



The influence of employee service on customer satisfaction at café V2 coffee space Tembalang

Azis Nur Rosyid¹, Sri Yulianto Fajar Pradapa¹, Artin Bayu Mukti¹

¹Department of Hospitality Universitas Stikubank, Indonesia

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ABSTRACT

This research was conducted to analyze guest comments and determine customer satisfaction at V2 Coffee Space Tembalang Cafe. The method used in this research is descriptive, while the method of presenting the data is quantitative by taking the research site V2 Coffee Space Tembalang Cafe. The data collection techniques are observation, guest comment and literature study. The results of data analysis show that customers who come to Cafe V2 Coffee Space Tembalang with 50 respondents stated as follows: 1) Customer responses about guest comments on Food quality can be said to be good as seen in the results of the analysis, 7 people stated Excellent, 32 people stated Very Good, 1 person stated Fair. 2) Customer responses about Guest Comment on menu Variety can be said to be good as seen in the analysis results, 10 people stated Excellent, 30 people stated Very Good, 10 people stated Fair. 3) Customer responses about Guest Comment on Food Quality can be said to be quite good as seen in the analysis results, 14 people stated Excellent, 25 people stated Very Good, 5 people stated Fair, 6 people stated Poor. 4) Customer responses about guest comment on Food Quality can be said to be good as seen in the results of the analysis, 21 people stated Excellent, 28 people stated Very Good, 1 person stated Fair.

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1. Introduction

The diversity of cafes, restaurants and bistros in Semarang city and Semarang Regency with various concepts offered to meet the needs of its customers. As well as to overcome competition between business actors, business actors must determine customer-oriented marketing strategies [1].

¹ Corresponding Author:

Azis Nur Rosyid,

Department of Hospitality Management,

Universitas Stikubank,

Indonesia

Email: kevataya@gmail.com

Customer orientation is carried out by business people by making innovations that are able to provide satisfaction with customer needs and desires.

Cafes are one of the food and beverage industries that are very busy at this time [2] Especially in the Tembalang area of Semarang City, Cafes themselves are a very promising business opportunity in the present, especially in the big cities of Semarang and other crowded areas. Driven by the growth of middle-class consumers and changes in people's lifestyles, the development of the cafe business itself will continue to experience a significant increase [3].

V2 Coffee space Tembalang is one of the cafes in Semarang city that carries a modern theme and working space with a fairly comfortable and elegant design, in every corner there are many knick-knacks that can be interesting photo spots for visitors. The location is very strategic because it is located in the Diponegoro University and POLINES (Semarang State Polytechnic) area which makes the majority of visitors at V2 coffee space are students who are at the two universities, the location of V2 Coffee Space itself on Banyumanik. From one corner of V2 Coffee Space Tembalang presents a very nice view of Mount Ungaran, especially at sunset it becomes one of the main attractions for visitors.

Basically, there are 7 points of customer satisfaction variables, the first of which is service quality or service, price, brand image to customer satisfaction, service quality, and brand image [4]. One of the effort to convey customer satisfaction at V2 Coffee Space Tembalang is through guest comments. The customers always want to the food that they order to be of good quality, V2 Coffee Space Tembalang always maintains the quality of food by choosing ingredients, maintaining the taste and cooking techniques are the same and correct of every cook. At V2 Coffee Space Tembalang also provides a various menus ranging from Appetizer, Maincourse, Dessert and pastry products and for beverage also provides variants of coffee, manual brew, tea, milkshake, frappe, and mocktail.

There are 7 types of dimensions or indicators of customer satisfaction, namely, Food Quality, Menu Variety, Cleanlies, Service, Atmosphere, Price, Facilities [5]. The author only examines using 4 indicators among 7 indicators because these 4 indicators are related to the effect of employee service on customer satisfaction at V2 Coffee Space Tembalang Cafe. While the 3 indicators that I did not include, the first is Atmosphere because it is not related to employee services and the atmosphere itself can be created without the presence of (cleanlines, music, scent, temperature, lightning, and display or layout), the second is Price the author does not include it in the discussion because almost all cafes in Semarang city, especially in Tembalang, have the same price standards and are not related to the influence of employee services, the third is Facilities the author also does not include it in the discussion because it has been explained in the discussion section and the facilities in each cafe are also not much different. Therefore the authors do not include these 3 variables in the discussion.

Service at V2 Cofffee Space Tembalang is a very important factor for customer satisfaction. Because all customers who come are considered kings, the waiter/waitress always serves customers well and always gives a friendly and warm smile. V2 Coffee Space Tembalang has a comfortable and calm atmosphere and a cool place that makes customers feel at home for a long time there. The cleanliness of the cafe is very well maintained and there is not the slightest garbage scattered, there are also trash bins in every corner.

Thus, the authors are interested in conducting research entitled "The Effect of Employee Service on Customer Satisfaction at V2 Coffee Space Tembalang".

2. Literature Review

2.1 Food and Beverage Department Concept

According to [6] Food and Beverage Department is the part in charge of processing, producing and serving food and drinks for the needs of hotel guests, both in rooms, restaurants, coffeeshops, banquets, employee meals and so on. Food and Beverage Service is a department that has the main task of preparing and serving food and drinks to guests both at the hotel and outside the hotel [7], [8].

2.2 Cafe Concept

Cafes in general are comfortable places to chat and relax where visitors who come can order food and drinks. A cafe is usually designed to be very attractive and instagramable so that guests feel at home there [9]. Café has been classified based on economic level. There is three types of cafes based on the price of products sold or the consumption value spent by visitors at the café, namely lower, middle and upper class cafes [10].

2.3 Guest Comment Concept

Retrieved from [11], guest comment is a data collection technique used by providing a set of written questions to respondents to answer. The guest concept refers to applicable theories and can be searched or found in textbooks or other people's research results that have been published or not.

2.4 Food Quality Concept

Food Quality is the quality characteristics of food that can be accepted by consumers, such as size, shape, color, consistency, texture, and taste [12]. Meanwhile, product quality has a very close relationship with consumer attitudes, where product quality provides an impetus for consumers to establish a strong relationship with the company [13]. In the long run, this kind of bonding allows the company to fully understand customer expectations and needs.

2.5 Variety Menu Concept

According [14] mentioned that : *“Menu or a bill of fare is a list of prepared and presentation should attract customer and respresent value for money”*, In translation, a menu is a list of dishes with their respective prices that are provided and displayed to attract customers and give a little value for money to the food offered. A menu that has been updated so that it is innovative and used to maintain or increase sales [15]. Menu development is an activity carried out by restaurants / cafes in perfecting their products so that they can meet the changing needs and developments in consumer tastes. This is also done so that consumers always come back and do not switch to other products.

2.6 Service Concept

Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership [16]. Meanwhile, according to [17] Service is a series of activities that take place regularly and continuously covering the entire lives of people in society. Next [18] suggests that service is any activity that is profitable in a collection or unity, and offers satisfaction even though the results are not tied to a physical product. This shows that service is related to the inner satisfaction of service recipients.

2.7 Concept of customer satisfaction

Satisfaction can be interpreted as a condition in a person who has gotten something that is a need and desire. Satisfaction is a person's feeling of pleasure that arises after comparing the performance or product that is thought of against the performance or product obtained [19]. Meanwhile, a customer is an individual or group who buys physical products or services by considering various factors such as price, quality, place, service and so on based on their own decisions [20]. Customer satisfaction is the customer's perception that their expectations have been met or satisfied [21]. Complete customer satisfaction can be divided into 3 levels, namely; meeting the basic needs of customers; meeting customer expectations in a way that can make them come back again; and doing more than what customers expect.

3. Method

3.1 Research Methods

3.1.1 Research Type

This study uses a type of quantitative research with a causal approach. Quantitative research is a method with statistical data (in the form of numbers) that aims to test certain theories by examining the relationship between variables [22]. The causal approach is a method used to analyze data by observing the causal relationship between the variables studied [23].

3.1.2 Research Specifications

The research specification used by writing is a quantitative descriptive research method, which is a scientific approach to managerial and economic decision making. This research starts from data and is then processed and made into valuable information for decision making. The processing and manipulation of raw data into useful information is what is at the heart of quantitative analysis [24]. Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing hypotheses that have been set [23].

In this quantitative descriptive research, the author emphasizes raw data into information regarding guest satisfaction through guest comments containing customer satisfaction, towards food quality, menu variety, service and cleanliness at V2 Coffee Space Tembalang Cafe.

3.2 Data Source

3.2.1 Primary Data

Definition of primary data according to [25] is a data source that directly provides data to data collectors. This primary data is also called original or new data. In this study, primary data was obtained from observations for 3 months at V2 Coffee Space Tembalang Cafe. We are collect for 50 respondents with random sampling method.

3.2.2 Secondary Data

Definition of secondary data according to [26] is a data source that does not directly provide data to data collectors, for example through other people or through customers at V2 Coffee Space Tembalang Cafe. Secondary data is obtained from products and services at V2 Coffee Space Tembalang Cafe which are classified as company data.

3.3 Data Collection Methods

3.3.1 Observation

Data collection techniques with observation are used when research is related to human behavior, work processes, natural symptoms and when the observed respondents are not too large [26]. Observation is carried out by directly observing the behavior of customers of V2 Coffee Space Tembalang Cafe from March 15, 2021 to June 15, 2021.

3.3.2 Guest Comment

According to [11] *Guest comment* is a data collection technique by submitting or sending a list of questions to be filled in by respondents. The author distributes guest comments containing customer satisfaction, towards food quality, menu variety, service and cleanliness at V2 Coffee Space Tembalang Cafe. to customers of V2 Coffee Space Tembalang Cafe to be filled in honestly and voluntarily.

3.3.3. Literature Study

Literature study is a data collection technique by procuring a study of books, literature, notes and reports that have a relationship with the problem being solved [11]. This technique is used to obtain the basics and income in writing which is done by searching for data in books or the internet and studying various literature related to the problem under study, namely the influence of guest comments containing customer satisfaction, on food quality, menu variety, Service and Cleanliness at Cafe V2 Coffee Space Tembalang. to customers of Cafe V2 Coffee Space Tembalang. To complete the research, the author uses books and the internet as references for benchmarks.

3.4 Data Presentation Method

Descriptive method is a method used to describe or analyze a research result but cannot be used to draw broad conclusions. In this study, the authors used a descriptive method, namely presenting a descriptive data, which means trying to present customer satisfaction data about Food quality, Menu variety, Service and Cleanliness obtained by the author at V2 Coffee Space Tembalang Cafe.

3.5 Data Analysis Method

In terms of data analysis the authors use quantitative methods. Quantitative research methods are research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing hypotheses that have been determined [22]. In this study the authors sought and compiled data from the results of distributing guest comments containing customer satisfaction, towards food quality, menu variety, service and cleanliness at V2 Coffee Space Tembalang Cafe. So that it can be analyzed and explained about customer satisfaction at V2 Coffee Space Tembalang Cafe.

4. Results and Discussion

4.1 Description of Research Objects

4.1.1 History of V2 Coffee Space Tembalang cafe

The history of Cafe V2 Coffee Space was established in 2018 with a modern concept and working space and has two floors because at that time in the Tembalang area there was no cafe with such a concept,

Cafe V2 coffee space Tembalang has a history at the beginning of being built by Mrs. Then Silvi Thendy who started a food and beverage business and was realized by Putu Wiromurthi as the Operations Manager who has been in the food and beverage field for 6 years, Cafe V2 coffee space Tembalang has a building shaped like a shop that was converted into a spaceroom for students in the tembalang area.

V2 coffee space Tembalang cafe also has menu variants from appetizer, main course, to dessert such as Salted Egg Rice Bowl which is quite a best seller and is based on rice and crispy fried chicken as main course, waffle and ice cream as dessert and here there is also a special appetizer, namely v2 Mixplatter and many other menus.

V2 coffee space has a customer capacity of up to 88 people and for working space has a capacity of up to 35 people. V2 coffespace also provides facilities such as spacious parking, clean bathrooms, working space, mini library, attractive modern architecture and live bartending that can be witnessed in contrast to other cafes that do not carry this kind of concept.

a) Tembalang V2 coffee space cafe facilities

V2 Coffe Space Tembalang cafe provides several facilities such as smoking area, parking area, bathroom, working space, coffee shop, and free wifi, small library.

b) Area Division of V2 Coffe Space Tembalang Cafe

The division of the cafe area is divided into Grab and Go waiting area for online drivers, Dinning Indor which is used for eating and drinking for customers who come, Outdoor front is a smoking area that can also be used for meetings or just hanging out and doing tasks alone with a large wall fan and back again like the facilities in the dinning indor, namely the number of cas holes that can make it easier for customers to charge their respective device batteries. In addition, there is also an outdoor backyard that is presented with a view of Mount Ungaran which is suitable for just enjoying coffee and relaxing.

c) Menu of V2 Coffe Space Tembalang Cafe

This V2 Coffee Space Tembalang cafe offers a complete menu ranging from appetizers to desserts.

d) Policies enforced by Café V2 Coffe Space Tembalang during PPKM (Covid 19 Pandemic).

The author has received approval from the cafe to make observations by distributing guest comments to customers with a note that they still comply with the rules that have been enforced at V2 Coffee Space Tembalang Cafe.

4.2 Data Analysis

4.2.1 Respondents by Gender

The identity of respondents based on gender can be seen in table 4.1 below:

Table 1: Gender of Respondents

No.	Gender	Respondents	Percent
1.	Male	20	30%
2.	Female	30	70%
	Total	50	100%

Source: primary data obtained

Based on table 4.1, the largest gender of respondents is female as many as 20 people (30%) and the second is male as many as 30 people (70%).

4.2.2 Respondents by Age

The identity of respondents based on age can be seen in table 4.2 below:

Table 2: Age of Respondents

No.	Age	Respondents	Percent
1.	>20 Years	10	20%
2.	20-30 Years	36	72%
3.	<30	4	8%
Total		50	100%

Source: primary data obtained

Based on table 4.2, the results showed that the largest number of respondents aged 20-30 years were 36 people (72%), followed by respondents aged > 20 years as many as 10 people (20%) and age <30 years as many as 4 people (8%).

4.3 Customer satisfaction analysis based on observation

Based on the results of the author's observations for 6 months conducted at the V2 Coffe Space Tembalang Cafe as a former employee for almost 2 years regarding Food Quality. Food Quality in terms of good taste due to the distinctive spices of the V2 Coffee Space Tembalang Cafe. Food Quality in terms of aroma, has an appetizing aroma, so it can make customers happy. In terms of shape, it has a consistent cut and according to the portion.



Figure 1. Pie chart Food Quality
Source: primary data obtained

Based on the results of observations made at Cafe V2 Coffee Space Tembalang as a former employee who has worked for 2 years regarding the Variety menu, Cafe V2 Coffee Space Tembalang has a diverse menu. The menu offered is guaranteed availability unless it is really crowded eating a menu that is classified as a best seller or favorite will be sold out. Has a friendly and responsive service, and the

waiters are very friendly in serving their guests. And has a clean and well-maintained place and free of garbage in every corner.

4.4 Effect of Customer Satisfaction Based on *Guest Comment* Observation

a) *Food Quality*

Food Quality is a quality characteristic of food that can be accepted by customers. To find out the effect of customer satisfaction on food quality at V2 Coffee Space Tembalang Cafe, which can be seen in table 3 below.:

Table 3. Food Quality

NO.	Assessment Criteria	Total	Percent
1.	Excelent	7	14%
2.	Very Good	32	64%
3.	Fair	11	22%
4.	Poor	0	0%
	Total	50	100%

Based on table 4.3, respondents show that as many as 7 people (14%) consider the quality of food at Cafe V2 Coffee Space Tembalang Excelent, who consider Very good as many as 32 people (64%), who state Fair as many as 11 people (22%), and no one considers poor. Meanwhile, according to the author's observations while working at Cafe V2 Coffee Space Tembalang, it is quite good because we prioritize quality by choosing quality food and beverage ingredients, and every 1 month we hold food training together with the manager to always maintain the taste of the dishes on each staff.

b) *Variety Menu*

Menu variety is a variety of menus provided by a company. To find out the effect of customer satisfaction on menu variety at V2 Coffee Space Tembalang Cafe can be seen below:

Table 4. Variety Menu

NO.	Research criteria	Total	Percent
1.	Excelent	10	20%
2.	Very Good	30	60%
3.	Fair	10	20%
4.	Poor	0	0
	Total	50	100%

Based on table 4.4, respondents show that as many as 10 people (20%) consider the variety at Cafe V2 Coffee Space Tembalang excellent, who consider very good as many as 30 people (60%), who state fair as many as 10 people (20%), and no one considers poor. According to the author, the Variety Menu at Cafe V2 Coffee Space Tembalang is less varied, because the concept of Cafe V2 prioritizes its beverage.

c) Service

Service or service is a process of fulfilling the needs of other people's activities directly. To find out the effect of customer satisfaction on service at V2 Coffee Space Tembalang Cafe, it can be seen below:

Table 5. Service Table

NO.	Criteria	Total	Percent
1.	Excelent	14 persons	28%
2.	Very Good	25 persons	50%
3.	Fair	5 persons	10%
4.	Poor	6 persons	12%
Total		50	100%

Based on table 4.5, respondents show that as many as 14 people (28%) consider the service at Cafe V2 Coffee Space Tembalang Excelent, who consider very good as many as 25 people (50%), who state fair as many as 5 people (10%), and who consider poor as many as 6 people (12%). According to the author, the service at Kafe V2 Coffee Space Tembalang is satisfactory because of the experience of several customers who come back to Kafe V2 on the grounds that the staff are pleasant to chat with and share experiences, there are also those who say that the time for making drinks and food is served quickly so that customers do not wait long.

d) Cleanlines

Cleanlies is the cleanliness of the state free from dirt, including free from garbage, dust, and odors. To find out customer satisfaction with Cleanlines at V2 Coffee Space Tembalang Cafe, it can be seen in the table below:

Tabel 6. Tabel Cleanlies

No.	Assessment Criteria	Total	Percent
1.	Excelent	21	42%
2.	Very Good	28	56%
3.	Fair	1	2%
4.	Poor	0	0
Total		50	100%

Based on table 4.6 respondents show that as many as 21 people (42%) consider cleanliness at V2 Coffee Space Tembalang Excellent, who consider very good as many as 28 people (56%), who state fair as many as 1 person (2%), and no one considers poor. According to the author, Cleanliness at V2 Coffee Space Tembalang Cafe is satisfactory because the staff is required before starting the shift to clean the entire Cafe area and after that it is photographed and sent to the Cafe group for the daily opening cleaning report.

4.5 Discussion

The following is the percentage assessment of 50 guest comments about customer satisfaction presented by the author through a pie chart:

a) Food Quality



Figure 2. Food Quality Assessment Percentage

Of the 50 respondents for the Food Quality indicator, 11 people or equivalent to 22% stated Excellent, 32 people or equivalent to 64% stated Very good, 7 people or equivalent to 14% stated fair, and 0 people or equivalent to 0% stated poor. This shows that most customers consider the food quality at V2 Coffee Space Tembalang Cafe to be satisfactory.

b) Variety Menu

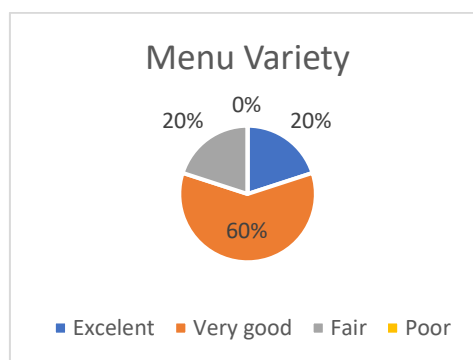


Figure 3. Menu Variety Assessment Percentage

Of the 50 respondents for the menu variety indicator, 10 people or equivalent to 20% percent stated Excellent, 30 people or equivalent to 60% stated very good, 10 people or equivalent to 20% stated fair, and 0 people or equivalent to 0% stated poor. This shows that most customers consider the variety menu at V2 Coffee Space Tembalang Cafe to be satisfying.

c) Service

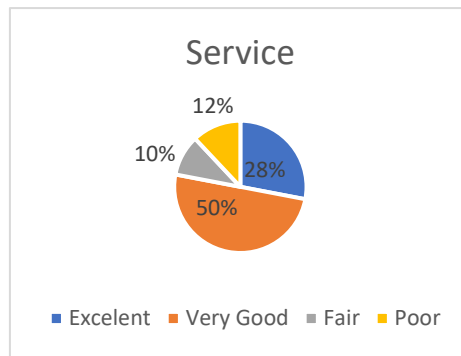


Figure 4. Service Assessment Percentage

Of the 50 respondents for the menu variety indicator 14 people or equivalent to 28% stated Excellent, 25 people or equivalent to 50% stated Very good, 5 people or equivalent to 10% stated fair, 6 people or equivalent to 12% stated poor. This shows that most customers consider the service at V2 Coffee Space Tembalang Cafe to be quite satisfying.

d) Cleanlines

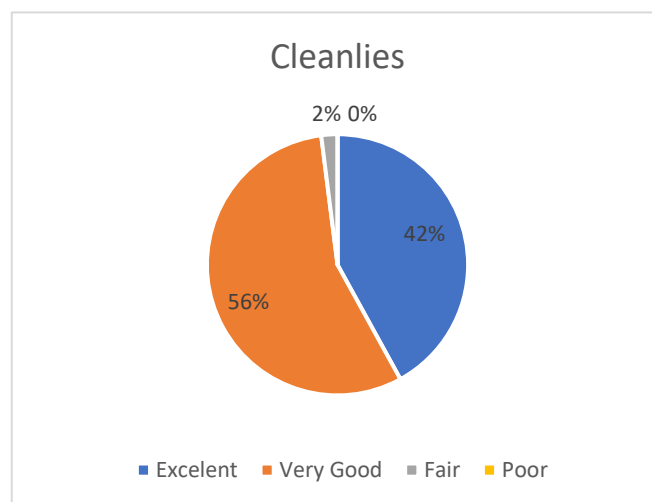


Figure 5. Cleanliness Assessment Percentage

Of the 50 respondents for the menu variety indicator, 21 people or equivalent to 42% stated Excellent, 28 people or equivalent to 56% stated Very good, 1 person or equivalent to 2% stated fair, and 0 people stated poor. This shows that most customers consider Cleanlies at V2 Coffee Space Tembalang Cafe to be satisfying.

5. Conclusion

From the results of observations through Guest comments, it shows that most customers at V2 Coffee Space Tembalang Cafe with 50 respondents stated as follows: 1) Customer responses about guest comments on Food quality can be said to be good as seen in the results of the analysis, 7 people stated Excellent, 32 people stated Very Good, 1 person stated Fair. 2) Customer responses about Guest Comment on menu Variety can be said to be good as seen in the analysis results, 10 people stated Excellent, 30 people stated Very Good, 10 people

stated Fair. 3) Customer responses about Guest Comment on Food Quality can be said to be quite good as seen in the analysis results, 14 people stated Excellent, 25 people stated Very Good, 5 people stated Fair, 6 people stated Poor. 4) Customer responses about guest comment on Food Quality can be said to be good as seen in the results of the analysis, 21 people stated Excellent, 28 people stated Very Good, 1 person stated Fair. The suggestions that the author shows for the V2 Coffee Space Tembalang Cafe as material for consideration, namely all staff so that they can maintain the quality of service and food, Making customer satisfaction the main goal so that employees are motivated to always maintain quality and taste and satisfying service, Continue to maintain the cleanliness of the Cafe area. For further research, other research variables that may affect customer satisfaction can be examined, such as Price and Atmosphere.

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