THE EFFECT OF PRICE, DIGITAL MARKETING, AND SERVICE QUALITY ON CONSUMER SATISFACTION AND LOYALTY AT CV. EKA PRIMA PEKANBARU

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ABSTRACT

This study aims to determine and analyze the effect of price, digital marketing and service quality on consumer satisfaction and loyalty at CV. Eka Prima Pekanbaru. The population of this study includes all consumers of CV Eka Prima Pekanbaru. The sample size was calculated using Roscoe Technique whereby 100 respondents were obtained. The data collection method used a questionnaire and hypothesis testing used full model structural equation modeling (SEM) analysis with SmartPLS. The results of this study indicate that price, digital marketing, and service quality have significant effect on consumer satisfaction and loyalty at CV Eka Prima Pekanbaru.

Keywords: Price; Digital Marketing; Service Quality; Loyalty; Consumer Satisfaction

PENGARUH HARGA, DIGITAL MARKETING, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN DAN LOYALITAS PADA CV. EKA PRIMA PEKANBARU

ABSTRAK

Penelitian ini bertujuan untuk menentukan dan menganalisa pengaruh dari harga, digital marketing, *dan kualitas pelayanan terhadap kepuasan konsumen dan loyalitas pada CV. Eka Prima Pekanbaru. Populasi dari penelitian ini mencakup seluruh konsumen pada CV. Eka Prima Pekanbaru. Ukuran sampel dihitung menggunakan Teknik Roscoe sehingga didapatkan total 100 responden. Pengumpulan data menggunakan kuesioner dan pengujian hipotesis menggunakan Analisis Structural Equation Modeling (SEM) dengan SmartPLS. Hasil penelitian menunjukkan bahwa harga,* digital marketing, *dan kualitas pelayanan memiliki pengaruh signifikan terhadap kepuasan konsumen dan loyalitas pada CV. Eka Prima Pekanbaru.*

Kata Kunci*: Harga;* Digital Marketing*; Kualitas Pelayanan; Loyalitas; Kepuasan Konsumen*

INTRODUCTION

The Indonesian economy has a strong impact on the automotive industry, both as a large consumer market and as a manufacturing base. With a population exceeding 270 million, the country offers a large market for car and motorcycle manufacturers. The automotive manufacturing industry in Indonesia is growing rapidly, with many leading brands setting up factories in the country to produce vehicles for the domestic market as well as for export to regional markets.

Marketing is a managerial process that enables individuals or groups to obtain what they want by creating, offering, and exchanging products of value with others or any activity related to the delivery of products or services from producers to consumers (Sudarsono, 2020:2).

Consumer satisfaction, an important metric in the consumer experience journey, indicates the level of satisfaction experienced by consumers after purchasing and engaging with a particular product, service, or company. Based on Lewis & Booms' thinking, service quality is the main measure in measuring how well the level of service provided is in accordance with consumer expectations. To determine the level of consumer satisfaction of CV. Eka Prima Pekanbaru, a pre-survey was conducted using a questionnaire to 104 consumers. The survey was conducted at CV. Eka Prima Pekanbaru shows a generally positive trend in consumer satisfaction with both product quality and customer service. Of the respondents, 53% stated that they were satisfied with the quality of the products offered by CV. Eka Prima Pekanbaru, while 47% did not have the same sentiment. In terms of customer service, the majority of respondents, namely 63%, stated that they were satisfied with CV. Eka Prima Pekanbaru's responsiveness in answering consumer questions and complaints. On the other hand, 37% expressed dissatisfaction with this aspect. Customer loyalty refers to the loyalty and consistency of customers in choosing and using products or services from a brand or company repeatedly. According to a loyalty pre-survey conducted at CV. Eka Prima Pekanbaru, most consumers showed a tendency to revisit the store for future purchases. Of the respondents, 33% stated that they would choose to shop again at CV. Eka Prima Pekanbaru compared to other competing stores or brands, while 67% stated the opposite. Furthermore, the survey explored the possibility of consumers recommending CV. Eka Prima Pekanbaru to friends or family. The results showed that 40% of respondents expressed their willingness to recommend the store, while 60% did not feel inclined to recommend the store.

These findings indicate a diverse loyalty landscape for CV. Eka Prima Pekanbaru. While most consumers tend to make repeat purchases, a large proportion are still uncommitted or hesitant to recommend the store to their social circle. Addressing the concerns or preferences of the latter group may play a significant role in fostering stronger brand loyalty and positive word-of-mouth recommendations.

Price is the amount of money or other value paid by a customer to obtain a particular product or service from a company. The right price can increase the appeal of a product or service to consumers, encourage purchases, and build long-term customer loyalty. Digital marketing is the process of designing, implementing, and managing marketing strategies that use digital media and online technologies to reach target audiences, build brands, and promote products or services. It involves utilizing various digital platforms and channels such as websites, social media, email, search engines, online content, digital advertising, and others. Service quality refers to the level of excellence or satisfaction provided by an organization to its customers in meeting or exceeding their expectations.

Based on the phenomenon and the differences in research results from previous researchers, it was conducted with the title "The effect of price, digital marketing and service quality on the number of consumers at CV. Eka Prima Pekanbaru. This study aims to investigate the complex dynamics of the business landscape at CV. Eka Prima Pekanbaru by testing the effect of digital marketing prices and service quality on consumer satisfaction and loyalty. This investigation is poised to contribute valuable insights into the effectiveness of digital marketing initiatives, highlighting how the combination of pricing structure and service quality impacts the consumer journey, fosters loyalty, and ultimately influences the success of CV. Eka Prima Pekanbaru in a competitive market environment.

LITERATURE REVIEW

Marketing Management

According to Wongkar et al (2023), marketing management is the process of planning, implementing, organizing, directing, and coordinating marketing operations within a company to achieve organizational goals efficiently and effectively. According to Yuningsih et al (2023), marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value.

Consumer Satisfaction

According to Nainggolan & Tanjung (2023), consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met. According to Ririn Anggrainia et al (2022), consumer or customer satisfaction is a feeling of pleasure or disappointment that arises after

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comparing the expected product performance with the expected performance.

Loyalty
Companies need loyal consumers because consumers are company's assets. To create consumer loyalty, companies must provide the best quality of service from the products offered. According to Sucihati & Suhartini (2022), consumer loyalty is a consumer's commitment to a brand, store or supplier based on very positive traits in long-term purchases. According to Hafizh Al Fandi (2023) Loyalty is defined as a consumer attitude that benefits online sellers, which results in repeat purchases,

Service Quality
Service quality is consumers evaluating the quality of service obtained starting from the process and results of the delivery provided whether it is in accordance with consumer expectations, in determining the service obtained has been fulfilled properly will be returned to consumers because consumer views will vary according to consumer desires and expectations. Tasya Meutia Kultsum (2022) According to Kencana & Wahidah (2024) service quality is a very good or superior delivery according to consumer expectations by providing the best service according to needs and desires, consumers will assess the results of the expected service.

Price
Price is an element of the marketing mix that can generate revenue through sales. Therefore, companies must be able to set the price of their products properly and correctly so that consumers are interested and willing to buy the products offered so that the company makes a profit. In addition, the price offered can also be a factor for each consumer to use as a benchmark for comparison. According to Rusdi (2019) states that price is an element in the marketing mix that not only determines probability but also as a signal to communicate the value proposal of a product.

Digital Marketing
According to Viedy et al (2018) marketing activities that utilize internet media (Instagram, Facebook, Twitter, TikTok, and websites) in their marketing activities with the aim of making consumers interested in using services or consuming products produced by the company), Nurhayarti et al 2022) So basically digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of the web, social media, e-mail, databases, mobile / wireless and digital TV to increase consumer targets and to find out the profile, behavior, product value, and loyalty of consumers or target consumers to achieve marketing goals.

Conceptual Framework
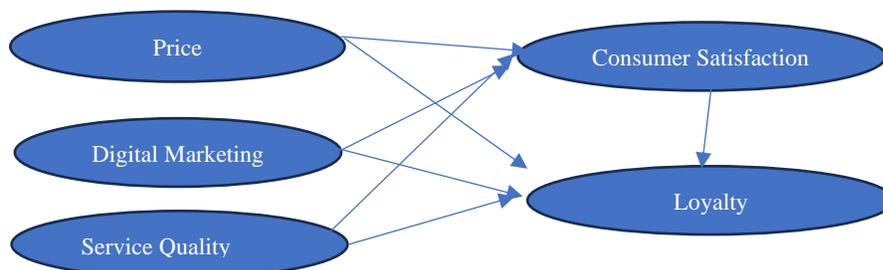Figure 1 shows the conceptual framework for this study.

Figure 1. Conceptual Framework

Research Hypothesis
The Effect of Price on Consumer Satisfaction (H1)
According to (Rohiman et al., 2022), price plays an important role in the marketing mix, because pricing is directly related to the income received by the company. For companies, in setting prices must be in accordance with the consumer economy so that consumers can buy the goods. And for consumers, price is a consideration for making decisions in buying an item and is also a perception of the product Rohiman et al (2022). Based on the results of previous journals, the hypothesis in this study is:
H1: Price has an influence on consumer satisfaction at CV. Eka Prima Pekanbaru.

The Influence of Digital Marketing on Consumer Satisfaction (H2)
Digital marketing has a major influence on consumer satisfaction by shaping the way individuals interact with brands and products in the online landscape. Social media, email campaigns, and online reviews provide consumers with real-time information and a platform to express their opinions, thus contributing to informed purchasing decisions (Mariansyah, & Syarif, 2020). Based on the results of previous journals, the hypothesis in this study is:
H2: Digital Marketing has an influence on Consumer Satisfaction at CV. Eka Prima Pekanbaru.

The Influence of Service Quality on Consumer Satisfaction (H3)
Service quality is the main determinant of consumer satisfaction, because it directly shapes the overall customer experience. Consumers are not only looking for products but also expect smooth and satisfying service (Mariansyah, & Syarif, 2020). A positive service experience creates a lasting impression, and satisfied customers are more likely to become repeat customers and support the brand, which underlines the important relationship between service quality and consumer satisfaction Agung et al (2023). Based on the results of previous journals, the hypothesis in this study is:
H3: Service quality has an influence on Consumer Satisfaction at CV. Eka Prima Pekanbaru.

The Influence of Price on Loyalty (H4)
Price has a significant influence on customer loyalty, because it directly shapes the perceived value of a product or service in the eyes of consumers. Optimal pricing strategies that are in line with customer expectations and market dynamics can foster loyalty by creating a sense of fairness and affordability (Cardia, Santika, & Respati, 2019). According to previous research by Ekawati (2017), the service quality variable has a positive and significant effect on consumer loyalty. Based on the results of previous journals, the hypothesis in this study is:
H4: Price has an effect on Loyalty at CV. Eka Prima Pekanbaru.

The Influence of Digital Marketing on Loyalty (H5)
Digital Marketing has a significant effect on customer loyalty by shaping the way individuals interact with brands and products in the online realm. The ability to adapt marketing efforts to individual preferences and behaviors in the digital realm not only increases brand visibility but also builds a sense of connectedness, ultimately influencing and increasing overall customer loyalty (Stefana, Akramiah, Oktafiah, & Pudyaningsih, 2023). Based on the results of previous journals, the hypothesis in this study is:
H5: Digital Marketing has an effect on Loyalty at CV. Eka Prima Pekanbaru.

The Effect of Service Quality on Loyalty (H6)
Service quality is a major determinant of customer loyalty, because it directly shapes the overall customer experience. Consumers are not only looking for products, but also expect a smooth and satisfying service journey Kristanto (2022). A positive service experience creates a lasting impression, and satisfied customers are more likely to become loyal customers and brand advocates, underscoring the crucial relationship between service quality and customer loyalty (Juniantara, & Sukawati, 2019). Based on the results of previous journals, the hypothesis in this study is:
H6: Service quality has an effect on Loyalty at CV. Eka Prima Pekanbaru.

The Effect of Consumer Satisfaction on Loyalty (H7)
Consumer satisfaction has a major influence on customer loyalty, because it reflects the peak of interaction and positive experiences between consumers and brands. Satisfied consumers often become repeat customers, and their positive experiences contribute to the formation of brand loyalty (Gultom, Arif, & Fahmi, 2020). According to previous research conducted by Sulaiman (2018), the direct influence of consumer satisfaction on consumer loyalty is positive and significant. Based on the results of previous journals, the hypothesis in this study is:
H7: Consumer Satisfaction has an influence on Loyalty at CV. Eka Prima Pekanbaru.

RESEARCH METHOD
Research Location and Time of Research
This research was conducted in the CV Eka Prima Pekanbaru area located on Jl. Jenderal Sudirman, Pekanbaru City. The time of this research was conducted in May 2024 to June 2024.

Population and Sample
Population is a subject that is in an area and meets certain requirements related to the problem or object of research (Supardi, 2012:26). The population of this study includes all the consumers of CV. Eka Prima Pekanbaru, however,

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the total population is unknown. Hence, the samples were calculated using the guide from Roscoe (1975) whereby the minimum sample size was set at 10 x (Dependent + independent variables) = 10 x 5 = 50 respondents as the minimum number. Through considerations from Roscoe's sample calculation, it was decided to take a sample of 100 respondents/consumers of CV. Eka Prima in Pekanbaru.

Table 1 shows the operational variables of this research.

Table 1. Operational Research Variables

No.	Research Variables	Indicator	Scale
1.	**Price (X1)** Tjiptono (Ferdinan dan Nugraheni, 2013)	Price Affordability	Interval
		Price Suitability	
		Price Competitiveness	
		Price According to Benefits	
2.	**Digital Marketing (X2)** Dharmayanti (2017)	Incentive Programs	Interval
		Site Design	
		Cost	
		Interactive	
3.	**Service Quality (X3)** Zeithmal (Tjiptono, 2016)	Efficiency	Interval
		Reliability	
		Fulfillment	
		Privacy	
		Responsiveness	
		Compensation	
		Contact	
4.	**Consumer Satisfaction (Y1)** Zeithmal (Devi Sefutri Widy dan Derriawan, 2019)	Fulfillment	Interval
		Customer Pleasure	
		Customer Ambivalence	
5.	**Loyalty (Y2)** Giovanis & Athanasopoulo (2014)	Commitment to reuse the application	Interval
		Subscribing or using automated mechanisms of the application service	
		Consistently use the application	
		Not affected by environmental condition	
		Not affected by marketing condition from other companies	

Source: Processed Data

RESULTS AND DISCUSSION
Characteristics of Respondents

Table 2. Characteristics of Respondents

Category		Total Respondent	
		Amount	**Percentage (%)**
Gender	Male	53	53
	Female	47	47
Total		**100**	**100**
Age	17-20 years old	0	0
	21-25 years old	5	5
	26-30 years old	51	51
	>30 years old	44	44

Source: Researcher Processed Data

The total of female respondents was 47% (47 people) and male respondents was 53% (53 people) as seen in Table 2. From these results it is clear that male respondents have a higher percentage than female respondents. Respondents aged 17-20 years were 0 people (0%), 21-25 years were 5 people (5%), 26-30 years were 51 people (51%) and >30

years were 44 people (44%). From the table it can be seen that the respondents who most use the services of CV. Eka Prima Pekanbaru are those who are aged 26-30 years. R6espondents who are still civil servants are 36 people (36%), self-employed/freelancers are 43 people (43%), students are 0 people (0%), those who are private workers are 21 people (21%), and unemployed are 0 people (0%). Respondents who earn <Rp1,000,000.00 are 0 people (0%), those who earn Rp1,000,000.00-Rp3,000,000.00 are 56 people (56%), and those who earn >Rp3,000,000.00 are 44 people (44%). From the table above, it can be concluded that respondents with an income of Rp1,000,000.00-Rp3,000,000.00 have a greater number than other income groups. Income between Rp1,000,000.00 to Rp3,000,000.00 is widely found among the people of Pekanbaru, and they tend to prefer using automotive services from CV. Eka Prima. The most respondents found are respondents from the Marpoyan Damai sub-district, which is 50%, and the smallest are the Bukit Raya and Sail sub-districts, which are 0%. This could happen because the distribution of the questionnaire was not quite even and the coverage of respondents was limited to only 100 respondents.

Respondent Responses
Price (X1), Digital Marketing (X2), Service Quality (X3), Consumer Satisfaction (Y1) and Loyalty (Y2) are described as follows:

Table 3. Respondent Responses Variables

Price	average	4,229	Very Good
Digital Marketing	average	4,289	Very Good
Service Quality	average	4,302	Very Good
Consumer Satisfaction	average	4,458	Very high
Loyalty	average	4,309	Very high

Source: Researcher Processed Data

Based on Table 3, the average indicator of Price is 4.229, which means it received a "very high" response from respondents. It is also known that the average indicator of Digital Marketing is 4.289, which means it received a "very good" response from respondents. It is also known that the average indicator of service quality is 4.302, which means it received a "Very Good" response from respondents. It is also known that the average indicator of consumer satisfaction is 4.458, which means it received a "Very high" response from respondents. And the loyalty indicator obtained 4.309 with a "very high" response.

Validity and Reliability Test Results
The validity test of the study was obtained through several stages, namely Convergent Validity in the form of Outer Loadings (Loading Factor) and Average Variance Extracted (AVE) and Discriminant Validity in the form of Fornell-Larker Criterion and Cross Loading. In the results of the Convergent Validity test, there were several Outer Loading and AVE values that did not meet the standards above 0.5. The initial AVE values are shown in Table 4.

Table 4. Average Variance Extracted (AVE)

Variable	AVE
Price	0.664
Digital Marketing	0.626
Service Quality	0.560
Consumer Satisfaction	0.777
Loyalty	0.664

Source: Researcher Processed Data

Table 4 shows that all variables have met the established AVE criteria, namely with a value of ≥0.5. This indicates that the Convergent Validity Test is acceptable. Furthermore, the validity of the study is continued by testing Discriminant Validity through the Fornell-Larker Criterion and Cross Loading tests. The Fornell-Larker Criterion test is carried out by comparing the √AVE value with other latent variables as seen in Table 5. The concept that must be met is that the correlation value of one √AVE with its own variable construct must be greater than that of other variable constructs. This can be seen in the diagonal and vertical directions of each variable column.

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Table 5. Fornell-Larcker Criterion Test Results

Variable	X1.	X2	X3	Y1	Y2.
Price (X1)	0.815				
Digital Marketing (X2)	0.505	0.791			
Service Quality (X3)	0.362	0.407	0.749		
Consumer Satisfaction (Y1)	0.297	0.284	0.285	0.882	
Loyalty (Y2)	0.359	0.340	0.318	0.909	0.815

Source: Researcher Processed Data

The next step to test Discriminant Validity is to use the Cross Loading test as shown in Table 6. The Cross Loading test itself is a test of the Outer Loading value owned by a variable construct must have a greater value for its own variable compared to other variables.

Table 6 shows that the Outer Loading value of each indicator against its variable is higher than its relationship with other variable constructs. The results of the Fornell-Larker Criterion and Cross Loading calculations above show that the validity of the research referred to from Discriminant Validity shows its validity. The results of the previous calculations show that the research has shown its validity through the Convergent Validity and Discriminant Validity tests. Furthermore, testing is carried out to test the Reliability of the research through the Composite Reliability and Cronbach's Alpha values which are above 0.6. Table 7 shows the research reliability values.

Table 7 shows that the Conbach's Alpha and Composite Reliability values of each variable have met the standard of above 0.60. This indicates that the reliability of the study is acceptable. In addition, the Composite Reliability value is also higher than the Cronbach's Alpha values. This indicates that all research variables have met the requirements regarding the appropriate reliability criteria as the basis for SEM research that can be analyzed using SmartPLS. The results of measuring validity and reliability using the Measurement Model above show that the data collection tool used in this study is valid and reliable. These results indicate that the research measuring instrument has a consistency that can be accounted for.

Hypothesis Test Results

Hypothesis testing is carried out using the bootstrapping technique. This bootstrapping test aims to determine the direction of the relationship and the significance of the relationship between each latent variable. Hypothesis testing is carried out by comparing the t-statistic or t-count that has been determined. The t-count produced in the bootstrapping test must be greater than the one-tail t-table, which is 1.65 for a standard error of 5% or a p value below 0.05 (Hair et al. 2017: 320).

The hypothesis stating that price has a significant effect on consumer satisfaction can be accepted. This is evidenced by all price indicators (X1.1 to X1.8) in Table 8 showing a P value of 0.000 and a high T-statistic value, indicating a very significant effect. The hypothesis stating that price has a significant effect on consumer loyalty can also be accepted. This is evidenced by all price indicators (X1.1 to X1.8) showing a P value of 0.000 and a high T-statistic value, indicating a significant effect on consumer loyalty. The hypothesis stating that digital marketing has a significant effect on consumer satisfaction can be accepted. All digital marketing indicators (X2.1 to X2.8) show a P value of 0.000 and a high T-statistic value, indicating a very significant effect on consumer satisfaction. The hypothesis stating that digital marketing has a significant effect on consumer loyalty can also be accepted. All digital marketing indicators (X2.1 to X2.8) show a P value of 0.000 and a high T-statistic value, indicating a significant influence on consumer loyalty. The hypothesis that service quality has a significant effect on consumer satisfaction can be accepted. All service quality indicators (X3.1 to X3.14) show a P value of 0.000 and a high T-statistic value, indicating a very significant influence on consumer satisfaction. The hypothesis that service quality has a significant effect on consumer loyalty can also be accepted. All service quality indicators (X3.1 to X3.14) show a P value of 0.000 and a high T-statistic value, indicating a significant influence on consumer loyalty. The hypothesis that consumer satisfaction has a significant effect on consumer loyalty can be accepted.

All consumer satisfaction indicators (Y1.1 to Y1.6) show a P value of 0.000 and a high T-statistic value, indicating a very significant influence on consumer loyalty.

Table 6. Cross Loading Test Results

Variable	X1.	X2	X3	Y1	Y2.
X1.1	0.844	0.422	0.242	0.147	0.210
X1.2	0.809	0.471	0.351	0.204	0.261
X1.3	0.738	0.363	0.255	0.280	0.348
X1.4	0.861	0.456	0.285	0.241	0.288
X1.5	0.756	0.235	0.188	0.271	0.321
X1.6	0.802	0.391	0.384	0.196	0.195
X1.7	0.881	0.469	0.300	0.267	0.315
X1.8	0.817	0.495	0.373	0.256	0.317
X2.1	0.427	0.786	0.124	0.211	0.237
X2.2	0.379	0.796	0.162	0.288	0.303
X2.3	0.443	0.778	0.264	0.212	0.215
X2.4	0.402	0.857	0.331	0.242	0.293
X2.5	0.379	0.803	0.264	0.145	0.224
X2.6	0.418	0.852	0.314	0.248	0.304
X2.7	0.280	0.729	0.212	0.055	0.092
X2.8	0.407	0.716	0.759	0.243	0.329
X3.1	0.177	0.275	0.738	0.148	0.144
X3.10	0.287	0.310	0.811	0.219	0.257
X3.11	0.131	0.288	0.744	0.270	0.300
X3.12	0.215	0.225	0.745	0.195	0.221
X3.13	0.217	0.261	0.718	0.146	0.188
X3.14	0.275	0.271	0.735	0.198	0.210
X3.2	0.471	0.346	0.713	0.240	0.247
X3.3	0.273	0.358	0.786	0.204	0.235
X3.4	0.371	0.221	0.715	0.070	0.101
X3.5	0.317	0.314	0.782	0.280	0.244
X3.6	0.340	0.418	0.738	0.221	0.285
X3.7	0.232	0.289	0.722	0.174	0.203
X3.8	0.270	0.308	0.731	0.116	0.176
X3.9	0.255	0.304	0.794	0.289	0.323
Y1.2	0.292	0.288	0.249	0.927	0.796
Y1.3	0.175	0.242	0.205	0.887	0.769
Y1.4	0.283	0.192	0.263	0.825	0.715
Y1.5	0.216	0.223	0.269	0.846	0.815
Y1.6	0.344	0.344	0.289	0.938	0.940
Y2.1	0.312	0.339	0.310	0.821	0.870
Y2.2	0.233	0.243	0.119	0.647	0.729
Y2.3	0.336	0.296	0.323	0.765	0.838
Y2.4	0.194	0.238	0.207	0.647	0.733
Y2.5	0.177	0.187	0.139	0.678	0.764
Y2.6	0.381	0.273	0.299	0.795	0.862
Y2.7	0.291	0.325	0.322	0.781	0.859
Y2.8	0.303	0.227	0.236	0.719	0.802
Y2.9	0.320	0.314	0.268	0.772	0.859
Y1.1	0.208	0.164	0.208	0.862	0.728

Source: Researcher Processed Data

Table 7. Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (rho_a)
Price (X1)	0.927	0.933
Digital Marketing (X2)	0.915	0.925
Service Quality (X3)	0.940	0.949
Consumer Satisfaction (Y1)	0.942	0.961
Loyalty (Y2)	0.936	0.950

Source: Researcher Processed

DISCUSSION
The Effect of Price on Consumer Satisfaction
Based on research findings, price has been proven to have a significant effect on the level of consumer satisfaction. Price is an important factor that consumers consider when they decide to buy a product or service.

In the context of CV Eka Prima Pekanbaru, consumers are very sensitive to price and assess their satisfaction based on the perceived value received from the purchase. Consumers tend to be more satisfied when they feel that the price paid is in accordance with the quality and benefits they receive. Wise pricing is not just about setting a lower price, but also considering the added value that can be provided to consumers, such as superior customer service, special promotions, or loyalty programs. Thus, this study confirms that price plays an important role in influencing consumer satisfaction at CV Eka Prima Pekanbaru.

The Effect of Price on Consumer Loyalty
The results of the study show that price has a significant impact on consumer loyalty. The right price not only attracts new consumers but also plays an important role in retaining existing consumers.

Consumer loyalty is closely related to their perception of the value they receive. They feel that they get good value for the money they spend, which encourages them to remain loyal to the brand or company. In addition, loyal consumers often provide positive recommendations to others, which has the potential to increase CV Eka Prima Pekanbaru's customer base. Offering discounts, promotions, or loyalty programs can be an effective strategy to maintain consumer loyalty. Thus, this study confirms that appropriate and competitive prices are essential in building and maintaining consumer loyalty at CV Eka Prima Pekanbaru.

The Influence of Digital Marketing on Consumer Satisfaction
The results of the study show that digital marketing has a significant and positive influence on consumer satisfaction. Digital marketing allows companies to reach consumers more widely and efficiently. Through digital platforms such as social media, email, and websites, CV Eka Prima Pekanbaru can convey product information, promotions, and services directly to consumers.

In addition, digital marketing allows companies to customize their marketing messages according to consumer preferences and needs. This personalization increases the relevance of the message and makes consumers feel valued and understood, which in turn increases their satisfaction.

The Influence of Digital Marketing on Consumer Loyalty
This study reveals that digital marketing has a significant influence on consumer loyalty at CV Eka Prima Pekanbaru. Digital marketing plays an important role in maintaining and increasing consumer loyalty through various online strategies and platforms.

Digital marketing allows CV Eka Prima Pekanbaru to build more personal and sustainable relationships with consumers. Consumers who feel continuously connected to the company tend to show higher loyalty. Loyalty programs and special promotions offered through digital channels can also increase consumer loyalty. For example, reward programs integrated into mobile applications or online platforms can encourage consumers to continue purchasing products or services from CV Eka Prima Pekanbaru. Thus, this study confirms that digital marketing has a very important role in building consumer loyalty at CV Eka Prima Pekanbaru.

The Influence of Service Quality on Consumer Satisfaction
This study examines how service quality affects consumer satisfaction at CV Eka Prima Pekanbaru and shows that service quality has a significant influence on the level of consumer satisfaction. Service quality is one of the main factors that determine how satisfied consumers are with the products or services they receive.

Service quality covers various aspects, including speed, reliability, skill, and friendliness in providing services. If the service provided is fast, accurate, and meets the promised standards, consumers tend to feel more

satisfied with their experience. CV Eka Prima Pekanbaru needs to ensure that all aspects of the service, from the ordering process to after-sales, are carried out to a high standard. Overall, this study confirms that service quality has a very important influence on consumer satisfaction at CV Eka Prima Pekanbaru.

Table 8. Hypothesis Test Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ($\lvert$O/STDEV$\rvert$)	P values
X1.1 <- X1.	0.844	0.836	0.057	14.941	0.000
X1.2 <- X1.	0.809	0.806	0.062	13.117	0.000
X1.3 <- X1.	0.738	0.743	0.063	11.766	0.000
X1.4 <- X1.	0.861	0.853	0.054	15.844	0.000
X1.5 <- X1.	0.756	0.755	0.081	9.321	0.000
X1.6 <- X1.	0.802	0.795	0.062	12.992	0.000
X1.7 <- X1.	0.881	0.875	0.043	20.291	0.000
X1.8 <- X1.	0.817	0.813	0.055	14.741	0.000
X2.1 <- X2	0.786	0.775	0.090	8.755	0.000
X2.2 <- X2	0.796	0.792	0.072	11.088	0.000
X2.3 <- X2	0.778	0.771	0.085	9.211	0.000
X2.4 <- X2	0.857	0.846	0.070	12.243	0.000
X2.5 <- X2	0.803	0.793	0.071	11.321	0.000
X2.6 <- X2	0.852	0.840	0.067	12.773	0.000
X2.7 <- X2	0.729	0.714	0.117	6.251	0.000
X2.8 <- X2	0.716	0.720	0.092	7.751	0.000
X3.1 <- X3	0.738	0.719	0.085	8.679	0.000
X3.10 <- X3	0.811	0.798	0.067	12.035	0.000
X3.11 <- X3	0.744	0.740	0.063	11.795	0.000
X3.12 <- X3	0.745	0.732	0.078	9.596	0.000
X3.13 <- X3	0.718	0.709	0.082	8.701	0.000
X3.14 <- X3	0.735	0.725	0.069	10.665	0.000
X3.2 <- X3	0.713	0.707	0.074	9.591	0.000
X3.3 <- X3	0.786	0.775	0.069	11.439	0.000
X3.4 <- X3	0.715	0.695	0.089	8.076	0.000
X3.5 <- X3	0.782	0.774	0.063	12.440	0.000
X3.6 <- X3	0.738	0.732	0.068	10.839	0.000
X3.7 <- X3	0.722	0.710	0.077	9.398	0.000
X3.8 <- X3	0.731	0.713	0.094	7.802	0.000
X3.9 <- X3	0.794	0.792	0.055	14.531	0.000
Y1.2 <- Y1	0.927	0.927	0.024	39.113	0.000
Y1.3 <- Y1	0.887	0.886	0.041	21.799	0.000
Y1.4 <- Y1	0.825	0.824	0.059	14.029	0.000
Y1.5 <- Y1	0.846	0.844	0.047	18.043	0.000
Y1.6 <- Y1	0.938	0.938	0.017	56.546	0.000
Y2.1 <- Y2.	0.870	0.869	0.034	25.559	0.000
Y2.2 <- Y2.	0.729	0.726	0.071	10.262	0.000
Y2.3 <- Y2.	0.838	0.837	0.043	19.408	0.000
Y2.4 <- Y2.	0.733	0.732	0.083	8.845	0.000
Y2.5 <- Y2.	0.764	0.764	0.067	11.493	0.000
Y2.6 <- Y2.	0.862	0.861	0.039	21.986	0.000
Y2.7 <- Y2.	0.859	0.857	0.039	22.158	0.000
Y2.8 <- Y2.	0.802	0.803	0.071	11.358	0.000
Y2.9 <- Y2.	0.859	0.859	0.037	23.026	0.000
Y1.1 <- Y1	0.862	0.861	0.052	16.464	0.000

Source: Researcher Processed Data

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The Effect of Service Quality on Consumer Loyalty

This study explores the impact of service quality on consumer loyalty at CV Eka Prima Pekanbaru and shows that service quality has a significant influence on consumer loyalty. High service quality contributes directly to increased consumer loyalty, which is an important factor in retaining customers and driving the company's long-term growth.

When consumers feel that they are getting satisfactory service, they tend to feel more connected and loyal to the company. Consistent and high-quality service builds trust and provides a sense of security to consumers, which strengthens their commitment to continue using the company's products or services. Consumers who are satisfied with service quality are more likely to become loyal customers. Thus, this study underlines the importance of service quality in building and maintaining consumer loyalty at CV Eka Prima Pekanbaru.

The Influence of Consumer Satisfaction on Loyalty

This study examines how consumer satisfaction affects consumer loyalty at CV Eka Prima Pekanbaru and finds that consumer satisfaction has a significant influence on loyalty. Consumer satisfaction plays a key role in forming and maintaining consumer loyalty to a company.

Consumer satisfaction occurs when their expectations of a product or service are met or even exceeded. Satisfied consumers tend to feel more positive about the company and are more likely to continue making purchases in the future. Dissatisfaction can cause consumers to look for other alternatives, reduce the frequency of purchases, or even stop using the company's products or services. CV Eka Prima Pekanbaru must continue to focus on improving the quality of products and services, as well as meeting or exceeding consumer expectations to ensure a high level of satisfaction. Overall, this study confirms that consumer satisfaction is the main determinant in building and maintaining consumer loyalty at CV Eka Prima Pekanbaru.

CONCLUSION

The conclusions that can be drawn from the results of the research that has been conducted include: (1) Price has a positive and significant influence on consumer satisfaction at CV Eka Prima Pekanbaru. (2) Price has a significant and positive impact on consumer loyalty at CV Eka Prima Pekanbaru. (3) Digital marketing has a positive and significant impact on consumer satisfaction at CV Eka Prima Pekanbaru. (4) Digital marketing has a positive and significant impact on consumer loyalty at CV Eka Prima Pekanbaru. (5) Service quality has a very positive and significant influence on consumer satisfaction at CV Eka Prima Pekanbaru. (6) Service quality has a very positive and significant influence on consumer loyalty at CV Eka Prima Pekanbaru. (7) Consumer satisfaction has a very positive and significant influence on consumer loyalty at CV Eka Prima Pekanbaru.

Based on the conclusions obtained in this study, the following suggestions are proposed as a complement to the research results: (1) For Academics: Based on the results of research on the influence of price, digital marketing, service quality, and consumer satisfaction on consumer loyalty at CV Eka Prima Pekanbaru, academics are advised to conduct longitudinal research that can provide insight into long-term changes in satisfaction and loyalty, while studies on the influence of contextual variables and comparisons between industries can enrich understanding of best practices. (2) For Companies: Based on the results of research on the influence of price, digital marketing, service quality, and consumer satisfaction on consumer loyalty at CV Eka Prima Pekanbaru, companies are advised to focus on several important aspects. First, pricing strategies must be adjusted to consumer values and expectations to ensure high satisfaction and build loyalty. Second, digital marketing must be optimized with a personal approach and consistent communication to strengthen relationships with consumers and increase loyalty. Third, companies must continue to improve service quality by paying attention to reliability, speed, and friendly interactions to strengthen satisfaction and loyalty. (3) For Consumers: Based on the results of research on the influence of price, digital marketing, service quality, and consumer satisfaction on consumer loyalty at CV Eka Prima Pekanbaru, several suggestions can be given to consumers. Consumers are advised to pay attention to the value received from the price paid and ensure that the product or service chosen is in accordance with their expectations.

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