Jurnal Riset Manajemen Sains Indonesia

How to Increase Consumer Satisfaction to Gain Consumer Loyalty

Nur Adilla[1] Meta Bara Berutu[2]

[1] *Institut Teknologi Nasional Malang*
[2] *Universitas Negeri Jakarta*

Article Info

ABSTRACT

This study aims to examine the effect of product innovation and service quality on consumer satisfaction and consumer loyalty. This study uses a quantitative approach with data collection methods through surveys. The questionnaire was distributed online using the Google Form with a total of 227 respondents. Respondents are consumers of the Omah Wilis coffee shop with a minimum age of 18 years in the last 3 months. Furthermore, the respondents' answers were processed using the Partial Least Square (PLS) application as well as through the Structural Equation Model (SEM) data analysis technique. The results showed that product innovation and service quality had a significant positive effect on consumer satisfaction and loyalty. Further research could delve deeper into specific aspects of product innovation and service quality to provide a more nuanced understanding of their effects on consumer behavior and loyalty. Additionally, exploring other variables that may influence consumer satisfaction and loyalty could enrich the study's findings and broaden its applicability.

INTRODUCTION

The main purpose of a company or business is to obtain targeted profits or profits (kajianpustaka.com, 2022). The achievement of the company's goals can be done through various marketing activities to sell the results of its products. Marketing activities are important, not infrequently many say that marketing is the spearhead of the company (artikelsiana.com, 2022). A complex market with fierce competition and consumers who have many desires is a picture of today's market competition.

With the increase in the number of micro, small and medium enterprises in Indonesia from year to year, it shows that increasingly sophisticated technology is able to encourage the creativity of young people in doing business. Many breakthroughs have been made by coffee shops, ranging from menu variants, place situations and so on. However, not all coffee shops can meet consumer satisfaction or consumers. In addition, there are many coffee shops that make breakthroughs, but do not analyze the level of consumer satisfaction in detail. So there are problems experienced by coffee shop business people in achieving predetermined targets. Omah Wilis is a coffee shop located in Kediri City, East Java.

The ups and downs in turnover experienced by Omah Wilis coffee shop due to government policies do not

make business owners give up. So that until now the Omah Wilis coffee shop can operate with a fairly stable turnover at 31 million every month. This coffee shop has been operating for almost two years. The concept of this coffee shop follows the style of coffee shops in Australia, which only sells two basic variants of coffee drinks, namely black (americano) and white (latte). The menu available at Omah Wilis includes local coffee, non-coffee, tea, and snacks. The menu found in local coffee variants is home coffee (milk coffee), banana milk coffee, charcoal milk coffee, and kopikola. The menu found in non-coffee variants includes chocolate, matcha, charcoal, and banana milk. Then for the tea variant, there are ice tea, earl grey, and lemon tea. Then Omah Wilis only provides snacks with several menus, namely, platter (potatoes and sausages), cireng, potato donuts and meatball tofu. Omah Wilis coffee shop does not focus on the food provided, so consumers feel less satisfied with it.

Many consumers ask for menus that are not available and not yet on the menu list at Omah Wilis, not infrequently because this results in some consumers bringing food from outside, such as fried rice, fried noodles and fried chicken vegetables. The statements or requests of these consumers are conveyed through several media, namely google reviews, conversations with cashiers to shop owners and social media. With this demand, the owner of Omah Wilis coffee shop considered serving heavy food menus such as fried rice, fried noodles, and fried chicken that will be served at Omah Wilis coffee shop. However, this is a serious consideration, considering the costs that must be incurred to add a menu are quite high and have an impact on shifting the initial concept of Omah Wilis coffee shop.

Omah Wilis also provides monthly live music with local musicians, this is a service to pamper consumers when visiting and enjoying coffee at Omah Wilis. For charity activities during the fasting month (Ramadan) Omah Wilis gives coffee to people passing in front of Omah Wilis (on the roadside) for free or free. Omah Wilis also always serves consumers well, for example, by welcoming new consumers to Omah Wilis and providing menu lists and providing information related to superior products and products available at Omah Wilis. This is to make it easier for consumers to place orders.

Omah Wilis Coffee Shop has indoor and outdoor in order to adjust the wishes of visitors. Indoor is intended for people who like a quiet, cool and smoke-free atmosphere, so the indoor atmosphere of Omah Wilis Coffee Shop has additional facilities, namely Air Conditioner (AC). While the outdoor Omah Wilis Coffee Shop is intended for people who like a more relaxed atmosphere and can smoke. Here is a picture of the atmosphere of Omah Wilis Coffee Shop:

Figure 1 Interior and Exterior Omah Wilis Caffee Shop
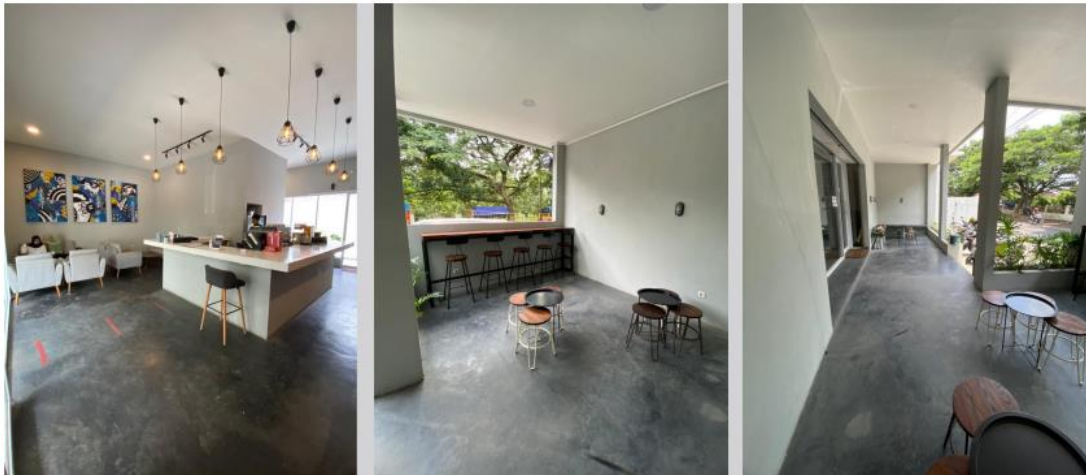
LITERATURE REVIEW

Theoretical and Conceptual Background

According to Kotler and Keller (2016: 47) Products are everything that can be offered to the market to satisfy consumer desires and satisfaction. According to Haryanti and Nursusila (2016), product innovation is innovation used in the overall operation of the company where a new product is created and marketed, including innovation in all functional processes or uses.

There are several previous studies (Filayatta and Mukaram, 2020; Widnyani et al., 2020; Fadhli and Pratiwi, 2021) who found that product innovation affects consumer satisfaction, this is because consumer desires continue to change, so products must adjust these changes to innovation. So that when product innovation can adjust to consumer desires, consumer satisfaction will be fulfilled (Widnyani, et al., 2020). Given the changing tastes and fierce competition in business, a business cannot rely solely on existing products to sustain its business. Fadhli and Pratiwi (2021) Product innovation has an important role in a business because with product innovation, the business will continue to develop and grow according to consumer wants and needs. Product innovation encompasses a wide range of product development activities—product improvement, entirely new development, and expansion that increases the range or number of product lines a business offers.

A business must provide the best quality of service in order to survive and remain consumer trust. According to Kotler and Keller (2016: 143) Quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need. According to Kasmir (2017), service quality is defined as the actions or deeds of a

person or organization that aims to provide satisfaction to consumers. Omah Wilis has provided the best service with fast and responsive service, besides that Omah Wilis employees are polite and friendly to consumers. Omah Wilis also has a form of service that can be seen directly, namely good and comfortable facilities.

Kotler and Keller (2016) explain consumer satisfaction or consumer satisfaction as a person's feeling of pleasure or disappointment resulting from comparing the performance or results of a product. Mismatch of results obtained with consumer expectations or expectations often leads to disappointment. Conversely, consumers will feel happy and satisfied if they get the results according to or even more than expected.

Empirical Review and Hypothesis Development

Relationship between Product Innovation and Consumer Satisfaction

Kotler and Keller (2016: 42) revealed that the product is a collection of various processes that influence each other. Innovation is not only a design of a new idea, a new finding or the continuation of a new market, but also a reflection of the whole process. Hill, Brierly, and MacDougall (2017) argue that consumer satisfaction is a measure of a company's total product performance in relation to a set of consumer requirements.

There are several studies that have found that product innovation has a positive effect on consumer satisfaction. This is because when businesses improve these products by improving the quality of these products and innovating these products, they can increase the satisfaction received by consumers. With this logic, product innovation has a positive effect on consumer satisfaction. Fillayata et al (2020) conducted research and obtained results that product innovation has a significant positive effect on consumer satisfaction.

Hypothesis 1: Product innovation has a significant positive effect on consumer satisfaction.

Relationship between Service Quality and Consumer Satisfaction

Kotler and Keller (2016:128) Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (or result) of the product thought against the expected performance (or result). The Big Dictionary Indonesian related to service, there are two terms that need to be known, namely serving is "helping to prepare (take care of) what someone needs". Service quality has a direct influence on consumer satisfaction, this is because if consumers get good service, consumers will feel satisfied. Previous research has confirmed that there is a positive influence between service quality and consumer satisfaction. Apriyani (2017) suggests that service quality has a significant effect on consumer satisfaction.

Hypothesis 2: Service quality has a significant positive effect on consumer satisfaction.

Relationship between Consumer Satisfaction and Consumer Loyalty

Consumer loyalty is the key to the success of a company of goods or services. According to Kotler and Keller (2016: 138), loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite the situation and marketing efforts that cause consumers to switch. The measure of consumer satisfaction can be known through consumer satisfaction indicators. Previous research has shown that consumer satisfaction affects consumer loyalty. The influence between consumer satisfaction and consumer loyalty has a positive direction, this is

because when consumers are satisfied with a good or service from a company or business, consumers will be able to have a loyal nature to the goods or services. However, this needs to be studied and re-examined how to achieve consumer satisfaction and even make these consumers loyal.

Hypothesis 3: Consumer satisfaction has a significant positive effect on consumer loyalty.

RESEARCH AND METHODOLOGY

Theoretical Framework

Based on the explanation of theory and the relationship between variables in the study, the Effect of Product Innovation and Service Quality on Consumer Satisfaction and Consumer Loyalty at Omah Wilis Kediri intends to make an analysis on the research hypothesis. Explanation of the analysis on the research hypothesis. Explanations related to analysis on research hypotheses in detail are explained below:

Figure 2 Research Model
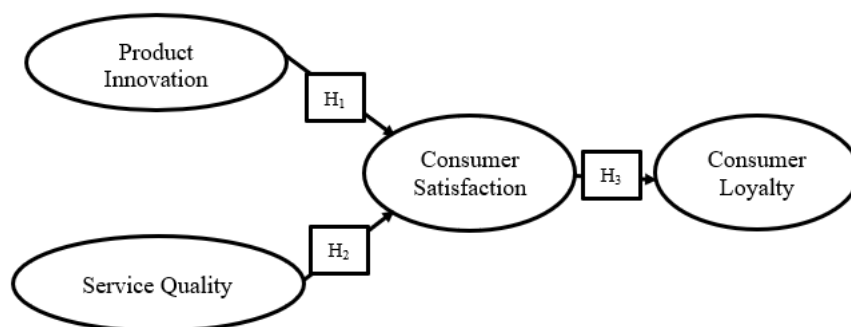
Data and Sample

The population in this study is all people who have visited the Omah Wilis Kediri coffee shop. This sampling technique is used purposive sampling. The characteristics of the sample in this study are:

1. Consumers who have purchased food and beverage products at Omah Wilis Coffee Shop within the last 3 months.

2. The minimum age of Respondents is 18 years old.

In this study there were 2 independent variables with each indicator 7 indicators for variable X1 and 12 indicators for variable X3. Then there is 1 variable tied to 8 indicators and 1 mediation variable with 10 indicators. So that in this study there were 37 questionnaire indicators. According to Hair et al., (2010), the determination of the amount that is felt to be representative is based on the number of indicators multiplied by 5 to 10. This study used a ratio of at least 1; 5 with details of 37 indicators x 5 = 185. So that the minimum sample in this study amounted to 185 respondents. The questionnaire will be distributed by giving respondents the option to fill out the GoogleForm using the link or fill out the questionnaire sheet directly at Omah Wilis Coffee Shop.

RESULT AND DISCUSSION

Result

Model Measurement (Outer) Testing

Convergent Validity is an indicator that is assessed based on the correlation between item score / component score and construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its contract.

Table 1 Convergent Validity Test Result

Variabel	Indikator	Loading	Batas Nilai	Ket.
Product Innovation	IP1	0.851	0.700	Valid
	IP2	0.873	0.700	Valid
	IP3	0.782	0.700	Valid
	IP4	0.813	0.700	Valid
	IP5	0.841	0.700	Valid
	IP6	0.759	0.700	Valid
	IP7	0.781	0.700	Valid
Service Quality	KL1	0.751	0.700	Valid
	KL2	0.729	0.700	Valid
	KL3	0.814	0.700	Valid
	KL4	0.803	0.700	Valid
	KL5	0.737	0.700	Valid
	KL6	0.789	0.700	Valid
	KL7	0.835	0.700	Valid
	KL8	0.838	0.700	Valid
	KL9	0.800	0.700	Valid
	KL10	0.815	0.700	Valid
	KL11	0.841	0.700	Valid
	KL12	0.806	0.700	Valid
Consumer Satisfaction	KK1	0.775	0.700	Valid
	KK2	0.780	0.700	Valid
	KK3	0.760	0.700	Valid
	KK4	0.773	0.700	Valid
	KK5	0.724	0.700	Valid
	KK6	0.782	0.700	Valid
	KK7	0.759	0.700	Valid
	KK8	0.746	0.700	Valid
Consumer Loyalty	LK1	0.771	0.700	Valid
	LK2	0.762	0.700	Valid
	LK3	0.858	0.700	Valid
	LK4	0.858	0.700	Valid
	LK5	0.875	0.700	Valid
	LK6	0.801	0.700	Valid
	LK7	0.748	0.700	Valid
	LK8	0.852	0.700	Valid
	LK9	0.797	0.700	Valid
	LK10	0.725	0.700	Valid

Structural (Inner) Model Testing

Evaluating the inner model with PLS (Partial Least Square) begins by looking at the R-square for each

dependent latent variable. Then in the interpretation it is the same as the interpretation on regression. Changes in values on the R-square can be used to assess the effect of a particular independent latent variable on whether the dependent latent variable has a substantive influence. The results of the inner model test include the value of the coefficient of determination (R-square).

Table 2 Coefficient of Determination Test Result

No	Independent Variable	Dependent Variable	R Square	Adjusted R Square
1	Product Innovation Service Quality	Consumer Satisfaction	0.425	0.417
2	Consumer Satisfaction	Consumer Loyalty	0.271	0.268

Hypothesis Testing

In hypothesis testing can be seen from the value of t-statistics and probability values. For hypothesis testing, using statistical values, for alpha 5% the t-statistical value used is 1.645. So the criteria for acceptance or rejection of the hypothesis are Ha accepted and H0 rejected when the t-statistic > 1.645. To reject / accept the hypothesis using probability, Ha is accepted if the p value < 0.05. Based on the empirical data used in this study, testing can be carried out on the hypothesis proposed. The following are presented the results of hypothesis testing based on the value of the path coefficient and T-Statistical/P-value.

Table 3 Hypothesis Test Result

No	Effect	Koef. Line	Stdev	T Stat	P	Information
1	IP -> KK	0.247	0.081	3.060	0.001	Significant
2	H -> KK	0.273	0.076	3.579	0.000	Significant
3	KK -> LK	0.520	0.076	6.827	0.000	Significant

Discussion

This research is in line with the results of research that has been conducted by (Fillayata, 2020) which states that product innovation that is done well and appropriately will be able to satisfy consumers. In other words, the better the product innovation carried out by a company or business person, the higher the level of consumer satisfaction. When related to marketing aspects, product innovation is very important to do and must always be done to obtain better product updates and follow the wants and needs of consumers. In this study, it was found that the product innovation carried out by Omah Wilis was good enough and acceptable to its consumers.

One of the product innovations that can be done by companies or business people is to make products that are not easy to imitate. Because products that are difficult to replicate have more value for consumers and create a sense of satisfaction when consumers consume or use the product. This is one of the efforts to prevent the emergence of superior competitors. Omah Wilis should also be able to create products that are difficult to replicate considering the many competitors with superior quality, service, facilities, and prices. After creating the product, Omah Wilis can register the copyright on the product so that it is not easily imitated by other parties.

According to Apriyani (2017) Services consisting of physical evidence, reliability, responsiveness, assurance and empathy together have a significant influence on consumer satisfaction. Based on the results of the t test, it can be seen that the variables of physical evidence, reliability, responsiveness and empathy partially have a significant

influence on consumer satisfaction. Service quality is one of the best models to measure consumer expectations and perceptions (Agarwal, 2021). Company performance results in consumer satisfaction with a product or service. Company performance results in consumer satisfaction with a product or service. In addition, the findings of this study will help Omah Wilis coffee shop managers to serve consumers better and improve service quality and achieve the highest level of satisfaction for their consumers.

The results of this study are in line with the results obtained (Yogi, 2021, Christian, 2019, Muhammed, 2019, Florence, 2017, Hyo, 2013, tma 2011) that consumer satisfaction variables have a positive effect on consumer loyalty. Based on the results of this study, it can be said that to build better loyalty with consumers, companies or businesses should increase consumer satisfaction.

The results of this study provide important implications for the marketing manager of the Omah Wilis coffee shop and can help in designing and strategies to increase the vulnerability of consumer satisfaction relationships to consumer loyalty. Studies confirm previous research that satisfied consumers are loyal and have a high likelihood of recommending products or services to their acquaintances (Yang et al., 2017; Meuter, Bitner, Ostrom, & Brown, 2005; Zeithaml, Berry, & Parasuraman, 1996).

The results showed that consumer satisfaction is a prerequisite for consumer loyalty because satisfied consumers are more willing and likely to visit again. According to Agarwal (2021) Consumers can be loyal without feeling very satisfied, consumers can also feel very satisfied but not loyal. So that companies or business people must always follow the wants and needs of consumers so that consumer satisfaction and loyalty are achieved.

CONCLUSION

Based on the formulation of the problem posed, hypotheses, and discussions that have been carried out in this study, the following are the conclusions that can be drawn from this study:

1. From the test results, it is concluded that product innovation has a significant effect in a positive direction on consumer satisfaction at Omah Wilis coffee shop. This means that the increase in product innovation carried out by the Omah Wilis coffee shop will increase consumer satisfaction at the Omah Wilis coffee shop.

2. From the test results, it can be concluded that the quality of service has a significant effect on positive direction on consumer satisfaction at the Omah Wilis Kediri coffee shop. This means that the Omah Wilis coffee shop has provided good service quality, as evidenced by questionnaires filled out by respondents stating that consumers are satisfied with the quality of service provided by the Omah Wilis coffee shop.

3. The results of the study found that consumer satisfaction had a significant effect on positive direction on consumer loyalty at the Omah Wilis Kediri coffee shop. This shows that consumers are satisfied with the product innovation, price and quality of service provided by the Omah Wilis coffee shop and make consumers loyal to the Omah Wilis Kediri coffee shop.

REFERENCES

Arianto, N. (2018). Pengaruh Kualitas Kualitas Pelayanan dan kepuasan dan loyalitas pengunjung dalam mengunkan jasa hotel rizen kedaton bogor. 1(2), 83–101.

Apriyani, A. Dwi. (2017). Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen (Survei pada Konsumen the

Little a Coffee Shop Sidoarjo). *Fakultas Ilmu Administrasi Universitas Brawijaya, Malang.*

Badan Pusat Statistik Indonesia. (2022). *Perkembangan UMKM Indonesia* (bps.go.id)

Cooper, R. Donald dan Schindler, S. Pamela. (2014). *Business Research Methods. Twelfth edition.* McGraw-Hill.

Cresswell, J.W. (2010). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed.* Pustaka Pelajar Yogyakarta, Edisi Ketiga

Dani, Vinit. (2014). Measuring customer satisfaction for FdanB chains in Pue using ACSI Model. *Procedia - Social and Behavioral Sciences* 133. hal 465 – 472.

Donni Priansa. (2017). *Manajemen Pelayanan Prima.* Bandung: Alfabeta.

Fadhli, K., dan Pratiwi D.N. (2021) Pengaruh Marketing, Kualitas Produk dan Emosional terhadap Kepuasan Konsumen Pokopi Zio Jombang. F*akultas Ekonomi, Universitas KH A Wahab Hasbullah Jombang.* Vol 2 No 2.

Fandy Tjiptono dan Gregorius Chandra. (2016). *Service, Quality dan Satisfaction*, Edisi 4, ANDI, Yogyakarta.

Fillayata, E. Vista dan Mukaram (2020). Pengaruh Inovasi Produk terhadap Kepuasan Konsumen (Studi pada Road Café Steak dan Pasta Bandung. *Prosiding the 11th Industrial Research Workshop and National Seminar Bandung*. 26-27 Agustus 2020.

Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* Edisi 9. Semarang: Universitas Diponegoro.

Goi´c, M., Levenier, C., dan Montoya, R. (2021). Drivers of customer satisfaction in the grocery retail industry: A longitudinal analysis across store formats. *Journal of Retailing and Consumer Services, 60*, Article 102505. https://doi.org/10.1016/j.jretconser.2021.102505.

Haryanti, Setyani Sri dan Linda Nursusila. (2016). Membangun Kinerja Pemasaran Berbasis Inovasi Produk dan Keunggulan Bersaing (Studi Empiris Pada Kerajinan Gitar di Kabupaten Sukoharjo. *AKTUAL* Vol 2 . No 1 edisi Juni 2016.ISSN2337–568X.

Hill, N., Brierley, J. and MacDougall, R. (2017) The Business Case for Customer Satisfaction. *In: How to Measure Customer Satisfaction, Taylor dan Francis Group*, London, 118-121.

"Jelang Tegal "Local Lockdown" pada 30 Maret 2020, Rencana 4 Bulan Isolasi Wilayah". (kompas.com) Diakses pada 20 Mei 2022.

Kasmir. (2017). *Customer Service Excellent Teori dan Praktik*. Jakarta: Raja Grafindo Persada.

Kementerian Koperasi dan Usaha Kecil dan Menengah. *Jumlah Usaha Mikro, Kecil dan Menengah 2014-2019 Lokadata* (beritagar.id) Diakses pada 21 Mei 2022.

Kotler, P dan Keller, K.L. (2016). *Manajemen Pemasaran Jilid I*. Erlangga.

Kotler, P., dan Keller, K.L (2017). *Principles of Marketing.* United Kingdom: Pearson.

Kotler, P dan Amstrong. (2018). *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Penerbit Salemba Empat. Jakarta.

Kotler, Philip and Kevin Lane Keller. (2016). *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.

Kumar, V., Pozza, I. D., dan Ganesh, J. (2013). Revisiting the Satisfaction-Loyalty Relationship: Empirical Generalizations and Directions for Future Research. *Journal of Retailing, 89*(3), 246–262.

Lülfs-Baden, F., Spiller, A., Zuhlsdorf, A., dan Mellin, M. (2008). Customer Satisfaction in Farmer-to-consumer Direct Marketing. *International Food and Agribusiness Management Review, 11*(2), 49–72.

Majekodumin, Samuel Ayodele dan Oginni, Babalola Oluwayemi. (2019). Effect of Product Innovation on Customer Satisfaction: An Overview of Insight into Nigerian Market. *Noble International Joirnal of Social Sciences Research.* ISSN(e): 2519-9722 ISSN(p) 2522-6789. Vol 04, No 01, pp: 01-07, 2019.

Meithiana Indrasari, (2019) *Pemasaran Dan Kepuasan Konsumen.* Surabaya: Unitomo Press.

Mulyapradana Aria, Lazulfa Indah Atik, (2018). "Tata Kelola Administrasi Untuk Meningkatkan Kualitas Kualitas Pelayanan Administrasi Di PT. BAM Kabupaten Tegal*". Jurnal Institusi Politeknik Ganesha Medan (Juripol),* Vol. 1 Nomor 3, Februari 2018, 36-43

Nabillah, Anintia Zahro. (2020) Pengaruh Kualitas Pelayanan, Hraga dan Citra Perusahaan terhadap Loyalitas Konsumen dengan Kepuasan Konsumen sebagai variabel Intervening (studi pada konsumen Indihome di kelurahan Lubang Buaya Jakarta Timur). *Jakarta: Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI).*

Narh, Christian O. *et al.* (2019). The Impact of Value co-creation on satisfaction and loyalty: the moderating effect of price fairness (empirical study of automobile customers in Ghana). *Total Quality Management: Routledge.*

Nemati, Ali Raza. *et al.* (2010). Impact of Innovation on Customer Satisfaction and Brand Loyalty, A Study of Mobile Phones users in Pakistan. *European Journal of Social Sciences*- Volume 16, Number 2.

Rahmawati, Deli. (2020) Pengaruh Persepsi Harga terhadap Kepuasan Konsumen Pengguna Jasa Travel. *BJRM*

(Bongaya Journal of Research in Management). Vol.3 No 2 (2020)

Ratih, Hurriyati. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Alfabeta. Bandung, 40153.

Ricky W. Griffin (2017). *Management* (12th ed.). Cengage Learning. (ISBN: 978-1-3055-0219-4).

Rosa, F., dan Nassivera, F. (2013). Assessment of Customer Satisfaction at Farm Gate Markets. *Journal of International Food dan Agribusiness Marketing, 25*(2), 146–170.

Situasi Virus Corona Covid-19. (Covid19.go.id) *Perkembangan Kasus Per-Hari Covid-19*. Diakses pada 29 April 2022.

Stavrianea *et al*. (2022). Memorable Tourism Experiences, Destination Image, Satisfaction and Loyalty: an empirical study of Santorini Island. *Memorable tourism experiences.*

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*, Alfabeta, Bandung.

Sutarno. (2012) *Serba-serbi Manajemen Bisnis.* Edisi 1. Yogyakarta: Graha Ilmu.

Tiganis, Antonios., *et al*. (2022). Customer satisfaction in short food supply chains: A multiple criteria decision analysis approach. *Food Quality and Preference* 104 (2023) 104750.

"UMKM Diprediksi Cepat Pulih di 2022 – Nasional" Tempo.co (tempo.co) Diakses pada 22 Juni 2022.

Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) untuk menekan penyebaran virus ini. Kebijakan ini diberlakukan mulai 11 Januari sampai 9 Mei 2022 (kemlu.go.id, 2022). Diakses pada 18 Mei 2022.

Prasetyo, *et al*. (2021). Factors Affecting Customer Satisfaction and Loyalty in Online Food Delivery Service during the Covid-19 Pandemic: Its Relation with Open Innovation. *Journal of Open Innovation: technology, market and complexity: MDPI*

Wicaksono, T., dan Ill´es, C. B. (2022). From resilience to satisfaction: Defining supply chain solutions for agri-food SMEs through quality approach. *PLOS ONE, 17*(2), e0263393.

Widnyani, Ni Made. Rettobjaan, C Vitalia dan Aristayudha, B Ngurah. (2020). Pengaruh Harga, Promosi dan Inovasi terhadap Loyalitas Konsumen Gojek (Studi Kasus pada Universitas Bali Internasional). *Memorable tourism experiences.*

Willian J. Stanton. (1978). *Fundamental of Marketing*. Fith edition. Brao Hill, Kago Kusu Ltd, Tokyo

Yokoyama, N., Azuma, N., dan Kim, W. (2022). Moderating effect of customer's retail format perception on customer satisfaction formation: An empirical study of minisupermarkets in an urban retail market setting. *Journal of Retailing and Consumer Services, 102935.*

Zibarzani, Masoumeh. *et al*., (2022). Customer Satisfaction with Restaurants Service Quality during COVID-19 outbreak: A two-stage methodology. *Technology in Society* 70 (2022) 101977.