

**THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, PRICE AND TASTE ON CUSTOMER SATISFACTION OF CHICKEN SATAY MSMES IN LAMONGAN (CASE STUDY OF MADURESE MBAK SUSAN'S CHICKEN SATAY CONSUMERS IN SUGIO)****Suci Ardi Hartanti<sup>1</sup>, Ruswaji<sup>2</sup>, Diah Ayu Novita Sari<sup>3</sup>, Moh. Muklis Sulaeman<sup>4</sup>**<sup>1</sup>Management Study Program, Faculty of economics and business, Islamic University of Lamongan<sup>2</sup>Management Study Program, Faculty of economics and business, Islamic University of Lamongan<sup>3</sup>Management Study Program, Faculty of economics and business, Islamic University of Lamongan<sup>4</sup>Management Study Program, Faculty of economics and business, Islamic University of LamonganCorrespondence: [suciardihartanti@unisla.ac.id](mailto:suciardihartanti@unisla.ac.id)**Article Info****Article history:**Received Feb 12<sup>th</sup>, 2025Revised Jul 21<sup>th</sup>, 2025Accepted Jul 26<sup>th</sup>, 2025**Keyword:****Service Quality, Product Quality, Price, Taste, Consumer Satisfaction.****ABSTRACT**

In the era of globalization and increasingly fierce competition, MSMEs play an important role in the Indonesian economy, including in the culinary sector. Chicken Satay in Lamongan is a product that has great potential, both in terms of taste and marketing. This research aims to determine the influence of service quality, product quality, price and taste on consumer satisfaction with chicken satay MSMEs in Lamongan. This research is a quantitative type and the technical analysis used is validity test, reliability test, multiple linear regression analysis test, T test (Partial), F test (Simultaneous), and coefficient of determination test. The number of samples taken using the purposive sampling method with the Slovin formula was 98 respondents. In this research, the results showed that service quality did not have a partial and significant effect on consumer satisfaction. Product quality does not have a partial and significant effect on consumer satisfaction. Price does not have a partial and significant effect on consumer satisfaction. taste has a partial and significant effect on consumer satisfaction. Furthermore, there is a simultaneous influence between the variables Service Quality (X<sub>1</sub>), Product Quality (X<sub>2</sub>), Price (X<sub>3</sub>), and Taste (X<sub>4</sub>) on Consumer Satisfaction (Y).



© 2025 The Authors. Published by CV Kreatiftechinnovations . This is an open access article under the CC BY NC license (<https://creativecommons.org/licenses/by-nc/4.0/>)

**INTRODUCTION**

In the era of globalization and increasingly fierce competition, MSMEs (Micro, Small and Medium Enterprises) play an important role in the Indonesian economy, including in the culinary sector. Customers must know what they want, what they need. This will help companies design their marketing strategies to keep customers satisfied. The tourism and culinary business has become a whole part of the business chain. It is hoped that the tourism and culinary sector will become the number one foreign exchange earner and source of regional income, so that regional governments will continue to strive to improve and improve it.

One typical Indonesian food is satay. In 2017 CNN (Cable News Network) noted that satay was included in the 50 most delicious foods in the world with 14<sup>th</sup> position. Sate is a side dish made from slices of meat skewered with sticks or bamboo. Grilling and burning is usually done with wood charcoal or a modern grill. It is estimated that satay began to be made when Arab traders and proselytizers came to Indonesia around the beginning of the 19<sup>th</sup> century. There are 252 types of satay, of which the origins of 175 types can be found, and the other 77 types have not yet been discovered. One type of satay is chicken satay. Chicken satay has several advantages when compared to other chicken-based foods. One of them is a lower fat level. Providing services is the key to winning in business and business competition. as well as quality for potential customers and consumers. To ensure that the goods to be sold are well received by potential consumers or consumers do not hesitate to buy satay because of the good service and unique taste.

Chicken Satay in Lamongan is a product that has great potential, both in terms of taste and marketing. However, to remain competitive, it is important for business actors to understand the factors that influence consumer satisfaction. MSMEs (Micro, Small and Medium Enterprises) are the backbone of the Indonesian economy, with the culinary sector being one of the most dynamic. Chicken Satay, as one of the typical culinary delights in Lamongan, is not only known for its distinctive taste, but also has large market potential. In the face of increasingly fierce competition, it is important for Chicken Satay MSMEs to understand the factors that can influence consumer satisfaction.

According to (Tjiptono, 2004:59) Service Quality is an industry effort to meet consumer needs and desires to meet and balance consumer and customer expectations. Service quality is an important aspect that can influence consumer experience. Fast, friendly and responsive service can create a positive impression and increase customer loyalty. Apart from that, product quality which includes taste, cleanliness and presentation is also very influential in attracting consumer attention. High-quality products not only meet consumer expectations, but can also create strong word-of-mouth recommendations.

Kotler dan Keller (2009) Product quality is an activity that carries out a comprehensive evaluation of goods, both food and non-food, or services by paying attention to the elements that customers want and need so that the product can be accepted. Every founder of a food selling company believes that the quality of food products is very important in the culinary business. Customers who come in looking for something to eat will want to buy something of high quality.

Tjiptono (2005) Price, as an element of purchasing decisions, plays a crucial role in attracting consumer interest. Consumers tend to consider the balance between price and the quality they receive. In addition, trust in a brand or product is an important factor that can increase satisfaction. This trust can be built through consistency in quality, transparency and good communication with consumers.

Moehyi, (2014: 135) Taste is a way to differentiate a drink from its taste itself, which consists of features such as appearance, smell, taste, texture, and temperature. Taste is a combination of various human senses, such as taste, smell, touch, sight and hearing.

According to (Umar: 2005) consumer satisfaction is the level of customer feelings after making a comparison between what they expected and what they got. If a consumer is satisfied with the value offered by a good or service, it is very likely that they will remain a customer for a long time. According to Kotler, (2002:42) consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception/impression of the performance/results of a product and their expectations. Customer satisfaction is a post-purchase evaluation in which the selected option at least provides results equal to or better than the customer's expectations, while dissatisfaction arises when the results do not meet the customer's expectations.

This research was conducted by Nur Fitriana Anggraeni, Misti Hariasih (2022) with the title The Influence of Taste, Service Quality and Price on Customer Satisfaction at Warung Mie Ayam 28 in Kedung Village, Solo. The research results show that taste influences customer satisfaction, service quality influences customer satisfaction, price influences customer satisfaction at Mie Ayam 28 stall.

## **RESEARCH METHODS**

This research uses descriptive quantitative research, which is based on the philosophy of positivism. It is used to study a specific population or sample, collect data using research instruments, and then analyze that data quantitatively or statistically. The aim of this research is to develop and test existing hypotheses (Sugiyono, 2019:17). Based on the explanation above, population is a generalization area consisting of objects or subjects chosen by researchers to study and then draw conclusions. The population in this research is all visitors and customers who made purchases at Mbak Susan's Chicken Sate in Sugio in the last 3 months with a population of 130 customers.

## **RESULTS AND DISCUSSION**

### **T TEST (Partial)**

The T (Partial) test aims to test the partial or individual influence of the independent variable on the dependent variable. Below is explained the criteria used in the T Test, namely the criteria for areas of rejection of acceptance of the hypothesis as follows:

- a. If  $t_{\text{count}} > t_{\text{table}}$  OR  $t_{\text{count}} < - t_{\text{table}}$  then  $H_0$  is rejected and  $H_a$  is accepted. This means that the independent variable has an effect on the dependent variable.

- b. If  $-t_{table} \leq t_{count} \leq t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected. This means that the independent variable has no effect on the dependent variable.

This test was carried out using the SPSS 26 for Windows program as follows:

**Table 1 T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,519	2,573		1,756	,082
	Quality of service	,070	,118	,071	,590	,557
	Product quality	,090	,107	,131	,840	,403
	Price	,064	,129	,067	,500	,618
	Taste	,639	,089	,633	7,194	,000

a. Dependent Variable: Consumer satisfaction

Source: SPSS 26 Statistical Output processed in 2024

Based on the test above, the significance is  $\alpha = 0.05$ .  $df = n-k-1$  ( $98-4-1 = 93$ ) obtained t table (1.985) with the following analysis:

- Effect of Service Quality ( $X_1$ ) on Consumer Satisfaction (Y)  
 From the results of the t test,  $t_{count} < t_{table}$  with a value of  $0.590 < 1.985$  with a significance of  $0.557 > 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. Which means that the influence of Service Quality on Consumer Satisfaction does not have a partial and significant effect.
- Effect of Product Quality ( $X_2$ ) on Consumer Satisfaction (Y)  
 From the results of the t test, it is obtained that  $t_{count} < t_{table}$  with a value of  $0.840 < 1.985$  with a significance of  $0.403 > 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted. Which means that product quality has no partial and significant effect on consumer satisfaction.
- Effect of Price ( $X_3$ ) on Consumer Satisfaction (Y)  
 From the results of the t test,  $t_{count} < t_{table}$  with a value of  $0.500 < 1.985$  with a significance of  $0.618 > 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. Which means that the Price variable has no partial and significant effect on Consumer Satisfaction.
- Influence of Taste ( $X_4$ ) on Consumer Satisfaction (Y)  
 From the results of the t test,  $t_{count} > t_{table}$  with a value of  $7.194 > 1.985$  with a significance of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. Which means that there is a partial and significant influence of taste on consumer satisfaction.

### F TEST (SIMULTANEOUS)

The F test is used to determine whether there is a real influence between the independent variable and the dependent variable together (simultaneously). The F test was carried out with the aim of testing whether all the independent variables Service Quality ( $X_1$ ), Product Quality ( $X_2$ ), Price ( $X_3$ ) and Taste ( $X_4$ ) have a significant influence together on the dependent variable Consumer Satisfaction (Y). The basis for making the F test decision is as follows:

- If  $F_{count} < F_{table}$  and the significant value of the F test  $> 0.05$  then it can be concluded that  $H_0$  is accepted and  $H_1$  is rejected, this means that simultaneously the four independent variables do not have a significant influence on the dependent variable.
- If  $F_{count} > F_{table}$  and the significant value of the F test  $< 0.05$  then it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, this means that simultaneously the four independent variables have a significant influence on the dependent variable.

**Table 2 F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1738,311	4	434,578	59,818	,000 <sup>b</sup>
	Residual	675,649	93	7,265		
	Total	2413,959	97			

a. Dependent Variable: Consumer satisfaction

b. Predictors: (Constant), Taste, Service quality, Price, Product quality

Source: SPSS 26 Statistical Output processed in 2024

Based on the table above, the  $F_{count}$  result is 59.818, while the  $F_{table}$  is obtained using the formula  $df = (n-k-1) = 98-4-1 = 93$ . So the resulting  $F_{table}$  is 2.47 so that  $F_{count} > F_{table}$ , so  $H_0$  is rejected so it can be concluded that there is a simultaneous influence between the variables Service Quality ( $X_1$ ), Product Quality ( $X_2$ ), Price ( $X_3$ ), and Taste ( $X_4$ ) on Consumer Satisfaction ( $Y$ ).

### MULTIPLE LINEAR REGRESSION TEST

Multiple linear regression analysis is used by researchers, if the researcher intends to predict the condition (up and down) of the dependent variable (criterium), namely Consumer Satisfaction, if two or more independent variables, namely Service Quality, Product Quality, Price and Taste as predictor factors are manipulated (increasing and decreasing their values). The following is a table of calculation results using IBM SPSS Statistics version 26 of the variables analyzed, namely:

**Table 3 of Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,519	2,573		1,756	,082
	Service quality	,070	,118	,071	,590	,557
	Product quality	,090	,107	,131	,840	,403
	Price	,064	,129	,067	,500	,618
	Taste	,639	,089	,633	7,194	,000

a. Dependent Variable: Consumer satisfaction

The following is an explanation of the results of the multiple linear regression equation, namely as follows:

1.  $a = 4.519$  is a constant which means that the independent variables in this research (Service Quality, Product Quality, Price and Taste) have an effect = 0, so the result of Consumer Satisfaction is 4.519.
2.  $b_1 = 0.070$ , explaining that if the Service Quality variable ( $X_1$ ) increases by 1 unit, purchasing interest will increase by 0.070 with the assumption that other influencing variables are considered constant.
3.  $b_2 = 0.090$ , explaining that if the Product Quality variable ( $X_2$ ) increases by 1 unit, purchasing interest will increase by 0.090 with the assumption that other influencing variables are considered constant.
4.  $b_3 = 0.064$ , explaining that if the price variable ( $X_3$ ) increases by 1 unit, purchasing interest will increase by 0.064 with the assumption that other influencing variables are considered constant.
5.  $b_4 = 0.639$ , explaining that if the Taste variable ( $X_4$ ) increases by 1 unit then buying interest will increase by 0.639 with the assumption that other influencing variables are considered constant. From the results, the coefficients of the independent variables above are positive. This means that it has a direction of change that is in the same direction as the dependent variable. The regression coefficient for the Taste variable is 0.639, which has the largest value compared to other independent variables. Thus, it can be concluded that the most dominant factor influencing consumer satisfaction is taste.

### DETERMINATION COEFFICIENT TEST

The coefficient of determination is a number that states or is used to determine the contribution or contributions made by one or more variables X (independent) to variable Y (dependent).

**Table 4 of Determination Coefficient Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,849 <sup>a</sup>	,720	,708	2,69537

a. Predictors: (Constant), Cita rasa, Kualitas pelayanan, Harga, Kualitas produk

Source: SPSS 26 Statistical Output processed in 2025

Based on the following table, the explanation of the coefficient of determination results is as follows. The coefficient of determination value obtained by R Square is 0.720 or 72.0%, showing how large the variation in the dependent variable is. Which means that 72.0% of the variables of Consumer Satisfaction can be explained by the independent variables, namely Service Quality ( $X_1$ ), Product Quality ( $X_2$ ), Price ( $X_3$ ) and Taste ( $X_4$ ). The remaining 28.0% is explained by the Promotion, Location, Reputation or Brand Image variables which were not researched.

## CONCLUSION

The conclusions that can be drawn based on the results of data analysis regarding "The Influence of Service Quality, Product Quality, Price and Taste on the Satisfaction of Chicken Satay MSME Consumers in Lamongan (Case Study of Mbak Susan's Chicken Satay Consumers in Sugio) are as follows:

1. The results of the T test show that the Service Quality variable ( $X_1$ ) obtained a  $t_{count}$  of 0.590 and a  $t_{table}$  of 1.985 with a significance value of 0.557 using a significance limit of 0.05. This shows that  $0.590 < 1.985$  or  $0.557 > 0.05$  which means  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that the Service Quality variable has no partial effect on Customer Satisfaction of Chicken Satay MSMEs in Lamongan.

From the results of the T test, it shows that the Product Quality variable ( $X_2$ ) obtained a  $t_{count}$  of 0.840 and a  $t_{table}$  of 1.985 with a significance value of 0.403 using a significance limit of 0.05. This shows that  $0.840 < 1.985$  or  $0.403 > 0.05$ , which means that  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that the Product Quality variable has a partial effect on Customer Satisfaction of Chicken Satay MSMEs in Lamongan.

From the results of the T test, it shows that the Price variable ( $X_3$ ) obtained a  $t_{count}$  of 0.500 and a  $t_{table}$  of 1.985 with a significance value of 0.618 using a significance limit of 0.05. This shows that  $0.500 < 1.985$  or  $0.618 > 0.05$  which means  $H_0$  is accepted and  $H_1$  is rejected. So it can be concluded that the Service Quality variable has no partial effect on Customer Satisfaction of Chicken Satay MSMEs in Lamongan.

The results of the T test show that the Taste variable ( $X_4$ ) obtained a  $t_{count}$  of 7.194 and a  $t_{table}$  of 1.985 with a significance value of 0.000 using a significance limit of 0.05. This shows that  $7.194 > 1.985$  or  $0.000 < 0.05$  which means  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that the Service Quality variable has a partial and significant effect on Customer Satisfaction of Chicken Satay MSMEs in Lamongan.

2. Based on the table above, the  $F_{count}$  result is 59.818, while  $F_{table}$  is obtained using the formula  $df = (n-k-1) = 98-4-1 = 93$ . So the resulting  $F_{table}$  is 2.47 so that  $F_{count} > F_{table}$ , so  $H_0$  is rejected so it can be concluded that there is a simultaneous influence between the variables Service Quality ( $X_1$ ), Product Quality ( $X_2$ ), Price ( $X_3$ ), and Taste ( $X_4$ ) on Consumer Satisfaction ( $Y$ ).
3. From the results of multiple linear regression analysis, it is known that the more dominant variable is:  $Y = 4.519 + 0.070X_1 + 0.090X_2 + 0.064X_3 + 0.639X_4$ . It can be concluded that the Taste variable ( $X_4$ ) is the more dominant variable and has an influence on Consumer Satisfaction ( $Y$ ) in the Chicken Satay MSME industry in Lamongan with a value of 0.639.

## REFERENCES

### Reference from book:

KBBI (Kamus Besar Indonesia). "Kualitas Produk". (diakses 1 oktober 2020) [kbbi.web.id](http://kbbi.web.id)

KBBI (Kamus Besar Indonesia). "Harga". (diakses 1 oktober 2020) [kbbi.web.id](http://kbbi.web.id)

KBBI (Kamus Besar Indonesia). "Kualitas Pelayanan". (diakses 1 oktober 2020) [kbbi.web.id](http://kbbi.web.id)

KBBI (Kamus Besar Indonesia). "Kepuasan Konsumen". (diakses 1 oktober 2020) [kbbi.web.id](http://kbbi.web.id)

### Reference from scientific journals:

- Abdul Rouf dkk (2024), The Influence Of The Quality Of Health Service On Patient Satisfaction In Urban Areas (The Cas of Pakistan). *International journal of Research & Review ([www.Ijrrjournal.Com](http://www.Ijrrjournal.Com))*, Vol.5; Iss.
- Agrasadya dan Malakhim (2020), Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada PT Gelora Muatan Perkasa. *Jurnal Administrasi Bisnis (JAB)*. Vol 51. No.2 Oktober 2017
- Agus Efendi Sianturi, G., Muliani, L., Pridia Rukmini Sari, H., Studi Hospitaliti dan Pariwisata, P., & Stiami, I. (2021). PENGARUH CITA RASA DAN HARGA TERHADAP KEPUASAN KONSUMEN RAGUSA ES KRIM ITALIA. In *Jurnal Hospitaliti dan Pariwisata* (Vol. 3, Issue 1). <http://ojs.stiami.ac.id>
- Amir Mukadar, dkk (2022), Pengaruh Kualitas Pelayanan Syariah Terhadap Kepuasan Konsumen Padaa Restoran Sate Solo Kota Bengkulu. *Jurnal Bisnis Islam dan Perbankan Syariah*. Vol. 1, Februari, Hal. 51-60. Kalirejo
- Arifin Setyo Nugroho (2021). Analisis Kepuasan Konsumen di Warung Sate Ayam Pak Suli Jalan Prawirotaman No.01 Yogyakarta. *Jurnal Ekonomi dan Bisnis*. Vol.5, No.4 Hal 124.
- Damardjati, R.S. (1995). Istilah-Istilah Dunia Pariwisata. Jakarta: Gramedia Pustaka Umum. *Jurnal Manajemen*, Vol. 13(2). Hal. 232-236. <http://doi.org/10.24036/jess.v5i1.314>.
- DG Zakaria, [S Suwitho](#) (2017), Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Harga Terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Taksi Blue Bird Di Surabaya. *Jurnal Manajemen dan Start-Up Bisnis*. Vol. 1. No. 6. Hal. 775-764
- Fahmil Hasan, dkk (2022), Pengaruh Kualitas Produk Dan Pelayanan Terhadap Loyalitas Konsumen Sate Ayam Madura. *Jurnal EMBA*, Vol. 10(4). Hal. 1417-1435.
- Gronroos, C. dan J. Edvardsson. 2001. Service Management and Marketing: Managing the Moment of in Service Competition. Lexington: Massachusetts. *Jurnal Manajemen dan Bisnis (JOMB)*. Vol. 5. Hal. 741-749
- Hapsari, et al., (2021), Influence of Service Quality, Innovation, Price, Promotion on Customer Satisfaction and Customer Loyalty. *Jurnal Manajemen dan Bisnis*. Vol. 4(2). Hal. 27-34
- Hasniaty (2016), Customer Perception On Products, Price, Service Quality, Toward Customer Quality Relations And Loyalty Of Domestic Airlines, Indonesia. *Journal Of Management*, Vol. 1. Hal.1-14
- Ilma Khairani dan Sri Rahayu Hijrah Hati (2017), The Effects of Perceived Service Quality towards Customer Satisfaction and Behavioral Intentions in Online Transportation. *Jurnal Ekonomi dan Bisnis*. Vol. 3 Hal.5
- Kaloh (2007). *Mencari Bentuk Otonomi Daerah*. Jakarta: Rineka Cipta.
- Khoirunnisa Anassuri dkk (2023), Pengaruh Lokasi, Cita Rasa dan Harga Terhadap Keputusan Pembelian di Sate Pak Eko Satak Kecamatan Puncu Kendiri. *Journal Economic and Manajement*. Vol. 1 Hal. 78-80.
- Kristiono, Mardikanto. 2015. Peningkatan Kualitas Pelayanan Publik. Vol. 20 Hal. 3 Jakarta: Gramedia.
- Laily T. Erwin, SATE Lauk Favorit Nusantara (Jakarta: Gramedia,2020), 8
- Lovelock H, Christopher. 1992. Managing Service : Marketing, Operations, and Human Resources. Second Edition. New Jersey: Prentice Hall, Englewood Cliffs. *Jurnal Ekonomi & Akuntansi*. Vol. 10

- Nur Fitriana Anggraeni, Misti Hariasih (2022), Pengaruh Cita Rasa, Kualitas Layanan dan Harga terhadap Kepuasan Pelanggan pada Warung Mie Ayam 28 di Desa Kedung Solo. *Jurnal Manajemen Bisnis. Vol 7*
- Nurjannah Daulay (2017), Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Ayam Penyet Surabaya Jl. Dr. Mansyur Medan). *Jurnal Manajemen dan Start-Up Bisnis. Vol. 10*
- Pin -Fenn Chou (2016), Evaluation Of Service Quality, Trust, and Loyalty In Household Service. *Jurnal Simki Economic. Vol. 1 Hal. 1*
- Prasetio (2016), Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan PT. TIKI Cabang Semarang. *Jurnal EMBA. Vol.5 Hal.2 ISSN-2303-1174*
- Putri, J. A. (2021). Pengaruh Produk, Harga Dan Media Sosial Instagram Terhadap Keputusan Generasi Millennial Dalam Pembelian Produk Kuliner Tradisional di Pasar Semawis Semarang. *Jurnal Visi Manajemen, 7(2)*.
- R. Lesmana. D. Ratnasari (2019), Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pt. Radekatama Piranti Nusa. *Jurnal Manajemen. Vol. 10 No. 1 (KPR) di PT Bank Jakarta Kota*.
- Sri Wahyuningsih (2023), Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Angkringan Silaturahmi (Di Wilayah Ds Mangunsari Kedungwaru Tulungagung). *Vol. 3 No.12 (2014)*
- Tjiptono, Fandy dan Anastasia Diana. 2003. Total Quality Manajemen. *Vol. 1 Edisi Revisi.: Yogyakarta: Percetakan Andy*
- Zaini, A. A. (2020). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Pada Konsumen “Warung Bek Mu 2” Banjarnyar Paciran Lamongan). *Vol. 6 (1) Hal 1-21 <https://doi.org/10.55352>*
- Zeithaml, V. A., A. Parasuraman dan Berry, L. L. 1999. “Servqual: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality”. *Journal of Retailing . Vol. 64, No. 1*

**Reference from dictionaries/encyclopedias – online :**

Diakses 22 September 2021, [HTTP://phinemo.com/kuliner-terenak-di-dunia-versi-ccn/](http://phinemo.com/kuliner-terenak-di-dunia-versi-ccn/)