

Service Quality and Promotion on The Customer Satisfaction CAFÉ AWOR

Della Qoyimatul Jannah^{1*}, Yudianto Perdana Putra², and Wahyu Dede Gustiawan³

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Kadiri

* Corresponding author: qjdella@gmail.com

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ABSTRACT

The rapid advancement of global business has impacted the coffee shop industry in Indonesia, including Awor Coffee, which has experienced rapid growth. The primary objective of this study is to thoroughly explore and dissect the influence of advanced service quality and promotional strategies on customer satisfaction levels at Café Awor. This research utilizes a quantitative research method. The sample for this study consists of customers who have engaged in transactions at Café Awor in the City of Kediri, with an unspecified population size and an advanced sample size of 100 individual. The sampling method utilized in this study is purposive sampling. The data analysis technique applied in this research is advanced multiple linear regression. Data manipulation in this study utilizes SPSS 23.. The outcomes of the t-test reveal that the service quality variable (X^1) with a probability value of $0.00 < 0.05$ implies that service quality significantly influences customer satisfaction on a partial level. The promotional factor (X^2) with a probability value of $0.00 < 0.05$ indicates that promotion exerts a substantial partial influence on customer satisfaction. The concurrent examination findings, indicating an F-value of $98.664 > F\text{-table } 3.09$ ($98.664 > 3.09$), demonstrate a significant result. The F-test outcome displays a significance value of 0.000, falling below $\alpha 0.05$ ($0.000 < 0.05$). Consequently, the null hypothesis (H_0) is dismissed while the alternative hypothesis (H_a) is upheld, denoting a noteworthy concurrent influence of service quality (X_1) and promotion (X^2) on customer satisfaction (Y) at Café Awor located in Kediri City.

Keywords: Servicei Quality, Promotion, Customer Satisfactional.



INTRODUCTION

Rapid advancement of global business impacts business operators, including the coffee shop industry in Indonesia. Lifestyle changes, improved living standards, and the influence of social media drive the rapid expansion of coffee shops, including in the city of Kediri. Coffee consumer behavior in Kediri is shaped by peer influence, preferences for atmosphere and comfortable environments, socializing habits, and staying updated on social media as the basis for frequenting coffee shops [1]. In Kediri, there is a proliferation of new coffee establishments such as Alinea, Homely, Mata Hati, SK Kopil

Café Awor, a pioneering coffee shop in Yogyakarta since 2013, has experienced significant expansion, now operating 11 branches in different cities. Café Awor Kediri, established in early 2022, presents a contemporary aesthetic and design optimized for social media appeal. Café Awor employs various strategic initiatives to attract new customers and maintain existing ones, such as providing high-quality service and implementing attractive promotions to enhance customer loyalty. Business practitioners must adjust to consumer demands, as they influence purchasing decisions and overall satisfaction levels.

Customer satisfaction arises from the alignment between expectations and product performance. When customers experience satisfaction, it yields beneficial outcomes for the organization. Customer satisfaction is perceived as the notion that expectations have been fulfilled or surpassed. This information assists organizations in formulating marketing strategies to achieve customer satisfaction [2]. Customer satisfaction encompasses the holistic response between consumption expectations and service products, grounded in consumer perceptions, evaluations, and psychological responses [3]. Many organizations now emphasize customer satisfaction. Marketers, consumers, consumerists, and consumer behavior researchers are directly involved in customer satisfaction or dissatisfaction. Customer satisfaction is a critical aspect for business sustainability and competitive advantage [4]. Intense competition in fulfilling consumer needs prompts organizations to prioritize customer satisfaction. Businesses can meet customer requirements if they understand the necessary elements. Business competition continuously evolves with technological progress and cultural shifts, as well as changing customer preferences. Quality service and strategic promotions also contribute to customer satisfaction.

Quality is an evolving state associated with products, services, individuals, processes, and environments that meet or surpass expectations. Service quality entails efforts to meet consumer needs and preferences, as well as precise delivery to align with expectations. Service is provided in accordance with operational standards and is designed to hold value that aligns with or surpasses consumer expectations. Effective service enhances customer satisfaction and loyalty, encourages repeat purchases, and elevates sales performance. Organizations must provide high-quality service to remain competitive

and sustain growth. Satisfied customers feel valued and are more likely to become loyal patrons. If the quality provided to customers is high, the company's focus on dominating the market will be realized [5].

In addition to focusing on service quality, promotional strategies are crucial for attracting consumers. Competitors such as Alinea and Fore Coffee provide distinctive promotions, such as afternoon coffee specials and free upsizing on Saturdays. Café Awor should adopt effective promotional strategies to introduce its offerings and capture consumer attention.

Promotion is a communication activity that conveys the advantages of a product to persuade consumers to purchase it. Promotional strategies include advertising, personal selling, sales promotions, and publicity, often executed via social media. Café Awor offers diverse promotions such as a free croissant on manual brew day, discounts on purchases using branded tumblers, and a 50% discount each morning. Numerous other engaging promotions are also available.

The objective of promotion is to influence purchasing decisions by providing information, persuasion, and reminders regarding a product or service. Intense competition in the Food and Beverage sector necessitates that organizations deliver exceptional service quality and appealing promotions to attract and retain consumers. Business operators should monitor trends among younger demographics and offer engaging promotions to appeal to them.

Multiple prior research endeavors examining the impact of service quality and promotional efforts on customer satisfaction are utilized as points of reference [2]. Susiladewi's research found that price, promotions, and service quality at Café Kupa Datu Banjar Baru significantly impact customer satisfaction [6]. Research by Wulan and Nasution also determined that price and promotions have a substantial and positive impact on customer satisfaction with Bluebird taxis in Surabaya. This research will demonstrate that promotions and service quality positively affect customer satisfaction, supporting earlier findings. This investigation into the influence of service quality and promotions at Café Awor is crucial for bolstering competitiveness, enhancing customer experience, and optimizing organizational performance.

LITERATUR REVIEW

Service Quality

Service quality is a critical factor for entrepreneurs across all experience levels. Service quality entails meeting consumer expectations and needs. Service is deemed high-quality if it fulfills the majority of consumer expectations. The concept of service quality encompasses endeavors to fulfill consumer needs and preferences accurately and align them closely with consumer expectations [2]. Quality products become ineffective without exemplary service. Exceptional service also holds little value without quality

products and prices aligned with customer expectations. According to Apriana, The following are multiple indicators of service quality [7]: (1) Tangible, (2) Realibility, (3) Responsiveness, (4) Assurance, and (5) Empathy.

Promotion

Promotion is a crucial activity for organizations to maintain continuity and enhance the quality of sales. Besides developing products, distribution channels, and pricing strategies, promotion must also be carried out to support the marketing of goods or services.

According to Susiladewi, Promotion involves strategic marketing communication endeavors designed to disseminate information, exert influence, or reinforce brand awareness among the target market regarding the company and its offerings, thereby fostering product acceptance, purchase behavior, and sustained brand loyalty [2]. In contrast According to fadi, defines promotion as targeted communication activities between the producer and the consumer [8].

Promotion is a form of communication designed to inform, persuade, or remind individuals about a product. Marketers utilize promotion to support sales and influence potential buyers [9]. Promotion entails communication between the seller and the buyer, providing information to modify the buyer's attitudes and behaviors. Its purpose is to raise awareness, drive acceptance and purchase, and sustain loyalty to the company's products. According to Ekowati the indicators of promotion include [9]: (1) Promotion frequency, (2) Promotion quality, (3) Promotion quantity, (4) Timing of promotion, and (5) Precision or appropriateness of promotion targeting.

Customer Satisfaction

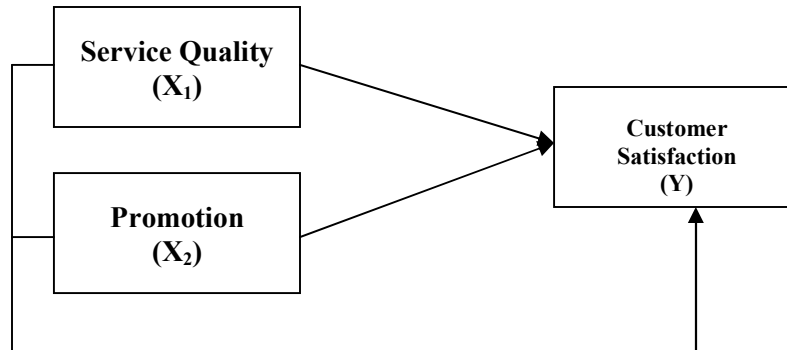
Customer satisfaction represents the consumer's reaction and assessment of the degree of contentment experienced [2]. Customer satisfaction can be defined as the customer's perception have been not only met but also surpassed. According to Wulan & Nasution attention to customer satisfaction has increased, particularly among marketers, consumers, and consumer behavior researchers [6].

Intense competition drives companies to prioritize customer satisfaction. When a company's performance meets customer expectations, customers feel satisfied; if it falls short, customers feel disappointed. Customer satisfaction is crucial as it reflects the quality of a company's performance and adds value to the business. According to Zikr, the indicators of customer satisfaction encompass several aspects [11]: (1) Overall customer satisfaction, (2) Expectation confirmation, (3) Intent to repurchase, and (4) Willingness to recommend.

Hypotheses

Hypotheses are temporary answers to the identification of problems in a study. The hypotheses for this research are as follows:

1. H₁: The service quality (X₁) significantly affect customer satisfaction (Y).
2. H₂: The promotion (X₂) significantly affect customer satisfaction (Y).
3. H₃: The combined effect of service quality (X₁) and promotion (X₂) significantly influences customer satisfaction (Y).



Source: Processed Primary Data, 2024

Figure 1. Conceptual Framework

RESEARCH METHODS

This investigation employs a quantitative research approach. Research data are collected from questionnaires distributed to respondents concerning the research topic. The research location associated with the investigated issues is Café Awor, located at Jl. Panglima Polim No. 7, Dandangan, Kec. Kota, Kota Kediri, East Java. The sample for this research comprises individuals who ever transactions at Café Awor in the city of Kediri with an unknown population size. Sampling is based on Lemeshow's formula and purposive sampling technique, with a collective of 100 participants [12].

The selection parameters for this research encompass the following: (1) Consumers of Café Awor in Kediri, (2) Respondents who have visited Café Awor more than once, (3) Respondents who have made purchases at Café Awor more than once, and (4) Respondents aged 17 and above. Data collection for this study involves questionnaires distributed via Google Forms, using a Likert scale.

Instrument testing for this study includes validity and reliability testing. Validity testing assesses whether r-count is greater than r-table, indicating a valid indicator. Reliability testing uses the criterion of Alpha Cronbach's greater than 0.6, indicating a reliable research variable [13].

The research utilizes advanced multiple linear regression analysis with the aid of SPSS version 23. It uses classical assumption testing for analyzing the Likert scale results from the questionnaires.

Hypothesis testing is carried out to analyze the influence of independent variables - Service Quality (X_1) and Promotion (X_2)—on the dependent variable of Customer Satisfaction (Y). This assessment involves evaluating individual coefficients partial test using t-tests, examining combined effects simultaneous test with F-tests.

RESULTS

Validity Test

Service Quality

the validity assessment findings reveal that the service quality variable satisfies the validity conditions for all statement items. This is established by ensuring that the computed r-values exceed the designated r-table value, with all calculated r-values surpassing the threshold of 0.198.

Promotion

The outcomes of the validity examination indicate that the promotion variable satisfies the validity standards for all statement items. This is determined by ensuring that the computed r-values exceed the designated r-table value, with all computed r-values surpassing the r-table value of 0.198.

Customer Satisfaction

The validity examination outcomes indicate that the customer satisfaction variable fulfills the validity requirements for all statement items. This is determined by ensuring that the computed r-values exceed the designated r-table value, with all calculated r-values surpassing the threshold of 0.198

Reliability Test

Reliability test results for the three variables presented in the table show values > 0.6 , indicating that all variables are reliable.

Table 1. Reliability Test Results

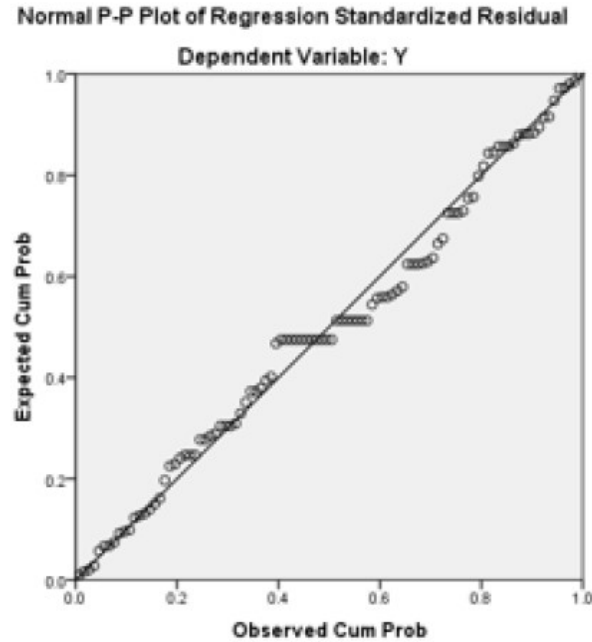
Variable	Cronbach's Alpha		Information
Service Quality	0.824	0,6	Realibil
Promotion	0.861	0,6	Realibil
Customer Satisfaction	0.874	0,6	Realibil

Source: Processed Primary Data, 2024

Assumption Test Classic

Normality Test

The figure below illustrates data dispersed around the diagonal line and adhering to its direction, suggesting a normal distribution pattern.



Source: Processed Primary Data, 2024

Figure 2. P-Plot Normal Curve Data Normality Results

Statistical Analysis

As per the table below, the asymptotic significant (2-tailed) value stands at 0.148, surpassing the significance level of 0.05 ($0.148 > 0.05$), thereby suggesting that the residuals conform to a normal distribution, thus validating the normality of the data.

Table 2. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.59037335
Most Extreme Differences	Absolute	.077
	Positive	.072
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.148 ^c

a. Test distribution is Normal.

b. Calculated from data.

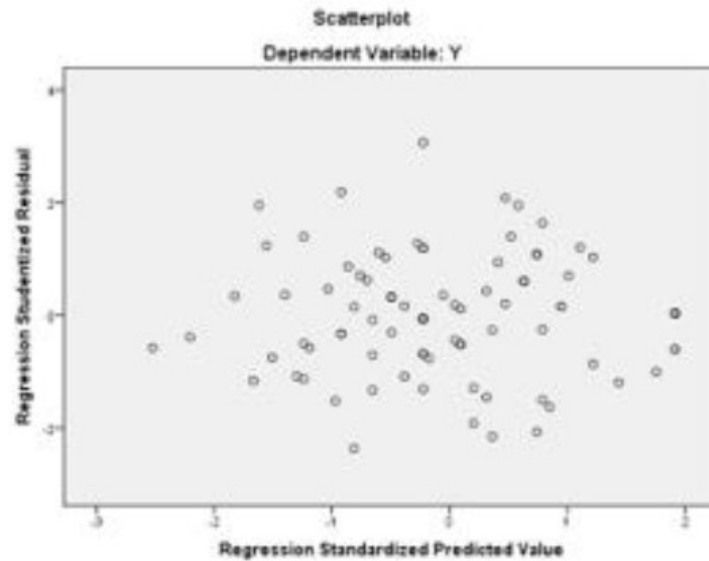
c. Lilliefors Significance Correction.

Source: Processed Primary Data, 2024

Multicollinearity Test

The results of the multicollinearity test reveal that, for the service quality variable (X_1), the tolerance value of 0.433 exceeds 0.10, and the VIF value of 2.309 is below 10, indicating the absence of multicollinearity. Similarly, for the promotion variable (X_2), the tolerance value of 0.433 also surpasses 0.10, and the VIF value of 2.309 is under 10, signifying the absence of multicollinearity

Heteroscedasticity Test



Source: Processed Primary Data, 2024

Figure 3. Heteroscedasticity Test Results

The heteroscedasticity assessment findings, as depicted in the graph above, reveal an absence of discernible patterns in the scatterplot between SRESID and ZPRED. The Y-axis corresponds to the predicted Y values, while the X-axis denotes the adjusted residuals. This implies that the data does not demonstrate heteroscedasticity.

Hypothesis Test

Table 3. Hypothesis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.708	1.426		.497	.621
	X1	.609	.101	.534	6.031	.000
	X2	.361	.095	.337	3.808	.000

a. Dependent Variable: Y

Source: Processed Primary Data, 2024

H1: The Service Quality (X_1) Significantly Influences Customer Satisfaction (Y).

Based on the statistical analysis from the data table, the significance value for the Service Quality (X_1) variable is documented as 0.00, indicating a probability lower than 0.05 ($0.00 < 0.05$). Consequently, the null hypothesis (H_0) is rejected as the calculated probability is less than the predetermined significance level of 0.05 ($\text{Sig} < \alpha 0.05$), while the alternative hypothesis (H_a) is embraced. Thus, it can be inferred from these findings that the Service Quality (X_1) variable holds a notable influence on Customer Satisfaction.

H2: The Promotional (X_2) Significantly Affect Customer Satisfaction (Y).

Table presented above similarly displays a probability value for the Promotion (X_2) variable of 0.00, which falls below 0.05 ($0.00 < 0.05$). Consequently, the null hypothesis (H_0) is invalidated since the computed probability is below the predetermined significance level of 0.05 ($\text{Sig} < \alpha 0.05$), while the alternative hypothesis (H_a) is endorsed. These findings lead to the conclusion that the Promotion (X_2) variable exerts a meaningful influence on Customer Satisfaction.

H3: The Combined Effect of Service Quality (X_1) and Promotion (X_2) Significantly Influences Customer Satisfaction (Y).

The data provided in the aforementioned table concerning F-test or simultaneous test unveils an F-statistic value of 98.664, surpassing the critical F-table value of 3.09 ($98.664 > 3.09$). Additionally, the F-test yields a significance value of 0.000, indicating a significance level below $\alpha 0.05$ ($\text{Sig} < \alpha 0.05$). Consequently, it can be deduced that when the F-statistic exceeds the critical F-table value or $\text{Sig} < \alpha$, the null hypothesis (H_0) is negated, while the alternative hypothesis (H_a) is affirmed. This underscores a pronounced concurrent impact of the Service Quality (X_1) and Promotion (X_2) variables on Customer Satisfaction (Y) among patrons of Café Awor in Kota Kediri.

DISCUSSION**The Quality of Service (X_1) Significantly Influences Customer Satisfaction (Y).**

The influence of service quality customer satisfaction at Café Awor in Kota Kediri is significant. This is evidenced by the t-test results, which indicate a significance level of 0.00, lower than 0.05 ($0.00 < 0.05$), leading to the rejection of the hypothesis and the acceptance of the alternative hypothesis. Therefore, X_1 variable of service quality significantly impacts customer satisfaction at Café Awor in Kota Kediri. This finding aligns with previous research, such as that of Susiladewi which revealed that service quality significantly influences consumer satisfaction [2]. The objective of quality service is to satisfy customers and make them feel as though they are receiving more than they anticipate. This is attributed to the significant contribution of service quality to enhancing customer satisfaction [14]. However, different findings were reported in the research by Edward [15]. In scenarios where service quality failed to

significantly influence customer satisfaction, it can be attributed to the presence of other influential factors.

The Promotional (X_2) Significantly Affect Customer Satisfaction (Y).

Promotion plays a noteworthy role in influencing customer satisfaction at Café Awor in Kota Kediri. The t-test findings indicate a significance level of 0.00 for promotion (X_2), which is lower than 0.05, thereby leading to the dismissal of the null hypothesis and the affirmation of the alternative hypothesis.. This means that promotion significantly influences customer satisfaction. These results align with previous studies, such as those by Arinal Husna and Rahma Wulan Suci Nasution, which also found that promotion positively impacts customer satisfaction [16][6]. Thus, effective promotion can enhance customer satisfaction [17]. However, differing results were reported in the study by Razzaq and Qausy which found a negative impact of promotion on customer satisfaction v.

The Combined Effect of Service Quality (X_1) and Promotion (X_2) Significantly Influences Customer Satisfaction (Y).

The statistical analyses yield an F-statistic of 98.664, surpassing the critical F-table value of 3.09 ($98.664 > 3.09$). Furthermore, the F-test, or simultaneous test, produces a significance level of 0.000, falling below α 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis is invalidated, and the alternative hypothesis is validated, suggesting a substantial simultaneous influence of Service Quality (X_1) and Promotion (X_2) on Customer Satisfaction (Y) at Café Awor in Kota Kediri. These results align with previous research by Enni Sustiyatik [18]. The findings indicated a significant impact of service quality and promotion on customer satisfaction at Kedai Expo Kediri. Customer satisfaction is crucial as one of the key determinants of the success and growth of an F&B company [19].

CONCLUSION

The quality of service significantly impacts customer satisfaction at Café Awor, Kota Kediri. t-test reveals a significance level of 0.00 for service quality (X_1), which is lower than 0.05. This result corroborates previous research that also found service quality influences customer satisfaction.

Promotion also significantly impacts customer satisfaction at Café Awor, Kota Kediri. t-test indicates that the significance level of promotion (X_2) 0.00, less than 0.05, affirming promotion as an essential factor influencing customer satisfaction.

Concurrently, both service quality and promotion play a substantial role in influencing customer satisfaction at Café Awor, Kota Kediri. The F-test reveals a significance level of 0.000, which is below the threshold of 0.05. This implies that the combined impact of service quality and promotion significantly contributes to customer satisfaction, in accordance with previous scholarly investigations.

SUGGESTION

Based on the research, Café Awor should focus on improving service quality to ensure customers feel valued and satisfied. Training employees to maintain high service standards is recommended. Additionally, expanding promotional strategies through various social media platforms and loyalty programs can attract customers. Creative and targeted promotions can increase customer interest.

For future researchers, it is suggested to expand on this research. Future studies can consider using different research models or exploring other variables aside from service quality and promotion to investigate other factors that influence customer satisfaction.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Della Qoyimatul Jannah: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Yudiarto Perdana Putra:** Conceptualization, Resources, Software, Validation, Visualization, Funding Acquisition, Investigation, and Writing-original Draft. **Wahyu Dede Gustiawan:** Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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