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The Influence of Products, Prices and Promotions on Consumer Satisfaction Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta

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The purpose of this research is to: Determine and analyze the influence of Product on Consumer Satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta. Determine and analyze the influence of Price on Consumer Satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta. Determine and analyze the influence of Promotion on Consumer Satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta. Determine and analyze the influence of Product, Price, and Promotion on Consumer Satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta. This research is of a quantitative descriptive type. The research concludes that: There is an influence of product on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta. There is an influence of price on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta. There is an influence of promotion on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School, Jakarta.

1. Introduction

In the current era of globalization, various aspects of life are developing very rapidly. This development is characterized by an increasingly high level of competition between businesses. Due to this circumstance, the company always strives to survive, develop and obtain optimal profits. They also seek to strengthen their position compared to competitors. The company must have a competitive advantage by meeting the needs and desires of consumers (consumer-oriented). Understanding the needs and wants of consumers will make it easier for companies to achieve customer satisfaction, because consumers will choose products that are most beneficial to them.

Businesses must place customer satisfaction as the main goal because customer satisfaction is an important factor in business continuity. Consumer satisfaction, according to Kotler (2005: 68), is the feeling that a person feels after comparing what happens with what they expect. Consumers will feel satisfied if reality meets expectations or not. When customers make a purchase, they will know whether they are satisfied or not. This shows that customer satisfaction is their perception of a product whether it matches their expectations or not. Satisfied consumers are more likely to continue using goods or services offered by a company than to buy goods or services offered by competitors.

Today, the food, or culinary, business is one of the most preferred. This can be proven by the number of restaurants that produce the same product at different prices and services. To survive in increasingly fierce competition, companies must continue to improve the quality of their products so that customers feel satisfied with the goods or services they buy. However, high-quality products do not necessarily make customers feel satisfied. To meet customer satisfaction, companies must provide high-quality products and services (Widodo, 2012: 56).

The extent to which a product can meet customer needs is defined as the quality of the product. Kotler (2005: 49) says that product quality consists of a collection of characteristics and properties of a product or service designed to meet stated or implied needs. Companies must consider customer tastes when making products so that customers feel satisfied. If product quality is improved, customer purchasing behavior will also increase, and this can have an impact on customer satisfaction (Yazid, 2008: 53).

Another factor that affects consumer satisfaction is price. In marketing dynamics, price is not just a number but is a key element that spans from business decisions to consumer satisfaction. The effect of price not only covers the sales aspect of the product, but also creeps into the various operational layers of the company. When the price of a product is decided, it

will not only affect the purchasing decision of consumers, but also permeate the cost structure of the company's production.

An indirect impact that deserves attention is the effect on production efficiency. With the quantity of products sold playing a central role, pricing strategies must be smart in order to maintain a balance between market demand and production costs. Production efficiency directly affected by sales volume can have a significant impact on the overall cost of the company. Therefore, pricing strategy is not only a financial consideration, but also an operational policy that can form the foundation of business sustainability.

Tjiptono's (2002) view of pricing strategy provides a perspective that confirms that price is not only related to the company's financial "bottom line", but also has a profound impact on the dimension of consumer satisfaction. Harmony between the price offered and the perception of value by consumers is a crucial element in maintaining the company's competitiveness. Therefore, wise price management should be a key focus in building the foundation of a company's success in a competitive market, where consumer satisfaction is key in creating customer loyalty and ensuring business continuity.

In a study conducted by Mardiistriyatno, Harries, and Nurzaman (2020) on "The Impact of Product Quality and Price on Consumer Satisfaction of PD Jamu Seduh Utama Pamanukan," they found that product quality and price have a significant impact on consumer satisfaction. The results of this study show that consumers tend to be more satisfied if the products they buy have good quality and prices that match the value they receive. Therefore, it is important for companies to pay attention to these two factors in an effort to increase their consumer satisfaction.

Darunnajah Fried Chicken is one of the business units of Darunnajah Islamic Boarding School. Darunnajah Fried Chicken located in Souq Wakif. In addition to Souq Wakif or the parking lot in front of the Islamic Boarding School, Darunnajah Fried Chicken has booths in the canteens of Santri Putra and Santri Putri. Darunnajah Fried Chicken is now one of the places favored by visitors, both guardians and the community around Darunnajah Islamic Boarding School. Darunnajah Fried Chicken with the tagline "حلال, Delicious, Blessings" has just held its Grand Launching on Wednesday, July 17, 2023. Darunnajah Fried Chicken is present as a creative economy of Islamic boarding schools to support the development of productive waqf in accordance with the third Panca Term, extracting funds and developing them.

The growing needs and desires of consumers make Darunnajah Fried Chicken continue to make innovations in order to create consumer satisfaction. Various Fried Chicken food menus are available at Darunnajah Fried Chicken from sambal geprek chicken to Korean cheese sauce

for Darunnajah Fried Chicken customers. Darunnajah Fried Chicken products not only highlight deliciousness, but also crispy quality which is an added value. With the implementation of strict Standard Operating Procedures (SOP), Darunnajah Fried Chicken is committed to providing the best service to its customers. So that customers are satisfied with what is presented.

In the context of Darunnajah Fried Chicken, promotional factors are also a significant element in influencing consumer satisfaction. Effective promotion not only increases consumer awareness of the brand, but can also form a positive perception of the product or service offered. Darunnajah Fried Chicken as a culinary service provider, especially in the Fried Chicken sector, recognizes the importance of promotional factors in creating positive relationships with consumers. The promotion run by Darunnajah Fried Chicken not only acts as a tool to increase sales, but also as a communication bridge that builds awareness and understanding of brand values. Through the right promotional campaign, Darunnajah Fried Chicken can highlight the unique taste and quality of high-quality ingredients that characterize their products.

In addition, promotions that focus on consumer satisfaction can form a positive perception of the consumption experience at Darunnajah Fried Chicken. For example, a promotional campaign that emphasizes friendly customer service, speed of service, and cleanliness of the restaurant environment can make a strong positive impression. This not only creates traction to potential customers, but can also maintain the loyalty of existing consumers.

Smart promotional strategies can also leverage digital platforms and social media to get closer to the modern consumer. By cooperating with digital marketing trends, Darunnajah Fried Chicken can interact directly with consumers, receive feedback, and respond to their needs faster. Overall, well-integrated promotions become the foundation for creating a strong brand image, generating consumer satisfaction, and nurturing positive relationships in high-competition industries such as the culinary business.

Darunnajah Fried Chicken can adopt a promotional strategy that emphasizes the quality of its products, taste excellence, and added value provided to consumers. Promotional campaigns that highlight high-quality ingredients, unique cooking techniques, or product specialties can create a special appeal for consumers. In this case, promotion serves not only as a tool to increase sales, but also as a means to convey a message of value to potential consumers. In addition, promotions that consider sustainability and corporate social responsibility can have a positive impact on Darunnajah Fried Chicken's brand image. Campaigns that demonstrate a commitment to the environment, community welfare, or social values can create an emotional

bond with consumers who are increasingly concerned about sustainability.

The importance of promotion integrated with company values, product quality, and sustainability will contribute to creating a holistic experience for consumers. Therefore, a smart and targeted promotional strategy can be a determining factor in shaping and increasing consumer satisfaction with Darunnajah Fried Chicken products.

Based on the above background, the researcher is interested in conducting a research entitled "The Effect of Products, Prices and Promotions on Consumer Satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta".

2. Method

The research method uses a quantitative approach in the opinion of Kasiram (2008: 149) which defines quantitative research as a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know. Basically, a quantitative approach is carried out on inferential types of research and relies the conclusions of research results on a probability of error, rejection of null hypotheses. With quantitative methods, the significance of group differences or the significance of influences between variables under study will be obtained. In the regression method, the influence between variables is studied and explained. This sought-after influence is called regression. So regression method to find the influence between the independent variables X1, X2 and X3 on the dependent variable Y.

3. Result and Discussion

Quantitative data that has been compiled, through the distribution of questionnaires that researchers have conducted into the average value of variable X₁ (Product), variable X₂ (Price), variable X₃ (Promotion) and variable Y (Consumer satisfaction) analyzed using parametric statistics with the *program SPSS Release 23.00 For Windows*, namely to find out whether each variable studied has a significant influence on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.

The display of each table of SPSS calculation results can be explained as follows:

1. Deskriptive Statistic

The ariable 1148description 1148 table (*output* of the first part of *SPSS*) describes the average value (*mean*) of respondents' perception of the Product (1148variable ariable 114811481148t X1), Price (1148variable ariable 114811481148t X2), Promotion (1148variable

1149variable11491149t X3), Consumer satisfaction (1149variable dependent Y), standard deviation (deviation) and the following sample counts:

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Satisfaction (Y)	100.9897	22.05131	97
Products (X1)	80.7320	24.68658	97
Price (X2)	85.8144	27.24669	97
Promotion (X3)	88.2784	22.29431	97

Based on 1149the aria mentioned above, to find out the *mean* value (average) of respondents' perception of 1149the ariable-indicator1149 Product (X₁) has a mean of 80.7320, Standard Deviation 24.68658. For 1149variable Price (X₂) has a mean value of 85.8144, Standard Deviation 27.24669. For 1149variable Promotion (X₃) has a mean value of 88.2784, Standard Deviation 22.29431. For 1149variable Consumer Satisfaction (Y) has a mean value of 100.9897, Standard Deviation 22.05131.

2. Multiple Linear Regression Analysis Calculation

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	43.349	9.529		4.549	.000
Products (X1)	.224	.091	.251	2.463	.016
Price (X2)	.222	.085	.274	2.601	.011
Promotion (X3)	.232	.088	.235	2.633	.010

a. Dependent Variable: Customer Satisfaction (Y)
Source: Questionnaire Results Data Processed with SPSS

To determine the value of the multiple linear regression equation as follows: $Y = 43.349 + 0.224X_1 + 0.222X_2 + 0.232X_3$

It can be explained as follows:

- a) The value of the intercept constant of 43.349 states that if the Product variable (X₁), Price variable (X₂) and Promotion variable (X₃) increase by 1 units, then the Consumer Satisfaction variable (Y) will increase by 43.349.
- b) The coefficient regression value of the Product variable (X₁) against the consumer

satisfaction variable (Y) is 0.224. This means that if the Product variable (X1) increases by 1 unit, it will increase the consumer satisfaction variable (Y) by 0.224, assuming the Price variable (X2) is considered constant.

- c) The value of the regression coefficient of the Price variable (X2) to the consumer satisfaction variable (Y) is 0.222. This means that if the Price variable (X2) increases by 1 unit, the consumer satisfaction variable (Y) will increase by 0.222 assuming the Price variable (X2) is considered constant.
- d) The value of the regression coefficient of the Promotion variable (X3) to the consumer satisfaction variable (Y) is 0.232. This means that if the Promotion variable (X3) increases by 1 unit, the consumer satisfaction variable (Y) will increase by 0.232 assuming the Promotion variable (X3) is considered constant.

3. Korelasi

Correlations

		Customer Satisfaction (Y)	Products (X1)	Price (X2)	Promotion (X3)
Pearson Correlation	Customer Satisfaction (Y)	1.000	.425	.473	.337
	Products (X1)	.425	1.000	.540	.111
	Price (X2)	.473	.540	1.000	.270
	Promotion (X3)	.337	.111	.270	1.000
Sig. (1-tailed)	Customer Satisfaction (Y)	.	.000	.000	.000
	Products (X1)	.000	.	.000	.140
	Price (X2)	.000	.000	.	.004
	Promotion (X3)	.000	.140	.004	.
N	Customer Satisfaction (Y)	97	97	97	97
	Products (X1)	97	97	97	97
	Price (X2)	97	97	97	97
	Promotion (X3)	97	97	97	97

Source : Questionnaire Results Data Processed with SPSS

4. ANOVA and Summary Table

ANOVA

Model	Sum of Squares	df	Mean Square	F	Say.
1 Regression	14718.982	3	4906.327	14.276	.000b

Residual	31962.007	93	343.677		
Total	46680.990	96			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Promotions (X3), Products (X1), Prices (X2)

From the results of the analysis on able 5.40 mentioned above, namely the ANOVA test or F_{test} value, it was found that the F value was calculated at 14.276.

5. Tabel Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562a	.315	.293	18.53854

a. Predictors: (Constant), Promotion (X3), Product (X1), Price (X2)

b. Dependent Variable: Customer Satisfaction (Y)

Based on the Model Summary table, the R Square value is 0.315.

Discussion

1. Test t

a. Effect between Products (X₁) on Consumer Satisfaction (Y)

Based on the multiple linear regression analysis above, the calculated t value for Product (X₁) is 2.463 while the table t value for n = 97 is 1.916. So $2.463 > 1.916$ or $t_{count} > t_{table}$ because the hypothesis is formulated if the value of $t_{count} > t_{table}$, then H₀ is rejected and H_a is accepted. With the proof that $t_{count} > t_{table}$, it can be stated that the product does have a significant influence on consumer satisfaction Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.

b. Effect of Price (X₂) on Consumer Satisfaction (Y)

Based on the multiple linear regression analysis above, the calculated t value for Price (X₂) is 2.601 while the table t value for n = 97 is 1.916. So $2.601 > 1.916$ or $t_{count} > t_{table}$, since the hypothesis is formulated, if the value of $t_{count} > t_{table}$, then H₀ is rejected and H_a is accepted. With the evidence that $t_{count} > t_{table}$ it can be stated that the price does have a significant influence on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.

c. Effect of Promotion (X₃) on Consumer Satisfaction (Y)

Based on the multiple linear regression analysis above, the calculated t value for Promotion (X₃) is 2.633 while the table t value for n = 97 is 1.916. So $2.633 > 1.916$ or $t_{\text{count}} > t_{\text{table}}$, since the hypothesis is formulated, if the value of $t_{\text{count}} > t_{\text{table}}$, then H₀ is rejected and H_a is accepted. With the proof that $t_{\text{count}} > t_{\text{table}}$ can be stated that promotion does have a significant influence on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.

d. The Effect of Product (X₁), Price (X₂) and Promotion (X₃) together on Consumer Satisfaction (Y)

From the results of the analysis in table 5.13 above, namely the ANOVA test or F_{test} value, it was found that the calculated F value was 14.276, while the F_{table} (α0.05) for n = 97 was 2.70. So $14.276 > 2.70$ with a significant level of 0.000 because $0.000 < 0.05$, then it can be said that Product (X₁), Price (X₂) and Promotion (X₃) together do have a positive effect on Consumer Satisfaction (Y) at Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.

Based on the calculation of the summary table above through the *SPSS Release 23.00 For Windows* program, influence testing was carried out for the four variables, and based on the Model Summary table, the R Square value of 0.315 was generated. This shows that 31.5% of Products, Prices and Promotions simultaneously (together) affect Darunnajah Fried Chicken Consumer Satisfaction at Darunnajah Islamic Boarding School Jakarta while the remaining 68.5% is influenced by other factors that are not observed by the author.

The multiple linear regression equation is as follows: $Y = 43.349 + 0.224X_1 + 0.222X_2 + 0.232X_3$. It can be explained as follows: The value of the intercept constant of 43.349 states that if the Product variable (X₁), Price variable (X₂) and Promotion variable (X₃) increase 1 units, then the consumer satisfaction variable (Y) will increase by 43.349. The coefficient regression value of the Product variable (X₁) against the consumer satisfaction variable (Y) is 0.224. This means that if the Product variable (X₁) increases by 1 unit, it will increase the consumer satisfaction variable (Y) by 0.224, assuming the Price variable (X₂) is considered constant. The value of the regression coefficient of the Price variable (X₂) to the consumer satisfaction variable (Y) is 0.222. This means that if the Price variable (X₂) increases by 1 unit, the consumer satisfaction variable (Y) will increase by 0.222 assuming the Price variable (X₂) is considered constant. The value of the regression coefficient of the Promotion variable (X₃) to the consumer satisfaction variable (Y) is 0.232. This means that if the Price variable (X₂) increases by 1 unit, the consumer satisfaction variable (Y) will increase by 0.232

assuming the Promotion variable (X3) is considered constant.

4. Conclusion

Based on the results of the study, it can be concluded that:

- 1) There is an influence of products on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta. This can be seen from the calculated value for Product (X1) of 2.463 while the ttable value for $n = 97$ is 1.916. So $2.463 > 1.916$ or $t_{count} > t_{table}$ because the hypothesis is formulated if the value of $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted. With the proof that $t_{hitung} > t_{tabel}$, it can be stated that the product does have a significant influence on consumer satisfaction Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.
- 2) There is an effect of price on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta. This can be seen from the calculated value for Price (X2) of 2.601 while the ttable value for $n = 97$ is 1.916. So $2.601 > 1.916$ or $t_{count} > t_{table}$, since the hypothesis is formulated, if the value of $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted. With the proof that $t_{hitung} > t_{tabel}$ can be stated that the price does have a significant influence on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.
- 3) There is a promotional influence on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta. This can be seen from the calculated value for Promotion (X3) of 2.633 while the ttable value for $n = 97$ is 1.916. So $2.633 > 1.916$ or $t_{count} > t_{table}$, since the hypothesis is formulated, if the value of $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted. With the proof that $t_{hitung} > t_{tabel}$ it can be stated that promotion does have a significant influence on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta.
- 4) There is an influence of products, prices and promotions together on consumer satisfaction of Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta. This can be seen from the ANOVA test or Ftest value found Fcalculate value of 14.276 While Ftable ($\alpha 0.05$) for $n = 97$ is 2.70. So F calculate $>$ from F table ($\alpha 0.05$) or $14.276 > 2.70$ with a significant level of 0.000 because $0.000 < 0.05$, then it can be said that Product (X1), Price (X2) and Promotion (X3) together do have a positive effect on Consumer Satisfaction (Y) at Darunnajah Fried Chicken at Darunnajah Islamic Boarding School Jakarta. While the value of R Square (R2) is 0.315. This shows that 31.5% of Products, Prices and Promotions simultaneously (together) affect Darunnajah Fried Chicken Consumer Satisfaction at Darunnajah Islamic Boarding School Jakarta while the remaining 68.5% is influenced by other factors that are not observed by the author.

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