



## D'Cika Building Customer Satisfaction Through Superior Service Quality

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### Abstract

*This study examines the impact of service quality on customer satisfaction at D'Cika Jatimakmur. D'Cika's service needs improvement because only a few customers are satisfied. The store needs optimal service to maintain a positive reputation. This research uses the Lemeshow formula to obtain a sample size of 100 respondents. The sampling technique of this study was non-probability purposive sampling. The researchers distributed questionnaires to customers of D'Cika, with the respondents identified as those who had made at least one cake purchase. The data collected is then processed and analyzed using the SPSS 25. The findings of this study indicate that service quality has a positive and significant effect on customer satisfaction. Specifically, the results of the simple regression analysis indicate that the constant coefficient value is 2.077, and the independent variable is 0.487. These results indicate that when the service quality (X) is at its lowest level, customer satisfaction (Y) is positive by 2.077. The R square test yielded a value of 0.547, indicating that service quality significantly influences customer satisfaction. The results of the T-test indicate a significance value of 0.000, which is less than 0.05. Consequently, the researcher concludes that alternative hypothesis (Ha), which states that there is a positive and significant influence between service quality and customer satisfaction at D'Cika, is accepted.*

## INTRODUCTION

Globalization has led to increased competition in the business world, particularly in Indonesia. The food and culinary industry is one of the most competitive sectors, and the cake and bakery business has gained prominence. The Ministry of Industry reports that the food and beverage sector has a significant share of the country's gross domestic product (GDP), accounting for 3.57%. This growth is attributed to the numerous businesses that have emerged in Indonesia, offering various services in industries like fashion, culinary, automotive, and more. The intense competition in the food and culinary industry highlights the need for businesses to differentiate themselves and consistently innovate in order to succeed (Liejanto & Pahar, n.d.).

Every cake and bread shop continues to try to increase product sales by offering products that vary not only from the quality of the product. But also pay attention to how business people sell quality in the service process which can be an added value in competing with other business competitors. Entrepreneurs continue to compete to understand and examine how to fulfill the wants and needs of their customers so that they feel satisfied (Nahdiyah & Vitriya, n.d.). To get to a superior culinary industry, business people must create innovations that can make their customers make repeated purchases. Customers can choose to shop where they get a good experience that can even exceed their expectations. The culinary industry shows that consumer needs vary greatly in meeting their preferences. The wishes of these customers need to be considered for business people

to be able to fulfill what their customers need so as to create satisfaction that has a good impact on business progress (Tresnawati & Prasetyo, 2022).

Starting from Kompas News, in the current state, Indonesia still needs to improve the quality of services in various sectors. Good service can be used as a benchmark to assess the level of satisfaction achieved. This measurement tool is shown through the Public Satisfaction Index (IKM), IKM contains data on the level of public satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services by comparing expectations and needs. This satisfaction measurement is considered capable of determining future business success (Ahmad Afan Zain, 2022). Every micro, small and medium enterprises (MSMEs) in Indonesia must continue to strive to ensure customer satisfaction to support significant business growth and progress. Advanced businesses generally have the power to compete in both the domestic and global markets. The main challenge for MSMEs is to excel in providing quality products and services (Aprilia et al., 2022). Entrepreneurs can assess the extent to which the products or services they offer have an impact on customer satisfaction. A rating obtained from customers can be used for comparison and improvement to turn shortcomings into strengths (Kiabeni et al., 2023).

Feedback from customers on the purchase of goods or services compared to their expectations is known as customer satisfaction (Azmy & Chrismardani, 2024). Expectations that exceed customer expectations when buying something in the store become the basis for customer decisions in choosing their desire to visit again. A knowledge of word-of-mouth information and recommendations has a great influence in attracting new customers. When customers leave their assessments in the form of criticism or suggestions, this provides information on the importance of customer satisfaction in realizing what is expected and what is actually provided. If the performance of the service does not meet their expectations, customers may feel dissatisfied (Amari, 2023). If a company provides good service, this will increase customer trust in the company, thereby creating customer satisfaction and maintaining their loyalty. Customer satisfaction is a marker of how well the product or service provided by the entrepreneur meets customer expectations or desires.

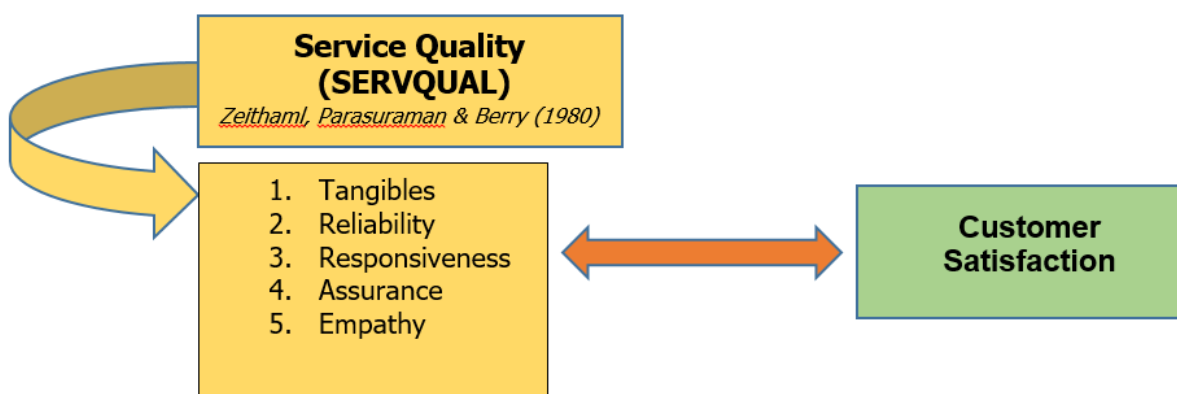
One of the factors that can affect customer satisfaction is service quality. Service quality can be the key to winning the competition because the level of satisfaction they get will be greatly influenced by the services provided (Fadilah & Supendi, 2024). This will be directly related to customers. By providing good service to customers, a business has the potential to show the magnitude of the positive influence felt by customers because customer satisfaction can be a determinant regarding repeat purchases for the umpteenth time by customers. Service quality is a strategy that must be improved to fulfill customer desires because quality has a direct influence on services or services and is closely related to the value and satisfaction that customers get. If a company provides superior service, this will increase customer trust in the company, thereby creating customer satisfaction and maintaining their loyalty (Sumual & Mukuan, 2021).

In Indonesia, there are many bakeries that we can find with various types of products that can make customers interested in buying, one of which is D'Cika. D'Cika is a cake shop that has 17 branches including 14 branches in Bekasi and 3 branches in Jakarta. This shop provides a variety of breads and cakes such as various variations of bread, cakes and birthday cakes. In its bread business, apart from offering quality bread and cake products in terms of the ingredients used, taste and attractive appearance, D'Cika also strives for good service to its

customers. Quality service is considered capable of making customers feel happy and satisfied when buying cakes at D'Cika. In managing a prolonged business, business actors must carry out strategies to analyze how consumer behavior is after getting the product or service that has been provided. As a business owner, it is important to understand the overall characteristics of consumers in preparation for providing quality in service, so as to prevent disappointment that may be felt by customers. Service quality issues also determine the development of a business in business. Services that are not maximized such as lack of friendliness in meeting customers and lack of readiness to help will show the low quality of service. Service quality is the expected standard of excellence that is controlled to meet consumer expectations (Ahsan et al., n.d.). Companies have a responsibility to provide good service to consumers, by reviewing consumer needs and making maximum efforts in providing the best service. In this context, D'Cika needs to ensure that the products or services offered are always of quality, affordable prices, and can satisfy, to keep customers and get new ones.

The results of research conducted by Batkunde (2024) states that customer satisfaction variables are strongly influenced by service quality variables. Service quality must always be improved in order to make customers feel satisfied (Anggapratama & Irnawati, 2023). It is necessary to improve the quality of service to customers in order to compete with other companies (Devi & Yusuf, 2022). In a journal written by Balinado et al. (2021) shows the results of research with all variables of service quality, namely physical evidence, reliability, empathy, assurance and responsiveness have a positive influence on customer satisfaction. Therefore, it is important to consider the aspect of customer satisfaction related to the quality of service provided. Based on the description above and from some of the literature that has been reviewed, the authors are thus interested to determine how service quality affects customer satisfaction at D'Cika cake shop.

## THEORETICAL FRAMEWORK



**Figure 1. Theoretical Framework of the Study**

*Source: Authors (2024)*

### Service quality

The concept of quality is open to interpretation, as it is understood differently by each individual. Wyckoff in Septi (2022) defines service quality as the expected level of excellence and control of excellence to meet customer expectations. In contrast, Kotler & Armstrong in Meithiana (2019) view

service quality as encompassing all the advantages and characteristics of a product or service that support its ability to meet needs both directly and indirectly.

A consumer selects a service quality that aligns with their perception of the service they receive at a specific point in time. This illustrates the extent to which the services provided by the service company meet or even exceed customer expectations, and it demonstrates the quality of the experience provided (Srisusilawati, 2020). As defined by Zeithaml and Bitner in, service quality is an assessment that focuses on how customers assess various aspects of a particular service, taking into account factors such as reliability, responsiveness, assurance, empathy, and physical evidence (Syacroni et al., 2023). In essence, service quality is an effort made to assist, prepare, and manage the delivery of goods or services from one party to another in a proper and satisfactory manner (Muspiha, 2023). The theoretical basis of service quality uses the SERVQUAL model which has 5 dimensions, including:

a. Reliability

Reliability refers to the ability to deliver promised services by performing services in a timely, accurate, and reliable manner. Customer expectations should be met for maximum performance, including timeliness, accuracy and consistency to all customers without error, sympathy and a high level of accuracy.

b. Responsiveness

it is the willingness to provide services to customers, as well as communicating information clearly so as not to cause customer discomfort that may affect negative views of service quality.

c. Assurance

Assurance is an effort by the company's employees to build consumer confidence by using their knowledge, courtesy, and skills.

d. Empathy

Efforts to provide sincere and personalized attention to customers with the goal of understanding their needs are referred to as empathy. It is important for a company to know how to understand customers, to know the specifications of what customers need, and to provide a comfortable place for customers.

e. Physical Evidence (Tangibles)

The concrete state of service quality is shown by the physical evidence that the company has, including buildings, warehouses, equipment and technology used, as well as the appearance of the company's employees.

## Customer Satisfaction

Customer satisfaction is believed to be able to provide value and satisfaction to customers through the provision of quality products and services, and is considered the key to achieving excellence in business competition. Customer satisfaction is defined as feelings of pleasure or disappointment that arise when an individual assesses the performance of goods or services received based on their expectations (Dikdik & Arraniri, 2021). In contrast, customer satisfaction is defined as a person's assessment of a product's performance in accordance with their expectations, and subsequent comparison to those expectations (Adhari, 2021). According to Iriawan (2021), an assessment conducted after a customer has made a purchase of a product or service that meets or exceeds their expectations is indicative of customer satisfaction. Conversely, dissatisfaction arises when the results do not meet existing expectations, which is defined as customer dissatisfaction. Customer satisfaction is expressed by consumers who are satisfied with the product or service, willing to purchase it again, and recommend their experience to others. Conversely, instances of dissatisfaction may prompt consumers to transition to alternative providers and disseminate their experiences in a negative light, as observed by Kotler and Armstrong in Budi and Yasa (2023).

## METHODS

This study employs a quantitative methodology, where in the researcher employs an objective approach encompassing the collection and analysis of quantitative data, as well as the testing of statistics in the

processing of research data. The researchers employed a non-probability sampling technique, namely purposive sampling, whereby the sample was selected based on specific criteria. The questionnaire was distributed by the researchers to customers of D'Cika who met the following criteria: The participants were required to meet two criteria: (1) they must reside in the Jatimakmur area, and (2) they must have purchased cakes at least once at D'cika. The precise number of the population is unknown. The researcher employed the Lemeshow formula to ascertain the requisite sample size. This resulted in the determination that the minimum requisite sample size was 96 respondents. The formula is as follows:

$$n = \frac{z^2 P(1-P)}{d^2}$$

$$n = \frac{1,96 \cdot 0,5 (1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04$$

The minimum sample size of 96 respondents was rounded up to 100 for analysis. A questionnaire was constructed using Google Forms to obtain data from respondents who met the criteria for inclusion in the study. The questionnaire was constructed using a Likert scale, which ranged from 1 to 5, with descriptions of the options indicating disagreement (1) to agreement (5). The data were analyzed using a simple linear regression method, while the hypotheses were tested using the t-test and the coefficient of determination. The data were analyzed using SPSS 25, with classical assumption testing, namely validity and reliability tests, serving as the initial step. The following hypothesis was tested in this study:

Ha: There is an effect of service quality on customer satisfaction at the D'Cika.

Ho: There is no effect of service quality on customer satisfaction at the D'Cika.

**RESULT AND DISCUSSION**

**Validity of Service Quality (X)**

**Table 1. Validity of Service Quality (X)**

Variable	Question Items	R- Count	R- Tabel	Validity
Service Quality	X1	0,725	0,361	Valid
	X2	0,787		Valid
	X3	0,829		Valid
	X4	0,756		Valid
	X5	0,795		Valid
	X6	0,789		Valid
	X7	0,622		Valid
	X8	0,801		Valid
	X9	0,745		Valid
	X10	0,833		Valid
	X11	0,725		Valid
	X12	0,745		Valid
	X13	0,709		Valid
	X14	0,518		Valid

	X15	0,837		Valid
	X16	0,812		Valid
	X17	0,775		Valid
	X18	0,704		Valid
	X19	0,821		Valid
	X20	0,828		Valid
	X21	0,868		Valid
	X22	0,821		Valid
	X23	0,714		Valid
	X24	0,864		Valid

Source: Data processed by SPSS 25, 2024

**Validity of Customer Satisfaction (Y)**

**Table 2. Validity of Customer Satisfaction (Y)**

Variable	Question Items	R- Count	R- Tabel	validity
Customer Satisfaction	Y1	0,780	0,361	Valid
	Y2	0,794		Valid
	Y3	0,870		Valid
	Y4	0,708		Valid
	Y5	0,754		Valid
	Y6	0,812		Valid
	Y7	0,812		Valid
	Y8	0,835		Valid
	Y9	0,783		Valid
	Y10	0,794		Valid
	Y11	0,795		Valid
	Y12	0,615		Valid

Source: Data processed by SPSS 25, 2024

The results of the research instrument test, the service quality variable, and the customer satisfaction variable demonstrate the presence of valid results in each question item. The validity of these results can be assessed by comparing the calculated r value with the r table value, where the calculated r value is greater than the r table value. To calculate the r table using the formula  $Df = (N-2)$ , 30 respondents were sampled in this test. The degree of freedom value (df) was calculated as  $30-2 = 28$  with  $\alpha = 5\%$  (0.05). This yielded an r table value of 0.361. It can be concluded that all statements used in the questionnaire for this study were proven valid.

**Reliability Test**

The following presents the reliability test of each variable from X service quality and Y customer satisfaction. In order for the statements in the questionnaire to be deemed reliable, the alpha value must exceed 0.70.

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Reliability Statistics		Reliability Statistics	
<u>Cronbach's</u>		<u>Cronbach's</u>	
Alpha	N of Items	Alpha	N of Items
.965	24	.941	12

**Figure 2. Reliability Test**

*Source: Data processed by SPSS 25, 2024*

As evidenced by the aforementioned table, the reliability value of the Service Quality variable is 0.965, indicating a high level of reliability. This is substantiated by the fact that the Cronbach alpha is greater than 0.70, thereby corroborating the veracity of the data. Similarly, the reliability value of customer satisfaction is 0.941. also demonstrating a high level of reliability.

**Normality Test**

The results of the Kolmogorov-Smirnov normality test, as indicated by the Asymp. Sig. (2-tailed) value on the SPSS output, indicate that the data is normally distributed.

**Table 3. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	5.18048501
Most Extreme Differences	Absolute	0.083
	Positive	0.083
	Negative	-0.070
Test Statistic		0.083
Asymp. Sig. (2-tailed)		.085 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

*Source: Data processed by SPSS 25, 2024*

As evidenced by the results of the Kolmogorov-Smirnov normality test in the SPSS 25 output, the Asymp. Sig. (2-tailed) value is 0.085, which is greater than 0.05 (5%). This indicates that the test results are normally distributed, exhibiting a symmetrical bell-shaped distribution pattern. Consequently, it can be posited that the residual value of this study, where the service quality and customer satisfaction variables meet the assumptions of the normality test, is representative of a normally distributed population.

**Linearity Test**

To ascertain the relationship between the independent variable and the dependent variable, a linearity test is necessary. The manner in which a decision is made in the linearity test is as follows: if the value of Sig. Deviation From Linearity is greater than 0.05, then there is a linear relationship between the independent

variable and the dependent variable. Conversely, if the value of Sig. Deviation From Linearity is less than 0.05, then there is no linear relationship between the independent variable and the dependent variable.

**Table 4. ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction * Service Quality	Between Groups	(Combined)	4137.296	38	108.876	3.854	0.000
		Linearity	3203.845	1	3203.845	113.397	0.000
		Deviation from Linearity	933.451	37	25.228	0.893	0.639
	Within Groups		1723.454	61	28.253		
	Total		5860.750	99			

*Source: Data processed by SPSS 25, 2024*

The table indicates that the linearity test yielded a significance value for the deviation from linearity of 0.639 which is greater than 0.05. This suggests that it can be concluded that the service quality variable is linearly related to customer satisfaction.

**Simple Regression analysis**

In this study, a simple linear regression equation model was employed to integrate the research data into a model. The objective was to test the hypothesis that links service quality as the independent variable with customer satisfaction as the dependent variable. The following table presents the calculation of simple linear regression analysis. The calculation is obtained as follows:

**Table 5. Simple Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.077	4.526		0.459	0.647
	Service Quality	0.487	0.045	0.739	10.871	0.000

a. Dependent Variable: Customer Satisfaction

*Source: Data processed by SPSS 25, 2024*

The results of the simple regression analysis, as presented in the table above, indicate a constant coefficient value of 2.077 on the independent variable, with a value of 0.487 on the dependent variable. The regression equation,  $Y = 2.077 + 0.487 x$ , demonstrates that if the service quality (X) is zero, the customer satisfaction (Y) is positive by 2.077. The regression coefficient for the independent variable of service quality, 0.487, indicates a positive unidirectional influence, whereby an increase in service quality is associated with an increase in customer satisfaction.



**T Test**

The T test is employed to ascertain whether the independent variable (X) exerts a partial influence on the dependent variable (Y). This test necessitates the provision of conditions, with the significance level ( $\alpha$ ) set at 0.05. The following table presents the T test results.

**Table 6. T-Test**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.077	4.526		0.459	0.647
	Service Quality	0.487	0.045	0.739	10.871	0.000
a. Dependent Variable: Customer Satisfaction						

*Source: Data processed by SPSS 25, 2024*

The results of the t-test indicate that the calculated t-value coefficient produces a value of 10.871 with the t-table value of  $D_k = (n-1)$ , namely  $(100-1) = 99$ , which yields a t-table of 1.984. These results demonstrate that the t-count is greater than the t-table. Subsequently, 0.000 is obtained from the results of the significance value. The decision-making process hinges on the magnitude of the significance value. Hypothesis acceptance is contingent upon a significance value that is smaller or equal to 0.05. The results of the T-test indicate that the significance value is less than 0.05, which supports the alternative hypothesis ( $H_a$ ) that there is a positive and significant influence between service quality and customer satisfaction at D'cika.

**Coefficient of determination**

The coefficient of determination is a data processing test that determines the percentage of influence exerted by the independent variable (service quality) on the dependent variable (customer satisfaction). The results of the coefficient of determination test can be found in the R Square table section.

**Table 7. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	0.547	0.542	5.207
a. Predictors: (Constant), Service Quality				

*Source: Data processed by SPSS 25, 2024*

The results of the aforementioned calculations indicate that the R-square value is 0.547, signifying that the service quality variable exerts a 54.7% influence on the customer satisfaction variable. The remaining 45.3% is attributed to several other variables that affect customer satisfaction beyond the scope of this study.

**Table 8. Five Aspects of Service Quality**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.378	4.077		2.546	0.012
	reliability	2.440	0.243	0.712	10.041	0.000
2	(Constant)	8.620	4.706		1.832	0.070
	responsiveness	2.017	0.223	0.675	9.062	0.000
3	(Constant)	15.477	4.254		3.638	0.000
	empathy	1.688	0.201	0.648	8.420	0.000
4	(Constant)	10.385	4.923		2.109	0.037
	tangibel	1.931	0.233	0.642	8.300	0.000
5	(Constant)	22.973	4.310		5.330	0.000
	assurance	1.348	0.205	0.553	6.565	0.000

a. Dependent Variable: customer satisfaction

Source: Data processed by SPSS 25, 2024

The five of aspects service quality that affect customer satisfaction at D'Cika, reliability is the most dominant aspect and has a very large influence on providing satisfaction to customers. This aspect has a value of 10,041. besides that, the aspect of responsiveness is also important because it can affect service to customers by 9,062. The aspects of physical evidence and empathy have a considerable impact, which is around 8,300. While the guarantee aspect does not have a greater impact as a service that satisfies customer desires. This concludes that the guarantee aspect provided by D'cika still has to be addressed, the way that can be done to improve this aspect is to provide better trust to customers such as speeding up the process of repairing or replacing products if there is a discrepancy so that customers feel well served. Then customers will feel satisfied if the waiter can provide accurate information regarding the products offered and what are the advantages so that customers are interested in buying these products. In addition, the comfort and cleanliness of the place is an important point for customers to feel confident in guaranteed business management.

## CONCLUSION

Based on the results of the research and discussion that the researcher has done, it can be concluded that the service quality (X) has an effect on customer satisfaction (Y) at D'Cika Jatimakmur branch. This is proven by the results of the t-test, namely the calculated t value > t table, the calculated t of 10,871 is greater than the t table value of 1.984 with a significance value of 0.00 < 0.05 has an effect on customer satisfaction (Y) partially. The R square value obtained is 0.547, which means that the service quality variable is able to influence the customer satisfaction variable by 54.7% while the remaining 45.3% is influenced by several variables outside this study. Thus, the hypothesis put forward in this study is accepted. In order to create satisfaction for its customers, D'Cika is expected to continue improve the quality of service to survive and

even be able to attract a wider target market. The improvement in service quality that occurs in the field has an impact on the service process becoming friendlier, faster and more thorough. In addition, customers are given the opportunity to express their dissatisfaction directly. This can be shown through online services that are more easily accessible, shorter waiting times when ordering through the application.

This study still has several limitations, only focusing on the relationship between two variables, namely Service quality and customer satisfaction. Therefore, further development is needed for subsequent researchers to examine the influence of other factors or variables that have not been studied on customer satisfaction. Then from the results of the data analysis process, it is hoped that subsequent researchers can present innovations using different research methods, larger samples, and the selection of different research instruments.

Suggestions that can be conveyed to subsequent researchers are:

1. Consider including additional variables that have not been considered previously such as customer loyalty, price and sales volume to expand the scope of research results compared to previous studies.
2. D'Cika develops a new menu by adding variations to the menu to attract more customers. This could include diet-friendly cake options (low calorie or low sugar cakes)
3. Advisable to refer the latest relevant research theories or findings other than the SERVQUAL theory to strengthen the theoretical foundation and keep the research new and different from previous studies.

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