



RESEARCH ARTICLE

# The Effect Of Digital Marketing And Product Quality On Loyalty Through Customer Satisfaction In Chicken Noodle Business

Puput Nur Hidayah <sup>1\*</sup> | Ismail Razak <sup>2</sup> | Partogi S Samosir <sup>3</sup>

<sup>1\*,2,3</sup> Master of Management Study Program, Faculty of Economics, Universitas Krisnadwipayana, Bekasi City, West Java Province, Indonesia.

## Correspondence

<sup>1\*</sup> Master of Management Study Program, Faculty of Economics, Universitas Krisnadwipayana, Bekasi City, West Java Province, Indonesia.  
Email. puputnh15@gmail.com

## Funding information

Universitas Krisnadwipayana.

## Abstract

To determine the effect of digital marketing and product quality on loyalty through customer satisfaction of chicken noodle business. Based on the research objectives, this research is explanatory through hypothesis testing to examine the causal relationship between digital marketing variables, product quality, with customer satisfaction and loyalty. The data used in this study are primary data by conducting a survey by distributing questionnaires to mie ayam kota customers. The data analysis method used is descriptive analysis and path analysis. The results are in the form of the effect of digital marketing and product quality on loyalty through customer satisfaction of chicken noodle business.

## Keywords

Digital Marketing; Product Quality; and Satisfaction.

## 1 | INTRODUCTION

Indonesia's economic development is inextricably linked to technological and information advancements, the changing times, and the business world. This requires companies to develop their businesses to face increasingly fierce competition (Prabowo *et al.*, 2019). One of the biggest challenges in business in the era of globalization is creating and retaining satisfied and loyal customers. No business can survive long-term without satisfied customers. Anggraini and Fariza (2024) stated that the rapid development of technology and the digital world has had a significant impact on the economic sector. Marketing patterns are now shifting from offline to online systems, so business actors need to adapt by implementing digital-based marketing strategies to keep up with these trends. The emergence of digital marketing currently makes it easier for companies to reach customers, so that the relationship between customers and products becomes closer and can ensure the formation of customer loyalty (Martayani and Kusyana, 2023). Digital marketing is the process of marketing a product and service through the internet. In marketing activities carried out through digital marketing, a good strategy is needed to create a personal brand that can be recognized by the public by providing complete product information and attractive product packaging and by utilizing the internet as an intermediary.

According to Imhar and Adifa Yogastira (2023), digital marketing can be defined as an online marketing process for goods and services, aimed at building and maintaining relationships with customers, and providing satisfaction. Digital marketing plays a crucial role in helping businesses promote and market their products and services, while also opening up opportunities to reach new markets previously difficult to reach due to time, distance, and communication constraints. The development of digital marketing in Indonesia continues to accelerate, along with the increasing number of internet users each year. This can be seen from the projected number of internet users according to the Global Web Index (GWI), as follows.

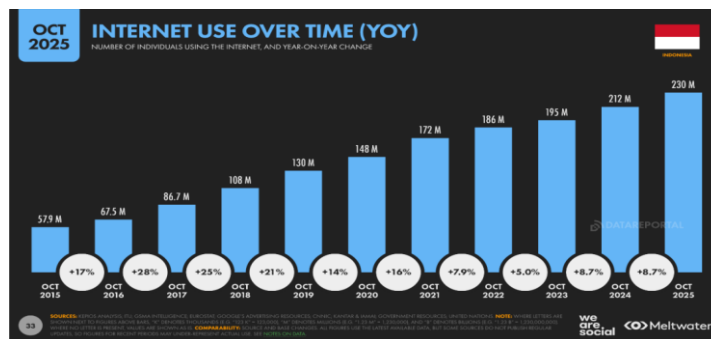


Figure 1. Internet User Growth Graph 2015 – 2025

Source: <https://datareportal.com/data-pengguna-internet/> accessed August 2025

The image above shows that internet users continue to grow, attracting various businesses to promote their products online and conduct trade transactions. Millions of people worldwide search for and purchase the goods they desire by browsing the internet. The internet has the potential to impact nearly every business sector. From large-scale companies to small online shops, businesses are now utilizing the internet as a medium for brand building, marketing, product sales, and various other business functions. In digital marketing practices, one of the main challenges faced is gaining customer loyalty. Increasingly intense business competition occurs as many businesses utilize digital media to introduce and market their products and services. Aryanto and Wismantoro (2020) argue that utilizing all digital facilities in this context aims to simplify the marketing process and facilitate interaction with customers to create satisfaction and increase customer loyalty. Customer loyalty is an attitude of customer loyalty to a brand over a long period of time (Hidayat *et al.*, (2023).

Customer loyalty is crucial for businesses because loyal customers tend to purchase products or services repeatedly and recommend them to others. Essentially, customer loyalty stems from customer satisfaction with a product. According to Setyaningrum (2023), satisfied customers are more likely to return to purchase the company's products or services, and providing positive reviews and recommendations to others can also help build customer loyalty. Loyal customers tend to contribute significantly to a company's revenue and profits. They can be a stable source of income, generate repeat sales, recommend products to others, and enhance the overall brand image (Sudirjo *et al.*, 2023). Loyalty cannot be forced; it arises from within the customer, as they are satisfied with the quality of the products and services offered, becoming interested and wanting to make repeat purchases. Repeat purchases and a willingness to recommend a product to others are a reflection of loyalty.

The more satisfied customers are with the products and services they use, the more likely they are to continue using the same seller's products and services now and in the future (Jannah and Hayuningtias, 2024). Higher customer loyalty leads to increased customer satisfaction. According to Sunyoto in Putra (2021), customer satisfaction is one of the reasons

consumers decide to shop at a particular location. If customers are satisfied with a product, they are more likely to continue purchasing and using it and tell others about their pleasant experiences with it. Kotler and Armstrong, in Pertiwi *et al.*, (2022), explain that customer satisfaction is the extent to which a product or service is perceived to meet customer or buyer expectations. Customer satisfaction is a crucial factor in understanding how customer needs and desires are met. Thus, satisfaction can be understood as the result of evaluating the match between perceived performance of a product or service and expectations. If the performance received is lower than expected, consumers tend to be dissatisfied. Conversely, if the performance meets expectations, consumers will be satisfied. If the performance exceeds expectations, the level of satisfaction will increase to very satisfied.

According to Sholikhah and Hadita (2023), product quality is a crucial factor in purchasing decisions. Furthermore, product quality is also a key consideration, so companies and restaurants must consistently prioritize and maintain the quality of their products. Therefore, it can be concluded that product quality is closely related to the production process, product appearance, and price, all of which are key considerations for customers before making a purchase. As research conducted by Wulandari *et al.*, (2021) states that digital marketing has a significant positive effect on customer loyalty. This means that the higher the digital marketing, the higher the customer loyalty. When customers are satisfied with their shopping experience and feel connected to the brand, they are more likely to become loyal customers who return to shop regularly. This statement is supported by studies conducted by Putri *et al.*, (2021) , Dewi, (2022) , Barokah and Albari, (2022) , Maulida and Sari, (2022) , Abdullah *et al.*, (2022) which prove that digital marketing influences customer loyalty.

This is contrary to the research results of Abdullah *et al.*, (2022) This suggests that digital marketing has no impact on customer loyalty, as it has become a crucial tool for reaching customers, but is often ineffective in building customer loyalty. One crucial factor is the quality of the content presented. Customers won't feel connected to a product if the content is irrelevant or uninteresting. Furthermore, a website that is difficult to access can frustrate consumers and make them reluctant to return. Consumers can become bored and uninterested with digital marketing if it is overloaded with information.

Digital marketing does not always result in greater customer loyalty; on the contrary, they can drive customers away from the product. This statement is also strengthened by several studies conducted by Sulistiyani, (2023), Ramadhani, (2024), Fauzi *et al.*, (2024) , Arbaiyah, (2024) and Wiyarno *et al.*, (2023) who argue that digital marketing has no effect on customer loyalty. Rachmawati and Santika (2022) showed that product quality influences customer loyalty, this occurs because good product quality can influence customer satisfaction using the product where the product is in accordance with customer expectations so that customers will use it again and continue to use it again so that they become loyal. And these results are supported by research conducted by Ogestine *et al.*, (2023) , Rodi *et al.*, (2023) , Herry *et al.*, (2023) , Rahmadi *et al.*, (2023) , and Mulady and Sumadi, (2023) which show that product quality influences customer loyalty. However, research conducted by Pramesti and Chasanah (2021) found that product quality has no effect on customer loyalty. This is because product quality is often considered a key factor influencing customer loyalty. However, customers may have poor customer service experiences even if the product is high quality. Product quality becomes less important if the customer's interaction with the product does not meet expectations.

Furthermore, customers may switch to other products that offer a more enjoyable shopping experience or more competitive prices, without considering product quality. Therefore, although product quality is very important, it cannot be considered the sole factor determining customer loyalty. This statement is supported by several studies conducted by Ariningtyas and Rachmawati K, (2020) , Nasution and Frimayasa, (2022) , Junita Bungin *et al.*, (2023) , Hasan, (2023) , and Manihuruk, (2023), which argue that product quality does not affect customer loyalty.

Handayani *et al.*, (2021) argue that customer satisfaction influences customer loyalty. Customer satisfaction can foster a harmonious relationship between producers and consumers. This creates a good foundation for repeat purchases and creates customer loyalty and forms word-of-mouth recommendations that will benefit a company. This statement is supported by the opinion of Moosa and Kashiramka, (2023), Nugraha and Dwita, (2023), Ningsih and Hurnis, (2023), and Setiawan *et al.*, (2023) who stated that customer satisfaction influences customer loyalty. However, according to research conducted by Rustantono *et al.*, (2023) stated that customer satisfaction does not affect customer loyalty, arguing that changes in customer needs and preferences over time can influence their decision to remain loyal to a particular brand. and emotional relationships with products also influence loyalty. This is reinforced by research by Isnawati, (2024), Jennifer and Lulita, (2023), Sugiharto *et al.*, (2023), Najmudin, (2023), and Bambang *et al.*, (2022) which states that customer satisfaction does not affect customer loyalty.

The difference between this study and the previous one is that it includes a mediating variable, making the relationship between the independent variable and the dependent variable, customer loyalty, an indirect one. The mediating variable is customer satisfaction, and this also differentiates this study in terms of its object. Based on the description of the background of the problem, research gap, and the phenomenon, it is necessary to conduct research on the influence of digital marketing and product quality on loyalty through customer satisfaction of the City Chicken Noodle Business in Bogor Regency, West Java Province.

## 2 | BACKGROUND THEORY

### Customer Loyalty

In customer loyalty there is a combination of buyer attitudes and responses, including the intention to buy again or buy additional products or services from the same company, the desire to recommend the company to others, and refusing to switch to competitors Rahman *et al.*, (2021). Customer loyalty is an individual's obligation to remain loyal despite efforts from other parties, such as competitor promotions and the influence of others in choosing and continuing to use the Service over time Monica and Saputra, (2021). Customer loyalty can be described as the repetitive behavior of individuals who repeatedly decide to purchase a particular product or service, expressed through repeated decisions over a period of time. Essentially, it is emphasized that loyalty involves making consistent decisions to purchase the same product or service again (Lisani and Indrawati, 2020).

### Customer satisfaction

Customer satisfaction as the overall attitude toward a product or service after its acquisition and use. Customer satisfaction as a result of the purchase and expected use of the comparison between the purchase costs incurred and what is expected in relation to the anticipated consequences. Several experts have expressed opinions regarding customer satisfaction, including according to Diana and Tjiptono (2022) which is a result that arises from a special consumption experience, such as a cognitive situation when the buyer feels valued or equal to the sacrifices that have been made, an emotional response to experiences related to a particular product or service, and psychological conditions before and after using the product or service. Sangadji and Sopiah (2021) also explain that customer satisfaction refers to the feelings that arise after comparing the actual performance or results of a product with preconceived expectations, which can be in the form of pleasure or disappointment. According to Chandra (2020), customer satisfaction is an emotional or cognitive response related to expectations of a product or consumption experience after choosing the product or service, while according to Hermanto (2022), customer satisfaction is an emotional response shown by consumers after the process of purchasing a product or using a service that arises from comparing their initial expectations with the actual performance of the product or service. Hidayati *et al.*, (2021) define customer satisfaction as the result of comparing perceptions of a product or service's performance with their expectations. If performance meets or exceeds expectations, customers are satisfied; conversely, if performance falls below expectations, customers are dissatisfied. According to Tjiptono, customer satisfaction is defined as the effort made to complete something or to do it well.

### Product Quality

Product quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. This definition is customer-centric, meaning a company can be said to have delivered quality when its product or service meets customer expectations. According to Garvin in Tjiptono and Chandra, (2011) that "quality has differences in the interpretation process which is adjusted by each individual or can be called a quality perspective". Kotler and Armstrong (2012) stated that product quality is "The ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product to demonstrate its function, it includes overall durability, reliability, precision, ease of operation and repair of the product as well as other product attributes. Goetsch and Davis (in Tjiptono, 2010) state that product quality is a dynamic condition related to a product or service that meets or exceeds expectations. It can be said that product quality is centered on the customer's perspective, so product quality is determined by whether or not the product meets the customer's expectations. According to Kotler and Keller (2012), product quality is one of the primary marketing tools. Product quality has a direct influence on customer satisfaction. Product quality is a primary positioning tool for marketers that directly impacts product or service performance. Therefore, quality is closely related to customer value and satisfaction.

### Digital Marketing

Online platforms, particularly the internet, have significant potential for attracting consumers. Digital marketing is a marketing strategy that has proven to be significantly efficient. This popular method can increase interactions with existing consumers and build strong relationships, allowing for targeting new prospects (Lisani and Indrawati, 2020). Digital marketing is another component that influences consumer loyalty. According to Hanjaya and Setiawan (2022), this involves the time-consuming effort to promote goods or services and reach markets through online digital platforms, such as social media, which are rapidly developing due to advances in technology and mobile devices.

### 3 | METHOD

Based on the research objectives, this study is explanatory in nature, using hypothesis testing to examine the causal relationship between digital marketing variables, product quality, and customer satisfaction and loyalty. The data used in this study is primary data, conducted through a survey by distributing questionnaires to Mie Ayam Kota customers. The data analysis methods used are descriptive analysis and path analysis. According to Sugiyono, (2016) the population A generalization area consists of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. In this study, the population is customers who have purchased Mie Ayam Kota in Bogor Regency, West Java Province, with an unknown population size. Sugiyono, (2016) defines primary data as a data source that directly provides data to data collectors. Sugiyono, (2011) states that a sample is part of the number and characteristics possessed by the population and suggests that a suitable sample size in research is between 30 and 50. In this research, the sampling technique used is purposive sampling, with the following criteria being used as research samples.

- 1) Mie Ayam Kota customers make repeat purchases (minimum 1 purchase).
- 2) Customers who purchase Mie Ayam Kota are over 17 years old.
- 3) Customers who are willing to fill out the questionnaire voluntarily.

According to Hair *et al.* (2010), the sample size in a study should be at least 10 times the number of indicators. This study used 16 indicators. Therefore, the sample size used in this study with a minimum respondent limit of 16 indicators  $\times 10 = 160$  respondents. Sampling was conducted among customers living in the Villa Nusa Indah Housing Complex.

### 4 | RESULTS AND DISCUSSION

#### 4.1 Results

The T-test is conducted to determine whether the independent variable in the regression model partially influences the dependent variable. If the significance  $> 0.05$   $t$  count  $< f$  table then the hypothesis is rejected, and if the significance  $< 0.05$  and if the  $t$  count  $> t$  table then the hypothesis is accepted. The t-statistic test can be seen in the following table.

Table 1. T-test for H1 and H2

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	15.454	2.146		7.202	.000
Digital Marketing	.294	.029	.562	10.115	.000
Product Quality	.275	.036	.424	7.623	.000

Dependent Variable: Customer Satisfaction

Based on the t-test results from table 1 above, it can be seen that the independent variable, namely digital marketing (X1), has a significance level of  $\alpha = 0.05$ , where it is known that the significance is  $0.00 < 0.05$  and the calculated  $t$  value  $> t$  table ( $10.115 > 1.655$ ). So it can be concluded that H1 is accepted, namely digital marketing partially has a significant effect on customer satisfaction (Z). With a positive constant value of 0.562, it shows a positive influence of digital marketing variables on customer satisfaction. Based on the t-test results from the table above, it can be seen that the independent variable, namely product quality (X2), has a significance level of  $\alpha = 0.05$ , where it is known that the significance is  $0.00 < 0.05$  and the calculated  $t$  value  $> t$  table  $7.623 > 1.655$ . So it can be concluded that H2 is accepted, namely digital marketing partially has a significant effect on customer satisfaction (Z). With a positive constant value of 0.424, it shows a positive influence of the product quality variable on customer satisfaction.

Table 2. T-test for H3, H4 and H5

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	5.075	2.882		1.761	.080
Digital Marketing	.132	.043	.220	3.029	.003
Product Quality	.144	.049	.194	2.933	.004
Customer Satisfaction	.529	.093	.462	5.689	.000

Dependent Variable: Customer Loyalty

Based on the results of the t-test from table 2 above, it can be seen that the independent variable, namely digital

marketing (X1), has a significance level of  $\alpha = 0.05$ , where it is known that the significance is  $0.00 < 0.05$  and the calculated t value  $> t$  table ( $3.029 > 1.655$ ). So it can be concluded that H3 is accepted, namely digital marketing partially has a significant effect on customer loyalty (Y). With a positive constant value of 0.220, it shows a positive influence of digital marketing variables on customer loyalty. Based on the t-test results from the table above, it can be seen that the independent variable, namely product quality (X2), has a significance level of  $\alpha = 0.05$ , where it is known that the significance is  $0.00 < 0.05$  and the calculated t value  $> t$  table ( $2.933 > 1.655$ ). So it can be concluded that H4 is accepted, namely digital marketing has a partial significant effect on customer loyalty (Y). With a positive constant value of 0.194, it shows a positive influence of the product quality variable on customer loyalty. Based on the t-test results from the table above, it can be seen that the independent variable, namely customer satisfaction (Z), has a significance level of  $\alpha = 0.05$ , where it is known that the significance is  $0.00 < 0.05$  and the calculated t value  $> t$  table ( $5.689 > 1.655$ ). So it can be concluded that H5 is accepted, namely customer satisfaction partially has a significant effect on customer loyalty (Y). With a positive constant value of 0.462, it shows a positive influence of the customer satisfaction variable on customer loyalty.

The F test aims to determine the influence of two or more exogenous variables simultaneously (together) on endogenous variables. If the significance  $> 0.05$  and the calculated t  $< f$  table then the hypothesis is rejected, and if the significance  $< 0.05$  and the calculated t  $> f$  table then the hypothesis is accepted. The f statistic test can be seen in the following table.

Table 3. F-test for H6

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1606.748	3	535.583	52.343	.000
Residual	1596.227	156	10.232		
Total	3202.975	159			

Dependent Variable: Customer Loyalty

Based on the results of the f test from table 3. above, it can be seen that the independent variables, namely digital marketing (X1) and product quality (X2), have a significance level of  $\alpha = 0.05$ , where it is known that the significance is  $0.00 < 0.05$  and the calculated f value  $> f$  table ( $52,343 > 1,665$ ). So it can be concluded that H6 is accepted, namely digital marketing and product quality simultaneously have a significant effect on loyalty (Y) through customer satisfaction (Z), this shows a positive influence of digital marketing and product quality variables on loyalty through customer satisfaction.

## 4.2 Discussion

The increased use of digital marketing supports increased customer satisfaction at the Mie Ayam Kota business in Bogor Regency, West Java Province. Digital marketing is shaped by indicators of accessibility, interactivity, informativeness, and trust. Based on the accessibility indicator, it shows that customers can order Mie Ayam Kota through the digital application at any time, so that customer satisfaction at Mie Ayam Kota increases where the indicator meets customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the second indicator, interactivity shows that it can provide feedback about Mie Ayam Kota through a digital application, so that Mie Ayam Kota customer satisfaction increases where the indicator fulfills customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the third indicator, informative shows that in the digital application, the description of the Mie Ayam Kota product is accompanied by attractive images, so that Mie Ayam Kota customer satisfaction increases where the indicator fulfills customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the fourth indicator, trust shows that the taste of Mie Ayam Kota has a distinctive taste from others, so that Mie Ayam Kota customer satisfaction increases where the indicator fulfills customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. The results of this study are in line with the results of research conducted by Hermansyah and Mansah, (2025), Utomo and Hotimah, (2024) the results of the study showed that digital marketing has a positive and significant effect on customer satisfaction.

Improving product quality supports customer satisfaction at the Mie Ayam Kota business in Bogor Regency, West Java Province. Product quality is determined by performance indicators, reliability, specialty, durability, consistency, and aesthetics. Performance indicators show that Mie Ayam Kota's portion size is quite satisfying, resulting in increased customer satisfaction, as evidenced by the return visit intention indicator, which indicates that Mie Ayam Kota's restaurant always makes people want to come back. Based on the second indicator, reliability shows that Mie Ayam Kota orders are always in accordance with what is ordered, so that Mie Ayam Kota customer satisfaction increases where the indicator fulfills customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the third indicator, special features, it shows that Mie Ayam Kota has a chewy noodle texture, so that Mie Ayam Kota customer satisfaction increases where the indicator fulfills customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the fourth indicator, durability, it shows that the taste of Mie Ayam Kota remains delicious even when taken home, so that Mie Ayam Kota customer satisfaction increases where the indicator fulfills customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the fifth indicator, consistency

shows that the texture of Mie Ayam Kota is always just right, never too soft, so that Mie Ayam Kota customer satisfaction increases where the indicator meets customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. Based on the sixth indicator, aesthetics shows that the appearance of Mie Ayam Kota is attractive and very suitable for sharing on social media, so that Mie Ayam Kota customer satisfaction increases where the indicator meets customer expectations, which states that they feel comfortable eating at Mie Ayam Kota. The results of this study are in line with the results of research conducted by Utomo and Hotimah, (2024), Kasmad, (2023), the results of the study show that product quality has a positive and significant effect on customer satisfaction.

Digital marketing enhancements support increased customer loyalty at the Mie Ayam Kota business in Bogor Regency, West Java Province. Digital marketing is shaped by accessibility, interactivity, informativeness, and trust. Based on the first indicator, accessibility shows that customers can order Mie Ayam Kota through the digital application at any time, thus increasing customer loyalty at Mie Ayam Kota, where the commitment indicator states that despite many other chicken noodle options, Mie Ayam Kota remains the primary choice. Based on the second indicator, interactivity shows that it can provide feedback about Mie Ayam Kota through digital applications, so that Mie Ayam Kota customer loyalty increases where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. Based on the third indicator, informative shows that in the digital application, the description of the Mie Ayam Kota product is accompanied by attractive images, so that the loyalty of Mie Ayam Kota customers increases, where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. Based on the fourth indicator, trust shows that the taste of Mie Ayam Kota has a distinctive taste from others, so that customer loyalty of Mie Ayam Kota increases where the commitment indicator, which states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. The results of this study are in line with the results of research conducted by Fransisca and Wantara, (2025) and Triady and Saputro, (2023) and the results of the study show that digital marketing has a positive and significant effect on customer loyalty.

Improving product quality supports increasing customer satisfaction at the Mie Ayam Kota Business in Bogor Regency, West Java Province. Product quality is shaped by performance indicators, reliability, specialty, durability, consistency, and aesthetics. Based on performance indicators, it shows that Mie Ayam Kota's portion is quite satisfying, so that customer loyalty to Mie Ayam Kota increases, where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota remains the main choice. Based on the second indicator, reliability shows that Mie Ayam Kota orders are always in accordance with what is ordered, so that Mie Ayam Kota customer loyalty increases where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. Based on the third indicator, the specialty shows that Mie Ayam Kota has a chewy noodle texture, so that the loyalty of Mie Ayam Kota customers increases where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota remains the main choice. Based on the fourth indicator, durability shows that the taste of Mie Ayam Kota remains delicious even when taken home, so that the loyalty of Mie Ayam Kota customers increases where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota remains the main choice. Based on the fifth indicator, consistency shows that the texture of Mie Ayam Kota is always just right, never too soft, so that Mie Ayam Kota customer loyalty increases, which is an indicator of commitment, which states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. Based on the sixth indicator, aesthetics shows that the appearance of Mie Ayam Kota is attractive and very suitable for sharing on social media, so that the loyalty of Mie Ayam Kota customers increases, where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. The results of this study are in line with the results of research conducted by Fransisca and Wantara, (2025) and Nasti *et al.*, (2024) the results of the study show that digital marketing and product quality have a positive and significant effect on customer loyalty.

Increasing customer satisfaction supports increased customer loyalty at Mie Ayam Kota in Bogor Regency, West Java Province. Descriptive analysis of customer satisfaction at Mie Ayam Kota is based on several indicators: fulfilled customer expectations, intention to revisit, and willingness to recommend to others. Based on the indicators, the fulfillment of customer expectations shows that customers feel comfortable when enjoying eating at Mie Ayam Kota, so that customer loyalty at Mie Ayam Kota increases, where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. Based on the second indicator, the interest in returning shows that the Mie Ayam Kota restaurant always wants to make people come back, so that the loyalty of Mie Ayam Kota customers increases, where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota is still the main choice. Based on the third indicator, the willingness to recommend shows that customers do not hesitate to tell Mie Ayam to friends who are trying it for the first time, so that the loyalty of Mie Ayam Kota customers increases, where the commitment indicator states that even though there are many other choices of chicken noodles, Mie Ayam Kota remains the main choice. The results of this research are in line with the results of research conducted by Kristioni *et al.*, (2025), Deriandara and Nuvriasari, (2024) and Jasin *et al.*, (2023). The results of the research show that customer satisfaction has a positive and significant effect on customer loyalty.

Digital marketing is shaped by indicators of accessibility, interactivity, informativeness, and trust. This can be seen from Mie Ayam Kota customers who strongly agree that they can order Mie Ayam Kota through the digital application at any time, then can provide feedback about Mie Ayam Kota ordered through the digital application. The digital application also includes Mie Ayam Kota product descriptions accompanied by attractive images, and Mie Ayam Kota's taste has a distinctive image from others. Mie Ayam Kota customers tend to agree that product quality is shaped by indicators of performance, reliability, specialty, durability, consistency, aesthetics. This can be seen that Mie Ayam Kota customers agree that Mie Ayam Kota's portion is quite filling, Mie Ayam Kota's order is always according to what was ordered, Mie Ayam Kota has a chewy noodle texture, the taste of Mie Ayam Kota remains delicious even when taken home, and the texture of Mie Ayam Kota is always just right, never too soft, and the appearance of Mie Ayam Kota is so attractive that it is very suitable for sharing on social media. Mie Ayam Kota customers agree that customer satisfaction is measured through indicators of customer expectations being met, interest in revisiting, and willingness to recommend. This is supported by the results of research on Mie Ayam Kota customers that they feel satisfied and comfortable when enjoying a meal at Mie Ayam Kota on the indicator of customer expectations being met, eating at Mie Ayam Kota always makes them want to come again on the indicator of interest in revisiting, and agree that they do not hesitate to tell Mie Ayam Kota to friends who are trying it for the first time on the indicator of willingness to recommend. Mie Ayam Kota customers agree that customer loyalty is measured through commitment indicators, referrals, repeat purchases. The commitment indicator, this can be seen that Mie Ayam Kota customers agree that even though there are many other chicken noodle options, Mie Ayam Kota is still the main choice, agree that Mie Ayam Kota is very suitable for various events, and strongly agree that they regularly enjoy Mie Ayam Kota at least once a week.

Based on the research results, customer satisfaction plays a significant role as an intervening variable in the influence of digital marketing and product quality on customer loyalty. In other words, if the company improves customer satisfaction factors in digital marketing and product quality, it will increase and enhance customer loyalty among Mie Ayam Kota customers. In efforts to improve digital marketing and product quality to achieve customer loyalty, customer satisfaction is considered a driving factor (mediating variable) that increases customer loyalty. Supported by a digital strategy that includes positive experiences, easy access to information, and consistent presentation and quality, it's possible to achieve customer loyalty, thereby increasing competitiveness and market share. From the research results, customer satisfaction acts as a mediating variable that increases customer loyalty, from the results of the path analysis it is known that the influence of digital marketing and product quality through customer satisfaction on customer loyalty has a greater indirect influence value than the direct influence. This means, digital marketing is able to create a satisfying experience for customers, which in turn has an impact on their loyalty. This confirms that satisfaction is an important bridge between digital strategies and loyal customer behavior. Products with good taste, attractive appearance, and in accordance with customer expectations can increase satisfaction, which ultimately forms long-term loyalty to the brand. This study supports the findings of Djawa and Wahyudi, (2025) and Qashmal *et al.*, (2024) which confirm that there is a direct influence of digital marketing and product quality on customer loyalty through customer satisfaction.

## 5 | CONCLUSIONS AND FUTURE WORK

Based on the results of research on the influence of digital marketing and product quality on customer loyalty through customer satisfaction, it can be concluded as follows that the better, more active, and more attractive the digital marketing strategy is carried out, the level of customer satisfaction will increase significantly and the better the quality of the product presented, the more satisfied customers will feel, the quality of the chicken noodle product provided, the stronger the customer loyalty to the business. If the taste of chicken noodles is always delicious and does not disappoint over time, customers will trust the brand, recommend it to others (word of mouth), and continue to come back to buy, the level of customer satisfaction after enjoying the product or service, then the potential for forming customer loyalty will be greater, digital marketing that is carried out does not only directly make customers loyal, but first makes customers feel satisfied first and that satisfaction is what then creates loyalty.

## REFERENCES

- Abdullah, J., Nuryanto, U. W., Nuryani, S., Fibriany, F. W., & Putra, I. G. N. A. D. (2022). Analysis of the influence of digital marketing and product quality on customer loyalty. *Quantitative Economics and Management Studies*, 3(6), 842–851. <https://doi.org/10.35877/454ri.qems1126>
- Abdullah, J., Nuryanto, U. W., Nuryani, S., Fibriany, F. W., & Putra, I. G. N. A. D. (2022). Analysis of the influence of digital marketing and product quality on customer loyalty. *Quantitative Economics and Management Studies*, 3(6), 842–

851. <https://doi.org/10.35877/454ri.qems1126>
- Adam, M., Ibrahim, M., Ikramuddin, & Syahputra, H. (2020). The role of digital marketing platforms on supply chain management for customer satisfaction and loyalty in small and medium enterprises (SMEs) in Indonesia. *International Journal of Supply Chain Management*, 9(3), 1210–1220. <http://excelingtech.co.uk/>
- Agus, A., Mujanah, S., & Fianto, A. Y. A. (2024). The influence of service quality, brand image, and product quality on consumer loyalty through consumer satisfaction. *Transformasi Manageria: Journal of Islamic Education Management*, 4(2), 533–549.
- Anggraini, F., & Fariza, A. N. (2024). Amalia Ananda 1, Amelia Nur Fariza 2. *Journal of Student Service (ABDIMA)*, 3(1), 2279–2289. 154–287.
- Arbaiyah, N. A. (2024). The effect of product quality, service quality, and digital marketing on customer loyalty through customer satisfaction as an intervening variable at Bank Syariah Indonesia in Pekalongan. *Research Journal*, 21(2), 154–287.
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Data collection techniques and instruments for educational scientific research using qualitative and quantitative approaches. *IHSAN Journal: Journal of Islamic Education*, 1(2). <https://doi.org/10.61104/ihsan.v1i2.57>
- Arif, M., & Syahputri, A. (2021). The influence of brand image and product quality on customer loyalty with consumer satisfaction as an intervening variable at home industry. *Journal of International Conference Proceedings*, 4(2), 398–412. <https://doi.org/10.32535/jicp.v4i2.1274>
- Ariningtyas, E., & Rachmawati K., I. A. K. (2020). Testing the effect of menu diversity, product quality, store atmosphere, and price on customer loyalty at Wedangan Jimboeng. *Excellent: Journal of Management, Business, and Education*, 7(1), 115–123. <https://doi.org/10.36587/exc.v7i1.670>
- Aryanto, Prof. Vincent Didided Wiet, MBA., PD., & Wismantoro, Dr. Yohan, SE., M. (2020). *Digital marketing: Current and future business solutions* RD lima Novita. PT Kanisius.
- Azwar, S. (2015). *Reliability and validity* (4th ed.). Learning Library.
- Bagus Handoko, Fahlevi, A., & Siregar, M. S. (2024). *Jurnal Ilman: Jurnal Ilmu Manajemen*. Analysis of the influence of servant leadership and employee empowerment on employee performance through organizational citizenship behavior as an intervening variable (Study at PT. PLN (Persero) UIP3B Sumatera UPT Medan), 8(2), 42–50. Regression, correlation.
- Bambang, B., Ginting, Y. M., Sudarno, & Infante, Y. O. T. A. Y. (2022). Analysis of determinants of student satisfaction and loyalty. *Procuratio: Scientific Journal of Management*, 10(2). <https://doi.org/10.35145/procuratio.v10i2.2028>
- Barokah, S., & Albari, A. (2022). Factors influencing Agoda customer loyalty in Indonesia. *Indonesian Journal of Social Sciences*, 3(4). <https://doi.org/10.36418/jiss.v3i4.576>
- Deriandara, R., & Nuvriasari, A. (2024). The influence of service quality and customer satisfaction on customer loyalty with customer engagement as mediation: A study at "Kopi Dari Hati", Madiun. *East Asian Journal of Multidisciplinary Research*, 3(11), 5285–5298.
- Dewi, K. T. (2022). The influence of technology-based marketing strategies and service quality as mediation variables on customer loyalty. *Social and Scientific Journal*, 2(7). <https://doi.org/10.36418/sosains.v1i7.438>
- Djava, R. D. Van, & Wahyudi, H. D. (2025). The influence of digital marketing, service, and product quality on loyalty through satisfaction at La Moda Del Gelato Solo. *Journal of Accounting, Economics, and Business Management*, 5(1), 562–573. <https://doi.org/https://doi.org/10.55606/jaemb.v5i1.7489>
- Fadillah, A. I., & Hadithya, R. (2024). Analysis of digital marketing implementation on the Tokopedia BJ Home platform.

- Fauzi, M., Maduwintarti, A., & Mulyati, A. (2024). The effect of service quality, product variants, and digital marketing on customer loyalty at CV. Kemo Jaya Baja Building Materials Store. *Musyteri: Management, Accounting, and Economic Balance*, 6(5), 51–60.
- Fransisca, A. D., & Wantara, P. (2025). The influence of digital marketing and product quality on loyalty with customer satisfaction as an intervening variable in the purchase of “Second Kita” fashion products. *Journal of Management Science Studies (JKIM)*, 4(4), 1–8.
- Ganas Kalista, B., Suhada, B., & Budi Riyanto, Kuncoro. (2025). The influence of digital marketing on consumer purchase interest at Cafe Lacosta Metro in the digital era. *Journal of Management and Business*, 3(1), 17–30. <https://doi.org/10.69747/managiere.v3i1.89>
- Ghozali, I. (2009). *Multivariate analysis application with IBM SPSS program*. Diponegoro University Publishing Agency.
- Ghozali, I. (2018). *Quantitative, qualitative, and R&D research methods*. Alfabeta.
- Ginting, M., & Joe, S. (2024). The potential of product quality to increase customer loyalty through brand image and customer satisfaction in Japanese fast food. *Jurnal Wira Ekonomi Mikroskil*, 14(2), 157–169.
- Hadita, H., & Navanti, D. (2024). The influence of product variation and product quality on consumer loyalty with consumer satisfaction as an intervening variable in hand-drawn batik. *Dynasty International Journal of Economics, Finance and Accounting (DIJEFA)*, 5(3), 1145–1159.
- Hair, J. F., Black, W. C., & Babin, B. J. (2010). *Multivariate data analysis: A global perspective*. Pearson Education.
- Handayani, D. F. R., PA, R. W., & Nuryakin, N. (2021). The influence of e-service quality, trust, and brand image on Shopee customer satisfaction and loyalty. *Journal of Business Strategy*, 25(2).
- Hanif, N., & Suyanto. (2022). The influence of service quality and digital marketing on customer loyalty through customer satisfaction as an intervening variable at the Roemah Kita building materials store, Gresik. *Soetomo Business Review*, 4(2), 130–145.
- Hanjaya, J. K., & Setiawan, P. Y. (2022). The influence of service quality, sales promotion, and digital marketing on GOJEK consumer loyalty in Denpasar. *E-Journal of Management, Udayana University*, 11(9). <https://doi.org/10.24843/ejmunud.2022.v11.i09.p03>
- Harjadi, D., & Arraniri, I. (2021). *Experiential marketing & product quality in millennial generation customer satisfaction* (Vol. 1). Insania Publisher.
- Hasan, N. R. I. (2023). The effect of brand trust and product quality on customer loyalty of Azarine products mediated by consumer satisfaction. *Syarikat: Jurnal Rumpun Ekonomi Syariah*, 6(1). [https://doi.org/10.25299/syarikat.2023.vol6\(1\).12922](https://doi.org/10.25299/syarikat.2023.vol6(1).12922)
- Hermansyah, Z. M., & Mansah, A. (2025). The impact of digital marketing, halal labels, product quality, and price on consumer satisfaction in the halal industry: A study on Shopee and TikTok Shop. *Indonesian Interdisciplinary Journal of Sharia Economics (IJISE)*, 8(3), 8181–8195.
- Herry, S. N., Mochamad, E., & Sutono. (2023). Analysis of the influence of product quality, service quality, and company image on customer loyalty through customer satisfaction as an intervening variable at PT BPR BKK Lasem (Perseroda). *Journal of Finance and Business Digital*, 2(3). <https://doi.org/10.55927/jfbd.v2i3.5964>
- Hidayat, F., Riono, S. B., Kristiana, A., & Mulyanii, I. D. (2023). The effect of service quality and product innovation on customer satisfaction to increase customer loyalty. *JECMER: Journal of Economic, Management and Entrepreneurship Research*, 1(3), 214–231.
- Imhar, & Adifa Yogastira. (2023). The influence of digital management on MSMEs in the new normal era at Kramat Jati

- Market, East Jakarta. *Journal of Economic and Accounting Publications*, 3(1), 41–46.
- Isnawati, I. (2024). The influence of organizational climate and compensation on loyalty mediated by job satisfaction at the Sinar Islam Asia Pacific Cariu Foundation, Bogor Regency. *Journal of Business Management Economics (EKOMABIS)*, 5(2).
- Jannah, S. A., & Hayuningtias, K. A. (2024). The influence of product quality and price perception on customer satisfaction and its impact on customer loyalty. *Jesya*, 7(1), 489–500. <https://doi.org/10.36778/jesya.v7i1.1421>
- Jasin, M., Firmansyah, A., Anisah, H. U., & Junaedi, I. Wayan Ruspindi Haris, I. (2023). The effects of customer satisfaction, perceived service quality, perceived value, and brand image on customer loyalty. *Uncertain Supply Chain Management*, 11(2), 763–768.
- Jennifer, J., & Buntu Laulita, N. (2023). The effect of product quality, price, and service on instant noodle customer loyalty with customer satisfaction as mediator. *Journal of Administration and Management*, 13(2). <https://doi.org/10.52643/jam.v13i2.3133>
- Junita Bungin, Chrismesi Pagiu, & Randi Tangdialla. (2023). The effect of product quality and price on consumer loyalty at Logikaa Coffee House, North Toraja Regency. *Journal of Economic Excellence Ibnu Sina*, 1(4). <https://doi.org/10.59841/excellence.v1i4.470>
- Kasmad. (2023). The influence of digital marketing and product quality on customer loyalty with customer satisfaction as a mediator (STIE Bogor). *Synergy International Journal of Management and Business*, 1(3), 215–228.
- Kristioni, R., Baistama, R. P., & Widjaja, I. (2025). The influence of e-service quality on customer satisfaction and loyalty in online transportation applications. *E-JE Journal of Economics*, 30(1), 71–87.
- Kurniasih, A., & Yuliaty, F. (2022). Digital marketing and brand image to increase customer loyalty through customer satisfaction of fashion products. *Journal of Management Science Inspiration*, 06(01), 21–29.
- Kurniawati, S., & Kodrat, D. S. (2021). The effect of marketing on consumer loyalty to the cosmetic business Beauty Essence with customer satisfaction as an intervening variable. *Journal International Conference on Entrepreneurship (ICOEN)*, 2021, 429–440.
- Lisani, A. M., & Indrawati, I. (2020). The influence of digital marketing mobile applications on Gojek customer loyalty. *IPTEKS Research Journal*, 5(2). <https://doi.org/10.32528/ipteks.v5i2.3665>
- Manihuruk, B. K. (2023). Analysis of product quality and promotion on customer loyalty with satisfaction as an intervening variable at PT Shopee Indonesia. *Journal of Business and Management*, 1(1).
- Martayani, N. M., & Kusyana, D. N. B. (2023). Building loyalty through digital marketing and product quality. *Journal of Management, Entrepreneurship and Tourism*, 3(12), 2492–2504.
- Maulida, R. F., & Sari, N. R. (2022). The influence of service quality, good corporate governance, and marketing strategy on customer loyalty. *Journal of Islamic Banking*, 3(1), 29–42.
- Monica, S., & Saputra, A. (2021). The influence of service quality, trust, and consumer satisfaction on Maxim consumer loyalty in Batam City. *SCIENTIA JOURNAL*, 3(3).
- Moosa, R., & Kashiramka, S. (2023). Objectives of Islamic banking, customer satisfaction and customer loyalty: Empirical evidence from South Africa. *Journal of Islamic Marketing*, 14(9). <https://doi.org/10.1108/JIMA-01-2022-0007>
- Mulady, R., & Sumadi. (2023). The influence of service quality, product quality, price, and innovation on customer loyalty at satay restaurant with customer satisfaction as an intervening variable. *International Journal of Research in Business and Social Science (2147-4478)*, 12(4). <https://doi.org/10.20525/ijrbs.v12i4.2613>
- Munafis, S. (2024). Product quality has a positive and significant influence on purchasing decisions. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 7(3), 625–633.

<https://doi.org/10.37481/sjr.v7i3.881>

- Najmudin, M., Widiyanto, A., Dwiwinarno, T., & Setyanta, B. (2023). The influence of service quality, satisfaction, and trust on customer loyalty in using the “Kirimaja” Yogyakarta delivery service. *Cahaya Mandalika Journal ISSN 2721-4796 (Online)*, 4, 61–70.
- Nasti, N., Lubis, A. H., & Rasyd M. S., A. (2024). Analysis of the influence of digital marketing on increasing customer loyalty in the industrial era 4.0. *International Journal of Economics (IJEC)*, 3(2), 1298–1306. <https://doi.org/https://doi.org/10.55299/ijec.v3i2.1049>
- Nasution, I. H., & Frimayasa, A. (2022). The influence of product quality, promotion, and service quality on customer loyalty at PT Bank Rakyat Indonesia KCP Kota Wisata, Bogor Regency. *Portfolio: Journal of Management and Business*, 1(2).
- Ningsih, A., & Hurnis, D. (2023). The influence of customer experience, customer expectation on customer satisfaction and customer loyalty of D'Besto Chicken & Burger. *Jesyra*, 6(2). <https://doi.org/10.36778/jesyra.v6i2.1240>
- Nugraha, M. D., & Dwita, V. (2023). The influence of social media usage on loyalty with customer satisfaction & brand trust as mediation variable. *Banking and Management Review*, 11(2).
- Ogestine, S., Pakpahan, E., & Rostina, C. F. (2023). The influence of product price and quality on customer loyalty with customer satisfaction as an intervening variable at PT. Brother Group, Medan. *Journal of Economics and Business Letters*, 3(4). <https://doi.org/10.55942/jebll.v3i4.231>
- Pertiwi, A. B., Ali, H., & Sumantyo, F. D. S. (2022). Factors influencing customer loyalty: Analysis of price perception, service quality, and customer satisfaction (Marketing management literature review). *Journal of Applied Management Science*, 3(6), 582–591.
- Prabowo, R. Y., Rahmatika, D. N., & Mubarak, A. (2019). The influence of asset structure, profitability, dividend policy, company growth, and company size on debt policy in banking companies listed on the IDX in 2015-2018. *Permana: Journal of Taxation, Management, and Accounting*, 11(2), 100–118.
- Pramesti, M. A., & Chasanah, U. (2021). The effect of product quality and price on customer loyalty with customer satisfaction as a mediating variable. *Jurnal Bina Bangsa Ekonomika*, 14(2). <https://doi.org/10.46306/jbbe.v14i2.76>
- Pribadi, B. W. (2024). The influence of digital marketing on loyalty through customer satisfaction (Survey of Arrion Autocare Madiun Online Shop customers). *Journal of Business and Entrepreneurship*, 15(1), 37–48.
- Purwanto, E., & Hapsari, F. R. (2021). The effect of product quality on customer loyalty with customer trust and customer satisfaction as intervening variables in using consumer credit at Bank BJB - Surabaya Branch Office. *Nusantara Science and Technology Proceedings (NST)*, 2021, 6–12. <http://dx.doi.org/10.11594/nstp.2021.1302>
- Putra, R. (2021). Determination of customer satisfaction and customer loyalty to product quality, brand image, and price perception (Marketing management literature review). *Journal of Economics and Information Systems Management (JEMSI)*, 2(4), 516–524. <https://doi.org/10.31933/jemsi.v2i4.461>
- Putri, Y. M., Utomo, H., & Mar'ati, F. S. (2021). The influence of service quality, location, price, and digital marketing on consumer loyalty at Grand Wahid Hotel Salatiga. *Journal of Economics and Business (Among Makarti)*, 14(1), 93–108. <https://doi.org/10.52353/ama.v14i1.206>
- Qashmal, M., Adam, M., & Nizam, A. (2024). Evaluating the influence of digital marketing, service quality, and product excellence on loyalty through the mediating role of customer satisfaction. *Indatu Journal of Management and Accounting*, 2(2), 55–67.
- Rachmawati, N. P., & Santika, I. W. (2022). The role of satisfaction in mediating the influence of product quality on customer loyalty of face-makeup products. *European Journal of Business and Management Research*, 7(3). <https://doi.org/10.24018/ejbmr.2022.7.3.1290>
- Rahayaan, D., Soetiksno, A., & Wattimena, R. (2024). The influence of service quality on consumer satisfaction at PT. BFI

- Finance Ambon Branch. *Journal of Applied Administration*, 3(2), 384–396.
- Rahmadi, A. N., Sudarmiatin, & Wardana, L. W. (2023). The influence of product quality and digital marketing on customer loyalty in coffee bean products at Titik Tuju Kediri. *RISK: Journal of Business and Economic Research*, 4(2). <https://doi.org/10.30737/risk.v4i2.5206>
- Rahmah, N., Kara, M. H., Bakry, M., & Muin, R. (2021). The effect of service quality on customer loyalty with customer satisfaction as an intervening variable in Shariah hotel (Study at Pesonna Hotel in Makassar, South Sulawesi). *International Journal of Multicultural and Multireligious Understanding (IJMMU)*, 8(4), 224–232.
- Rahman, S., Santoso, P. H., Stevanie, S., & Rusmansyah, W. (2021). The influence of trust, innovation, and service quality on customer satisfaction and loyalty on Gojek customers. *Entrepreneurship and Business*, 65(1).
- Ramadhani, A. M. (2024). The influence of digital marketing on patient loyalty at the UNHAS teaching hospital, Makassar City. *Journal of the Muslim University of Indonesia (UMI)*, 1(9), 103–150.
- Ratnasari, B., Juliati, R., & Handayanto, E. (2022). The influence of product quality and brand image on customer loyalty with customer satisfaction as an intervening variable. *Journal of Business Innovation Management and Entrepreneurship (BIMANTARA)*, 01(01), 31–42. <http://ejournal.umm.ac.id/index.php/bimantara>
- Rodi, R., Ahmad, S., & M. Rahman, F. (2023). The influence of service quality, product quality, and trust on customer loyalty of CV. Ferdi Mandiri. *Journal of Economics, Finance and Management Studies*, 06(12), 5873–5877. <https://doi.org/10.47191/jefms/v6-i12-13>
- Rustantono, H., Mustika Ani, H., Rofiah, L., & Al Maida, N. (2023). The effect of service quality and price on customer loyalty through member satisfaction of Frans Studio Dance Company Malang. *Journal of Economic Education*, 17(1).

How to cite this article: Hidayah, P. N., Razak, I., & Samosir, P. S. (2026). The Effect Of Digital Marketing And Product Quality On Loyalty Through Customer Satisfaction In Chicken Noodle Business. *Indonesian Journal Economic Review (IJER)*, 6(1), 53-65. <https://doi.org/10.59431/ijer.v6i1.730>