



The Effect of Product, Location, And Price on Consumer Loyalty at Annisa Donat Shop in Pontianak City

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ABSTRACT

This research analyzes the impact of product, location, and price on consumers' loyalty toward Annisa Donat Shop in Pontianak. A total of 100 consumers were selected through purposive sampling for this quantitative associative study. Data obtained from the questionnaire responses were subjected to multiple linear regression analysis. The results show that product, location, and price jointly have a significant effect on consumer loyalty. Each variable also has a positive and significant effect when examined separately, with location showing the strongest relative influence based on a standardized beta value of 0.282. The model explains 32.5% of the variation in consumer loyalty, while the remaining 67.5% is associated with factors outside the variables examined in this study. These findings indicate that loyalty among Annisa Donat consumers is shaped not only by the products they receive, but also by how convenient the business is to access and how appropriately its prices are perceived. Maintaining these three aspects together is therefore important for encouraging consumers to continue choosing Annisa Donat.

INTRODUCTION

Competition among donut businesses in West Pontianak has become increasingly visible, with 31 businesses recorded in 2026, ranging from home-based sellers to bakeries and donut producers operating at different business scales (DPMPTSP Kota Pontianak, 2026). In such a market, consumers are faced with many alternatives, making it important for businesses to understand what keeps customers returning rather than simply attracting them for a single purchase. Product is one part of the offering through which consumers seek to satisfy their needs and obtain particular benefits (Hermawan, 2012, as cited in Indrasari, 2019; Sofyan Assauri, 2010, as cited in Indrasari, 2019). Location also matters because it determines where consumers can obtain the products offered by a business (Said et al., 2022), while price represents the value consumers exchange for the product and the benefits, they receive from it (Swastha, 2010, as cited in Indrasari, 2019).

Annisa Donat Shop operates within this competitive environment alongside 30 other donut businesses in West Pontianak (DPMPTSP Kota Pontianak, 2026). The shop sells bread, donuts, bomboloni, and pizza, with prices ranging from IDR 1,000 to IDR 15,000 depending on the type, size, ingredients, and product variant (Annisa Donat Shop Data, 2026). For a culinary business, these product and price choices are closely connected with the convenience experienced by consumers when making a purchase. Location determines how easily the business can be reached by its target market (Halim et al., 2021), while price reflects the value consumers give up in exchange for the benefits of the product they receive (Buchori Alma, 2013, as cited in Indrasari, 2019). These considerations become particularly important when the concern is consumer loyalty, which involves the willingness to continue purchasing even when consumers have other alternatives available (Nuraeni et al., 2020, as cited in Srisusilawati et al., 2022).

The sales pattern of Annisa Donat Shop provides a practical reason for examining this issue more closely. Sales reached IDR 339,738,000 in 2023 but declined by 18.08% to IDR 278,338,000 in 2024. In 2025, sales recovered to IDR 364,965,000, representing an increase of 31.13% from the previous year (Annisa Donat Shop Data, 2026). The decline in 2024 occurred during the period when the business moved from Jalan Tabrani Ahmad to Jalan Karet, followed by a decrease in customers who had previously been accustomed to purchasing at the former location (Annisa Donat Shop Data, 2026). This situation makes location relevant not merely as a physical address, but in terms of accessibility, visibility, parking availability, and the convenience consumers experience when visiting the shop (Mischitelli, 2002, as cited in Said et al., 2022). Consumer loyalty, in turn, involves more than repeat purchases; it also reflects commitment and a positive attitude toward the business providing the product or service (Kotler et al., 2015, as cited in Srisusilawati et al., 2022).

The conditions of the business also show that product, location, and price cannot easily be separated from the experience of Annisa Donat consumers. Donuts are the shop's most popular product category, while the current location is relatively accessible but has limited parking space. Prices range from IDR 1,000

to IDR 15,000, including a package of six donuts priced at IDR 15,000 (Annisa Donat Shop Data, 2026). From the consumer's perspective, product can be evaluated through aspects such as durability, aesthetics, and perceived quality (Mullins et al., 2005, as cited in Indrasari, 2019), while price can be considered in terms of affordability, compatibility with quality and benefits, and competitiveness (Stanton, 2010, as cited in Indrasari, 2019). Consumer loyalty is reflected through repeat purchases, recommendations to others, and positive communication about the products used (Srisusilawati et al., 2022).

Prior studies have contributed important evidence, yet their findings remain inconsistent concerning the influence of these marketing factors on loyalty. Consumer loyalty at CV Khasanah Sari Bakery was significantly and positively affected by product, as reported by Sugianto, Sitorus, and Stefhani (2024). In contrast, Cahyo et al. (2022) found that location had a positive but insignificant effect on customer loyalty at Cafe and Resto Azalea. Studies involving price also differ in the outcome being examined. Paujiah and Sukardi (2024), for example, examined price in relation to purchasing decisions at Cafe Goela Gelato in Pontianak, whereas other research has examined price directly in relation to customer loyalty. These differences show that evidence concerning product, location, and price is spread across different research settings and, in some cases, different consumer outcomes. As a result, the way these three factors operate together in explaining consumer loyalty remains open to further empirical examination.

This is where the present study makes its contribution. Rather than treating the Annisa Donat setting itself as the novelty, the study brings Product, Location, and Price into the same empirical model and examines their relationships with Consumer Loyalty, both individually and jointly. This approach is relevant because previous findings do not point to the same conclusion across the three factors, while the sales changes and relocation experienced by Annisa Donat provide an observable business setting in which loyalty becomes particularly important. The study therefore contributes empirical evidence on whether product-related evaluations, location convenience, and price perceptions remain associated with loyalty when they are considered together, instead of being discussed as separate purchasing considerations.

Accordingly, this study aims to analyze the effects of Product, Location, and Price on Consumer Loyalty at Annisa Donat Shop in Pontianak. It examines the individual effect of each variable as well as their simultaneous effect on Consumer Loyalty. The study is grounded in the sales changes experienced by Annisa Donat Shop during 2023–2025, the competitive environment involving 31 donut businesses in West Pontianak, and differences in previous empirical findings concerning the relationships between these marketing factors and consumer behavior.

THEORETICAL REVIEW

Product

According to Kotler and Armstrong (2023), a product refers to anything presented to the market with the purpose of attracting consumers' attention,

encouraging purchase, facilitating use, or enabling consumption to fulfill their needs and wants. A product encompasses goods or items that consumers may own, utilize, or consume in order to satisfy their needs and desires (Sofyan Assauri, 2010, as cited in Indrasari, 2019). A product is assessed not only by its presence in the market but also by the information and quality that consumers can understand and perceive (Setyadi et al., 2024). The measurement of Product in this study encompasses seven dimensions: performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality (Mullins et al., 2005, as cited in Indrasari, 2019).

The association between Product and Consumer Loyalty is supported by the findings of Sugianto et al. (2024), which demonstrated that Product positively and significantly influences Consumer Loyalty among customers of CV Khasanah Sari Bakery. Product quality that meets consumer needs and expectations can encourage the formation of loyalty, as found among female students at Universitas Nias Raya who used Marck's face powder (Bali, 2022). Budiarno et al. (2022) revealed that improving product quality can strengthen customer loyalty at Indomaret Point Colombo Yogyakarta by enhancing customer satisfaction.

H1: Product (X1) has a positive and significant effect on Consumer Loyalty (Y) at Annisa Donat Shop in Pontianak City.

Location

Location can be defined as the place in which a business operates and provides its products or services to consumers (Said et al., 2022). Location is a strategic decision concerning the place of business that considers accessibility, market potential, customer traffic, competition, costs, and environmental characteristics to facilitate the company's ability to serve its target customers (Levy & Grewal, 2023). Location is also defined as the place selected by an organization to position its products or services so that they are accessible to target consumers (Halim et al., 2021). A strategic and easily accessible location close to the target market can improve customer convenience and increase the likelihood that customers will continue using products or services from the same business (Mezafrie & Supriyono, 2025). The Location variable is evaluated through five indicators, which include place, parking, accessibility, visibility, and infrastructure (Mischitelli, 2002, as cited in Said et al., 2022).

The findings of Cahyo et al. (2022) indicate that location has a positive, although statistically insignificant, influence on customer loyalty at Cafe and Resto Azalea. An easily accessible location that supports consumer convenience can be a consideration in making repeat purchases, as found among consumers of Angkringan Giras in Situbondo (Arizal et al., 2025). Customer loyalty at Geprek Agan 15 A in Metro City was found to be positively and significantly affected by location, as reported by Fuadi et al. (2024).

H2: Location (X2) has a positive and significant effect on Consumer Loyalty (Y) at Annisa Donat Shop in Pontianak City.

Price

The price of a product or service reflects the cost borne by customers to gain its benefits and enables them to evaluate the value obtained in relation to what they have sacrificed (Kotler and Armstrong, 2023). Price provides a basis

for consumers to compare their financial sacrifice with the quality and benefits obtained. A price perceived as reasonable, competitive, and consistent with the product's benefits can increase satisfaction and encourage consumers to remain loyal (Zahroh and Albari, 2024). Price is considered the value exchanged by consumers as a means of obtaining the benefits offered through the ownership or use of goods and services (Buchori Alma, 2013, as cited in Indrasari, 2019). The Price variable in this study is assessed based on four dimensions: price affordability, price-quality congruence, price competitiveness, and price-benefit congruence (Stanton, 2010, as cited in Indrasari, 2019).

Paujiah and Sukardi (2024) found that price significantly and positively influenced consumers' purchasing decisions at Cafe Goela Gelato in Pontianak. Their findings explain that the compatibility of price with the benefits received by consumers is associated with an increased tendency to make purchases (Paujiah & Sukardi, 2024). Andika and Purnamasari (2024) demonstrated that customer loyalty at Kentucky Fried Chicken in Bekasi Regency was significantly influenced by price. However, the study examined purchasing decisions as the dependent variable and did not directly examine the effect of price on consumer loyalty.

H3: Price (X3) has a positive and significant effect on Consumer Loyalty (Y) at Annisa Donat Shop in Pontianak City.

Consumer Loyalty

Customer loyalty is an ongoing relationship between customers and a company, reflected in engagement, retention, repeat purchases, and consistently positive experiences across various touchpoints (Ziliani & Ieva, 2025). Consumer loyalty refers to a customer's willingness to repeatedly purchase their preferred product or continue using a favored service, even when situational factors and marketing strategies may persuade them to choose alternative products or services (Nuraeni et al., 2020, as cited in Srisusilawati et al., 2022). Consumer loyalty also includes attitudes and repeat-purchase behavior accompanied by emotional attachment and positive commitment to the company providing the product or service (Kotler and Armstrong, 2023). Companies can strengthen their market share, decrease the costs associated with attracting new customers, maintain lasting customer relationships, and support ongoing profit generation through consumer loyalty (Zahroh & Albari, 2024). In this study, Consumer Loyalty is measured through four dimensions: making repeat purchases, recommending the product to others, intending not to switch, and communicating positive opinions (Srisusilawati et al., 2022).

Consumer loyalty at Kedai Kopi Matada in Brebes is influenced collectively by product, price, place, and promotion (Syafa'at et al., 2024). Barasjid et al. (2024) also positioned customer loyalty as the dependent variable (Y), influenced by product, location, price, service, and promotion at Lucent Aesthetics and Dermatology Clinic in Semarang City. In this research, Consumer Loyalty is treated as the dependent variable, which is examined based on the effects of Product, Location, and Price.

H4: Product (X1), Location (X2), and Price (X3) simultaneously have a significant effect on Consumer Loyalty (Y) at Annisa Donat Shop in Pontianak City.

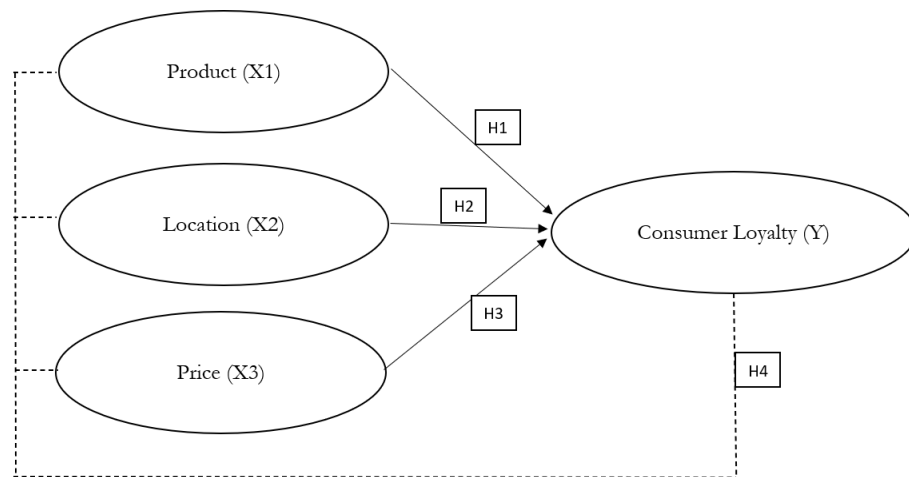


Figure 1. Conceptual Framework

METHODOLOGY

This study adopts an associative research design to examine how Product, Location, and Price influence Consumer Loyalty at Annisa Donat Shop in Pontianak City. The associative approach is employed to investigate the relationship and influence between two or more variables (Siregar, 2017). Data for this research were obtained from both primary and secondary sources. Primary data were obtained directly by distributing questionnaires to consumers of Annisa Donat Shop who had purchased its products, while secondary data were obtained from data on competing donut shops in West Pontianak in 2025, product types and prices, and sales data. The study population comprises all consumers of Annisa Donat Shop in Pontianak City. Based on the Isaac Michel approach described in Siregar (2017), a minimum sample size of 80.67 respondents was obtained, as the population size could not be identified with certainty. Subsequently, 100 respondents were recruited using purposive sampling, whereby the selection of participants was guided by specific considerations (Sugiyono, 2023). Respondents were required to reside in Pontianak City and to have purchased Annisa Donat products at least twice.

Product (X1), Location (X2), and Price (X3) represent the independent variables examined in this research, whereas Consumer Loyalty (Y) represents the dependent variable. The variables were evaluated on a five-point Likert scale, assigning a score of 5 to Strongly Agree and 1 to Strongly Disagree (Sugiyono, 2023). Validity and reliability analyses were conducted to determine the quality of the research instrument. The validity assessment employed Pearson's Product-Moment correlation, and an item was deemed valid when the calculated *r*-value was higher than the critical *r*-value. The reliability of the instrument was evaluated through Cronbach's Alpha, with values above 0.60 indicating that the instrument met the reliability criterion (Sahir, 2021).

Data analysis involved a series of statistical procedures, including multiple linear regression, correlation and determination coefficient analyses, hypothesis testing, and classical assumption testing. The classical assumption tests comprised the Kolmogorov-Smirnov test for normality, where a significance level above 0.05 indicated that the data met the normality assumption. The

analysis also involved the linearity test and the multicollinearity test, which was considered free from multicollinearity when the Tolerance value exceeded 0.10 and the VIF value was less than 10 (Sahir, 2021). To evaluate how the independent variables, affect the dependent variable, multiple linear regression analysis was applied using the following equation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ (Sahir, 2021). The correlation coefficient was employed to determine the degree of association between variables, with the strength of the relationship classified from very weak to very strong (Fitriani, 2021). Furthermore, the coefficient of determination was used to assess how well the model accounts for variations in the dependent variable (Sahir, 2021). To test the hypotheses, the F-test was employed to determine whether Product, Location, and Price jointly affected Consumer Loyalty, whereas the t-test was used to assess the effect of each variable individually at a significance level of 0.05 (Sugiyono, 2023).

RESEARCH RESULTS

Research Instrument Testing

Validity Test

The validity test was performed to determine whether each questionnaire statement appropriately measured the intended construct. The assessment was based on a comparison between the calculated correlation coefficient (r-value) and the critical r-value from the table. With 100 respondents, the degrees of freedom (df) were 98, resulting in an r-table value of 0.196 at a 5% significance level. The results of the validity assessment for each questionnaire item are shown below.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product (X1)	X1.1	0.600	0.196	Valid
	X1.2	0.804		
	X1.3	0.743		
	X1.4	0.820		
	X1.5	0.756		
	X1.6	0.698		
	X1.7	0.805		
	X1.8	0.787		
	X1.9	0.763		
Location (X2)	X2.1	0.823	0.196	Valid
	X2.2	0.753		
	X2.3	0.792		
	X2.4	0.651		
	X2.5	0.824		
	X2.6	0.753		
	X2.7	0.792		
	X2.8	0.843		
	X2.9	0.814		
	X2.10	0.804		
	X2.11	0.829		
	X2.12	0.747		
Price (X3)	X3.1	0.554	0.196	Valid

	X3.2	0.438		
	X3.3	0.553		
	X3.4	0.602		
	X3.5	0.413		
	X3.6	0.463		
	X3.7	0.575		
	X3.8	0.473		
	X3.9	0.520		
	Y.1	0.639		
	Y.2	0.416		
	Y.3	0.457		
	Y.4	0.572		
Consumer Loyalty (Y)	Y.5	0.558	0.196	Valid
	Y.6	0.571		
	Y.7	0.678		
	Y.8	0.588		
	Y.9	0.598		

Source: Processed Data, 2026

Based on the validity test presented in Table 1, each statement item representing Product (X1), Location (X2), Price (X3), and Consumer Loyalty (Y) obtained an r-count exceeding the r-table value of 0.196. This indicates that all questionnaire items met the validity criteria and were therefore appropriate for further analysis.

Reliability Test

The reliability test was conducted to determine the consistency of the research instrument by applying Cronbach's Alpha. An instrument was deemed reliable if the Cronbach's Alpha coefficient exceeded 0.60. The reliability test findings for each variable are shown below.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Product (X1)	0.900	9	Reliable
Location (X2)	0.941	12	
Price (X3)	0.644	9	
Consumer Loyalty (Y)	0.736	9	

Source: Processed Data, 2026

Based on the reliability analysis presented in Table 2, each variable in the study, obtained a Cronbach's Alpha coefficient exceeding 0.60. These findings indicate that the measurement items for all variables met the reliability criteria and could therefore be utilized as research data collection instruments.

Classical Assumption Tests

Normality Test

The normality test was performed to assess whether the collected research data followed a normal distribution. In this study, the Kolmogorov-Smirnov test was applied, where the data were interpreted as normally distributed if the

Asymp. Sig. value exceeded 0.05. The results of the normality test obtained from SPSS are shown below.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.059
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2026

The normality test presented in Table 3 indicates an Asymp. Sig. (2-tailed) value of 0.200. Since this value exceeds the 0.05 significance threshold, it can be concluded that the research data were normally distributed.

Linearity Test

The linearity test was performed to assess whether a linear association existed between the independent and dependent variables through the Test for Linearity. The relationship was interpreted as linear if the Sig. Linearity value was less than 0.05, while the Sig. Deviation from Linearity value exceeded 0.05. The findings of the linearity test are shown below.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Consumer Loyalty * Product	.003	.228	Linear
Consumer Loyalty * Location	.000	.507	
Consumer Loyalty * Price	.000	.060	

Source: Processed Data, 2026

The linearity test presented in Table 4 indicates that Product (X1), Location (X2), and Price (X3) obtained Sig. Linearity values of less than 0.05, while their Sig. Deviation from Linearity values were greater than 0.05. These findings confirm that each independent variable has a linear relationship with Consumer Loyalty (Y).

Multicollinearity Test

The multicollinearity test was performed to determine whether strong correlations existed between the independent variables within the regression model. The absence of multicollinearity is essential, as high correlations among independent variables may reduce the precision of coefficient estimates and affect the reliability of the regression model. The results of the analysis using SPSS are shown in below.

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF

	Product	.956	1.046
	Location	.754	1.326
	Price	.756	1.323
a. Dependent Variable: Consumer Loyalty			

Source: Processed Data, 2026

Table 5 summarizes the multicollinearity test results, with the findings described as follows:

- 1) The Product variable (X1) had a Tolerance value of 0.956 and a VIF value of 1.046.
- 2) The Location variable (X2) had a Tolerance value of 0.754 and a VIF value of 1.326.
- 3) The Price variable (X3) had a Tolerance value of 0.756 and a VIF value of 1.323.

All variables met the Tolerance and VIF criteria, indicating no multicollinearity in the regression model.

Hypothesis Testing

Multiple Linear Regression Analysis

Multiple linear regression was conducted to determine the influence of multiple independent variables on the dependent variable, both individually and collectively. Furthermore, this analysis provides a mathematical regression model that represents the relationship between the variables examined in the study. The results of the analysis using SPSS are shown below.

Table 6. Multiple Linear Regression Analysis Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.203	.459		2.619	.010
	Product	.180	.070	.219	2.557	.012
	Location	.270	.093	.282	2.919	.004
	Price	.269	.094	.277	2.876	.005
a. Dependent Variable: Consumer Loyalty						

Source: Processed Data, 2026

Based on the findings presented in Table 6, the multiple linear regression analysis produced the following regression equation:

$$Y = 1.203 + 0.180X_1 + 0.270X_2 + 0.269X_3$$

The meaning of the equation can be explained as follows:

- 1) The constant value of 1.203 indicates that when Product (X1), Location (X2), and Price (X3) are equal to zero, Consumer Loyalty (Y) has a value of 1.203.
- 2) The coefficient of Product (b1) is 0.180 and positive. This means that a one-unit increase in Product will increase Consumer Loyalty by 0.180 units.
- 3) The coefficient of Location (b2) is 0.270 and positive. This means that a one-unit increase in Location will increase Consumer Loyalty by 0.270 units.

- 4) The coefficient of Price (b3) is 0.269 and positive. This means that a one-unit increase in Price will increase Consumer Loyalty by 0.269 units.

Correlation Coefficient Analysis (R)

The Product-Moment correlation method was applied to determine the direction and strength of the relationships between the variables. The results of the correlation analysis are displayed in below.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.304	.24791
Predictors: (Constant), Price, Product, Location.				

Source: Processed Data, 2026

Based on the correlation analysis presented in Table 7, the obtained correlation coefficient (R) was 0.570. Since this value lies within the range of 0.40–0.599, it indicates that Product, Location, and Price have a moderate relationship with Consumer Loyalty.

Coefficient of Determination (R²)

The coefficient of determination analysis shown in Table 7 yielded an R Square value of 0.325. This result demonstrates that Product, Location, and Price accounted for 32.5% of the variation in Consumer Loyalty. Meanwhile, the other 67.5% can be attributed to factors beyond the variables included in the research model, which were not examined in this study.

Simultaneous Test

The simultaneous test was conducted to assess whether all independent variables, when considered together, have a significant effect on the dependent variable. The results of the SPSS analysis are shown below.

Table 8. Simultaneous Test Results

Model	Sum of Squares	Mean Square	F	Significance
Regression	2.840	.947	15.402	.000 ^b
Residual	5.900	.061		

Dependent Variable: Consumer Loyalty

Predictors: (Constant), Price, Product, Location.

Source: Processed Data, 2026

Based on the F-test results presented in Table 8, the regression model obtained an F-value of 15.402, exceeding the critical value of 2.70. In addition, the significance level was 0.000, which was lower than the 0.05 threshold. These findings demonstrate that H4 was accepted, confirming that Product, Location, and Price collectively exerted a significant influence on Consumer Loyalty.

Partial Test

The partial t-test was conducted to assess the individual influence of each independent variable on the dependent variable based on the proposed

hypotheses. The results of the analysis performed using SPSS are displayed in below.

Table 9. Partial Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.203	.459		2.619	.010
	Product	.180	.070	.219	2.557	.012
	Location	.270	.093	.282	2.919	.004
	Price	.269	.094	.277	2.876	.005
a. Dependent Variable: Consumer Loyalty						

Source: Processed Data, 2026

Based on Table 9, the calculated t-values for each variable were compared with the critical t-value of 1.660 to determine their partial effects:

- 1) Product (X1) showed a significant positive effect on Consumer Loyalty, with a t-value of $2.557 > 1.660$ and a significance value of $0.012 < 0.05$, so H1 was accepted.
- 2) Location (X2) had a significant positive influence on Consumer Loyalty, as indicated by a t-value of $2.919 > 1.660$ and a significance value of $0.004 < 0.05$. Thus, H2 was accepted.
- 3) Price (X3) also positively and significantly affected Consumer Loyalty, with a t-value of $2.876 > 1.660$ and a significance value of $0.005 < 0.05$, resulting in the acceptance of H3.

DISCUSSION

The Effect of Product on Consumer Loyalty

The results demonstrate that Product has a positive influence on Consumer Loyalty at Annisa Donat Shop. Customers tend to remain loyal and make repeat purchases when the products offered consistently fulfill their expectations regarding quality, taste, visual appeal, product variety, and overall suitability. In a culinary business, consumers assess these product attributes as an integral part of their overall purchasing experience. When the experience consistently meets their expectations, they are more likely to make repeat purchases instead of choosing competing alternatives. This finding is consistent with Bali (2022) and Budiarno et al. (2022), who also found that product quality contributes positively to consumer loyalty. Thus, the role of Product in this study reflects the importance of maintaining a consistent product experience in encouraging repeated consumer choice.

The Effect of Location on Consumer Loyalty

The findings also show that Location plays an important role in Consumer Loyalty at Annisa Donat Shop. For consumers who make repeated purchases, ease of access, visibility, parking availability, and the general convenience of reaching the shop can become practical considerations in deciding whether to return. This is particularly relevant to Annisa Donat because the business

previously experienced a decline in customers after moving from Jalan Tabrani Ahmad to Jalan Karet, especially among consumers who had been accustomed to purchasing at the former location. The result is consistent with Arizal et al. (2025) and Fuadi et al. (2024), who found that location was positively related to consumer loyalty. The finding therefore suggests that location is not merely where the business operates, but also part of the convenience consumers experience when maintaining their purchasing relationship with the business.

The Effect of Price on Consumer Loyalty

Price was also found to have a positive relationship with Consumer Loyalty at Annisa Donat Shop. For consumers, price is not simply the amount paid for a product; it is also evaluated against the quality and benefits obtained. A price that remains affordable, competitive, and reasonable in relation to the product received can give consumers fewer reasons to move to alternative sellers. This finding is consistent with Andika and Purnamasari (2024) and Putri et al. (2024), who reported that price was positively related to customer loyalty.

The result is also supported by Ahmed et al. (2023), who examined restaurant consumers and found that perceived price fairness had a significant relationship with consumer loyalty. Their findings are relevant to the present study because they show that loyalty is influenced not simply by whether a price is low, but by whether consumers perceive the price as fair in relation to what they receive. For Annisa Donat, this means that maintaining consumer loyalty requires prices that consumers can continue to regard as appropriate for the quality and benefits of the products offered.

The Effects of Product, Location, and Price on Consumer Loyalty

When considered together, Product, Location, and Price contribute to Consumer Loyalty at Annisa Donat Shop. This result shows that consumers do not necessarily base their decision to return on only one aspect of the business. A satisfactory product can encourage repeat purchases, but continued loyalty may also depend on whether the shop is convenient to reach and whether consumers consider the price appropriate for what they receive. These factors therefore represent different parts of the consumer's overall experience with Annisa Donat. The finding is consistent with Syafa'at et al. (2024) and Barasjid et al. (2024), who also found that product, location, and price, together with other marketing factors, were associated with consumer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The findings show that Product, Location, and Price are important factors in maintaining Consumer Loyalty at Annisa Donat Shop in Pontianak City. Consumers are more likely to remain loyal when the products meet their expectations, the shop is easy and convenient to access, and the prices are considered appropriate for the quality and benefits received. Among these factors, Location has the strongest relative influence, indicating that accessibility and convenience play an important role in encouraging consumers to continue choosing Annisa Donat.

Based on these findings, Annisa Donat Shop should maintain product quality, taste, appearance, and variety while paying greater attention to the convenience of the business location, especially accessibility, visibility, and

parking. Prices should also remain affordable and competitive while continuing to reflect the quality and benefits offered. These aspects should be managed together because consumer loyalty is shaped by the overall experience consumers receive from the product, location, and price. Future research may examine other factors such as service quality, customer satisfaction, promotion, brand image, trust, store atmosphere, consumer experience, and transaction convenience, and may also involve broader samples or comparisons with similar culinary businesses.

FURTHER STUDY

Therefore, future studies are recommended to include other variables, such as service quality, consumer satisfaction, promotion, brand image, trust, store atmosphere, consumer experience, and transaction convenience. Future research may also involve a larger number of respondents, compare several similar culinary businesses, expand the research area, or use qualitative and mixed-method approaches to obtain a more comprehensive understanding of the formation of consumer loyalty.

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