

THE INFLUENCE OF MENU DIVERSITY, PRICES, AND ISLAMIC BUSINESS ETHICS ON CONSUMER LOYALTY WITH SATISFACTION AS AN INTERVENING VARIABLE (Customer Study of Mr. H. Masyhudi's Young Kambing Sate Restaurant, Blotongan Salatiga)

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ABSTRACT

The aim of this research is to determine the influence of menu diversity, prices and Islamic business ethics on consumer loyalty with satisfaction as an intervening variable. The type of research used in this research is quantitative research using primary data. Data collection uses direct methods, such as data obtained from the field or sources. The object of this research is at BPK's young goat satay restaurant. H. Masyhudi Blotongan, Salatiga. The population in this study were all buyers at the Mashhudi young goat satay restaurant. And the number of samples used is part of the population using purposive sampling techniques. The analysis technique used is a regression analysis technique which is processed using SPSS. The results of this research based on the t test show that menu diversity has an insignificant negative effect on satisfaction. Price has a significant positive effect on consumer satisfaction. Islamic business ethics has a significant positive effect on satisfaction. Satisfaction has a significant positive effect on loyalty. Menu diversity has an insignificant negative effect on loyalty. Price has an insignificant negative effect on consumer loyalty. Islamic business ethics has an insignificant negative effect on consumer loyalty. Menu diversity has an insignificant negative effect on loyalty with satisfaction as an intervening variable. Price has a significant positive effect on loyalty with satisfaction as an intervening variable. Islamic business ethics has a significant positive effect on loyalty through consumer satisfaction.

Keywords: Menu Diversity, Prices, Islamic Business Ethics, Loyalty and Satisfaction

INTRODUCTION

The very rapid development of globalization is marked by business developments that continue to increase in both goods and services. In the last two years the number of business people in Indonesia has continued to increase (Mubayyanah et al., 2018). Culinary is a promising business because food is the most basic need among other primary needs. Food as a source of energy for the human body. The different tastes of each consumer's tongue are enthusiastically welcomed by culinary entrepreneurs by presenting various kinds of menus that consumers can choose according to their tastes. This condition requires culinary entrepreneurs to present products that not only taste delicious, but also have other added value so that customers feel satisfied with the food products offered (Sinambela & Mardikaningsih, 2022).

Salatiga is the most beautiful city in Central Java. Salatiga is located in the middle of big cities, namely Semarang and Solo. The city is located at the foot of Mount Merbabu, making the air in this city very cool. The beauty of the city of Salatiga has been recognized since the Dutch era. At that time, Salatiga received the nickname the most beautiful city in Central Java. A city that has cultural, religious and racial diversity which makes this city full of tolerance. Apart from that, the City of Salatiga has a very strategic position in terms of developing the creative economy. Along Blotongan Street there are approximately 14 young goat satay food stalls selling typical Javanese food and famous since colonial times (liputan 6.com, 2021).

One of the legendary restaurants is the Mashhudi young goat satay which has been established since 1998. The Mashhudi young goat satay restaurant serves various kinds of dishes with the main ingredients being meat such as Satay, Gulai, Tongsenng, and Tengkleng. Of the various menus, the most interesting is the serving of satay using a Hot Plate. Apart from that, there are many photos of the dangdut king Rhoma Irama displayed on the walls of this restaurant. The restaurant owner carried out the display of the photo of the dangdut king because the legendary singer often came with the Soneta group to the restaurant (Priyatin, 2017).

Consumer loyalty is the most important goal of business people. Loyal consumers will give top priority in purchasing a product. This is one of the keys to the company's success. Loyalty to a product is consumer loyalty to a company that they feel can satisfy product users. Repeated purchases by consumers without any coercion from any party constitute consumer loyalty. A mutualistic relationship between customers and companies or business owners will be well established if both are mutually sustainable. The company will gain profits within a certain period of time (Kusuma, 2021).

One of the sellers' efforts to meet consumer needs is by offering a variety of products for sale or what is better known as menu diversity. This menu diversity factor is believed to increase consumer satisfaction. Just like achieving consumer satisfaction, menu diversity is also an important factor in achieving consumer

loyalty because the variety of products offered can meet different consumer tastes. Profits from business can be obtained from other factors, namely by providing several different menus and attractive flavors for each dish offered. Based on Kotler and Keller (in Latief 2022) menu variety is a consideration for consumers when making purchasing decisions. Research conducted by Ariningtyas and Rachmawati (2020) shows that menu diversity influences loyalty, significant negative effect. Meanwhile, research conducted by Sari (2020) shows different results, namely that menu diversity has a positive and significant effect on loyalty.

As consumers, of course we want to get a product whose quality is worth the money we spend because that way the price will reach consumer satisfaction. Price is one of the factors influencing consumer loyalty, because the price factor is related to the consumer's point of view towards sellers when making a transaction, which can influence the way consumers think. Based on Kotler (in Syahidin & Adnan, 2022). Price is the amount of money exchanged for get benefits from a product or service. Research conducted by Shofiudin and Sulistiyawati (2023) found positive and significant results between price and loyalty. Meanwhile, in the research of Bakhtiar et al. (2022) shows negative and significant results between price and consumer loyalty.

Another factor that can be used to reach consumers is Islamic business ethics. In this factor, when consumers receive good service when carrying out a business transaction, consumer satisfaction can increase. When sellers apply Islamic business ethics in their business, this can increase consumer loyalty because by the application of ethics in business will make consumers have more trust in sellers. Therefore, Islamic business ethics are really needed in running a business with the aim of not causing mutual harm between people. The Islamic business ethics exemplified by Rosulullah are honest, fair, trustworthy, advising each other, goods sold must be halal in terms of substances and the method of obtaining or processing must be in accordance with Islamic teachings (Mun'in, 2019). Research conducted by Wardana and Ramadhani (2022), Maulidya et al. (2019), Salma et al. (2021) shows positive and significant results between Islamic business ethics and consumer loyalty. Meanwhile, research conducted by Huzaimah and Ibdalsyah (2018) shows different results, namely that there is a positive and insignificant relationship between Islamic business ethics and loyalty.

The next research is research conducted by Samtono (2019) with the title processing strategies to increase culinary tourism customer satisfaction at the Masyhudi young goat satay stall in Blotongan village, Salatiga. The research conducted by Samtono explains the behavior of business actors in increasing income turnover. Meanwhile, the research that will be carried out by researchers is to explain consumer behavior in fostering loyal attitudes using direct consumer assessment.

THEORY AND HYPOTHESIS

Atribus Theory

Attribution theory according to Hedier (in Yuliana, 2022) states that an event must be learned from the process of how someone did it. Attribution is a process of drawing conclusions or impressions from someone that is able to influence other people's behavior. This theory is used to find out the causes behind other people's behavior in a situation as well as the causes behind their own behavior. . Attribution theory is a theory that explains why someone can determine how loyal they are towards a product. Someone who gives an impression of a product being used is called attribution. Consumer behavior has causes, both internal and external (Patriandari & Safitri, 2021). According to Kresnayana et al. (2020) there are three behavioral roles that can be seen, namely as follows:

- A. Difference (distinctiveness), the difference lies in whether in a certain situation someone will carry out the same action
- B. Consensus is a behavior in facing a situation and responding in the same way
- C. Consistency is determination in acting.

Menu Diversity

According to Kotler and Keller (2009), menu variety is a consideration for consumers when making purchasing decisions. The large variety of menus offered is a special attraction for consumers to make purchases. Every consumer has different tastes. Basically, the menu variety is included in the 4Ps (Product, Price, Place and Promotion), namely Product (Mubayyanah et al., 2021). According to Afianasari (2022), indicators of menu diversity are variants, menu innovation, tastes and portions.

Price

According to Kotler (in Syahidin & Adnan 2022) Price is the amount of money exchanged to get benefits from a product or service. Pricing aims at something positive for the company and its consumers, namely: first, maximizing profits, second, gaining market share. Three, the planned sales targets can be achieved. Four, a form of promotional effort with the hope that sales can increase (Melisa & Sitinjak, 2021). According to Melisa and Sitinjak (2021), price indicators are affordable prices, product quality according to price, consumer ability according to price, product benefits according to price and price competitiveness.

Islamic Business Ethics

According to Fuad (2020), business ethics are the principles and norms possessed by business people in economic activities. According to Tanjung (in Maulidya et al. 2019) Islamic business ethics is ethical business behavior wrapped

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in sharia values that prioritize halal and haram. The indicators of Islamic business ethics (Fuad, 2020) are tauhi, balance or justice, free will, responsibility and ihsan.

Loyalty

According to Tjiptono (in Hidayati et al., 2021) defines consumer loyalty as a consumer's interest in a shop, brand and supplier with a positive attitude. The method used to achieve consumer loyalty is as follows: prospects for first buyers are first time purchases, repeated purchases, regular purchases, recommending the product to other consumers (Henriawan, 2019). Consumer loyalty can be achieved in two stages, namely the company has a commitment to consumers so that consumers feel satisfied so that consumers have a positive experience and the company has a strategy so that consumers remain and want to buy the product again repeatedly (Yuliana, 2022). According to Kotler and Keller (in Winata & Isnawan, 2017) indicators of consumer loyalty are repeat, retention and referral.

Satisfaction

According to Mowen (in Sa'adah & Fajarul, 2020) customer satisfaction is the consumer's overall behavior towards a good or service after obtaining or using it. According to Tjiptono (in Yuliana, 2022) customer satisfaction can be seen from consumers after using a product that has been chosen. According to Tjiptono (in Anggrie 2022), changing consumer desires and being different from what is expected results in the difficulty of measuring consumer satisfaction. Based on Yuliana (2022), indicators of consumer satisfaction are re-purchase, creating word-of-mouth, creating brand image, consumers will buy other products with the same brand.

The hypotheses proposed in this research are:

1. The Effect of Menu Diversity on Consumer Satisfaction.

Menu diversity is an important factor in being able to fulfill the desires of different consumers. So that with the large number of menus offered, consumer satisfaction can be achieved (Larasati, 2010). Based on research by Lorena and Martini (2019), it is stated that there is a positive relationship between menu diversity and consumer satisfaction. Based on the description above, the following hypothesis is taken:

HI: Menu diversity has a positive effect on satisfaction

2. The Effect of Price on Consumer Satisfaction.

The price that has been set for a product or service can describe the quality of the product that consumers will receive. The price shows the suitability of the sacrifice with the quality received and the price is a reasonable price when compared with competitors so that it will increase consumer satisfaction (Larasati, 2010).

Based on research conducted by Setyowati and Wiyadi (2017), it is stated that price has a significant positive effect on consumer satisfaction. So the following hypothesis is obtained:

H2: Price has a positive effect on consumer satisfaction.

3. The Influence of Islamic Business Ethics on Consumer Satisfaction.

The relationship between business ethics and satisfaction is very clear, namely when a consumer receives good service when carrying out business activities, the level of consumer satisfaction will be better compared to consumers who receive poor service. When business actors often ignore ethical values, that is where a gap occurs between consumers and producers, which will create a feeling of dissatisfaction for consumers, because basically for consumers it is not only product quality but also service that is prioritized (Sasmita, 2020). Based on research conducted by Faradannisa and Supriyanto (2022), Islamic business ethics has a significant positive effect on purchase satisfaction. So the following hypothesis can be obtained:

H3: Islamic business ethics has a positive effect on consumer satisfaction

4. Consumer Satisfaction with Loyalty

Customers who are satisfied will consume the product repeatedly and will even be happy to promote the product by word of mouth. Customers who get satisfaction from a product will be loyal to that product (Agustina, 2018). Based on research conducted by Gultom et al. (2020) shows that satisfaction has a significant positive effect on consumer loyalty. So it is obtained as follows:

H4: Consumer satisfaction has a positive effect on loyalty

5. The Effect of Menu Diversity on Loyalty

Customers look for places to eat that have a variety of menus or what is usually called menu diversity. This is due to different consumer tastes. Therefore, customer loyalty will be created if the place to eat has a variety of products (Sinambela & Mardikaningsih, 2022). According to research conducted by, Mubayyanah et al. (2018), Ali (2021), Sari (2020) and Sidik (2020) show that menu diversity has a significant positive effect on consumer loyalty. So it is obtained as follows:

H5: Menu diversity has a positive influence on loyalty.

6. Effect of Price on Loyalty.

One factor that influences consumer loyalty is price. Price is closely related to the basic value of consumer perception in creating an image and transaction experience. So the price level at a shop or place to eat can influence the way consumers think (Nurchahyo, 2019). Based on research conducted by

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Shofiudin and Sulistyawati (2023), Purnama et al. (2022), Simanjuntak and Ardani, (2018) price has a significant positive effect on consumer loyalty so that the following hypothesis is obtained:

H6: Price has a positive effect on loyalty

7. The Influence of Islamic Business Ethics on Loyalty

The application of good ethics will influence customer loyalty, so the better the application of Islamic business ethics, the more loyal customers will be. With ethics, customers will have more trust in the seller and this trust will lead to commitment and loyalty (Hasanah & Harti, 2012). Based on research conducted by Wardana and Ramadhani (2022), Maulidya et al. (2019), Salma et al. (2021) and Sardiyanto (2019) Islamic business ethics have a significant positive influence on consumer loyalty so that the following hypothesis is obtained:

H7: Islamic business ethics have a positive effect on consumer loyalty

8. Menu diversity on loyalty with satisfaction as an intervening variable

Business owners should provide increasingly diverse product variations according to customers' tastes so that customers feel more satisfied and more people come to buy (Chrestina et al., 2017). According to Hasanah and Harti (2012), satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of a business's sales volume. Consumers who are satisfied with a product will of course always buy that product continuously. This is called consumer loyalty. Christina et al. (2017) have conducted research which has the result that satisfaction is able to mediate the influence of menu diversity and customer loyalty. From the description above the following hypothesis can be drawn:

H8: Satisfaction is able to mediate the effect of Menu Diversity on Customer Loyalty.

9. Price on loyalty with satisfaction as an intervening variable

In creating loyal customers. Price is one of the factors that can influence consumer loyalty. When customers are satisfied with what they consume, this will indirectly foster a loyal attitude (Safitri & Hayati, 2022). According to Tjiptono (in Safitri & Hayati, 2022) customer value includes not only quality, but also price. A product may have a superior price but when evaluated it has low value because it is expensive. So to determine customer satisfaction is by setting prices in accordance with the value obtained by customers. Apart from that, customers who have felt a positive attitude from a product they consume will grow loyalty. Suwarni et al. (2022) have conducted research which has the result that customer satisfaction is able to mediate the effect of price on

customer loyalty. From the description above, the following hypothesis can be drawn:

H9: Satisfaction is able to mediate the effect of price on loyalty.

10. Islamic Business Ethics towards loyalty with Satisfaction as an Intervening Variable

Applying ethics is something that is very necessary and plays a very important role in the business world, apart from that, it is also a tool that can be used to communicate well with consumers. So that consumers will always feel satisfied with the services provided. The use of business ethics to serve buyers must always be applied to all lines of business, remembering that involving a set of principles in serving buyers well will greatly influence consumer loyalty. Apart from that, the business ethics used must be based on Islamic law, so that all forms of activities carried out are rewarded and are in accordance with what is desired. So when applying Islamic business ethics to a business, it will achieve consumer satisfaction, where satisfaction is one of the determinants of consumer loyalty (Nurhalimah et al., 2022). Fuad (2020) has conducted research which shows the results that satisfaction is able to mediate the relationship between Islamic business ethics and loyalty. From the description above the following hypothesis can be drawn:

H10: Satisfaction is able to mediate the influence of Islamic business ethics on consumer loyalty.

RESEARCH METHODS

The hypotheses that have been prepared in this research were tested using quantitative research methods. In this study, the population of all consumers at the young goat satay restaurant in Mashhudi was used. Meanwhile, the sample is part of the population. The technique used in this research uses a purposive sampling technique, namely a data collection method based on predetermined standards. This research uses primary data using a method of collecting data directly from consumers. In this research, Path Analysis is used to investigate the influence of intervening variables.

Operational definition

I. Independent Variable (Independent Variable)

The independent variable is the variable that influences or is the cause of the change or emergence of the dependent variable. The independent variables in this research are menu diversity, prices and Islamic business ethics.

2. Dependent Variable

The dependent variable is the variable that is influenced or will be influenced by the independent variable (Sugiyono, 2015). The dependent variable in this research is loyalty.

3. Mediation variables (Intervening variables)

Intervening variables are variables used to mediate the relationship between dependent and independent variables. The intervening variable in this research is satisfaction

RESULTS AND DISCUSSION

Classic assumption test

Normality test

The results of the normality test show that normality is normally distributed. This can be seen from the significant value of 0.200, which is greater than 0.005. So it can be said that this research is normally distributed.

Multicollinearity Test

Based on the test table, it shows that the tolerance value for the variables menu diversity, price, Islamic business ethics, and satisfaction respectively is 0.618, 0.539, 0.558, and the VIF value < 10 , namely 1.636 for Islamic business ethics, 2.105 for price, 2.244 for ethics. Islamic business, 1,792 for satisfaction. So it can be stated that there is no multicollinearity between variables in the regression model.

Heteroscedasticity Test

Based on the test table, the unstandardized residual values are 0.826 for menu diversity, 0.846 for price, 0.605 for Islamic business ethics and 0.639 for satisfaction or greater than 0.05, meaning that this research model is free from heteroscedasticity.

Persamaan Model I

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + eI$$

$$Y = 3.952 - 0.103 X_1 + 0,287 X_2 + 0,372 X_3 + eI$$

From model one it can be concluded that:

- The constant 3.952 means that if the variable menu diversity (X_1), price (X_2), Islamic business ethics (X_3), constant ($X_1, X_2, X_3 = 0$) then the satisfaction variable (Z) is at 3.952.
- The menu diversity regression coefficient (X_1) is -0.103, this means that an additional one point in menu diversity increases satisfaction by -0.103 times.

- c. The price regression coefficient (X2) is 0.287, this means that an additional one point on the price will increase satisfaction by 0.287 times.
- d. The regression coefficient for Islamic business ethics (X3) is 0.372, this means that an additional one point for Islamic business ethics will increase satisfaction by 0.372 times.
- e. The value of R² or R square in the Model Summary table is 0.442. So the magnitude of eI in this equation model is $eI = \sqrt{(1-0.442)} = 0.764$

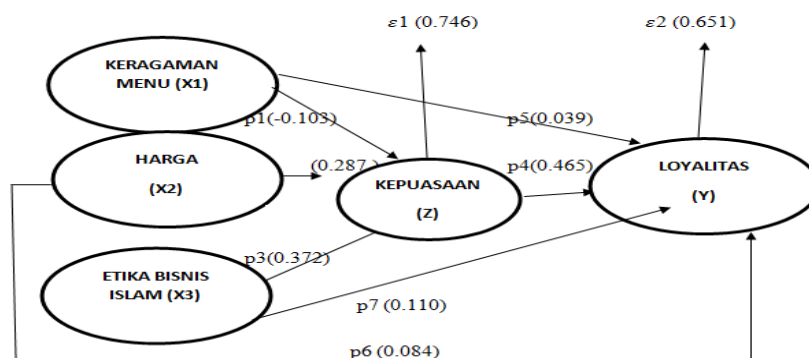
Model Equations 2

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + e_2$$

$$Y = -0,293 + 0,039 X_1 + 0,084 X_2 + 0,110 X_3 + 0,465 Z$$

From model one it can be concluded that:

- a. The constant -0.293 means that if the variable menu diversity (X1), price (X2), Islamic business ethics (X3), satisfaction (Z) is a constant (X1, -0.297).
- b. The menu diversity regression coefficient (X1) is 0.039, this means that one additional point in menu diversity will increase loyalty by 0.039 times.
- c. The price regression coefficient (X2) is 0.084, this means that an additional one point on the price will increase loyalty by 0.084 times.
- d. The regression coefficient for Islamic business ethics (X3) is 0.110, this means that one additional point on the Islamic business ethics menu will increase loyalty by 0.110 times.
- e. The satisfaction regression coefficient (Z) is 0.465, this means that an additional one point in satisfaction will increase loyalty by 0.465 times.
- f. The value of R² or R square in the Model Summary table is 0.442. So the magnitude of eI in this equation model is $eI = \sqrt{(1-0.576)} = 0.651$



Picture a framework for thinking .Then the results of the equation are tested with a sobel test as follows:

- I. The influence of menu diversity (X1) on loyalty (Y) through satisfaction (Z)

$$SP_2P_3 = \sqrt{P_3^2 - SP_2^2 + P_2^2 SP_3^2 + SP_2^2 SP_3^2}$$

$$= \sqrt{(0,465)^2 - (0,099)^2 + (-0,103)^2 (0,074)^2 + (0,099)^2 (0,103)^2}$$

(Aslamiyah, Guritno, 2024)

$$\begin{aligned}
 &= \sqrt{(0,212) - (0,009) + (0,10)(0,005) + (0,009)(0,010)} \\
 &= \sqrt{(0,001908) + (0,000050) + (0,000090)} \\
 &= \sqrt{(0,002048)} \\
 &= 0,045
 \end{aligned}$$

Information:

P3: Coefficient of mediating variable

P2: Independent variable coefficient

Sp2: Standard error coefficient 1

Sp3: Standard error coefficient 2

The magnitude of the direct effect is -0.103, while the indirect effect must be calculated, namely $(-0.103 \times 0.465) = -0.047895$ with a total effect of $0.039 + (-0.047895) = -0.008895$. Based on Sp2p3, the t statistic value of the mediation effect can be calculated using the formula:

$$\begin{aligned}
 t \text{ count} &= \frac{P2P3}{Sp2P3} \\
 t \text{ count} &= \frac{-0,008895}{0,045} \\
 t \text{ count} &= -0,19766
 \end{aligned}$$

Therefore, the calculated t value is $-0.19766 > t \text{ table} = 1.9852$, so it can be concluded that there is no mediation effect.

2. The effect of price (X2) on loyalty (Y) through satisfaction (Z)

$$\begin{aligned}
 SP2P3 &= \sqrt{P3^2 - SP2^2 + P2^2SP3^2 + SP2^2SP3^2} \\
 &= \sqrt{(0,465)^2 - (0,080)^2 + (0,287)^2 (0,063)^2 + (0,080)^2 (0,063)^2} \\
 &= \sqrt{(0,212) - (0,006) + (0,082) (0,003) + (0,006)(0,003)} \\
 &= \sqrt{(0,001272) + (0,000246) + (0,000018)} \\
 &= \sqrt{(0,001536)} \\
 &= 0,039
 \end{aligned}$$

The magnitude of the direct effect is 0.287, while the indirect effect must be calculated, namely $(0.287 \times 0.465) = 0.1380872$ with a total effect of $0.084 + 0.1380872 = 0.2221772$. Based on Sp2p3, the t statistic value of the mediation effect can be calculated using the formula:

$$\begin{aligned}
 t \text{ count} &= \frac{P2P3}{Sp2P3} \\
 t \text{ count} &= \frac{0,1380872}{0,039} \\
 t \text{ count} &= 3,5406
 \end{aligned}$$

therefore the calculated t value is $3.5406 > t \text{ table} = 1.9852$, so it can be concluded that there is a mediation effect.

3. The influence of Islamic business ethics (X3) on loyalty (Y) through satisfaction (Z)

$$\begin{aligned} SP2P3 &= \sqrt{P3^2 - SP2^2 + P2^2SP3^2 + SP2^2SP3^2} \\ &= \sqrt{(0,465)^2 - (0,093)^2 + (0,372)^2(0,075)^2 + (0,093)^2(0,075)^2} \\ &= \sqrt{(0,212) - (0,008) + (0,138)(0,005) + (0,008)(0,005)} \\ &= \sqrt{(0,001696) + (0,00069) + (0,00004)} \\ &= \sqrt{(0,002426)} \\ &= 0,049 \end{aligned}$$

The magnitude of the direct effect is 0.372, while the indirect effect must be calculated, namely $(0.372 \times 0.465) = 0.17298$ with a total effect of $0.110 + 0.17298 = 0.28298$. Based on $Sp2p3$, the t statistic value of the mediation effect can be calculated using the formula:

$$\begin{aligned} t \text{ count} &= \frac{P2P3}{Sp2P3} \\ t \text{ count} &= \frac{0,17298}{0,049} \\ t \text{ count} &= 3,5302 \end{aligned}$$

Therefore, the calculated t value is $3.5302 > t \text{ table} = 1.9852$, so it can be concluded that there is a mediation effect.

Discussion of Results

- I. Menu Diversity (X1) on Consumer Satisfaction (Z)

In this study, the halal labeling (X1) in the calculated t test was -0.1037 while the t table was 1.985, with a significance level of 0.302 greater than 0.05. This shows that menu diversity has an insignificant negative effect on satisfaction and H1 accepted. These results are in line with research conducted by Mumu et al. (2021) which states that menu diversity does not affect a person's satisfaction in purchasing a product. In his research, it was stated that a consumer buying a product does not pay attention to the menu offered. Whether a consumer likes it or not does not really take into account the diversity aspect of the menu, but rather its suitability for each consumer's taste buds, product quality or other factors not mentioned in this research.

2. Price (X2) on Consumer Satisfaction (Z)

In this research, the price (X2) in the calculated t test is 3.589 and the t table is 1.985, with a significance level of 0.001 which is smaller than 0.05, this shows that price has a significant positive effect on consumer satisfaction, so H2 is accepted.

This is in line with research conducted by Setyowati and Wiyadi (2017) that price has a significant positive effect on consumer satisfaction.

(Aslamiyah, Guritno, 2024)

As stated in the law of demand, if the price of a good rises, the demand for that good falls. However, even though the price offered is high but the quality is comparable, consumers will accept the product. In this research, food is included in the basic goods. Because consumers will still buy the product even though the price is not cheap, what they consider is that the price of the food is commensurate with the quality and satisfaction they feel. Or for a product that consumers really need, even though the price offered is high, they will still tend to buy it. In this research, price has a significant positive effect on consumer satisfaction.

3. Islamic Business Ethics (X3) on Consumer Satisfaction (Z)

In this research, Islamic business ethics (X3) in the t test is 4.015 and t table is 1.985, with a significance level of 0.000 which is smaller than 0.05, this shows that Islamic business ethics has a significant positive effect on consumer satisfaction, so H3 is accepted .

These results are in line with research conducted by Faradannisa and Supriyanto (2022), in their research it was found that Islamic business ethics had a significant positive effect on consumer satisfaction. This means that the better the ethics applied, the higher the level of satisfaction. Consumers tend to like a product with satisfactory service. Implementing proper ethics in a company will provide a major contribution or benefit in marketing a product. Salespeople can make consumer adjustments by paying attention to consumer characteristics, prospects and motives.

4. Consumer Satisfaction (Z) Against Loyalty (Y)

In this research, consumer satisfaction (Z) in the t test value is 6.127 and the t table is 1.985, with a significance level of 0.000 which is smaller than 0.05, this shows that satisfaction has a significant positive effect on consumer loyalty, so H4 is accepted.

This is in line with research conducted by Gultom et al. (2020) research results in satisfaction having a significant positive effect on consumer loyalty. Satisfaction is an important factor in influencing consumer loyalty. This is because if customers are satisfied they will consume the product repeatedly and will even be happy to promote the product by word of mouth. Customers who get satisfaction from a product will be loyal to that product (Agustina, 2018).

5. Menu Diversity (XI) on Loyalty (Y)

In this research, diversity (XI) in the t test value is 0.524 and the t table is 1.985, with a significance level of 0.601 greater than 0.05, this shows

that menu diversity has an insignificant negative effect on consumer loyalty, so H5 is accepted.

This is in line with research conducted by Ariningtyas and Rachmawati (2020), their research showed that diversity had an insignificant negative effect on consumer loyalty. Instead of helping visitors, too many menu choices will actually make visitors feel confused about which one to order. There is also a small number of menus which will actually make visitors more focused and free to make their choices, as long as the choices offered are not too minimal this will make it easier for them to develop a loyal attitude towards an item.

6. Price (X2) Against Loyalty (Y)

In this research, the price (X2) in the t test value is 1.326 and the t table is 1.985, with a significance level of 0.188 which is greater than 0.05, this shows that price has an insignificant negative effect on consumer loyalty, so H6 is accepted. This is in line with research conducted by Bakhtiar et al. (2022) shows that price has an insignificant negative effect on loyalty. It is known that increasing prices can reduce the level of consumer loyalty. So, companies must set prices wisely, so that the prices offered are in line with the services provided. The effect of price is not significant on loyalty, it is possible that the price or rate offered by the seller is not much different from the price offered by other similar sellers.

7. Islamic Business Ethics (X3) Regarding Loyalty

In this research, Islamic business ethics (X3) in the t test value is 1.469 and the t table is 1.985, with a significance level of 0.145 which is greater than 0.05, this shows that Islamic business ethics has an insignificant negative effect on consumer product loyalty. so H7 is accepted. This shows that the Islamic business ethics applied in Mashhudi restaurants are not optimal. So appropriate steps are needed in implementing Islamic business ethics in order to increase customer loyalty.

8. Menu Diversity on Loyalty with Consumer Satisfaction as an Intervening Variable.

The magnitude of the direct effect is -0.103, while the indirect effect must be calculated, namely $(-0.103 \times 0.465) = 0.047895$ with a total effect of $(0.039 + 0.047895) = 0.086895$. Therefore, the t value = -0.19766 is smaller than the t table = 1.985, so it can be concluded that there is no mediation effect. So H8 is rejected. Namely, menu diversity has an insignificant negative effect on loyalty with satisfaction as an intervening variable. So it can be concluded that menu diversity has no effect on loyalty through satisfaction. When a seller offers a variety of products, it is possible

that consumers will feel confused about which food to choose. This could be one of the factors inhibiting consumers from feeling satisfied so that consumers have not yet created a loyal attitude towards a product they consume.

9. Price on Loyalty with Consumer Satisfaction as an Intervening Variable.

The magnitude of the direct effect is 0.287, while the indirect effect must be calculated, namely $(0.287 \times 0.465) = 0.1380872$ with a total effect of $(0.084 + 0.1380872) = 0.22214872$. Therefore the calculated t value = 3.5406 is greater than the t table = 1.985, then it can be concluded that there is a mediation effect. So H9 is accepted. Namely, price has a significant positive effect on loyalty with satisfaction as an intervening variable.

This is in line with research conducted by Suwarni et al. (2022). This research shows that customer satisfaction is able to mediate the effect of price on customer loyalty. So it can be concluded that price influences consumer loyalty through satisfaction. When consumers are satisfied with the goods and the price offered is suitable, consumers will be loyal to the products they consume.

10. Islamic Business Ethics towards Loyalty with Consumer Satisfaction as an Intervening Variable.

The magnitude of the direct effect is 0.372, while the indirect effect must be calculated, namely $(0.372 \times 0.465) = 0.172289$ with a total effect of $(0.110 + 0.172289) = 0.282289$. Therefore, the calculated t value = 3.5302 is greater than t table = 1.985, so it can be concluded that there is a mediation effect. This means that Islamic business ethics has a significant positive effect on consumer loyalty with satisfaction as an intervening variable. So H10 is accepted. These results are in line with research conducted by Fuad (2020) in his research which resulted in Islamic business ethics having a significant positive effect on loyalty through consumer satisfaction. When someone has good ethics and can understand consumers' wants and needs and makes consumers feel satisfied with the services provided, consumers will be loyal to the product.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research results in the previous chapter, the conclusions that can be drawn based on the T test and path analysis test are as follows:

1. Menu diversity has an insignificant negative effect on satisfaction.
2. Price has a significant positive effect on consumer satisfaction
3. Islamic business ethics has a significant positive effect on satisfaction
4. Satisfaction has a significant positive effect on loyalty
5. Menu diversity has an insignificant negative effect on loyalty
6. Price has an insignificant negative effect on consumer loyalty,
7. Islamic business ethics has an insignificant negative effect on consumer loyalty
8. Menu diversity has an insignificant negative effect on loyalty with satisfaction as an intervening variable
9. Price has a significant positive effect on loyalty with satisfaction as an intervening variable.
10. Islamic business ethics has a significant positive effect on loyalty through consumer satisfaction.

Suggestion

The suggestions that researchers can give after conducting this research are as follows:

1. For future researchers
You can add other variables or replace other mediating variables that have a stronger influence. You can replace it with another object, such as in a shop or a certain brand.
2. For companies
Business actors who have been around for a long time, especially those sampled in this research, need to evaluate and improve how they manage their business so that they can still compete with businesses that have just emerged or are currently trending.

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