The influences of product quality, price and service quality to increase consumer satisfaction of Dorayaki product at CV Abe Seika

Sarah Isniah1, Romli Septiadi2, Aprillia Susmita3

1,2Departemen Marketing, CV Abe Seika – Jakarta Utara
2,3Departemen Produksi, PT Gajah Tunggal, Tbk. – Jakarta
2,3Line Maintenance, PT Batam Aero Technic – Indonesia

Corresponding author: Isniahsarah@gmail.com

Abstract. Business is a trade undertaken by group organized in order to make a profit by producing and selling goods and services to meet the community needs. Business is not only seen from the clothing business but also the food or beverage business that encompasses the entire world. In this modern business era, more and more emerging SMEs make competition tighter. By examining the influence of product quality, price, it is and service quality variables that expected in this research strategy output can increase consumer satisfaction of Dorayaki products at CV Abe Seika. The survey method with a quantitative approach was used in this study. The questionnaire results were processed using SEM (structural equation modeling). From the study results known that produced a strategy of product quality variables with Dorayaki product quality indicators. It is expected to increase customer satisfaction from implementing results the right strategy. Therapy needs further research on success of this consumer satisfaction assessment.

Keywords: SMEs food, product quality, price, service quality, customer satisfaction, structural equation modeling

1. Introduction

Business is a trade undertaken by group organized in order to make a profit by producing and selling goods and services to meet the community needs. Business is not only seen from the clothing business but also the food or beverage business which encompasses the entire world. In this modern business era, more and more emerging SMEs have made competition tighter (Kementrian Koperasi Kecil dan Menengah Republik Indonesia, 2018). The development of an increasingly modern era makes Dorayaki products should not be outdated. As a improvement lack result led to a decrease in sales number of dorayaki products occurred at CV Abe Seika, the decline in sales of dorayaki products was very significant. So there needs to be a new strategy to improve this condition.

Table 1. The number of sales dorayaki product

| Month | 2018 | 2019 |
|-------|------|------|
| Jan   | 267  | 125  |
Based on research (Konuk, 2019; Zhong & Moon, 2020; Zamani et al., 2020), the results show that product quality has a positive influence on customer satisfaction. In addition, in (Abdullah et al., 2018; Nair, 2018) research there are positive numbers regarding price variables on customer satisfaction. On the service quality variable, (Nguyen et al., 2018; Zhou & Zhang, 2019) research gives significant positive results on the relationship with customer satisfaction variables. Apart from previous research and the company observation data results, it forms variables. To be able to achieve this study objectives, it is necessary to have the variables studied. The variables to be examined are as product quality, price, service quality, and consumer satisfaction.

By examining the influence of product quality, price, and service quality variables, it is expected that this research strategy output can increase consumer satisfaction with the product dorayaki at CV Abe Seika, at the same time can increase the purchases number of these products. So that the legendary Dorayaki products still exist in the marketplace, enter every community.

### 2. Literature Review

**Consumer Satisfaction**

Consumer satisfaction is consumer feelings level after comparing what is received and wanted (Umar, 2005). If the customer is satisfied with the quality of the product or service, it will most likely come back to buy the product or reuse the services offered. According to (Kotler & Keller, 2007) customer satisfaction is the expression of enjoyment or dissatisfaction of a purchaser or consumer who, after comparing goods, has thought of results as desired. Meeting of consumers needs while providing satisfaction to consumers is the every company want. This is the most important consideration for the survival of the business, besides satisfying the consumers desires to increase superior value in competition. It ensures satisfaction is part of the main factor in retention purchasing for customers and is the largest portion of the sales volume of the business.

The following are some factors in determining the customer satisfaction level that needs to be the company's focus are:

a. Product quality
b. Service quality
c. Emotional
d. Price
e. Cost

| Year | 2018 | 2019 |
|------|------|------|
| Month | Unit (Pcs) | Unit (Pcs) | Unit (Pcs) |
| Feb  | 222 | 144 |
| Mar  | 189 | 177 |
| Apr  | 145 | 133 |
| May  | 155 | 179 |
| Jun  | 119 | 88 |
| Jul  | 95 | 65 |
| Aug  | 83 | 117 |
| Sep  | 58 | 103 |
| Oct  | 102 | 67 |
| Nov  | 145 | 78 |
| Dec  | 284 | 88 |
| Total | 1864 | 1364 |
Product Quality
According to (Kotler & Armstrong, 2009), product quality is a high potential strategy to defeat the competitors. Durability, reliability, accuracy, and ease of use are part of the product in showing its quality. The following are some dimensions of product quality according to (Tjiptono, 2015), among others:
1. Performance
2. Durability
3. Conformance to specifications
4. Features
5. Reliability
6. Aesthetics
7. Perceived quality or impression quality
8. Service ability

Price
Price according to (Kotler & Keller, 2013) is values number of money exchanged by consumers to get a benefit or even good quality or good services that can be owned in its function because in consumers eyes price is one of the most important factors with non-financial social value that must be sacrificed by consumers and for companies the role of prices can shape consumer attitudes.

Service Quality
According to (Tjiptono, 2011) service quality is a good measure of whether or not the quality of services provided at the company level in order to compete with consumer expectations. According to (Tjiptono, 2011) there are five key dimensions in service quality, are:
1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Physical Evidence (Tangible)

For improve quality, several services that can be done, including by conducting evaluations and continuous improvement that is done routinely. The following are some ways that can be done to improve the quality of service are as follows:

1. Getting feedback from consumers
Other things can be done to get input from consumers, such as conducting customer reviews, and checking up on consumers after service is given, this approach can be done by email. Another approach is to check the product for consumers, be involved on social media, provide customers with discounts or other incentives for the feedback award provided, and use technology to track market trends, such as via blogs, google analytics, etc.

2. Conducting company evaluations
Ways that can be done to evaluate them are through surveys by focusing on the things that are important to know. Surveys conducted to find out the concern for customers, ability measurement of a company related to reliability and responsiveness, as well as find out service and product quality based on direct customer experience such as product function, cleanliness, appearance of employees, and so forth.

3. Improving company services
Improving the quality of service can be achieved by providing workers with consistent company service expectations, teaching employees to be responsible, respond quickly and have a high work ethic. If possible, can give employees bonuses who excel. In addition, making it easy for customers to submit their input is something that needs to be done. But it would be better if all efforts to improve the company’s services quality to be carried out in a sustainable manner.
3. Method

Servqual

According to (Parasuraman et al., 1985), the perceived quality of service is defined in the model as the difference between consumer expectations and perceptions, which, in turn, depends on the size and direction of the four gaps associated with the quality of service delivery on the part of the marketer. Servqual method used to measure the each dimension attributes service quality, thus obtained value gap which difference between consumer perceptions services that have been received with the received goal. This method measured by service quality measurement from each dimension attributes, so that value gap will be obtained which is the difference between consumers perceptions of services that customer had expectations with received services. However, in general there is no uniformity of boundaries regarding the service quality (servqual) concept.

The SERVQUAL model is derived from the analysis (Parasuraman et al., 1985) and originally ten dimensions of service quality were efficiency, sensitivity, competence, access, courtesy, connectivity, reputation, protection, customer understanding/knowledge, and tangible. Later (Parasuraman et al., 1988) the variables were tested and reduced to five factors, including tangibles, reliability, responsiveness, assurance (combining communication, reputation, protection, competence and courtesy) and sympathy (combining understanding and customer awareness with accessibility) (Saleh & Ryan, 1991).

Structural Equation Modeling (SEM)

According to (Ghozali, 2017) in methodology terms, SEM plays various roles, including as a simultaneous equations system, linear causal analysis, path analysis, covariance structure analysis, and structural equation models. Statistical programs that can be used to complete SEM, for example Analysis Moment of Structure (AMOS) or LISREL. The thing to note is the model suitability test (goodness of fit) in SEM model on the AMOS 22.0 program:

a. Evaluate the SEM assumption
   1. Normality, using the criterion value of ± 2.58 at the 0.01 significance level. Outliers, are observations or data that have unique characteristics. By using the criterion of a critical value of ± 3, the data is declared Outlier if it has a Z-score higher than +3 or lower than -3.
   2. Multicollinearity and Singularity, which need to be observed is reflected from the sample covariance matrix whose determinants are small or near zero indicating multicollinearity or singularity presence, so that the data cannot be used for research.

b. Conformity test and statistical test

| Table 2 Goodness of Fit Index | Cut off Value | Result       |
|------------------------------|--------------|-------------|
| X2-Chi Square                | Expected small value | Good Fit     |
| Significance Probability     | ≥ 0,05       | Good Fit    |
| RMSEA                        | ≤ 0,08       | Good Fit    |
| GFI                          | ≥ 0,90       | Good Fit    |
|                             | 0,80≤GFI≤0,90 | Marginal Fit |
| AGFI                         | ≥ 0,90       | Good Fit    |
|                             | 0,80≤GFI≤0,90 | Marginal Fit |
| CMIN/DF                      | ≤ 2,00       | Good Fit    |
| TLI                          | ≥ 0,95       | Good Fit    |
| CFI                          | ≥ 0,95       | Good Fit    |
1. $\chi^2$ - Chi-Square statistic, the smaller the value $\chi^2$ the better the model, and is accepted based on probabilities with a cut-off value of $p > 0.05$ or $p > 0.010$.

2. RMSEA (The Root Mean Square Error of Approximation), is an index used to compensate for chi-square in large samples.

3. GFI (Goodness of fit Index), is a measure non-statistical that has a range of values between 0 to 1. High values in this index indicate a "better fit".

4. AGFI (Adjusted Goodness of Fit Index), is a criterion that takes into account the weighted proportion of the variance in a sample covariance matrix.

5. CMIN/DF (The Minimum Sample Discrepancy Function Divided with Degree of FreedomChi-), is a square statistic $X^2$ divided by its degree of freedom so it is called $X^2$ relative.

6. TLI (Tucker Lewis Indeex), is an incremental index that compares a model that is tested against a baseline model.

7. CFI (Comparative Fit Index), a range of values of 0 - 1, which is getting closer to 1, indicating the highest level of fit.

The hypothesis in this study are:
1. H1: Product Quality affects the increase in customer satisfaction.
2. H2: Price affects the increase in customer satisfaction.
3. H3: Service Quality affects the increase in customer satisfaction.

The types of data contained in this research are:

a. Primary Data, is data obtained directly from the study site. Primary data processed from direct observations and surveys using a questionnaire to active consumers. In distributing the questionnaire using Likert scale with 5 points, namely: 1. Strongly Disagree, 2. Disagree, 3. Fairly Agree, 4. Agree, 5. Strongly Agree. Customer base that has been determined.

b. Secondary Data, is data that already exists. Where the author's data obtained from the company where the research evidence or historical reports that have been composed of companies, as well as through the literature study by studying various writings through books, the internet and theses related to research.

The method used in determining respondents using Purposive Sampling method. In this parties selection to be respondents is customers active buying Dorayaki in CV Abe Seika, then the consumers selection who are still actively buying the product with a population of 240 active consumers, the error rate used for the Slovin formula is 5%. So the number of respondents in the sample can be as big as 150 respondents. After that, the data collected through the distribution of product quality, price and service quality questionnaires will improve consumer satisfaction in small food industries.

**Table 3** Variables and Indicators Questionnaire

| Variables                  | Indicators                                                                 | Declaration                                                                 | Statement Item No. |
|----------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------|--------------------|
| Product Quality (X1)       | Packaging Design Products ($X_{11}$) (Fitriani, 2020)                     | Design product packaging dorayaki presented CV Abe Seika very attractive    | 1                  |
| Variables                        | Indicators                                      | Declaration                                                                 | Statement Item No. |
|--------------------------------|------------------------------------------------|----------------------------------------------------------------------------|--------------------|
|                                | [Ayu et al., 2020]                             | Product Variations (X12)                                                   | 2                  |
|                                | (Hamzah, A. A., Shamsudin, 2020)               | (Pertiwi, 2020)                                                            |                    |
|                                |                                                | Product variants dorayaki presented CV Abe Seika interesting to try         |                    |
|                                | [Hamzah, A. A., Shamsudin, 2020]               | Quality Food products (X13)                                                | 3                  |
|                                | (Mulyana & Setyono, 2019)                      | (Mulyana & Setyono, 2019)                                                 |                    |
|                                |                                                | Product dorayaki CV Abe Seika is better than other producers                |                    |
| Price (X2)                     | [Setiawan et al., 2020]                        | Low Prices (X11)                                                          | 4                  |
|                                | (Putra & Idris, 2020)                          | (Pamungkas, 2019)                                                        |                    |
|                                |                                                | Prices of dorayaki products set by CV Abe Seika are quite cheap            |                    |
|                                | [Setiawan et al., 2020]                        | Price Match with Taste (X12)                                               | 5                  |
|                                | (Pamungkas, 2019)                              | (Gultom & Ngatno, 2020)                                                   |                    |
|                                |                                                | Prices of Abe Seika dorayaki products are in accordance with the taste of  |                    |
|                                | [Putra & Idris, 2020]                          | Price Match with Portion (X13)                                            | 6                  |
|                                | (Setiawan et al., 2020)                        | (Dadang Suhairi, 2019)                                                    |                    |
|                                |                                                | The portion of Abe Seika dorayaki product is comparable to the price paid  |                    |
| Service Quality (X3)           | [Hong et al., 2020]                            | Order Processing Speed (X31)                                               | 7                  |
|                                | (Malik et al., 2020)                           | (Choeiri et al., 2017)                                                    |                    |
|                                |                                                | Ordering Dorayaki products at CV Abe Seika is served quickly              |                    |
|                                | [Putra & Idris, 2020]                          | Speeds Get Information (X32)                                              | 8                  |
|                                | (Choerini et al., 2017)                        | (Lourensius et al., 2019)                                                 |                    |
|                                |                                                | Employees of CV Abe Seika have knowledge of the product pretty well       |                    |
|                                | [Putra & Idris, 2020]                          | Speed Handling Complaints (X33)                                           | 9                  |
|                                | (Setiawan et al., 2020)                        | (Hasanuddin et al., 2020)                                                 |                    |
|                                |                                                | Customer Service CV Abe Seika is always responsive to complaints submitted |                    |
|                                |                                                | by consumers                                                              |                    |
| Consumer Satisfaction (Y1)     | [Kuswandi, 2004]                               | Product Quality (Y11)                                                     | 10                 |
|                                | (Syed, 2019)                                   | (Susanti, 2020)                                                           |                    |
|                                |                                                | Consumers are satisfied with the quality of Dorayaki products from CV Abe  |                    |
|                                | [Kuswandi, 2004]                               | Quality of Service (Y12)                                                  | 11                 |
|                                | (Syed, 2019)                                   | (Felicia, 2020)                                                           |                    |
|                                |                                                | Services provided by Abe Seika CV are good enough                         |                    |
|                                | [Setiawan et al., 2020]                        | Low Prices (Y13)                                                          | 12                 |
|                                | (Setiawan et al., 2020)                        | (Setiawan et al., 2020)                                                   |                    |
|                                |                                                | Price offered by Dorayaki CV Abe Seika is quite cheap compared to other   |                    |
|                                |                                                | manufacturers.                                                            |                    |

### 4. Results and Discussion

Comparing the sample covariance matrix and the predicted SEM covariance matrix model is used to conduct this suitability check. The following Table 4 shows the findings of the test’s suitability in evaluating the effect of product quality, price, and service quality to improve customer loyalty of Dorayaki products at CV Abe Seika.

#### Table 4 Results of Fit Index Goodness

| Goodness of Fit Index | Cut off Value | Indeks Model | Result   |
|----------------------|---------------|--------------|----------|
| X2-Chi Square        | Expected small value | 207,702 |          |
| Significance Probability | ≥ 0,05   | 0,000 | Not Fit  |
| RMSEA                | ≤ 0,08        | 0,120        | Not Fit  |
| GFI                  | ≥ 0,90        | 0,876        | Marginal Fit |
|                      | 0,80≤GFI≤0,90 |              |          |
| AGFI                 | ≥ 0,90        | 0,810        | Marginal Fit |
|                      | 0,80≤GFI≤0,90 |              |          |
| CMIN/DF              | ≤ 2,00        | 3,1          | Not Fit  |
| TLI                  | ≥ 0,95        | 0,769        | Not Fit  |
| CFI                  | ≥ 0,95        | 0,822        | Not Fit  |
Based on the results above, the SEM model is present in Figure 1.

![SEM Model](image)

**Figure 1 SEM Model**

The following are regression weight table which will show the models influence are:

| Table 5 Regression Weights: (Group number 1 - Default model) |
|-------------------------------------------------------------|
| Estimate | S.E. | C.R. | P | Label |
| Customers_Satisfaction &lt;--- Product_Quality | .523 | .108 | 4.829 | *** | par_9 |
| Customers_Satisfaction &lt;--- Price | .465 | .109 | 4.263 | *** | par_10 |
| Customers_Satisfaction &lt;--- Service_Quality | .104 | .063 | 1.656 | .004 | par_11 |
| PQ_1 &lt;--- Product_Quality | 1.000 | | | |
| PQ_2 &lt;--- Product_Quality | .851 | .154 | 5.525 | *** | par_1 |
| PQ_3 &lt;--- Product_Quality | 1.138 | .194 | 5.876 | *** | par_2 |
| PR_1 &lt;--- Price | 1.000 | | | |
| PR_2 &lt;--- Price | .462 | .144 | 3.203 | .001 | par_3 |
| PR_3 &lt;--- Price | 1.411 | .324 | 4.349 | *** | par_4 |
| SQ_1 &lt;--- Service_Quality | 1.000 | | | |
| SQ_2 &lt;--- Service_Quality | .533 | .141 | 3.775 | *** | par_5 |
| SQ_3 &lt;--- Service_Quality | 1.346 | .422 | 3.188 | .001 | par_6 |
| CS_1 &lt;--- Customers_Satisfaction | 1.000 | | | |
| CS_2 &lt;--- Customers_Satisfaction | 1.300 | .153 | 8.503 | *** | par_7 |
| CS_3 &lt;--- Customers_Satisfaction | 1.418 | .161 | 8.829 | *** | par_8 |

Based on the results of data processing that will answer the hypothesis of this study, there is a significant influence between the variables of product quality, price and service quality on customer satisfaction variables because the p value > 0.05 in the regression weight table. From the regression weight table it can be concluded that the product quality variable has a significant positive effect on customer satisfaction with a value of 0.523. For the variable price significantly positive effect on customer satisfaction with a value of 0.465. While the service quality variable has a significant positive effect on customer satisfaction with a value...
of 0.104. Then the strategy will be carried out based on product quality assessment that is Dorayaki product quality indicators with a value of 1.14.

5. Conclusion

Referring to the results and the previous discussion, then there are the points that are summarized namely:

1. The results of data processing indicate that there is a significant influence of product quality, price and service quality variables on customer satisfaction.
2. Customer output satisfaction assessment is a strategy that will be made based on Dorayaki product quality indicators at CV Abe Seika.
3. It is expected to increase customer satisfaction from the implementing results the right strategy.
4. Further research is needed regarding the success of this customer satisfaction assessment.

References

Abdullah, D., Hamir, N., Nor, N. M., Jayaraman, K., & Rostum, A. M. M. (2018). Food quality, service quality, price fairness and restaurant re-patronage intention: The mediating role of customer satisfaction. *International Journal of Academic Research in Business and Social Sciences, 8*(17), 211–226. https://doi.org/10.6007/IJARBSS/v8-I17/5226

Ayu, D., Sari, T., & Giantari, I. G. A. K. (2020). Role of Consumer Satisfaction in Mediating Effect of Product Quality on Repurchase Intention. *International Research Journal of Management, IT & Social Sciences, 7*(1), 217–226.

Choerini, Y. N., Manajemen, P. S., Ekonomi, F., Jember, U. M., Pendahuluan, I., & Masalah, A. L. B. (2017). *Pengaruh citra merek, kualitas pelayanan dan cita rasa produk dalam meningkatkan retensi pelanggan pada produk roti ceria jember.*

Dadang Suhairi. (2019). *Pengaruh Harga, Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen Di Pt. Honda Autobest Bandung. Journal of Chemical Information and Modeling, 53*(9), 1689–1699. https://doi.org/10.1017/CBO9781107415324.004

Felicia, N. (2020). *Studi Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Smartphone Samsung Di Semarang. Jurnal Ilmu Administrasi Bisnis, 9*(1), 1–10.

Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi Dengan Program AMOS 24 Update Bayesian SEM* (Edisi 7). Badan Penerbit Universitas Diponegoro.

Gultom, M., & Ngatno. (2020). *Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Smartphone Samsung Di Semarang. Jurnal Ilmu Administrasi Bisnis, 9*(1), 1–10.

Hamzah, A. A., Shamsudin, M. F. (2020). Why Customer Satisfaction Is Important. *Journal of Undergraduate Social Science and Technology, 2*(1). http://blog.clientheartbeat.com/why-customer-satisfaction-is-important/

Hasanuddin, M. R., Rachma, N., & Wahono, B. (2020). *Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan. Jurnal Ilmiah Riset Manajemen, 9*(11), 39–53.

Hong, S. J., Choi, D., & Chae, J. (2020). Exploring different airport users’ service quality satisfaction between service providers and air travelers. *Journal of Retailing and Consumer Services, 52*(July 2019), 101917. https://doi.org/10.1016/j.jretconser.2019.101917

Kementrian Koperasi Kecil dan Menengah Republik Indonesia. (2018). *Perkembangan Data Usaha Mikro, Kecil, Menengah (UMKM) dan Usaha Besar (UB) Tahun 2017 - 2018.* Kementerian Koperasi Kecil Dan Menengah Republik Indonesia. http://www.depkop.go.id/data-umkm

Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction...
on customers’ revisit and word-of-mouth intentions towards organic food restaurants. *Elsevier: Journal of Retailing and Consumer Services*, 50(March), 103–110. https://doi.org/10.1016/j.jretconser.2019.05.005

Kotler, P., & Armstrong, G. (2009). *Principles of Marketing (13th Edition)*. Prentice Hall. http://www.amazon.com/Principles-Marketing-Edition-Philip-Kotler/dp/0136079415

Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran* (Edisi Kedu). PT Indek.

Kotler, P., & Keller, K. L. (2013). *Manajemen Pemasaran*. Penerbit Indeks.

Kuswandi. (2004). *Cara Mengukur Kepuasan Karyawan*. Elex Media.

Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran* (Edisi Kedu). PT Indek.

Kotler, P., & Keller, K. L. (2013). *Manajemen Pemasaran*. Penerbit Indeks.

Lourensius, N., Isti, L. T. S., Upaweda, E., Stie, R., Ekatana, I., & Yogyakarta, U. (2019). Analisis pengaruh merek, kemasan, garansi dan pelayanan terhadap loyalitas konsumen air mineral dalam kemasan aqua. *Jurnal Bisnis, Manajemen, Dan Akuntansi*, 6(2), 45–59. https://doi.org/10.1080/14783363.2018.1426451

Mulyana, A. R., & Setyono, H. (2019). Kualitas Produk Dan Kualitas Pelanan Sebagai Antaseden Kepuasan Pelanggan Dalam Membutuk Loyalitas. *Jurnal Fokus*, 9(1), 14–34.

Nair, S. R. (2018). Analyzing the relationship between store attributes, satisfaction, patronage-intention and lifestyle in food and grocery store choice behavior. *Emerald : International Journal of Retail and Distribution Management*, 46(1), 70–89. https://doi.org/10.1108/IJRDM-06-2016-0102

Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. (2018). Understanding customer satisfaction in the UK quick service restaurant industry: The influence of the tangible attributes of perceived service quality. *Emerald : British Food Journal*, 120(6), 1207–1222. https://doi.org/10.1108/BFJ-08-2017-0449

Pamungkas, A. J. (2019). *Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga Terhadap Kepuasan Konsumen di Warung Miayam Abah*. Universitas Muhamadiyah Surakarta.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41. https://doi.org/10.2307/1251430

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL : A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. *Journal of Retailing*, 64(1), 12.

Pertiwi, I. (2020). Inovasi Desain Produk Dan Kemasan Melalui. *Prosiding Seminar Nasional Desain Dan Arsitektur (SENADA)*, 3, 303–309.

Putra, N. H., & Idris. (2020). The Effect of Service Quality, Website Quality, Price, and Brand Image on Consumer Satisfaction Impact on Consumer Loyalty in OLX Online Stores. *4th Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2019) The*, 124, 774–781. https://doi.org/10.2991/aebmr.k.200305.144

Saleh, F., & Ryan, C. (1991). Analysing Service Quality in The Hospitality Industry using The Servqual Model. *The Service Industries Journal*, 11(3), 324–345. https://doi.org/10.1080/02642069100000049

Setiawan, E. B., Wati, S., Wardana, A., & Ikhsan, R. B. (2020). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095–1102. https://doi.org/10.5267/j.msl.2019.10.033

Setiawati, S., Guspul, A., & Meftahudin. (2020). Pengaruh Service Quality , Food Quality , Price Dan Lokasi Terhadap Kepuasan Pelanggan ( Studi Kasus Pada Cafe Eatbox Kitchen Wonosobo ). *Journal of Economic, Business and Engineering (JEBE)*, 1(2), 335–342.

Susanti, N. (2020). Pengaruh Kualitas Produk, Fasilitas Dan Harga Terhadap Kepuasan Konsumen Pada Resto Betri Kecamatan Siman Kabupaten Ponorogo. In *IAIN Ponorogo* (Vol. 53, Issue 9). https://doi.org/10.1017/CBO9781107415324.004

Syed, D. T. (2019). A Study on Loyalty Programs In Banks. *International Journal of Scientific Research in
Tjiptono, F. (2011). Service Management Mewujudkan Layanan Prima (Edisi 2). ANDI.

Tjiptono, F. (2015). Strategi Pemasaran (Edisi 4). ANDI.

Umar, H. (2005). Manajemen Riset dan Perilaku Konsumen. PT. Gramedia Pusat.

Zamani, N., Afiqah, N., Bahrom, B., Shafiqah, N., Meor, B., & Binti, N. S. (2020). A Study on Customer Satisfaction Towards Ambiance, Service and Food Quality in Kentucky Fried Chicken (KFC), Petaling Jaya Literature Review Customer Satisfaction. Malaysian Journal of Social Sciences and Humanities (MJSSH), 5(4), 84–96.

Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. MDPI: Foods, 9(4), 1–19. https://doi.org/10.3390/foods9040460

Zhou, Z., & Zhang, Z. (Justin). (2019). Customer satisfaction of bicycle sharing: studying perceived service quality with SEM model. Taylor & Francis: International Journal of Logistics Research and Applications, 22(5), 437–448. https://doi.org/10.1080/13675567.2018.1513468