

Emotional Factors, Product Quality and Service Quality on Customer Satisfaction Of Kedai Pagii Sore in Nganjuk

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Article Information

Abstract

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Research aim : This study aims to determine whether there is an influence between emotional factors, product quality and service quality on customer satisfaction at Kedai Pagii Sore in Nganjuk.

Design/Method/Approach This study uses a quantitative approach with a total sample of 100 respondents with sampling techniques using purposive sampling. While the data analysis techniques used in this study are t test, F test, classical assumption test, descriptive analysis test, and crosstabulation test.

Research Finding : This study shows that emotional factors, product quality and service quality have a significant effect on customer satisfaction at Kedai Pagi Sore in Nganjuk, with product quality having the most dominant effect. At the same time, the three factors explain 35.8% of the variability in customer satisfaction. This study also provides theoretical contributions by including the role of emotional factors and practical recommendations to improve product quality, service and emotional experience to maximise customer satisfaction.

Theoretical contribution/Originality : -

Practitionel/Policy implication : -

Research limitation : -

Keywords : Emotional Factors, Product Quality, Service Quality, Customer Satisfaction

1. Introduction

Nowadays, the competition in the café industry is getting tougher as many people are starting to open businesses in the same field. To attract customers, entrepreneurs from all walks of life, whether upper, middle or lower class, are competing to create various interesting innovations to attract customers to their cafes. To keep the coffee business growing, it is important for entrepreneurs to understand and respond to different customer needs, wants and behaviours through a system that is able to identify these things.

The success of businesses that provide goods and services is greatly influenced by customer satisfaction [1]. Customer satisfaction is directly affected by the services provided and customers write reviews for products. Therefore, to ensure that the services they provide are of the highest quality and delight customers, businesses need to have a unique plan and provide outstanding services. The main task of the business sector is to make customers happy. Therefore, to ensure customer satisfaction, businesses need to focus on providing quality services and facilities. The customer satisfaction matrix includes [2]: Conformity with expectations, intention to return, recommendation to others.

Emotional factors also influence customer satisfaction. Emotional variables influence consumers' decisions to purchase goods or services [3]. The emotional component can increase and customer satisfaction will develop when buyers feel satisfied, confident, calm, and proud of the products they buy [4]. While it is recognised that emotional elements influence customer satisfaction, the measurement and integration of specific emotions (such as joy, pride, and comfort) into service techniques has not been well researched [5] : feelings of happiness, pride, comfort, satisfaction and security.

One of the product attributes that relates to its capacity to fulfil all consumer needs is quality [6]. A company can use product quality as a weapon to stand out from its competitors. Food, like other goods and services, should be of high quality. Customers naturally want high quality food. The extent to which a product can meet their requirements. Product quality varies. In addition to the quality of the food, customers also pay attention to how the café staff serve it. Various measures of product quality are derived from this factor, such as packaging, colour, price, brand, service quality and salesperson image [7].

Cafés realise how important it is to provide high-quality services to keep clients satisfied. Their employees take instructions from them. The goal is to provide services quickly, efficiently, and in a friendly manner. The overall attributes of a product or service that affect its capacity to directly or indirectly fulfil needs are referred to as service quality [8]. And to provide high-quality services, service quality is an important component that must be considered. Since customer satisfaction is influenced by service quality, it has become an important issue for businesses [9]. The quality of a service can be assessed using five indications, which are indications that clients can use to assess the services offered by service providers [10], specifically: assurance, empathy, reliability, responsiveness, and concrete evidence.

Price, location, and previous customer experience are some examples of elements that can affect consumer happiness in addition to emotional aspects, product quality, and service quality.

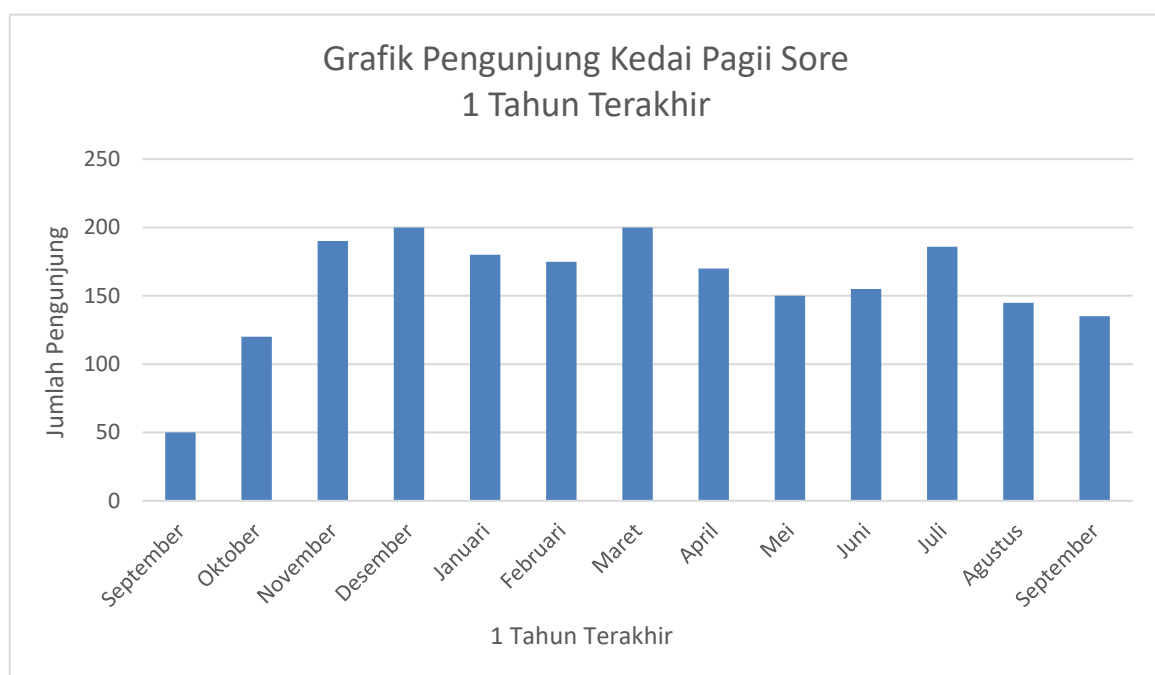


Figure 1.

Source: Kedai Pagii Sore Footfall Data for the Last Year.

Although previous studies have shown that emotional factors, product quality and service quality influence customer satisfaction, there has been no in-depth study specifically analysing how specific emotions (such as pleasure, pride, comfort) can be objectively measured and applied in service strategies. Most studies recognise the importance of emotional factors in shaping customer satisfaction, but there is no comprehensive understanding of how to integrate these emotions into service systems in the café industry. Further research is needed to explore methods of measuring customer emotions and how these emotional variables can be used to design a more personalised and satisfying customer experience.

While product and service quality have been shown to contribute to customer satisfaction, other aspects such as price, location and customer experience have not been adequately explored in the context of the café industry. Further research is needed to determine how these factors, often considered as external variables, may interact with product and service quality to create a more holistic customer experience. This gap opens up opportunities for more in-depth research into additional variables that may contribute to customer satisfaction and how café operators can adapt their strategies to meet customers' increasingly high expectations.

1.1. Statement of Problem

1. Does Emotional affect Customer Satisfaction at Kedai Pagii Sore?
2. Does product quality affect customer satisfaction at Kedai Pagii Sore?
3. Does service quality affect customer satisfaction at Kedai Pagii Sore?

1.2. Research Objectives

To find out emotional factors, product quality and service quality on customer satisfaction at Kedai Pagii Sore Nganjuk.

2. Method

While using quantitative tools, this study takes a descriptive approach. A form of research that is defined as methodical, deliberate and well-structured research is quantitative research methods. One study used a questionnaire to determine the relationship between independent variable (X) and dependent variable (Y), which was conducted at Kedai Pagii Sore in Nganjuk. This study measures how emotional aspects, product and service quality and customer satisfaction characteristics influence the purchase decision.

The population of this study consists of the customers of Kedai Pagii Sore who make direct transactions and have an uncountable number of buyers. The sampling strategy used is therefore purposive sampling combined with basic sampling methodology. The following are the criteria requirements for respondents in this study:

1. Made a purchase at Kedai Pagii Sore more than once
2. Make purchases directly at Kedai Pagii Sore.

The following is the calculation of the sample size:

$$n = (1,976) \cdot 2 \cdot (0,5) \cdot (0,5) \\ (0,1)^2 = 97,6$$

Since the above calculations show that the number of samples obtained is rounded to 100, the number of respondents in this study has been adjusted to 100. Since the above calculation shows that the number of samples obtained is rounded to 100, the number of participants in

the study has been adjusted to 100. Using the following scale with intervals of STS = 1, TS = 2, S = 3 and SS = 4, with a range of 1 to 4.

3. Results and Discussion /Hasil dan Pembahasan

RESULT

a. Classical Assumption Test

Classical hypothesis testing is a set of procedures used to ensure that regression data meet basic assumptions to ensure the validity of the results of the analysis. The t-test and the F-test are used in assumption testing. In order to find problems or disturbances in the model, three traditional assumption tests in multiple linear regression, namely normality, multicollinearity and heteroscedasticity tests, were carried out using SPSS version 24 for data analysis in this study.

1) Normality Test

The purpose of the normality test is to verify whether the residuals of the regression form follow a normal distribution or whether there are other factors that influence it [11]. The following are the results of the normality test:

Table 1 Kolmogorov-Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,38592177
Most Extreme Differences	Absolute	,055
	Positive	,037
	Negative	-,055
Test Statistic		,055
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Primary Data Processed with SPSS Ver24

The data can be described as regularly distributed because the Sig. Kolmogorov-Smirnov value shows $0.200 > 0.05$, as described in Table 3.

2) Multicollinierity Test

The multicollinearity test is a test of whether the independent variables in the regression model are highly correlated [12]. Multicollinearity can be detected using the tolerance value and the variance inflation factor (VIF). Multicollinearity can be ruled out if the tolerance value is greater than 0.10 and the VIF is less than 10. Below is the multicollinearity test used in this study:

Table 2 Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Emosional	,260	3,843
	Kualitas Produk	,563	1,777
	Kualitas Pelayanan	,330	3,029

a. Dependent Variable: Kepuasan Konsumen

Source: Primary Data Processed with SPSS Ver24

The test results in Table 4 show that none of the X variables exhibit multicollinearity because the tolerance value is higher than 0.10 and the VIF value is lower than 10.

3) Heteroscedasticity Test

Heteroscedasticity testing using the Glejser test [13]. The results of the Glejser test are:

Table 3 Heteroscedasticity Test Result

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
		B	Std. Error			
1	(Constant)	1,188	1,391		,854	,395
	Emosional	-,044	,051	-,171	-,862	,391
	Kualitas Produk	,022	,036	,084	,619	,537
	Kualitas Pelayanan	,073	,066	,197	1,116	,267

a. Dependent Variable: RES2

Source: Primary Data Processed with SPSS Ver24

The Sig. results in Table 5 show that the heteroscedasticity test of the three independent variables is greater than 0.05. Therefore, it can be said that the variables show homoskedasticity rather than heteroskedasticity.

b. Descriptive Analysis Test

SPSS 24 was used to process data from 100 respondents for this descriptive statistical study. The following are the results of this study's descriptive test:

Table 4 Descriptive Analysis Test Result

	N	Minimum	Maximum	Mean	Std. Deviation
Emosional	100	30	54	42,93	5,213
Kualitas Produk	100	25	50	38,25	5,058
Kualitas Pelayanan	100	16	33	24,76	3,610
Kepuasan Konsumen	100	10	21	15,14	2,978
Valid N (listwise)	100				

Source: Primary Data Processed with SPSS Ver24

Customer satisfaction (Y), emotional intelligence (X1), product quality (X2) and service quality (X3) are the variables tested in this study. Based on Table 6, the standard deviation of the three variables is less than the mean, which indicates that the data distribution is good, with a range of values between 15.14 and 42.93. Thus, the variable with the highest mean value among the components that affect customer satisfaction is the emotional aspect.

c. Crosstabulation Test

Cross tabulation of the observed data presented in a table as part of the cross tabulation approach to analysis. The purpose of these cross tabulations, also known as contingency tables, is to discover and determine whether two variables are correlated or related. One technique for organising multiple variables into a matrix is cross tabulation analysis. In this table, the relationship between the variables in the rows and the variables in the columns is examined to find patterns or associations between them [12].

Table 5 Crosstab Test Results Based on Gender and Age

Ket_Usia * Jenis Kelamin Crosstabulation

Count		Jenis Kelamin		Total
		Laki - Laki	Perempuan	
Ket_Usia	20-39 Tahun	9	29	38
	40-59 Tahun	16	22	38
	60-80 Tahun	3	21	24
Total		28	72	100

Source: Primary Data Processed with SPSS Ver24

This crosstabulation table shows the distribution of respondents by age group and gender. Of the total 100 respondents, the majority were female (72%), while only 28% were male. In the 20-39 age group there were 38 respondents, of whom 9 were male and 29 female. In the 40-59 age group there were also 38 respondents, but with a more even split of 16 men and 22 women. The number of respondents in the 60-80 age group was lower at 24, with 3 men and 21 women taking part. Overall, these statistics show that there were more female respondents in all age groups, especially in the younger and older age groups.

d. Multiple Linear Regression Analysis

To show the relationship between customer satisfaction (Y) and emotional elements (X1), product quality (X2) and service quality (X3), multiple linear regression analysis was carried out using SPSS 24 software. The following table shows the results:

Tabel 6 Multiple Linear Regression Analysis Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,598 ^a	,358	,338	2,423

a. Predictors: (Constant), Kualitas Pelayanan, Kualitas Produk, Emosional

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	314,470	3	104,823	17,856	,000 ^b
	Residual	563,570	96	5,871		
	Total	878,040	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Pelayanan, Kualitas Produk, Emosional

Source: Primary Data Processed with SPSS Ver24

A significant correlation between the dependent variable (customer satisfaction) and the independent variables (emotional aspects, product quality and service quality) is indicated by the results of the regression tests in the table, which show a coefficient of determination (R square) of 0.598. The three independent variables explain 35.8% of the variation in customer satisfaction, with the remaining 64.2% coming from factors not included in the model, according to the R2 value of 0.358.

The F value of the ANOVA test of 17.856 at a significance level of 0.000 (<0.05) shows that the regression model used is statistically significant. This indicates that the three independent factors have a fairly strong relationship with customer satisfaction.

These results indicate that the level of customer satisfaction at Kedai Pagii Sore in Nganjuk is significantly influenced by emotional aspects, product quality and service quality.

Table 7 Results of the Regression Coefficient Equation Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,421	2,481		2,185	,031
	Emosional	-,324	,092	-,568	-3,541	,001
	Kualitas Produk	,453	,064	,770	7,065	,000
	Kualitas Pelayanan	,254	,117	,308	2,166	,033

a. Dependent Variable: Kepuasan Konsumen

Source: Primary Data Processed with SPSS Ver24

The following is the multiple regression model created using the regression coefficient test results:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 5,421 + -0,324X_1 + 0,453X_2 + 0,254X_3 + e$$

Description:

Y = Customer Satisfaction

X1 = Emotional

X2 = Product Quality

X3 = Service Quality

The interpretation of the study, as determined by the regression equation, is as follows:

- 1) The constant value of 5.421 indicates that if all independent variables (emotional factors, product quality and service quality) are 0, then the level of customer satisfaction is estimated to be 5.421. This is the basis for estimating the value of customer satisfaction.
- 2) With a significance level of 0.001 (<0.05), the coefficient for the emotional factor is -0.324. This shows that customer satisfaction is significantly negatively affected by emotional issues. This means that each unit increase in Emotional Factors tends to decrease Customer Satisfaction by 0.324 units, other things being equal. The standardised beta value of -0.568 indicates that this negative influence is quite strong.
- 3) Product quality, this variable has a significance level of 0.000 (<0.05) and a coefficient of 0.453. This shows that consumer satisfaction is significantly affected by product quality. Customer satisfaction increases 0.453 for every unit of product quality. The traditional beta value of 0.770 indicates that product quality has the greatest impact on customer satisfaction compared to other variables.
- 4) Service quality, with a significance level of 0.033 (<0.05), the coefficient of this variable is 0.254. This shows that customer satisfaction is also positively and significantly affected by service quality. Holding all other factors constant, each unit increase in service quality increases customer satisfaction by 0.254 units. The impact is still significant, although less so than the impact of product quality, according to the standardised beta value of 0.308.

e. Hypothesis Testing

1) F-Test (Anova / Simultaneous)

The simultaneous test is used to determine whether the independent variable affects the dependent variable at the same time. With a significant value of $0.000 < 0.05$, Table 8 Anova shows the value of $F \text{ count} > F \text{ table}$, or $17,856 > 2.70$. Therefore, it can be said that the independent factors (emotional characteristics, product quality and service quality) all have a significant impact on the dependent variable (customer satisfaction) at the same time.

$$F \text{ table} = F(k ; n - k)$$

$$F \text{ table} = F(3 ; 97)$$

$$F \text{ table} = 1,984$$

2) Test t / Partial

The t-test is used to determine which independent variable has a significant effect on the dependent variable. The t-count and t-table are compared at a 5% significance level;

$$t \text{ table} = t(\alpha/2 ; n-k-1)$$

$$t \text{ table} = t(0,025;996)$$

$$t \text{ table} = 1.984$$

Table 9 of this research test leads to the following conclusion:

- 1) The t-value of the emotion variable is $3.541 < t \text{ table } 1.984$ and the significance level is $0.001 < 0.05$. The negative sign of the regression coefficient indicates that, although the effect is negative, the emotion variable has a significant impact on customer satisfaction. Thus, the first hypothesis of the study is accepted, which shows that the emotion factor, despite its negative aspects, significantly affects customer satisfaction at Kedai Pagii Sore in Nganjuk. This means that the level of consumer satisfaction decreases with the severity of the relevant emotional element (which may manifest as a negative emotional experience).
- 2) For this variable, the significance level is $0.000 > 0.05$ and the product quality t-count is $7.065 > t\text{-table } 1.984$. This shows that consumer satisfaction is significantly influenced by product quality. The second hypothesis of this study is accepted, which shows that customer satisfaction at Kedai Pagii Sore in Nganjuk is strongly influenced by product quality. Based on the positive regression coefficient, the effect is positive. Thus, customer satisfaction increases with the quality of the products offered.
- 3) The significance criterion is $0.033 < 0.05$ and the t-count for the service quality variable is $2.166 > t\text{-table } 1.984$. This shows that customer satisfaction is significantly influenced by service quality. The third hypothesis of the study, that service quality has a significant effect on customer satisfaction at Kedai Pagii Sore in Nganjuk, is accepted. The positive regression coefficient indicates that this effect is positive. This suggests that as service quality increases, so does customer satisfaction.

DISCUSSION

Emotional Factors on Consumer Satisfaction of Morning and Afternoon Shops in Nganjuk

The regression coefficient of -0.324 at the 0.001 level of significance (< 0.05) indicates that emotional elements significantly reduce customer satisfaction at Kedai Pagi Sore

in Nganjuk. This finding contradicts various previous studies which generally claim that emotional elements have a positive impact on customer satisfaction. For example, Wiyase 2022 mentions that positive emotions such as a sense of pleasure, comfort and pride can create a strong emotional connection with the brand, thereby increasing customer satisfaction and loyalty [14]. However, Russell's (1980) theory of emotion in Santoso et. al. 2021 explains that customer emotions are the result of valence (positive or negative) and intensity, where negative emotions with high intensity, such as frustration or disappointment, can significantly reduce satisfaction [15]. Research by Wijaya et., al. 2021 also reveals that negative emotional experiences tend to have a greater impact on reducing satisfaction than positive experiences [16]. In the context of Kedai Pagii Sore, negative emotional experiences may arise from an unsupportive shop atmosphere or less pleasant interactions with staff. This research is in line with Adriana & Bharata's 2021 findings that negative emotions not only reduce customer satisfaction but also influence their decision not to return [17]. Therefore, Kedai Pagi Sore needs to manage the customer experience holistically to maximise positive emotions. Measures such as improving the ambience of the shop, providing emotional training to staff, and listening to customer feedback can help reduce the negative impact of emotions and improve overall customer satisfaction.

Product Quality on Customer Satisfaction at Kedai Pagii Sore in Nganjuk

With a regression coefficient of 0.453 and a significance level of 0.000 (<0.05), Kedai Pagii Sore Nganjuk demonstrated that product quality significantly increases customer satisfaction. These findings are consistent with Kotler and Armstrong's theory of product quality, which states that a product's ability to meet the needs and preferences of its users determines its quality [18]. Indicators such as taste, texture, presentation, and product consistency play an important role in shaping customer perceptions. Febriana's research (2024) also confirms that the quality of food products, including aroma, flavour, and level of doneness, are key elements that influence consumer satisfaction [19]. This research is reinforced by the findings of Ibrahim & Sitti (2019), which show how customer experience in the café industry is significantly influenced by perceived product quality [20]. In the context of Kedai Pagi Sore, customers tend to feel satisfied when the products offered not only meet basic expectations, but also provide a superior experience compared to competitors. In addition, research by Fajrina & Yamit (2022) states that product quality is not constant, so entrepreneurs must continue to innovate to ensure competitive advantage [20]. Therefore, Kedai Pagi Sore is advised to focus on improving product consistency and creating new innovations that are relevant to customer preferences. This step will not only increase customer satisfaction but also strengthen Kedai Pagi Sore's position in an increasingly competitive market.

Service Quality on Customer Satisfaction at Kedai Pagii Sore in Nganjuk

Customer satisfaction at Kedai Pagi Sore in Nganjuk is positively and significantly influenced by service quality, according to the regression coefficient value of 0.254 and the significance level of 0.033 (<0.05). These findings are consistent with Kotler and Armstrong's (2019) service theory, which defines service quality as the ability of services to directly or indirectly satisfy customer needs [18]. Service quality indicators including assurance, responsiveness, empathy, tangible evidence, and dependability are important components of a positive client experience [21]. In the context of Kedai Pagi

Sore, fast and friendly service and the ability of staff to provide accurate product information can create a sense of comfort and increase customer confidence. This research also supports the findings of Setiawan & Gantina (2021) that poor service quality can be a major obstacle in achieving customer satisfaction. Therefore, Kedai Pagi Sore should increase staff training to improve their ability to provide fast and friendly service. In addition to increasing customer satisfaction, these efforts will result in memorable customer experiences, which can increase customer loyalty and the company's reputation.

Emotional Factors, Product Quality and Service Quality on Customer Satisfaction at Kedai Pagi Sore in Nganjuk

The F-value of 17.856 with a significance level of 0.000 (<0.05) indicates that customer satisfaction at Kedai Pagi Sore in Nganjuk is significantly influenced by emotional aspects, product quality and service quality together. With a coefficient of determination (R^2) of 0.358, these three variables together account for 35.8% of the variation in customer satisfaction, with the remainder being influenced by other variables such as cost, location or prior experience. These results are in line with Tjiptono's (2020) theory of customer satisfaction, which states that satisfaction is the result of consumers' evaluation of how services or products meet their expectations, with different elements such as emotions, product quality and service quality complementing each other [21]. Febriana's research (2024) supports these findings, stating that product and service quality are dominant factors in creating customer satisfaction in the café sector, while emotional factors strengthen customer relationships with brands [19]. In addition, research by Desafitri (2022) shows that a good interaction between these three variables can increase consumers' intention to return and recommend businesses to others [22]. In the context of Kedai Pagi Sore, the combination of a positive emotional experience, consistent product quality and responsive service will lead to higher satisfaction. However, if any one of these elements is not optimal, the impact can affect the overall perception of customers. Therefore, Kedai Pagi Sore needs to manage these three aspects holistically and strategically, such as training staff, maintaining product quality and creating an atmosphere that supports positive emotional experiences, to strengthen competitiveness and customer loyalty in a competitive market.

4. Conclusion

This study shows that emotional factors, product quality and service quality have a significant impact on customer satisfaction at Kedai Pagi Sore in Nganjuk. Product quality slightly dominates with a regression coefficient of 0.453, followed by service quality with a coefficient of 0.254 and emotional elements with a negative influence of -0.324. At the same time, the three variables explain 35.8% of the variability in customer satisfaction, while the rest is influenced by other aspects such as price or location. This study makes a theoretical contribution by integrating the role of emotional factors in the framework of customer satisfaction analysis, which is often overlooked in previous research. In a practical context, this study provides strategic recommendations for Kedai Pagi Sore to improve product quality, service and create positive emotional experiences to maximise customer satisfaction. This study has limitations in that the scope is limited to one location and the sample population is homogeneous. Future research is recommended to include other factors

such as price and location, and to use qualitative research methods to explore customer experiences in depth.

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