

Phenomenological Study in the Practice of Increasing Customer Satisfaction Based on the Dimensions of Service Quality at Enggal Laris Building Materials Store

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Abstract

Research aim : The purpose of this study is to analyze five dimensions of service quality in increasing customer satisfaction and provide recommendations for improving service quality at Enggal Laris Building Store.

Design/Method/Approach : This study uses a qualitative method with a phenomenological approach using thematic analysis techniques, sample collection using triangulation through interviews with three customers of Enggal Laris Building Store who have shopping experience and customer willingness to be interviewed.

Research Finding : Enggal Laris Building Store focuses on customer convenience through extensive facilities and fast service. Well-trained employees provide support and product recommendations, fast response and friendly attitude increase satisfaction and pleasant interactions while shopping.

Theoretical contribution/Originality : The contribution of this study lies in highlighting the significance of Parasuraman's theory in understanding customer satisfaction, as it provides a comprehensive framework for evaluating service quality through five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy—which directly influence customer perceptions and satisfaction.

Practitioner/Policy implication : This study that Enggal Laris Building Store should apply the principles of Parasuraman's theory to improve service quality. Focus on employee training, product arrangement, and delivery service efficiency can increase customer satisfaction for continuous improvement and make the store the customer's first choice.

Research limitation : The limitation of this study lies in the sampling that was only conducted at Enggal Laris Building Store, so the results obtained may not be generalizable to other building stores. In addition, this study also does not consider external factors that can affect customer satisfaction, such as market competition and developments in industry trends.

Keywords : Service Quality, Customer Satisfaction, Building Store

1. Introduction

Customers are an important role in every business including building stores. They are not only buyers, but also determine the quality of services offered. In the context of a building store, where the products sold are the same, then the quality of service becomes a differentiating element. With increasingly tight competition. But unfortunately there are still some building stores that show no concern for friendliness and speed in serving their customers. Customers who feel ignored or do not get the right information may switch to competitors who offer a better shopping experience. Complaints about employee performance still arise because employees are not sufficiently trained or do not have adequate knowledge about the product and also the product layout is still not good and parking spaces are still limited and that makes it difficult for visitors to park their vehicles. Therefore, it can make the shopping experience less satisfying. Observations show that some hardware stores face these challenges.

Previous research on the increasingly tight competition phenomenon requires building store business actors to be able to maximize their company's performance in order to survive and compete in the market. Companies must strive to learn and understand the needs and desires of their customers. Individual customer satisfaction is very difficult to achieve because of the diverse desires of customers, this requires an approach to obtain optimal solutions. By maintaining customer satisfaction will be able to improve the continuity of relationships with old customers and continue to develop new customers. Customer satisfaction is a critical concept in marketing that generally argues that if customers are satisfied with a product, service or they will prefer to continue their purchases and tell others about their experiences [1]. In addition, if customers are satisfied will invite or spread positive things about the building store to relatives or friends who will provide their own benefits for the building store such as getting new customers without having to spend additional costs [2]. Given that getting new customers costs more than the sacrifice in maintaining old customers. Therefore, building stores need to make efforts to improve the quality of service [3].

Recent research reveals that improving the quality of service in building stores must also maintain the appearance of the building store because it is the key to customer satisfaction, especially in today's highly competitive business climate [4]. According to Parasuraman, Zeithaml, & Berry (1985), statements about customer satisfaction include five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy [5]. Namely physical evidence refers to the appearance of employees, product displays, and building materials, which are aspects of service quality that can be felt by customers and affect their satisfaction assessments. Reliability is the ability to provide services consistently and accurately and if the service is reliable then customers tend to feel more satisfied. Responsiveness is the level of employee readiness to help customers and provide services that can improve customer experience and their satisfaction. Assurance includes staff skills

and knowledge as well as the ability to create a sense of trust and customers who feel safe and secure in their transactions tend to be more satisfied. Empathy, which is paying attention to customers, can build better relationships with customers and increase customer satisfaction [6]. Ultimately, this good experience builds customer trust in the product or service, which has a positive impact on increasing their loyalty [7]. A good and supportive service system makes customers feel happy and if customers are satisfied with a service and demand will increase, conversely if customers are not satisfied, product demand will decrease. The creation of customer satisfaction can provide benefits such as a harmonious relationship between the company and its customers because it provides a good basis for repeat purchases and the creation of customer loyalty and forms positive word-of-mouth recommendations that are beneficial to the building store [8]. In addition, the main asset that determines the success or failure of a building store will be determined by customers because customers have the potential for growth and increased loyalty in the future. Customers who have been successfully retained will be a guarantee of the sustainability of the building store business [9].

In addition, customer satisfaction is the level of feeling where someone states the results of a comparison of the performance of a product service received with what is expected [10]. and how customers view the appearance of products in building stores whether related to their own desires or comparing with competitors is an important basis for formulating marketing policies, including product placement strategies in building stores [11]. And location can also be something important in increasing customer satisfaction in choosing a location, customers usually pay attention to access, namely ease of visiting it and ease of being seen and the number of people passing by and density and congestion can be obstacles. Therefore, Enggal Laris Building Store needs to maintain service quality and establish good relationships with customers so that customers do not go to other building stores. Service quality is a must that must be done in order to survive and continue to gain customer trust. In general, customers not only assess the quality of the products sold but also observe and assess the service to customers provided by the shop assistants. High service quality will certainly create a sense of comfort and customers feel satisfied. Directly, this assessment will affect customers' views and assessments of competitors.

1.1. Statement of Problem

The purpose of this article discusses service quality in improving customer satisfaction to illustrate the importance of good service to create customer satisfaction, and provide an in-depth understanding of how building stores can improve their products and services to achieve competitive advantage. This study will seek information on the five dimensions according to the expert parasuraman that can maximize service quality in improving customer satisfaction such as direct evidence, reliability, responsiveness, empathy, assurance. With an in-depth review of the literature that explains how service quality plays a role in improving customer satisfaction. Furthermore, an interesting analysis of the building store case study is

presented, and ends with a series of service strategy recommendations that can be implemented to improve customer experience in building stores.

1.2. Research Objectives

The purpose of this study is to observe and analyze service quality in improving customer satisfaction at Enggal Laris Building Store. Specifically, this study aims to:

1. To explore the direct relationship between various dimensions of service quality, such as reliability, responsiveness, assurance, empathy, and physical evidence, to customer satisfaction.
2. Provide recommendations for improving the quality of building store services regarding service quality improvement strategies that can be applied to improve customer satisfaction.

2. Method

In this study, qualitative methods were applied with a focus on the phenomenological approach to analyze customer perceptions of service quality at Enggal Laris Building Store. Activities in qualitative data analysis are carried out interactively and continue continuously until complete so that the data is saturated [12]. In this method, researchers interact directly with informants. With those who have shopping experience and shopping frequency and customer willingness to be interviewed with open-ended questions, which are designed to encourage informants to share stories and views in depth regarding the quality of service at Enggal Laris Building Store. There are several components in the data analysis, as follows:

a. Data Collection

In the context of qualitative research, data collection is carried out through observation methods, in-depth interviews, and documentation, or through a combination of the three methods triangulation.

b. Data Reduction

Data reduction refers to the process of summarizing and selecting important information, with an emphasis on substantive elements and searching for relevant themes and patterns.

c. Data Presentation

Data presentation in qualitative research can be done in various forms, including short narratives, diagrams, relationships between categories, flowcharts, and other forms of presentation.

d. Verification

Conclusions resulting from data collection need to be verified continuously throughout the research process to ensure validity and objectivity. Qualitative data analysis is iterative and integrated, including the stages of reduction, presentation, and drawing conclusions. If the conclusions obtained are considered inadequate, then additional data collection is needed, which must also be analyzed to maintain validity and objectivity.

In general, this qualitative research method aims to explore phenomena in depth by using data collection techniques involving triangulation [13]. In this study, researchers applied an in-depth interview method to dig up information directly from informants. Structured interviews are used by researchers to prepare interview guidelines containing specific questions. This approach aims to focus the conversation on important points related to the problem or phenomenon to be studied, allowing researchers to gain detailed and focused insights. Thus, informants are expected to be able to share their experiences and views in depth, which contributes to overall understanding.

In this context, to convey a number of criteria that can be used in selecting informants who are able to provide accurate information [14] emphasizes that the selection of informants in qualitative research is a very crucial aspect. Therefore, it is important to select informants based on the following criteria: relevance, recommendation, relationship, readiness, and assurance. These criteria will be further explained as follows:

- a. **Relevance:** Informants selected for this study must have a deep connection and understanding of the issues discussed. Only if they meet these criteria can informants be considered relevant. The number of informants participating in this study was three people, namely Andhik (A), Wiwik (W), and Dhotul (D), who acted as customers at the Enggal Laris Building Store.
- b. **Recommendation:** In the context of this study, informants are expected to have a deep understanding and relevance to the issue being discussed. Based on the recommendation of H. Tanto as the owner of the Enggal Laris Building Store and the informants selected in this study consisted of Andhik and two other individuals, who were customers of the Enggal Laris Building Store.
- c. **Relationship:** In order to gain more insight from informants, researchers need to establish closer relationships. One way to achieve this is to routinely interact and discuss the research topic being explored.
- d. **Readiness:** Informants in this study must be truly ready to be interviewed, so that the data obtained can be more and more relevant or accurate. Informants in this context are customers who are willing to be interviewed at the Enggal Laris Building Store. Before conducting a visit and interview, the researcher first confirmed with the informant.
- e. **Guarantee:** The selected informant must speak based on the actual situation. During the interview, the informant must not feel forced in any way and the interview situation must be like a relaxed discussion.

Moleong (2019) explains that the validity of data in qualitative research can be obtained through triangulation [15]. This interview method has proven to be useful and has a clear purpose. Namely to collect quality information and data through direct interaction between researchers and informants and the main focus of this interview is to explore the experiences experienced by customers when shopping at the Enggal Laris Building Store. To capture various phenomena related to customer satisfaction, while providing a deeper understanding of the context behind the data obtained from each informant. The data collected from the

interview results were then analyzed and designed to identify five dimensions of service quality according to experts, especially those developed by Zeithaml and Parasuraman. (1985). The five dimensions include: physical evidence, reliability, responsiveness, assurance, and empathy. Each dimension is expected to provide valuable insights into how to effectively increase customer satisfaction in line with their expectations. Furthermore, the results of the interview are interpreted and interpreted to be presented as research results.

Furthermore, to increase the validity of the findings obtained. The researcher also conducted triangulation through direct observation of the interactions that occurred between the researcher and informants who were customers at the Enggal Laris Building Store. This triangulation approach is expected to strengthen the research results, as well as provide a more comprehensive and comprehensive picture of the customer experience. Thus, the study with interview data with real observations, which ultimately can provide a significant contribution to the development of customer service improvement strategies at this store.

3. Results and Discussion

This study uses phenomenology that successfully identifies service quality in increasing customer satisfaction at Enggal Laris Building Store. The results of this observation indicate that good facilities and service quality have a significant impact on customer satisfaction at Enggal Laris Building Store. That the interaction between customers and staff employees is good and increases customer satisfaction. Shows that informants are selected based on relevance, recommendations, relationships, readiness, and guarantees and informants in this study amount to 3 informants who meet the criteria who are customers at Enggal Laris Building Store and informants were interviewed regarding the quality of service in this building store. The results of interviews with informants at the Enggal Laris Building Store according to the informants:

Tangible

Questions regarding physical evidence regarding facilities at Enggal Laris Building Store according to informants:

Researcher: How is the condition of the store facilities such as parking and seating in this building store?

A : I see the parking lot is quite spacious and does not interfere with public road users and is also safe and comfortable, parking across the street can also be used for car parking, parking is safe for buyers and there are seats and this adds to the comfort when shopping here (*Saya lihat tempat parkirnya lumayan luas dan tidak mengganggu pengguna jalan umum juga aman dan nyaman, parkir di seberang jalan juga bisa untuk parkir mobil, parkirnya aman untuk para pembeli dan untuk tempat duduk ada dan ini menambah kenyamanan saat belanja disini*).

W : The parking lot is spacious and safe while there are also seats even though shopping does not take long and this adds to my comfort too (*Untuk tempat parkirnya luas dan sudah aman sedangkan untuk tempat duduk juga ada walaupun saat berbelanja tidak membutuhkan waktu lama dan ini menambah kenyamanan saya juga*).

D : The parking lot is spacious and safe and comfortable when shopping and there are seats, this adds to the comfort even though shopping does not require a long wait (*Untuk tempat parkirnya luas dan sudah aman dan nyaman saat belanja dan tempat duduk ada, ini menambah kenyamanan walaupun saat belanja tidak perlu menunggu lama*).

All informants agreed that the parking lot at Enggal Laris Building Store was quite spacious, safe, and comfortable for buyers, especially customers. In addition, the presence of seating was also considered to provide additional comfort, even though they did not spend a long time shopping. Overall, parking and seating facilities contributed positively to the satisfaction and shopping experience at this building store.

Questions about physical evidence such as the delivery service fleet at Enggal Laris Building Store according to informants:

Researcher: What do you think about the delivery service fleet at this building store?

A : The delivery service is quite fast, it was also sent on the same day and on time (*Untuk layanan pengiriman lumayan cepat, hari itu juga juga langsung dikirim dan tepat waktu*).

W : The delivery method to customers is quite good and on time too (*Sudah lumayan baik cara pengiriman ke pelanggan dan tepat waktu juga*).

D : Delivery at this building store is on time, which is certain after the order will be sent immediately (*Pengiriman di Toko bangunan ini tepat waktu, yang pasti setelah order akan segera dikirim*).

The conclusion of the informants' answers shows that the delivery service at the building store is considered good by all informants. They indicated that delivery was carried out quickly and on time, both on the same day after the order was placed and immediately after the order was placed. This confirms customer satisfaction with the efficiency of the delivery service.

Researcher: How is the arrangement of products and materials in this Building Store?

A : The arrangement of products is quite good and building materials are easy to find and the arrangement of cement and others does not interfere with road access. (*Penataan produk cukup baik dan bahan bangunan mudah ditemukan dan untuk penataan semen dan lainnya tidak mengganggu akses jalan*).

W : The arrangement of products is quite good, goods are easy to find (*Penataan produk sudah cukup bagus barang mudah ditemukan*).

D : The arrangement is good and pleasing to the eye and the arrangement of materials does not interfere with road access when shopping (*Penataan bagus dan enak dilihat dan penataan material tidak mengganggu akses jalan saat belanja*).

The conclusion from the answers of the informants shows that the arrangement of products in the building store is considered good. All informants agree that products are easy

to find and neat arrangement creates a comfortable shopping atmosphere. In addition, the arrangement of materials, such as cement, does not interfere with road access, which adds to the comfort for customers while shopping.

Realibility

Questions about employee reliability in helping customers at Enggal Laris Building Store according to informants:

Researcher: How do building store employees help during shopping?

A : Employees explain the product well and always give advice on the right product (*Karyawan menjelaskan produk dengan baik dan selalu memberi saran mengenai produk yang tepat*).

W : Always explain the product well and make me understand (*Selalu menjelaskan mengenai produk dengan baik dan membuat saya memahami*).

D : Explaining the product is good and gives me direction on the right product (*Menjelaskan mengenai produk sudah baik dan memberikan pengarahannya kepada saya mengenai produk yang tepat*).

Informants indicated that employees at the building store provide excellent service in explaining products. All informants acknowledged that employees not only explain clearly, but also provide appropriate advice, so that customers feel they understand the products offered better. This reflects the employees' commitment to helping customers choose the right product.

Questions about employees when dealing with confused customers while shopping at Enggal Laris Building Store according to informants:

Researcher: How do store employees serve customers when they are confused while shopping?

A : Employees are good when I am confused and also provide solutions (*Karyawan baik lah pada saat saya bingung juga memberikan solusi*).

W : There are employees who provide solutions about the right product (*Ada karyawan yang memberikan solusi tentang bagaimana produk yang tepat*).

D : I have experienced confusion about products and employees provide solutions and recommend the right products (*Saya pernah mengalami bingung mengenai produk dan karyawan memberikan solusi dan merekomendasikan produk yang tepat*).

Informants indicated that employees at the building store provide significant support when customers are confused. All informants stated that employees not only help by providing solutions, but also recommend the right products according to customer needs. This reflects the attention and expertise of employees in helping customers make good shopping decisions.

Responsiveness

Questions about employee responses to customers at Enggal Laris Building Store according to informants:

Researcher: How do store employees respond to questions and requests when shopping?

A : Employee responses to me are quite good regarding questions and requests (*Respon karyawan terhadap saya lumayan baik tentang pertanyaan dan permintaan*).

W : Responses are quite good and always understand my requests too (*Respon lumayan baik dan selalu memahami permintaan saya juga*).

D : Employee responses are good and employees understand requests and needs (*Respon karyawan baik dan karyawan memahami permintaan dan kebutuhan*).

From the answers of the informants, it shows that employee responses at the building store to customers are very good. All informants emphasized that employees not only provide fast responses, but also understand customer questions and needs well. This reflects adequate customer service quality, which is able to create a positive experience for customers.

Questions about the speed of employee service regarding the service at Enggal Laris Building Store according to informants:

Researcher: What is the form of employee service speed when shopping here?

A : For the service, it was quite relaxed and not rushed, so I was quite satisfied (*Untuk pelayanan cukup santai dan tidak terburu-buru lumayan puaslah*).

W : Employees serve in a relaxed manner and according to expectations (*Karyawan melayani dengan santai dan sesuai dengan harapan*).

D : Serve it in a relaxed manner and according to your wishes (*Melayaninya dengan santai serta sesuai keinginan*).

From the answers of the informants, it shows that the service of employees in the building store is considered quite satisfactory. All informants agree that employees serve in a relaxed and unhurried manner, and are able to meet the expectations and desires of customers. A relaxed attitude in service creates a positive experience for customers.

Assurance

Questions about customer confidence regarding the guarantees given by employees to customers at Enggal Laris Building Store according to informants:

Researcher: How confident are you in the ability of employees to provide information and advice about products?

A : Trust the information that has been given by employees and they are trained and understand the product (*Percaya dengan informasi yang telah diberikan karyawan dan mereka sudah terlatih dan paham tentang produk*).

W : I trust employees regarding the information given by employees to me and the information is also accurate (*Saya percaya dengan karyawan mengenai informasi yang diberikan karyawan kepada saya dan informasinya juga akurat*).

D : I trust employees because the information given is accurate and clear (*Saya mempercayai karyawan karena informasi yang diberikan akurat dan jelas*).

The conclusion of the informants' answers shows that customers have high trust in the information provided by employees at the building store. All informants emphasized that employees are well-trained and able to provide accurate and clear information about the product.

Questions regarding the professionalism of employees towards customers at the Enggal Laris Building Store according to informants:

Researcher: How is the professionalism in providing quality assurance when you shop?

A : Employees show their understanding of the product and I feel satisfied (*Karyawan memperlihatkan pemahamannya mengenai produk dan saya merasa puas*).

W : They understand deeply and show their knowledge (*Mereka memahami secara mendalam dan memperlihatkan pengetahuan mereka*).

D : Employees are well-trained and understand the product and I feel confident in their employees (*Karyawan sudah terlatih dan paham mengenai produk dan saya merasa percaya dengan karyawannya*).

The informants indicated that customers are satisfied with the employees' understanding of the product. All informants stated that employees show deep knowledge and professionalism, making customers feel confident and sure of their abilities. This reflects the good quality of service at the building store.

Emphaty

Questions regarding the kindness of employees in serving customers at the Enggal Laris Building Store according to informants:

Researcher: How well do the staff and employees understand your needs and desires as a customer?

A : Employees understand my needs and are good (*Karyawan memahami kebutuhan saya dan baiklah*).

W : I think it's good when I talk they listen and understand what we want (*Menurut saya baik saat saya berbicara mereka mendengarkan dan memahami apa yang kita inginkan*).

D : Employees understand my request and they are good (*Karyawan memahami dengan permintaan saya dan mereka baik*).

Employees indicate that customers feel that employees at the building store are able to understand their needs and desires. All informants highlighted the good attitude of employees in listening and responding to requests, creating a positive experience in customer interactions. This shows that employees have good communication skills and focus on customer satisfaction.

Questions regarding employee attitudes towards customers at Enggal Laris Building Store according to informants:

Researcher: As a customer, do you feel treated personally with sufficient attention and friendliness when shopping?

A : Employees are friendly and kind and communicative (*Karyawan ramah dan baik dan komunikatif*).

W : Employees in my opinion are friendly and feel appreciated (*Karyawan menurut saya ramah dan merasa dihargai*).

D : Employees here are friendly and pleasant (*Karyawan disini ramah dan menyenangkan*).

That customers feel that employees at the building store have a friendly, kind, and communicative attitude. All informants expressed that interactions with employees provide a feeling of being appreciated and pleasant, which creates a positive atmosphere in shopping. This reflects the importance of good customer service attitudes in improving consumer experience.

All informants agreed that the spacious, safe, and comfortable Enggal Laris Building Store increased customer satisfaction. These facilities contributed positively to customer satisfaction and the shopping experience. In addition, the delivery service was considered very good, with fast and timely delivery, both on the same day and immediately after ordering, which further emphasized the efficiency of the service. The product arrangement in the store was also good because the products were easy to find and the neat arrangement created a comfortable shopping atmosphere, and did not interfere with road access. Employees provided excellent service by explaining the products clearly and providing appropriate suggestions. Referring to the theory according to Parasuraman, Zeithaml, & Berry (1985), which highlights the importance of service quality in increasing customer satisfaction, employees provided significant support, helping customers understand product needs and offering appropriate solutions. Employees' responses to customer questions and needs were very good and the service was also good and created a pleasant shopping experience. Employees were well trained, provided accurate information and demonstrated professionalism, which increased the credibility of the store in the eyes of customers and the good attitude and communication skills of employees contributed to customer satisfaction in interacting.

In the context of the five dimensions of service quality according to Parasuraman, Zeithaml, & Berry (1985), that physical evidence is reflected in the neat arrangement of the store and a comfortable atmosphere. The reliability dimension is seen from the consistency of service, where the delivery of goods is carried out on time, as promised and always provides advice to customers. Responsiveness is seen from the speed of employees in answering questions and meeting customer needs. Assurance is represented by the knowledge and ability of employees to provide accurate information and address concerns experienced by customers. Finally, empathy is manifested in a friendly attitude and listening to customer needs, creating a positive and enjoyable shopping experience. This service quality plays an

important role in increasing customer satisfaction, indicating that employee abilities greatly affect the customer experience at Enggal Laris Building Store.

Based on the results of this study, it was found that the five dimensions proposed by Parasuraman, Zeithaml, and Berry (1985), have an important role in determining customer satisfaction. This finding is supported by the results of interviews with three informants, who stated that the quality of service and facilities at Toko Bangunan Enggal Laris is quite good and able to meet customer satisfaction.

4. Conclusion

Enggal Laris Building Store provides convenience and customer satisfaction through extensive facilities, fast delivery services, neat product layout, and excellent employee service. Employees also provide support to confused customers, thus meeting their expectations and employees not only offer solutions, but also recommend products according to customer needs with attention and expertise. Employees' quick response and understanding of customer questions create a positive experience and adequate service quality, and meet customer expectations. Relaxed and unhurried service is recognized as satisfactory and the relaxed attitude of employees creates a pleasant shopping experience and employees who are trained in providing accurate and professional information and employee understanding of customer needs, good communication skills, create positive interactions. Their friendly and communicative attitude makes customers feel appreciated, creates a pleasant shopping atmosphere and increases customer satisfaction.

The contribution of this study clearly reveals that adequate facilities and good and efficient delivery services, as well as professional skills and attitudes demonstrated by employees at Enggal Laris Building Store significantly contribute to the level of customer satisfaction, creating a positive and satisfying shopping experience, and indirectly increasing the credibility and reputation of this building store.

The limitation of this study lies in the sample in Enggal Laris Building Store and so the research results obtained may not be generalized to other building stores. In addition, this study also does not consider external factors that can affect customer satisfaction, such as market competition and developments in industry trends.

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