

THE IMPACT OF PRODUCT QUALITY AND PRICE ON CUSTOMER SATISFACTION (A CASE STUDY ANALYZE HOTEL & RESIDENCE IN BANDUNG - WEST JAVA)

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Abstract

The purpose of this study was to determine the effect of product quality and price on customer satisfaction. This research was conducted at a Hotel & Residence located in the city of Bandung. The number of samples in this study was 97 hotels and residences as respondents with data collection through distributing questionnaires. Methods, this research uses descriptive and associative methods. The data analysis technique used in this study is multiple linear regression. Results and value, based on the results of the analysis show that there is a significant positive effect of product quality variables on customer satisfaction at Hotel & Residence Bandung. There is a positive significant effect on the price variable on customer satisfaction at Hotel & Residence Bandung, for Product Quality and Price simultaneously have a significant effect on Customer Satisfaction with a coefficient of determination of 73.4%.

Keywords: Product Impact, Product Quality, Price, Customer Satisfaction

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas produk dan harga terhadap kepuasan konsumen. Penelitian ini dilakukan pada Hotel & Residence yang berlokasi di kota Bandung. Jumlah sampel dalam penelitian ini sebanyak 97 hotel dan residence sebagai responden dengan pengumpulan data melalui penyebaran kuesioner. Metode, penelitian ini menggunakan metode deskriptif dan asosiatif. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda. Hasil dan nilai, berdasarkan hasil analisis menunjukkan bahwa terdapat pengaruh positif signifikan pada variabel kualitas produk terhadap kepuasan konsumen Hotel & Residence Bandung. Terdapat pengaruh positif signifikan pada variabel harga terhadap kepuasan konsumen di Hotel & Residence Bandung, untuk Kualitas Produk dan Harga secara simultan berpengaruh signifikan terhadap Kepuasan Konsumen dengan nilai koefisien determinasi sebesar 73,4%.

Kata kunci: Dampak Produk, Kualitas Produk, Harga, Kepuasan Pelanggan

Introduction

Intense competition in the business world occurs in various fields, including the culinary business, this can be seen from the proliferation of food stalls in Indonesia, especially in the city of Bandung, which has an impact on the level of need for lodging/temporary residence. From the data released by the Central Bureau of Statistics in 2020, there were 1,339 places to eat but after

experiencing the COVID-19 pandemic there was a decrease in 2021, namely to 1,234 places to eat. Business people must be able to provide added value to products, services, and services to be provided to hotels and residents. The need for food and drink is a basic human need that must be fulfilled so that the culinary business becomes a trend among the public. With increasingly strong competition in the culinary business sector, companies must carry out effective marketing strategies so that hotels and residents get what they need and want. According to Alzoubi et al., (2022), product quality is the overall characteristic of a product or service on the ability to satisfy implied needs. Hotels and residents expect the products purchased to be of good quality and in accordance with expectations in order to satisfy them. Hotels and residents will buy a product if they find it suitable, therefore the product must be tailored to the wants or needs for successful product marketing, in other words, product manufacturing is better tailored to the wishes of the market or the tastes of hotels and residents.

Not only product quality must be considered to keep hotels and residents satisfied but the right pricing is a common way to attract hotels and residents and increase sales in the food and beverage industry. According to Gunawan, (2022), Price is the amount of value that hotels and residents exchange for the benefits of owning or using other products or services set by buyers or sellers for the same price for all buyers. Price is the monetary value that hotels and residents must pay to obtain or own a company's product, this is an important revenue-generating component for the company. Therefore, the company must be able to set the price of its products appropriately so that hotels and residents are interested and willing to buy the products offered so that the company makes a profit.

In an increasingly competitive business world, sales success is not only determined by a company's ability to offer products but also by how well the company understands and fulfills the needs and wants of consumers. In this case, companies are required to pay special attention to several important aspects of service, including customer satisfaction, product quality, and the prices offered. These three aspects are interrelated and have a significant influence on consumers' purchasing decisions and their loyalty to a brand or company (Alzoubi & Inairat, 2020). Product quality is one of the main factors that determine whether consumers will be satisfied with the products they buy. Quality products not only fulfill the basic functions promised but also provide added value that makes consumers feel that they have made the right decision. In the hospitality industry, for example, product quality includes not only comfortable room facilities, but also friendly service, cleanliness, and speed in responding to customer needs. This also applies to residents or the surrounding community who may be direct or indirect users of the services offered.

In addition to quality, the price factor also plays an important role in influencing consumer perceptions and decisions. Prices that are too high can be a barrier for some consumers to buy a

product, even if the product is of high quality. Conversely, prices that are too low can give the impression that the product is of poor quality. Therefore, companies must be able to determine competitive and balanced prices, namely prices that reflect product quality but are still affordable for the target market. The right pricing strategy can increase a company's competitiveness and attract the attention of new consumers without having to sacrifice profit margins significantly. According to Uzir et al., (2020), customer satisfaction is part of the customer's experience of the product or service offered. Based on this experience, customers will form perceptions and assess whether the value they receive is comparable to their expectations. If customers feel that the product or service they receive provides great benefits and meets or even exceeds their expectations, they are more likely to be satisfied and are more likely to make purchases in the future. They can become voluntary promoters who recommend the product or service to others through word of mouth or positive reviews on social media (Zhong & Moon, 2020).

This positive experience will form certain values in the minds of consumers which will then become the basis for making comparisons with competitors' products or services. If companies are able to maintain consistently high service and product quality, they will gain the trust and loyalty of their consumers. In today's digital era, customer loyalty is becoming increasingly important because consumers have wide access to a variety of product and service options (Zhao et al., 2021). They can easily switch to another brand if they are dissatisfied or find more attractive offers from competitors. Therefore, companies need to build holistic and customer-oriented marketing strategies. This strategy does not only focus on sales alone, but also includes efforts to understand customer needs in depth, create unique added value, and build long-term mutually beneficial relationships. One approach that can be applied is relationship marketing, which is a marketing strategy that emphasizes the importance of fostering good and sustainable relationships with customers. With this approach, companies can increase customer retention and create a loyal customer base (Gajewska et al., 2019).

In addition, companies also need to utilize information technology to support marketing activities. The use of social media, mobile applications, and e-commerce platforms can expand market reach and make it easier for customers to access information and make transactions. Technology also enables companies to collect customer data more accurately, which can then be used for market segmentation, personalized offers, and increased operational efficiency (Slack et al., 2020). It is also important for companies to continue to innovate, in terms of products, services, and business processes. Innovation is the key to dealing with changing and dynamic consumer needs and preferences. Innovative companies will find it easier to adapt to market changes and be able to create differentiation that becomes a competitive advantage. Innovation does not always mean creating something completely new, but it can also be an improvement on existing products or services to

make them more relevant to consumer needs (Ahmed et al., 2022).

In a context of fierce competition, companies must also be able to create a positive brand image in the eyes of consumers. A strong brand image will increase consumer confidence and have a major influence on the purchasing decision-making process. This image is formed through various elements, such as logo, slogan, service quality, and overall consumer experience. Therefore, every interaction with customers must be designed in such a way as to give a positive impression and be consistent with the brand values that the company wants to convey (Kusumawati & Sri Rahayu, 2020). Ultimately, success in sales and marketing is not the result of a single element, but rather a combination of various mutually supportive factors. Product quality, appropriate prices, and customer satisfaction are the main foundations that every company must pay attention to. If these three aspects can be managed properly, the company will not only be able to compete in the market, but also grow and develop sustainably. Marketing success is not only about how many products are sold but also about how much value can be created and how deep relationships can be built with customers (Naini et al., 2022).

Product quality and price are very important aspects for companies to pay attention to. Therefore, this research is supported by one of the previous studies conducted by Ali et al., (2021) which states that product quality partially has a positive effect on customer satisfaction of Warung Aneka Sambel Jombang, and price partially has a significant effect on customer satisfaction of Waroeng Aneka Sambel Jombang and product quality and price simultaneously affect customer satisfaction of Warung Aneka Sambel Jombang. Based on the results of preliminary observations made through a preliminary survey with a questionnaire method, which was carried out, out of a total of 35 hotels/residents only 22 hotels/residents were willing to fill out a pre-survey questionnaire.

Based on the results of the pre-survey on prices at hotels and residences, it can be stated that the prices offered are less affordable for some people. Apart from being less affordable, the price quoted is also not in accordance with the products presented and the price offered is more expensive compared to competitor prices or competitors. Based on the results of the pre-survey on Customer Satisfaction at the hotel and resident, it can be stated that the hotel and resident are satisfied because the existing products attract attention and the presentation of products at the hotel and resident in accordance with expectations, but the hotel and resident are less interested.

Research Methods

The research design used in this study is survey research. The survey method is one of the approaches used to obtain data from a specific population or sample by collecting information through the distribution of questionnaires, tests, interviews, observations, and other techniques. Survey research aims to obtain a general description of the conditions or phenomena that occur at a certain time in the environment under study. According to Djaali, (2021), this method falls under the category

of quantitative methods because the data collected is in the form of numbers which are then statistically analyzed to answer the problem formulation and test the predetermined hypothesis. In the context of this study, the methods used include descriptive and associative approaches. The descriptive approach is used to provide a systematic, factual, and accurate description of the facts and characteristics contained in the research object. In other words, descriptive research aims to describe the variables under study without making connections or comparisons between the variables.

Meanwhile, the associative approach is used to determine the relationship between two or more variables. In this study, the associative approach aims to analyze the degree of relationship between financial literacy, locus of control, and students' financial behavior. Thus, the simultaneous use of descriptive and associative methods allows researchers not only to describe existing conditions but also to test the interrelationships between the variables that are the focus of the research. This is important in gaining a deeper understanding of the phenomenon under study and as a basis for relevant decision-making or policy recommendations.

Results and Discussion

Respondents in this study were 97 Bandung hotels and residences. The following is the data from the questionnaire results according to the indicators of product, price, and customer satisfaction.

Numerical Result

The results of descriptive analysis on the Product Quality variable are carried out using the weight value obtained from the results of respondents' answers based on the questionnaire given, the weight value can be analyzed as follows:

Table 1. Analysis of Respondents' Responses to Product Quality Variables

Statement	Frequency and Weight of Respondents' Answers										Weighted Actual Score
	SS (5)		S (4)		R (3)		TS (2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
XI.1	39	195	45	180	8	24	1	2	4	4	405
XI.2	41	205	46	184	6	18	2	4	2	2	413
XI.3	41	205	45	180	4	12	5	10	2	2	409
XI.4	33	165	48	192	10	30	3	6	3	3	396
XI.5	56	280	35	140	2	6	1	2	3	3	431
XI.6	43	215	42	168	8	24	1	2	3	3	412
XI.7	48	240	38	152	6	18	1	2	4	4	416
XI.8	21	105	36	144	28	84	7	14	5	5	352
XI.9	34	170	37	148	23	69	1	2	2	2	391

<i>X1.10</i>	45	225	42	168	7	21	1	2	2	2	418
<i>X1.11</i>	31	155	38	152	21	63	5	10	2	2	382
<i>X1.12</i>	49	245	40	160	4	12	2	4	2	2	423
Total Value of All Respondent Answer Weights											4848
Average Actual Weight of Product Quality Variables											404
Description: SS = Strongly Agree, S = Agree, R = Undecided, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight											

Source: Processed hotel and residence customer data.

Based on the table, it can be seen that there are twelve statements measured on the Product Quality variable. The average weighted actual score on the Product Quality variable is obtained at 404 where the average value falls into the "Good" category which is in the interval 329.8-406.4.

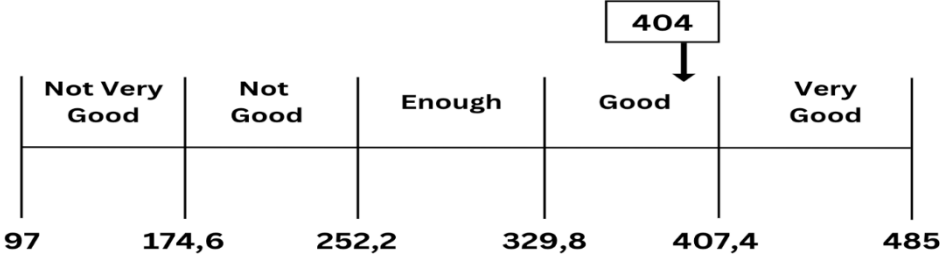


Figure 1. Product Quality Variable Continuum Line

The results of descriptive analysis on the Price variable are carried out using the weight value obtained from the results of respondents' answers based on the questionnaire given, while the weight value can be analyzed as follows:

Table 2. Analysis of Respondents' Responses to the Price Variable

<i>Statement</i>	<i>Frequency and Weight of Respondents' Answers</i>										<i>Weighted</i>
	SS (5)		S (4)		R (3)		TS (2)		STS (1)		<i>Actual Score</i>
	F	B	F	B	F	B	F	B	F	B	
<i>X2.1</i>	40	200	46	184	6	18	2	4	3	3	409
<i>X2.2</i>	38	190	47	188	7	21	2	4	3	3	406
<i>X2.3</i>	29	145	42	168	17	51	6	12	3	3	379
<i>X2.4</i>	16	80	16	64	36	108	21	42	8	8	302
<i>X2.5</i>	39	195	44	176	8	24	3	6	3	3	404
<i>X2.6</i>	45	225	37	148	8	24	2	4	5	5	406
<i>X2.7</i>	37	185	42	168	12	36	1	2	5	5	396
Total Value of All Respondent Answer Weights											2702
Average Actual Weight of Product Quality Variables											386
Description: SS = Strongly Agree, S = Agree, R = Undecided, TS = Disagree, STS = Strongly											

Disagree, F = Frequency, B = Weight

Source: Processed hotel and residence customer data.

Based on Table 2, it can be seen that there are seven statements measured on the Price variable. The average weight of the actual score on the Price variable is obtained at 386 where the average value falls into the "Good" category which is in the interval 329.8 - 406.4.



Figure 2. Price Variable Continuum Line

The results of descriptive analysis on the Customer Satisfaction variable are carried out using the weight value obtained from the results of respondents' answers based on the questionnaire given, while the weight value can be analyzed as follows:

Table 3. Analysis of Respondents' Responses to the Customer Satisfaction Variable

<i>Statement</i>	<i>Frequency and Weight of Respondents' Answers</i>										<i>Weighted Actual Score</i>
	SS (5)		S (4)		R (3)		TS (2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
Y.1	42	210	47	188	4	12	2	4	2	2	416
Y.2	46	230	41	164	5	15	2	4	3	3	416
Y.3	41	205	43	172	7	21	4	8	2	2	408
Y.4	37	185	50	200	5	15	3	6	2	2	408
Y.5	49	245	39	156	5	15	3	6	1	1	423
Total Value of All Respondent Answer Weights											2071
Average Actual Weight of Product Quality Variables											414,2
Description: SS = Strongly Agree, S = Agree, R = Undecided, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight											

Source: Processed hotel and residence customer data.

Based on Table 3, it can be seen that there are five statements measured on the Customer Satisfaction variable. The average weighted actual score on the Customer Satisfaction variable is obtained at 414.2 where the average value falls into the "Very Good" category which is in the interval 407.4 - 485.

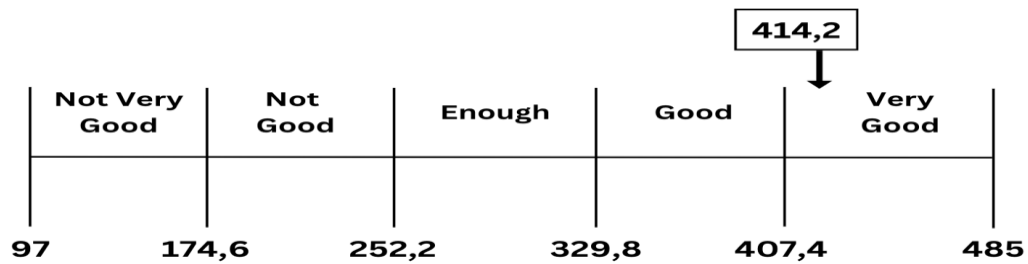


Figure 3. Continuum Line of Customer Satisfaction Variable

Table 4. Regression Coefficient Value

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	Sig.
1	(Constant)	2.952	1.160		2.544
	Product Quality	.202	.048	.482	4.249
	Price	.298	.085	.400	3.523
					.001

a. Dependent Variable: Customer Satisfaction

Source: Processed questionnaire data output

The Effect of Price on Customer Satisfaction at Hotel & Residence Bandung

Based on the results of the calculation output using multiple linear regression in table 4, the effect of Product Quality on Customer Satisfaction is 0.202 and the regression coefficient value shows a positive direction (unidirectional) with a significance level of $0.000 < \alpha 0.05$, then H_0 is rejected, meaning that Product Quality affects Customer Satisfaction. With that concluded this study supports research conducted by Nguyen et al., (2020) partially stating that Product Quality has a positive and significant effect on Customer Satisfaction.

The Effect of Price on Customer Satisfaction at Hotel & Residence Bandung

Based on the results of the calculation output using multiple linear regression in table 4.28, the magnitude of the effect of Price on Customer Satisfaction is 0.298 and the regression coefficient value shows a positive direction (unidirectional) with a significance level of $0.001 < \alpha 0.05$, then H_0 is rejected, meaning that Product Quality affects Customer Satisfaction. With that concluded this study supports research conducted by Lina, (2022) partially stating that product quality and price have a partial effect on customer satisfaction Cita Poultry Shop Tasikmalaya and Marwah Cake Medan.

The Effect of Product Quality and Price on Customer Satisfaction at Hotel & Residence Bandung

The previous sub-chapter explained the effect of product quality and price variables on customer satisfaction at Hotel & Residence Bandung. Furthermore, to determine the effect together can be used with the Coefficient of Determination (R²). The coefficient of the determination test is between 0 and 1. A small R² value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. The following are the results of testing the coefficient of determination.

Table 5. Correlation and Determination Coefficient (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.734	.728	1.946
a. Predictors: (Constant), Price, Product Quality				

Source: Processed questionnaire data output

Based on the output results in table 5. then decision making based on the coefficient of determination obtained the effect of Product Quality and Price on Customer Satisfaction. together from the R Square value is 0.734 or 73.4%, with the specification of the equation model in this study as follows: $Y = 2,952 + 0.202 X_1 + 0.298 X_2 + e$.

Simultaneous testing aims to prove whether the independent variables of Product Quality and Price simultaneously affect the dependent variable Customer Satisfaction. The following are the output results for the F test:

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	980.172	2	490.086	129.437	.000 ^b
	Residual	355.910	94	3.786		
	Total	1336.082	96			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Product Quality						

Source: Processed questionnaire data output

Based on table 6. it is known that the sig value. for the simultaneous influence of X₁ and X₂ on Y is 0.000 <0.05 and the calculated F value is 129.437 > F table 3.090, it can be concluded that H₀ is rejected, meaning that Product Quality and Price simultaneously have a Significant Positive effect or

play a role in increasing Customer Satisfaction.

Proposed Improvements

For future researchers, who are interested in the same subject matter as this research, it is hoped that research is not limited only to product quality and price on customer satisfaction, but can use deeper customer communication relationships, so that communication with customers does not stop, besides looking for factors that can affect customer satisfaction and with other methods and approaches.

Validation

The criteria commonly used by researchers is to set the critical value at 0.3. This means that if the correlation coefficient is > 0.3 then the item is declared valid. The instrument measured for variable X1 (Product Quality) has 6 dimensions with a total of 9 indicators and was developed into 12 statement items. The validity test for variable X1 (Product quality) is as follows:

Table 7. Validity Test of Variable X1 (Product Quality)

<i>Indicator</i>	<i>r Count</i>	<i>r Table</i>	<i>Validity</i>
<i>X1.1</i>	0.845	0.3	Valid
<i>X1.2</i>	0.879	0.3	Valid
<i>X1.3</i>	0.724	0.3	Valid
<i>X1.4</i>	0.857	0.3	Valid
<i>X1.5</i>	0.850	0.3	Valid
<i>X1.6</i>	0.888	0.3	Valid
<i>X1.7</i>	0.854	0.3	Valid
<i>X1.8</i>	0.755	0.3	Valid
<i>X1.9</i>	0.854	0.3	Valid
<i>X1.10</i>	0.758	0.3	Valid
<i>X1.11</i>	0.775	0.3	Valid
<i>X1.12</i>	0.816	0.3	Valid

Source: Processed questionnaire data output

From table 7, it can be seen that each statement item in the instrument has a value of $r \text{ count} > r \text{ table}$ with a significant level of 0.05. Thus, the statement items in variable X1 (Product Quality) are declared "valid" and this study can continue the calculation and analysis. The instrument measured for variable X2 (Price) has 3 dimensions and 6 indicators which were developed into 7 statement items. The validity test for variable X2 (Price) is as follows:

Table 8. Validity Test of Variable X2 (Price)

<i>Indicator</i>	<i>r Count</i>	<i>r Table</i>	<i>Validity</i>
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X2.1	0.821	0.3	Valid
X2.2	0.744	0.3	Valid
X2.3	0.830	0.3	Valid
X2.4	0.826	0.3	Valid
X2.5	0.339	0.3	Valid
X2.6	0.817	0.3	Valid
X2.7	0.766	0.3	Valid

Source: Processed questionnaire data output

From table 8, it can be seen that each statement item in the instrument has a value of $r_{\text{count}} > r_{\text{table}}$ with a significant level of 0.05. Thus, the statement items in variable X2 (Price) are declared "valid" and this study can continue the calculation and analysis. The instrument measured for variable Y (Customer Satisfaction) has 3 dimensions and 3 indicators which were developed into 5 statement items. The validity test for variable Y (Customer Satisfaction) is as follows:

Table 9. Validity Test of Variable Y (Customer Satisfaction)

<i>Indicator</i>	<i>r Count</i>	<i>r Table</i>	<i>Validity</i>
Y.1	0.825	0.3	Valid
Y.2	0.887	0.3	Valid
Y.3	0.897	0.3	Valid
Y.4	0.882	0.3	Valid
Y.5	0.881	0.3	Valid

Source: Processed questionnaire data output

From table 9 it can be seen that each statement item in the instrument has a value of $r_{\text{count}} > r_{\text{table}}$ with a significant level of 0.05. Thus, the statement items on variable Y (Customer Satisfaction) are declared "valid" and this research can continue the calculation and analysis.

Reliability Test

According to Rahmadhani et al., (2022) that the provisions or statements of reliability numbers less than 0.6 indicate a poor instrument, if around 0.7 the instrument is categorised as feasible and if more than 0.8 is declared good. The following are the results of the reliability test:

Table 10. Reliability Testing Results

<i>Variable</i>	<i>Coefficient Alpha</i>	<i>Description</i>
<i>Product Quality (X₁)</i>	0.956	Reliable
<i>Price (X₂)</i>	0.844	Reliable
<i>Customer Satisfaction (Y)</i>	0.923	Reliable

Source: Processed questionnaire data output

From the results of the instrument reliability test above, it shows that the variables of Product Quality, Price, and Customer Satisfaction are declared Reliable because the Alpha value is > 0.6 .

Conclusion

There is a significant positive effect of product quality variables on customer satisfaction at Hotel & Residence Bandung. Based on the partial test results (t-count), a positive regression coefficient of 0.202 and t-count of 4.249 with a significance of 0.000 is obtained. This shows that the application of good product quality will encourage higher customer satisfaction at the Bandung hotel & residence. There is a positive significant effect of the price variable on customer satisfaction at Hotel & Residence Bandung. Based on the partial test results (t-count), a positive regression coefficient of 0.298 and a t-count of 3.523 with a significance of 0.001 is obtained. This shows that the better the price, the higher the customer satisfaction at Hotel & Residence Bandung. Based on the simultaneous test results, it shows that the F-count value is 129,437 $>$ F-table of 3,090 with a significance value of 0.000 ($0.000 < 0.05$). Thus, product quality and price simultaneously have a significant effect on customer satisfaction at Hotel & Residence Bandung. This shows that the better the product quality and price, the better the customer satisfaction at Hotel & Residence Bandung.

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