

Effect Price Perception, Customer Relationship Marketing, and Trust on Serabi Notosuman Sales Mediated Customer Loyalty

Putri Alfiatur Rochimah¹, Muzakar Isa²
^{1,2}Muhammadiyah Surakarta University

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ABSTRACT

This study aims to analyze the effect of price perception, customer relationship marketing, and trust in sales on Serabi Notosuman with customer loyalty as a mediating variable. In this study, the population used was all buyers of Serabi Notosuman with a sample of 200 respondents. Sampling in this study used non-probability sampling with a purposive sampling technique. Data collection in this study was carried out by distributing questionnaires online. The data analysis used is Smart PLS version 3.2.9. The data testing method used in this study includes the outer model, which consists of convergent validity, discriminant validity, composite reliability, Cronbach's alpha and multicollinearity tests. Then the inner model consists of coefficient determination, goodness of fit, effect size test (f^2), and hypothesis testing. The results in this study indicate that price perceptions have no significant effect on sales, price perceptions have a positive effect on loyalty, customer relationship marketing has a positive effect on sales, customer relationship marketing has no significant effect on loyalty, trust has a positive effect on sales, trust has a positive effect on loyalty, and loyalty has a positive effect on sales.

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Corresponding Author:

Putri Alfiatur Rochimah

Muhammadiyah Surakarta University

Jl. Ahmad Yani, Pabelan, Kartasura, Surakarta 57162, Jawa Tengah, Indonesia

Email: putrialfi574@gmail.com

1. INTRODUCTION

After the reform era, the focus of economic development growth in Indonesia shifted from large industry to small and medium industries. One industry that has a major influence on the economy in Indonesia is the Micro, Small and Medium Enterprises (MSMEs) industry. MSMEs are a business sector that has developed quite rapidly in Indonesia (Aulia & Iswara, 2018).

One of them is in the field of the culinary industry, the development of the culinary industry is also considered quite promising, this is because some Indonesian citizens are very happy with culinary tours tasting various special menus from several cities. For business people, this can be regarded as a great opportunity to establish a business in the culinary field (Muhtarom, Syairozi, & Yonita, 2022). Culinary developments in the city of Surakarta have occurred centuries ago and have left no small amount of wealth. Surakarta City Culinary continues to grow until now. Culinary tourism is a part of cultural tourism, which means that this tour has its own value in the eyes of tourists (Isa et al., 2018).

Surakarta City is a city that has two sides of culture. The traditional cultural heritage that is still very strong in the city that has the nickname The Spirit of Java can run side by side with the existing modernization process. This uniqueness is what makes tourists very interested in visiting the city of Surakarta. In addition to the many old buildings that exist, the city of Surakarta is also closely related to the culinary wealth that characterizes the city. One of the culinary characteristics that characterizes the city of Surakarta is Serabi (Wahyuni et al., 2017).

The number of businesses built will cause problems that must be experienced by every business actor, one of which is marketing problems. Therefore, business actors are required to continue to carry out strategies, innovations and breakthroughs that are able to compete with this increasingly modern era. The marketing strategy aims to determine the target market share that we have segmented in marketing the products we offer. This is done so that the product marketing that we do can be more organized so that it produces results according to expectations that we previously predicted (Karinda et al., 2018).

Various types of strategies used by business actors certainly aim to increase sales. Business actors certainly want the business they run to have an increase in sales. By looking directly at market needs and determining a suitable target market. The main factor that determines the increase in sales is repeat purchase or customer loyalty (Muhtarom, Syairozi, & Wardani, 2022).

Loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch Kotler and Keller in (Sambodo Rio Sasongko, 2021). A person is said to be a customer if that person buys products or services that are offered repeatedly for a certain period of time, and if that person does not re-purchase within a certain period of time then that person can only be said to be a consumer or not a customer (Mashuri, 2020).

Loyalty can be built by an entrepreneur in various ways, one of which is by providing cheap and affordable prices. The large number of consumer perceptions that think price will affect the quality of goods sold has an effect on Serabi Notosuman sales, because this business provides lower prices than market prices, not a few who think this business has poor quality. Not only price is considered by consumers, service quality is also prioritized.

Product service quality will work well if there is good service. Good service is one of the conditions for success in building a business. Yuriansyah in (Strong Familiar, 2015). Serabi Notosuman's business is also very concerned about service quality, both in terms of service through social media and directly. So that led to public opinion to buy Serabi Notosuman. When service quality has been built efficiently, what business owners do is maintain relationships with consumers for quite a long time, namely with Customer Relationship Marketing strategies.

Customer Relationship Marketing as a strategy to build good relationships with customers in the long term by combining the ability to respond directly and to serve customers with high interaction. To support the implementation of the customer relationship marketing strategy, a tool is needed in the form of a management approach, namely customer relationship management (CRM) Winer in (Mulyadi & Susanti, 2018). Customer (Consejería de Educación. Junta de Castilla y León, 2020). (Consejería de Educación. Junta de Castilla y León, 2020) Relationship Marketing can maintain and increase market share and increase customer loyalty. After feeling comfortable with price, service quality, and Customer Relationship Marketing, consumers will naturally feel confident in the business we are building.

Consumer trust (customer trust) is an important coordination to support company performance in competition in the marketing environment and can contribute to loyalty (Alamsyah, 2016). One of the reasons for this trust in this business is to produce pancakes every day. This will certainly make customers believe that Serabi Notosuman guarantees the quality of their products. This is also a factor in increasing customer loyalty to sales.

The problem in this research is about how price, Customer Relationship Marketing, trust can affect sales through customer loyalty as a mediating variable or intermediary variable. Based on the description above, the researcher is interested to see whether this has an effect on increasing sales and consumers making repeat purchases or not. So the researcher is interested in conducting research with the title "Effect of Price Perception, Customer Relationship Marketing and Trust in Serabi Notosuman Sales Mediated by Customer Loyalty".

2. RESEARCH METHOD

In this study using a quantitative approach. The quantitative approach is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know. (Musianto, 2002) This study will use a field survey, the survey will be conducted using a questionnaire with purposive sampling category as a means of collecting data from respondents. The population in this study were all buyers of notosuman pancakes. This study took a sample of 200 respondents. Sampling in this study using non-probability sampling with purposive sampling technique. Purposive sampling is a research sample whose conditions have been determined by the researcher based on certain criteria. Some of the criteria that have been chosen by the researcher are respondents who have bought notosuman pancakes Respondents in this study are people who have bought notosuman pancakes. In this study, each variable was determined, including: Sales increase as the dependent variable (Y), price perception as an independent variable (X1), customer relationship marketing as an independent variable (X2), trust as an independent variable (X3), and loyalty customers as a mediating variable (Z). The dependent variable in this study is the increase in sales, sales volume is the result of sales activities carried out by the company in an effort to achieve the goal of maximizing profits. In this research, the independent variables are price perception, customer relationship marketing. Then the mediating variable used is customer loyalty. The data analysis used in this study is the Structural Equation Model (SEM) analysis. With data analysis techniques in this study using Partial Least Square (PLS) with the help of SMARTPLS software.

3. RESULTS AND DISCUSSIONS

3.1 Data Analysis

Based on the research method, the results of data analysis are as follows:

a. Outer Model (Designing a Measurement Model)

Testing with PLS begins with testing the measurement model to test the construct validity and instrument reliability. Outer model analysis is used to determine the specification of the relationship between latent variables and their indicators. Testing this outer model includes analysis of validity, reliability, and multicollinearity. Following are the results of evaluating the outer model using Smart PLS 3.2.9:

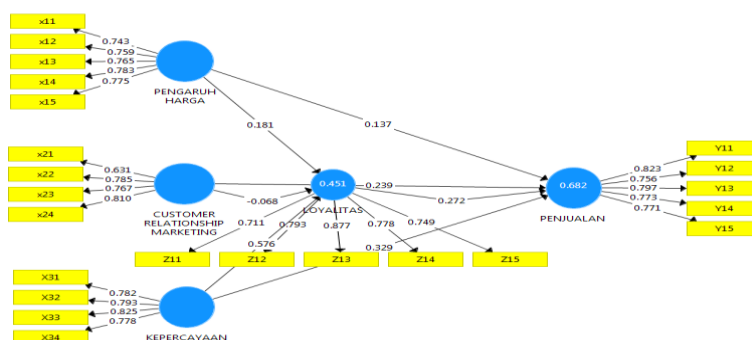


Figure 1. Outer Model

Evaluation of the outer model was carried out using validity tests (convergent validity and discriminant validity), reliability tests (Cronbach's alpha and composite reliability), and multicollinearity tests.

b. Convergent Validity

Convergent validity testing can use outer model loading values. Individual indicators are considered reliable if the outer loading value is above 0.70. The outer loading value can be seen in table 2 below:

Table 2. Outer Loading

Variable	Indikator	Outer Loading	Information
Price Perseption	X1.1	0,743	Valid
	X1.2	0,759	Valid
	X1.3	0,765	Valid
	X1.4	0,783	Valid
	X1.5	0,775	Valid
Customer Relationship Marketing	X2.1	0,631	Valid
	X2.2	0,785	Valid
	X2.3	0,767	Valid
	X2.4	0,810	Valid
Trust	X3.1	0,782	Valid
	X3.2	0,793	Valid
	X3.3	0,825	Valid
	X4.4	0,778	Valid
Sales	Y.1	0,823	Valid
	Y.2	0,756	Valid
	Y.3	0,797	Valid
	Y.4	0,773	Valid
	Y.5	0,771	Valid
Loyalty	Z.1	0,711	Valid
	Z.2	0,793	Valid
	Z.3	0,877	Valid
	Z.4	0,778	Valid
	Z.5	0,749	Valid

Source: Primary data processed, 2023

Based on the test results above, it can be seen that each indicator in the construct variable has an outer loading value > 0.70. However, the outer loading measurement scale of 0.50 to 0.60 is still considered sufficient (Hartono, J. M., and Abdillah W., 2014). The data above shows that there is no variable indicator that has an outer loading value below 0.5. Thus, all indicators in this study were declared valid or good in terms of convergent validity.

3.2 Discriminant Validity

This test is carried out to ensure that each concept of each construct or latent variable is different from other variables. To assess discriminant validity, that is by comparing the value of the square root of average extracted (AVE). The AVE value that meets the validity requirements must be above 0.50. The AVE value can be seen in Table 3 below:

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Information
Price Perseption	0,586	Valid
Customer Relationship Marketing	0,565	Valid
Trust	0,632	Valid
Sales	0,615	Valid
Loyalty	0,614	Valid

Source: Primary data processed, 2023

Based on the table above, it can be seen that each indicator in the construct variable has an AVE value > 0.50 . With the AVE value of the Price Perception Variable of 0.586, the value of the customer relationship marketing Variable is 0.565, the value of Trust is 0.632, the value of Sales is 0.613, the value of Loyalty is 0.614. This shows that each variable in this study can be said to be valid or good in terms of discriminant validity.

3.1 Reliability Test

Composite reliability is the part used in testing the reliability value of a Variable indicator. The construct is declared reliable if the composite reliability value is above 0.7. As for the value of composite reliability can be seen in table 4 below:

Table 4. Composite Reliability

Variable	Composite Reliability	Information
Price Perception	0,876	Reliabel
Customer Relationship Marketing	0,837	Reliabel
Trust	0,873	Reliabel
Sales	0,889	Reliabel
Loyalty	0,888	Reliabel

Source: Primary data processed, 2023

Based on the table above, it can be seen that the composite reliability value is > 0.7 . With a Price Perception Variable value of 0.876, a customer relationship marketing Variable value of 0.837, a Trust Variable value of 0.873, a Sales Variable value of 0.889, a Loyalty Variable value of 0.888. This shows that each variable in this study can be said to be reliable.

In addition, the reliability test can also be strengthened by using the Cronbach's alpha value. Where a variable is declared reliable if it has a cronbach's alpha value > 0.7 . The Cronbach's alpha value can be seen in table 5 below:

Table 5. Cronbach's Alpha

Variable	Cronbach's Alpha	Information
Price Perception	0,823	Reliabel
Customer Relationship Marketing	0,744	Reliabel
Trust	0,806	Reliabel
Sales	0,843	Reliabel
Loyalty	0,841	Reliabel

Source: Primary data processed, 2023

Based on the table above, it can be seen that the Cronbach's alpha value is > 0.7 . With a Price Perception Variable value of 0.823, a customer relationship marketing Variable value of 0.744, a Trust Variable value of 0.806, a Sales Variable value of 0.843, a Loyalty Variable value of 0.841. This shows that each variable in this study can be said to be reliable.

3.2 Uji Multikolinieritas

Uji multikolinieritas memiliki kriteria yang berlaku jika nilai VIF (Variance Inflation Factor) < 5 , karena bila lebih dari 5 mengindikasikan adanya kolinearitas antar konstruk. Adapun hasil uji multikolinieritas dapat dilihat pada tabel 6 berikut

Tabel 6. Collinierity Statistic

	Loyalty	Sales
Price Perception	2,170	2,230
Customer Relationship Marketing	1,944	1,953
Trust	2,514	3,119
Sales		
Loyalty		1,821

Source: Primary data processed, 2023

Based on the table above, it can be seen that the correlation between variables shows VIF <5. With Variable Price Perception influencing Loyalty of 2.170, Variable Price Perception influencing Sales of 2.230, Variable customer relationship marketing influencing Sales of 1.953, Variable customer relationship marketing influencing Loyalty was 1.944, Variable Trust had an effect on Loyalty of 2.514, Variable Trust had an effect on Sales of 3.119, Variable Loyalty had an effect on Sales of 1.821. It can be concluded that each variable in this study is free from multicollinearity or non-multicollinearity.

3.3 Inner Model (Designing a Structural Model)

The inner model is a structural model that is used to predict the causality relationship between latent variables. This test includes analysis of the Coefficient of Determination (R²), Model Feasibility Test (Goodness of Fit), and F-Square Value (F²). The results of the inner model analysis are carried out through bootstrapping, which are as follows:

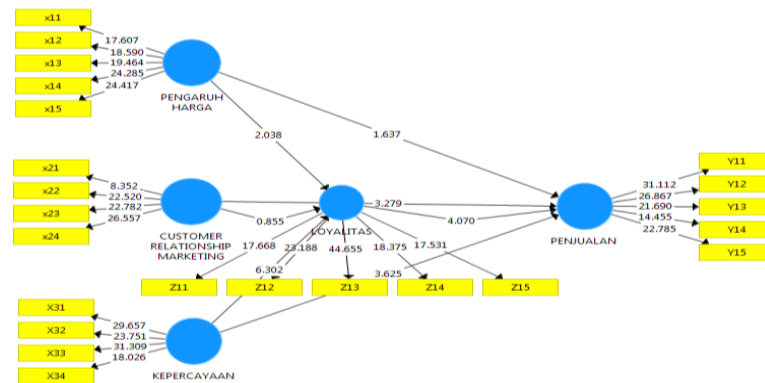


Figure 2. Inner Model

3.4 Coefficient of Determination (R²)

The results of the R² analysis can be seen in Table 7 below:

Tabel 7. Analisis R-Square

	R-Square	R-Square Adjusted
Sales	0,682	0,676
Loyalty	0,451	0,442

Source: Primary data processed, 2023

Based on the analysis results obtained in this study, the R² value obtained by Sales is 0.682 (68.2%), meaning that the contribution generated by the Price Perception model, customer relationship marketing, and Trust in Sales in explaining the factors that cause Sales is 68, 2% so that there are still 31.8% other independent variables that have not been disclosed in this study. Furthermore, the R² value obtained for Loyalty is 0.451 (45.1%), meaning that the contribution generated by the Variable Price Perception model, customer relationship marketing and Trust in explaining the factors that cause Loyalty is 45.1% so that there is still 54.9% Another independent variable that has not been disclosed in this study. Thus the model in this study Sales has a strong contribution, while Loyalty has a moderate contribution.

3.5 Model Feasibility Test (Goodness of Fit)

Goodness of Fit (GoF) measurement aims to validate the overall model performance. The goodness of fit assessment can be evaluated by looking at Q² predictive of relevance by the model and its parameter estimates. The value of Q² > 0 indicates the model has predictive relevance, but vice versa if the value of Q² ≤ 0 indicates the model has less predictive relevance. The Q² quantity has a value with a range of 0 < Q² < 1, which means that the closer to 1 means the better. The analysis of the Q-square value can be seen in Table 8 below:

Tabel 8. Analisis *Q-Square*

Variable	Model	Nilai
Sales	$Q^2 (=1 - SSE/SSO)$	0,405
Loyalty	$Q^2 (=1 - SSE/SSO)$	0,266

Source: *Primary data processed, 2023*

Based on the table above, the results of the analysis of the Q2 value obtained from Sales are 0.405. This means that the Q2 value > 0 . As for the Q2 value obtained from Loyalty, it is equal to 0.266. This means that the value of Q2 > 0 . Therefore, the results of the goodness of fit test in this study are good.

3.6 F Square (F^2)

The F-square test is conducted to determine the prediction capability of how good the resulting value is. Where the resulting F2 value is 0.02 as small, 0.15 as moderate, 0.35 as large. The results of the F2 analysis can be seen in Table 9 below:

Table 9. Analisis *F-Square*

	Loyalty	Sales
Price Perception	0,028	0,026
Customer Relationship Marketing	0,004	0,092
Trust	0,240	0,109
Sales		
Loyalty		0,128

Source: *Primary data processed, 2023*

The results obtained in the table above show that:

1. Variable Price Perception produces an F^2 value of 0.028 which means < 0.02 , < 0.15 , and < 0.35 . So that the Variable Price Perception has a small proportion of Loyalty.
2. Variable Price Perception produces an F^2 value of 0.026 which means < 0.02 , < 0.15 , and < 0.35 . So that the Variable Price Perception has a small proportion of Sales.
3. The customer relationship marketing variable produces an F^2 value of 0.092 which means < 0.02 , < 0.15 , and < 0.35 . So that the customer relationship marketing variable has a small proportion of Sales.
4. The customer relationship marketing variable produces an F^2 value of 0.004 which means < 0.02 , < 0.15 , and < 0.35 . So that the customer relationship marketing variable has a small proportion of loyalty.
5. Variable Trust produces an F^2 value of 0.240 which means < 0.02 , < 0.15 , and < 0.35 . So that the Variable Price Perception has a moderate proportion to Loyalty.
6. Variable Trust produces an F^2 value of 0.109 which means < 0.02 , < 0.15 , and < 0.35 . So Variable Trust has a moderate proportion to Sales.
7. The Loyalty Variable produces an F^2 value of 0.128 which means < 0.02 , < 0.15 , and < 0.35 . So that the Loyalty Variable has a moderate proportion to Sales.

3.7 Hypothesis testing

Hypothesis testing has the aim of knowing whether there is a clear and reliable influence between the independent variable and the dependent variable. To test the hypothesis in this study, we can use the table of path coefficient values (direct effect).

3.8 Path Coefficient (Direct Effect)

The hypothesis testing stage aims to assess the significance of the total effects which can be known through the t-statistic table and p-values, testing this stage through bootstrapping. The p-value < 0.05 indicates that there is a direct or indirect effect, while the p-value > 0.05 indicates that there is no direct or indirect effect. In this study using a 95% Trust level so that the level of precision or inaccuracy limit (α) = 5% = 0.05, the t-table value is 1.96. If the t-statistic value is greater or equal to the t-table (t-statistic > 1.96), then there is a significant effect. The results of path analysis (path coefficient) can be seen in Table 10 below:

Tabel 10. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer relationship marketing -> Loyalty	-0,068	-0,065	0,080	0,855	0,393
Trust -> Loyalty	0,576	0,583	0,091	6,302	0,001
Trust -> Sales	0,329	0,318	0,091	3,625	0,000
Loyalty ->Sales	0,272	0,275	0,067	4,070	0,000
Price Perseption-> Loyalty	0,181	0,181	0,089	2,038	0,042
Price Perseption -> Sales	0,137	0,136	0,083	1,637	0,102
Customer relationship marketing -> Sales	0,239	0,247	0,073	3,279	0,001

Source: Primary data processed, 2023

3.9 Specific Indirect Effect

Tabel 11. Spesific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer relationship marketing -> Loyalty -> Sales	-0,019	-0,017	0,024	0,762	0,446
Trust -> Loyalty -> Sales	0,157	0,160	0,047	3,308	0,001
Price Perseption -> Loyalty -> Sales	0,049	0,054	0,030	1,664	0,097

Source: Primary data processed, 2023

Based on the table above, it can be seen that the Variable Customer relationship marketing to Sales is mediated by Customer Loyalty. There is a negative relationship because P Value = 0.446, which means > 0.05 . So in this relationship it is referred to as Non-Mediation. Variable Trust on Sales is mediated by Customer Loyalty. There is a positive relationship because P Value = 0.001, which means < 0.05 . So in this relationship it is referred to as Full Mediation. Variable Price Perception of Sales is mediated Customer Loyalty has a negative relationship because P Value = 0.097 which means > 0.05 . So in this connection it is referred to as Non Mediation.

3.10 Discussion

a. Effect of Price Perception on Sales.

The results of this study indicate that the t-statistics value of the influence of price perceptions on sales is > 1.96 , which is 1.637 and the p-value is < 0.05 , which is 0.102. So it can be concluded that price perception has no significant effect on sales. Therefore the first hypothesis (H1) proposed is not accepted. This is probably because there are still many prices that are much more affordable than the price of notosuman pancakes, thereby reducing the lack of influence on price perception

The results of this study are different from previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer

Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in UMKM Online Broiler Chicken Elmonsu” which concluded that price perception has a positive and significant effect on sales.

b. Effect of Price Perception on Customer Loyalty

The results of this study indicate that the t-statistics value of the influence of price perceptions on loyalty is > 1.96 , which is 2.038 and the p-value is < 0.05 , which is 0.042. So it can be concluded that price perception has a positive effect on loyalty. Therefore the second hypothesis (H2) proposed is accepted. This is because all consumers of Serabi Notosuman know that the price offered must have comparable quality, so many consumers make repeat purchases.

The results of this study are the same as previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in Online Broiler Chicken MSMEs Elmonsu” which concluded that price perception has a positive and significant effect on customer loyalty. The Effect of Inflation Rate Variables on Economic Growth in Indonesia.

c. The Influence of Customer Relationship Marketing on Sales

The results of this study indicate that the t-statistics value of the influence of customer relationship marketing on sales is > 1.96 , which is 3.279 and the p-value is < 0.05 , which is 0.001. So it can be concluded that customer relationship marketing has a positive effect on sales. Therefore the third hypothesis (H3) proposed is accepted. This is because the owner of Serabi Notosuman always builds good relationships with all customers, also supported by employee relations who always apply the principles of politeness, courtesy and smiles and accept all suggestions and criticisms given by consumers.

The results of this study are the same as previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in Online Broiler Chicken MSMEs Elmonsu” which concluded that customer relationship marketing had a positive and significant effect on sales.

d. The Influence of Customer Relationship Marketing on Customer Loyalty

The results of this study indicate that the t-statistics value of the influence of customer relationship marketing on loyalty is > 1.96 , which is 0.855 and the p-value is < 0.05 , which is 0.393. So it can be concluded that customer relationship marketing has no significant effect on loyalty. Therefore the fourth hypothesis (H4) proposed is not accepted. This may be because there are many other factors that can influence customer loyalty to loyally buy Serabi Notosuman products even though communication with consumers has been well established. For example, the distance between the house is far from the Notosuman pancake shop, so they prefer to buy pancakes that are close to the house.

The results of this study are different from previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in UMKM Online Broiler Chicken Elmonsu” which concluded that customer relationship marketing had a positive and significant effect on customer loyalty.

e. The Effect of Trust on Sales.

The results of this study indicate that the t-statistics value of the influence of trust in sales is > 1.96 , which is 3.625 and the p-value is < 0.05 , which is 0.000. So it can be concluded that trust has a positive effect on sales. Therefore the fifth hypothesis (H5) proposed is accepted. This is because consumers believe that Serabi Notosuman is a trustworthy business in terms of quality that is guaranteed halal, good taste and is always ready to accept consumer requests according to a predetermined time.

The results of this study are the same as previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in Online

Broiler Chicken MSMEs Elmonsu” which concluded that trust has a positive and significant effect on sales.

f. The Effect of Trust on Customer Loyalty

The results of this study indicate that the t-statistics value of the effect of trust on loyalty is > 1.96, which is 3.625 and the p-value is <0.05, which is 0.000. So it can be concluded that trust has a positive effect on loyalty. Therefore the sixth hypothesis (H6) proposed is accepted. This is because notosuman pancakes never provide poor quality and also the price is in accordance with the quality offered. The owner is also always responsible for products that have been ordered by consumers, this trust will make consumers buy more Serabi Notosuman products.

The results of this study are the same as previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in Online Broiler Chicken MSMEs Elmonsu” which concluded that trust has a positive and significant effect on customer loyalty.

g. The Effect of Customer Loyalty on Sales.

The results of this study indicate that the t-statistics value of the effect of loyalty on sales is > 1.96, which is 4.070 and the p-value is <0.05, which is 0.000. So it can be concluded that loyalty has a positive effect on sales. Therefore the seventh hypothesis (H7) proposed is accepted. This is because it has been proven that the quality provided by Serabi Notosuman is guaranteed, there are many good testimonials given by consumers, repeat purchases occur when consumers feel the many advantages of Serabi Notosuman and when repeat purchases have an automatic increase in Serabi Notosuman sales will also increase.

h. The results of this study are the same as previous research conducted by Muhtarom, Syairozi, & Wardani, (2022), in his research entitled "Analysis of Price Perception, Service Quality, Customer Relationship Marketing, and Trust in Increasing Sales Mediated by Customer Loyalty in Online Broiler Chicken MSMEs Elmonsu” which concluded that customer loyalty has a positive and significant effect on sales.

4. CONCLUSION

The results of this study aim to analyze the influence of price perception, customer relationship marketing, and trust in customer sales of serabi notosuman with customer loyalty as a mediating variable. Based on the results of the analysis and discussion that has been carried out in this study, this research can be concluded as follows: Price perception has no significant effect on sales of notosuman pancakes. Price perception has a positive effect on customer loyalty of serabi notosuman. Customer relationship marketing has a positive effect on sales of notosuman pancakes. Customer relationship marketing has no significant effect on Serabi Notosuman customer loyalty. Trust has a positive effect on sales of notosuman pancakes. Trust has a positive effect on Serabi Notosuman customer loyalty. Customer loyalty has a positive effect on sales of notosuman pancakes.

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