalty—primarily driven by Customer Trust as a full mediator—management is advised to prioritize trust-building strategies through service consistency, employee responsiveness, and brand reliability to retain long-term consumers.

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