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DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

The Effect of Service Quality on Visitor Satisfaction

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Abstract: This study aims to analyze the impact of service quality on customer satisfaction at Sabar Restaurant in Soppeng Regency, Indonesia. With the increasing competition in the culinary sector, service quality has become a key factor in attracting and retaining customers. This research uses a quantitative approach with a descriptive method, where primary data was obtained through questionnaires and interviews with 99 visitors to Sabar Restaurant, selected through accidental sampling from a total of 18,000 visitors over the past six months in 2023. The variables studied include physical evidence, reliability, responsiveness, assurance, and empathy, and their impact on customer satisfaction. Multiple linear regression analysis was used to test the relationship between these variables. The results show that physical evidence, reliability, and responsiveness do not significantly affect customer satisfaction, although they are expected as standard service features. However, empathy has a positive and significant influence, highlighting the importance of a good relationship between the company and its customers in creating satisfaction. These findings suggest that restaurant managers should focus more on empathy in their services to enhance customer satisfaction and loyalty.

Keywords: Service Quality, Customer Satisfaction, Restaurant, Empathy, Linear Regression.

1. INTRODUCTION

Consumers today are spoiled for choice in deciding where to eat. Almost every street has a choice of culinary alternatives, ranging from street vendors, food stalls, restaurants to other places that not only sell the taste of food, but also offer more comfort that sometimes has to be paid at a higher price by consumers. The combination of the quality of the menu and the atmosphere of the location in the place to eat is a combination that is sought after by consumers today. This is because the culture of eating outside the home, in addition to being a basic food need, but this momentum is often used as a means to release fatigue and to refresh the mind (Ramadhan Harahap, 2022). Looking at different environments is cool, comfortable, and consumers believe it can add to the pleasure of eating food. No wonder that today many culinary places also equip their business places with various facilities that pamper their customers, such as comfortable table chairs, clean and fragrant toilets, free hotspots, clean prayer rooms, projector TV screens as entertainment while waiting for the food to be served, spacious and safe parking lots, children's play facilities, and so on (Agus Saputra Sitepu et al., 2021). And no less important is the quality of service of the restaurant personnel themselves because they are the first to be encountered by consumers, starting from welcoming, recording orders, processing dishes, delivering food, cleaning tables, to providing assistance to consumers in need.

The phenomenon of increasing business competition in the food sector requires business actors to plan various kinds of strategies in developing their business activities in order to win existing business competition. One way to win business competition for companies in the field of goods and services is to improve product quality and service quality. Service quality is an important thing to consider for businesses in the food sector because if you succeed in providing comfort to visitors, repeat purchases will occur.

Service quality is one of the important factors in increasing competitiveness. The expectations of consumers are always changing so that the quality of service provided must also be adjusted. Consumers will assess the services provided by comparing other similar businesses, as well as

comparing the services received with the services they expect. Sabar Restaurant is required to be able to understand what customer needs and wants are to create customer satisfaction. Sales service at Rumah Makan Sabar is less than satisfactory, namely because consumers sometimes cannot immediately occupy the place they want, because the place is still dirty or has not been cleaned.

Service quality will affect customer satisfaction. This customer satisfaction can be measured based on the dimensions of service quality, namely direct evidence, reliability, responsiveness, assurance, and empathy. Some of the problems that arose during the researcher's pre-survey included:

- a. Physical evidence (direct), including a narrow room, inadequate parking location, arrangement of tables and chairs that are too close together.
- b. Reliability, including the speed of employees in service and the speed of information provided is still lacking. This is felt when waiting for food to be served, it takes quite a long time.
- c. Responsiveness, including willingness to serve consumers and provide information is lacking. This can be seen when the meal menu that runs out is not immediately written on the board available, so consumers have to order food again and the time to wait increases.
- d. Guarantees, including transaction security and the reputation of the restaurant and its employees. This is reflected in the number of consumers who come and the opinions of Sabar Restaurant consumers on social media or mass media.
- e. Empathy, including a sense of sensitivity to consumer conditions. This can be seen when consumers need help, the service is not sensitive enough to respond.

In general, quality means the form, shape, or reality given from a desired concept. Thus, service quality can also be interpreted as a manifestation of service provided. This realization means that it requires specific features and conditions that must be met in order to satisfy customer needs. Increasing customer satisfaction can have benefits such as harmonizing company-customer relationships, encouraging repeat purchases from customers, creating customer loyalty, and forming a word-of-mouth recommendation. Company management can design services by conducting in-depth analysis of customer needs and expectations. They can improve internal processes, provide training for employees, and implement customer feedback to continuously improve service quality.

Dzikra (2020) also states that service quality is a strategic system involving all work units or organizational units from leaders to employees so that it meets the needs expected by consumers (Jumardin, 2023). Putri (2020) states that service quality is the service provided to customers in accordance with standardized service standards as guidelines for providing services (Jumardin, 2023). Manengal (2021) states that service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality (Jumardin, 2023). Understanding customer satisfaction is important. Where customer satisfaction is an emotional feeling from someone who is born after comparing expectations and reality of the performance of a product. Customer satisfaction is a condition in which consumer expectations match the reality of a product's performance. From this definition, it can be seen that customer satisfaction is a result. (Butarbutar et al., 2021). In a competitive business environment, focusing on customer satisfaction is crucial. Companies that are able to provide added value through quality products and competitive prices have a greater chance of winning the competition and maintaining their customer base. Commitment to customer satisfaction is an important strategy to build a good reputation and create customer loyalty. Measuring customer satisfaction involves various methods, such as satisfaction surveys, feedback analysis, and monitoring customer interactions. This helps entrepreneurs understand the quality of their products or services and respond to suggestions or complaints to improve the customer experience. Indicators that measure customer satisfaction, according to Indasari (2019):

- a. Expectation congruence is an important aspect of measuring customer satisfaction. If the company's performance can meet or even exceed customer expectations, this can increase their level of satisfaction. Conversely, a mismatch between expectations and performance can lead to dissatisfaction. Monitoring and examining this congruence helps companies to continuously improve their products or services according to customer expectations.
- b. Return visit interest is an important indicator in measuring customer satisfaction. The question of whether customers plan to repurchase services or reuse the company's services gives an idea of the extent of their satisfaction. High return interest generally reflects the company's success in meeting customer expectations and creating a positive experience.
- c. Willingness to recommend is an effective method of measuring customer satisfaction. If customers are willing to recommend a product or service to others, this indicates that they are satisfied with their experience. Recommendations from customers can play an important role in building a positive reputation for the company and gaining the trust of potential customers.

2. RESEARCH DESIGN AND METHOD

This type of research is quantitative research with a descriptive approach, namely when the data has been collected, it will be classified in two data, namely quantitative data expressed by numbers and qualitative data expressed in words. This research data is primary data obtained from the results of distributing questionnaires and interviews to consumers of Sabar Restaurant in Soppeng Regency. In research The population in this study were visitors to the Sabar Restaurant for the last 6 (six) months in 2023, which had 18,000 visitors. Of the 18,000 visitors, the researcher chose 99 visitors to be sampled using accidental sampling technique. Data analysis used in this research to see the relationship between Physical Evidence, Reliability, Responsiveness, Assurance and Empathy to Customer Satisfaction as seen in the hypothesis, so in this study multiple linear regression was used.

3. RESULT AND DISCUSSION

The following is the evaluation and interpretation of the multiple regression model.

Table 1. Multiple Regression Analysis Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	
	B	Std. Error				
1	(Constant)	.219	.230		.951	.344
	Physical Evidence	.125	.114	.115	1.097	.276
	Reliability	.021	.105	.021	.200	.842
	Responsiveness	.197	.115	.200	1.710	.091
	Guarantee	.082	.124	.081	.659	.512
	Empathy	.545	.103	.541	5.312	.000

a. Dependent Variable: Customer Satisfaction

- a. The constant value is 0.417, this indicates that if the independent variable (Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy) is zero (0), then the dependent variable Customer Satisfaction will increase by 0.219.
- b. The Physical Evidence regression coefficient (b1) is 0.125 and has a positive sign. This means that the value of variable Y will increase by 0.125 if the value of variable X1 increases by one unit and the other independent variables are constant. The positive coefficient indicates a unidirectional relationship between Physical Evidence (X1) and the Customer Satisfaction variable (Y). So the

- support of good Physical Evidence to customers of the Soppeng City Restaurant will have an impact on Customer Satisfaction will be better.
- c. The Reliability regression coefficient (b2) is 0.021 and has a positive sign. This means that the value of variable Y will increase by 0.021 if the value of variable X2 increases by one unit and the other independent variables are constant. The positive coefficient indicates a unidirectional relationship between Reliability (X2) and the Customer Satisfaction variable (Y). So good Reliability support for customers of the Soppeng City Restaurant will have an impact on Customer Satisfaction will be better.
 - d. The responsiveness regression coefficient (b3) is 0.197 and has a positive sign. This means that the value of variable Y will increase by 0.197 if the value of variable X3 increases by one unit and the other independent variables are constant. The positive coefficient indicates a unidirectional relationship between Responsiveness (X3) and the Customer Satisfaction variable (Y). So the presence of Responsiveness to customers of the Soppeng City Restaurant will have an impact on Customer Satisfaction will be better.
 - e. The guarantee regression coefficient (b4) is 0.082 and has a positive sign. This means that the value of variable Y will increase by 0.082 if the value of variable X4 increases by one unit and the other independent variables are constant. The positive coefficient indicates a unidirectional relationship between the Guarantee (X4) and the Customer Satisfaction variable (Y). So the existence of guarantees for customers of the Soppeng City Restaurant will have an impact on customer satisfaction will be better.
 - f. The Empathy regression coefficient (b5) is 0.545 and has a positive sign. This means that the value of variable Y will increase by 0.545 if the value of variable X5 increases by one unit and the other independent variables are constant. The positive coefficient indicates a unidirectional relationship between Empathy (X5) and the Customer Satisfaction variable (Y). So the existence of Empathy for customers of the Soppeng City Restaurant will have an impact on Customer Satisfaction will be better.

The t test or partial test is carried out to determine how far the influence of one explanatory variable individually explains the variation in the dependent variable.

Table 2. t-test results

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
	B	Std. Error				
1	(Constant)	.219	.230		.951	.344
	Physical Evidence	.125	.114	.115	1.097	.276
	Reliability	.021	.105	.021	.200	.842
	Responsiveness	.197	.115	.200	1.710	.091
	Guarantee	.082	.124	.081	.659	.512
	Empathy	.545	.103	.541	5.312	.000

a. Dependent Variable: Customer Satisfaction

Table 3. Simultaneous Test Results (f-test)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	33.852	5	6.770	78.673	.000b
	Residuals	8.003	93	.086		
	Total	41.856	98			

a. Dependent Variable: Customer Satisfaction
 b. Predictors: (Constant), Empathy, Reliability, Physical Evidence, Responsiveness, Assurance

The discussion regarding the influence of the variables of Physical Evidence, Reliability, Responsiveness, Assurance, Empathy and Visitor Satisfaction of Sabar Restaurant in Soppeng Regency, each can be described as follows:

- a. The effect of physical evidence on visitor satisfaction shows that the physical evidence variable has a positive and significant effect on visitor satisfaction. The results of the partial test (t test) of the physical evidence variable on customer satisfaction at Sabar Restaurant can be seen from the significant value of $0.276 > 0.05$ (real level of 5%). This shows that physical evidence partially has a positive and insignificant effect on visitor satisfaction in other words H1 is rejected. In connection with the results of statistical calculations where the effect of physical evidence is positive on visitor satisfaction but insignificant, this shows that physical evidence is not very deep in influencing visitor satisfaction, because each customer has different preferences so that even though physical evidence can attract some customers but it will not satisfy everyone. This can be seen from indicator X1.1 (the condition of the room is neatly organized and clean) customers gave answers strongly agreeing as many as 57 people, for indicator X1.2 (the appearance of polite and neat employees) customers gave answers agreeing 60 people and moderately agreeing 5 people and indicator X1.3 (the availability of supporting facilities such as toilets, fans and sinks that are comfortable and clean) customers also chose strongly agree because 57 people. that customers will pay more attention to the experience they get than just physical evidence, positive or negative experiences are more influential than just seeing certain things. This is in line with research conducted by Gabriela N. Timmerman, Djuwati Soepono, Michael Ch. Raintung (2023) which states that physical evidence has a positive and insignificant effect on visitor satisfaction (Prong et al., 2023).
- b. The effect of reliability on visitor satisfaction is that the reliability variable has a positive and insignificant effect on visitor satisfaction. The results of the partial test (t test) reliability variable on visitor satisfaction at Sabar Restaurant can be seen from the significant value of $0.842 > 0.05$ (real level of 5%). This shows that reliability partially has a positive and insignificant effect on visitor satisfaction in other words H2 is rejected. In connection with the statistical results where a positive effect of reliability on visitor satisfaction is obtained but insignificant, this indicates that reliability does not really affect visitor satisfaction, although reliability contributes to visitor satisfaction whose impact may not be too seen or differentiate between one product or service and another. Based on this, it can be seen from indicator X2.1 (employees provide services according to needs) showing that 47 people chose to agree, for indicator X2.2 (the suitability of the menu served with the packaging) on this indicator the customer gave a strongly agreed answer as many as 59 people, and for indicator X2.3 (providing food with a wide variety) the customer gave a fairly agreed answer as many as 3 people. This is in line with research conducted by Noechildah which states that reliability has a positive and insignificant effect on visitor satisfaction. (Noerchildah, 2017).
- c. The effect of responsiveness on visitor satisfaction based on the partial test results (t test) of the responsiveness variable on visitor satisfaction at Sabar Restaurant is seen from the significant value of $0.091 > 0.05$ (real level of 5%). This shows that responsiveness partially has an effect and is not significant to visitor satisfaction in other words H3 is rejected. With the results of statistical calculations where it is obtained that responsiveness has a positive effect on visitor satisfaction but is not significant, this shows that responsiveness is not very influential in visitor satisfaction. Although responsiveness is important for solving problems or providing support to customers, it is not very to significantly increase customer satisfaction. Factors that have a greater impact such as product or service quality, price and positive experiences. It can be seen from indicator X3.1 (employees receive visitors with greetings and hospitality) that visitors gave a strongly disagree answer as many as 3 people, indicator X3.2 (attention to criticism and suggestions given by consumers) 52 people chose to agree and 6 people chose quite agree, and

for indicator X3.3 (employees respond to consumer requests immediately) the most customers chose strongly agree around 52 people. This is in line with research conducted by Afni Amalia, Harapan Tua R.F.S and Zaili Rusli which states that responsiveness has a positive and insignificant effect on visitor satisfaction (Afni Amalia et al., 2017).

- d. The effect of guarantee on visitor satisfaction is seen from the significant value of $0.512 > 0.05$ (real level of 5%). This shows that the guarantee partially affects and is not significant to visitor satisfaction in other words H4 is rejected. With the results of statistical calculations where it is obtained that the effect of guarantees is positive on visitor satisfaction but insignificant, this shows that guarantees are not very influential in visitor satisfaction. This is the knowledge, ability, courtesy and trust that employees have fulfilled because it is positive but insignificant because every visitor who comes sometimes lacks swift service. X4.1 (speed in serving *take away* or wrap) many visitors gave an agree answer as many as 37 people and those who had quite agree as many as 3 people, for indicator X4.2 (customers are not worried if they eat at a patient restaurant because the food served is clean) visitors gave a strongly disagree answer as many as 2 people, indicator X4.3 (according to customers the taste of food at the patient's house is delicious) as many as 68 people gave a strongly agree answer. This is in line with research conducted by Etik Prihatin, Syadza Zahirah Jamaluddin, Muh. Haerdiansyah Syahnu (2022) which states that the guarantee partially has a positive and insignificant effect on visitor satisfaction. (Prihatin et al., 2022).
- e. The effect of empathy on visitor satisfaction is seen from the significant value of $0.000 < 0.05$ (real level of 5%). This shows that empathy partially has a significant and significant effect on visitor satisfaction, in other words H5 is accepted. With the results of statistical calculations where it is obtained that empathy has a positive and significant effect on visitor satisfaction. This also shows that empathy is one of the factors that affect visitor satisfaction because with the empathy given to visitors they feel safe and comfortable. visitors realize that the empathy provided encourages visitors to feel satisfied. In this study, empathy is also so necessary, to be able to increase customer satisfaction through empathy, this can be caused by the statement that individual attention from the company is needed for better renewal of customer satisfaction. This can be seen from indicator X5.1 (the restaurant provides a guarantee for food that is charred or in bad shape by replacing it with a new one) visitors gave quite agree answers as many as 6 people, for indicator X5.2 (consumers often make repeat purchases) as many as 65 people gave strongly agree answers and 31 people gave agree answers and for indicator X5.3 (consumers are given the convenience of contacting the restaurant patiently) visitors gave disagree answers as many as 3 people. This is in line with research conducted by Hariyanto R. Djatola and Nur Hilal (2023) which states that empathy has a positive and significant effect on visitor satisfaction.

4. CONCLUSIONS

Based on the data that has been collected and hypothesis testing with multiple linear regression analysis has been carried out, the conclusions of this study are as follows: Physical evidence is not the only factor that affects visitor satisfaction because each customer has different preferences so that even though physical evidence can attract some customers it will not satisfy everyone. Reliability is often considered a basic factor that customers expect. But while reliability can increase overall customer satisfaction, it may not be the factor that really distinguishes one service or product from another. Responsiveness is considered part of the expected standard in customer service. While important for maintaining customer satisfaction, high levels of responsiveness may be taken for granted by customers and not necessarily create a more satisfying experience. Assurance is only one aspect that is considered a standard, in some cases customers expect a quality product or service without any problems. Empathy not only has a positive but also significant influence on customer satisfaction because it forms a strong basis for a good relationship between the company and the customer.

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