

The Effect of Total Quality Management and Service Quality to Customer Satisfaction in the Store Feandra Cake Pekanbaru

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ABSTRACT



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Customer satisfaction is element important in developing a company to remain able to face business competition. Factors that can affect customer satisfaction are total quality management and service quality. This study aims to determine how much influence total quality management has on customer satisfaction and how much influence service quality has on customer satisfaction. The study used a quantitative approach with sampling techniques using purposive sampling through questionnaires distributed to customers at Feandra Cake Pekanbaru store as many as 130 respondents. The study used multiple linear regression analysis. The results of this study show that the relationship is positive and significant between total quality management and customer satisfaction. While on the independent variable, namely service quality, has a positive and significant relationship with the dependent variable, namely customer satisfaction.

Keywords: *Total quality management, service quality, customer satisfaction*

1. Introduction

With increasing business competition, companies must improve the quality of their products or services and pay attention to the quality of services used to provide customer satisfaction. Customer satisfaction is a people who feels happy or disappointed because of the difference in performance that leads to results about customer desires. In this case, customer satisfaction can be an indicator in assessing service quality provided to the organization. So, customer satisfaction is customer satisfaction or happiness after using a product or service from a company or organization (Isfahila *et al.*, 2018).

The phenomenon is that more and more MSMEs are participating in the culinary field, and many businesses are springing up, leading to fierce competition (Segara and Sudiarta, 2019). There is a problem when holding a promotion only on that day when the souvenir shop posts products on social media, where consumers who want to shop for souvenirs or souvenirs must first question the availability of promotional stock to the admin of the social media account. However, consumers were to wait up to several hours (Eriesa and Nurendah, 2022). It causes dissatisfaction among customers, thus making customers not shop at

Feandra Cake souvenir shop and prefer to shop at other souvenir shops.

When conducting observations, researchers found a phenomenon caused by a change in location and a lack of quality of service provided, namely, when placing an order or following a promo given, there was a delay in a reply or a slow response resulting in a long wait given by the company to customers and with competition between businesses could result in a decrease in customer satisfaction. Customer satisfaction with the company is inseparable from total quality management and service quality factors used in the Feandra Cake business in Pekanbaru.

Total quality management is the systematic management approach focuses on the organization, the customer, and the market through a combination of fact finding and problem solving to produce significant improvements in quality, productivity, and other performance in corporate agreements (Nuryadin *et al.*, 2023). The relationship between customer satisfaction and total quality management is that the total quality management prioritizes quality in all aspects of the organization, including in the services provided to customers. If the organization succeeds in implementing total quality management well, the

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quality of service provided to customers is better so that customers will feel satisfied. Customer satisfaction is the result of implementing good total quality management. These were by Pasonggo (2021) explained the effect of implementing total quality management to Customer satisfaction in the case of customer satisfaction has a positive and Significance influence to customer satisfaction variables.

In addition, customer satisfaction are also closely related to service quality. Good and maximum service quality to meet customers can protect and increase the level of service or service provided so that the service or service from the company will continue to be used by customers, stated by (Ismail and Yusuf, 2021). Service quality is everything that customers expect so that the company can meet customer want and needs (Sumarsid and Paryanti, 2022). If the service quality provided is low, customer's will feel dissatisfied, other side, if the service quality provided is high, the customer will feel satisfied. Therefore, organizations must pay attention to service quality provided by increasing employee expertise, improving work system, and conducting regular evaluations of service quality provided.

Existence of service quality has a significant effect on customer satisfaction at Sushimas restaurants (Situmeang *et al.*, 2020). Meanwhile, different results were found by Kasinem (2021) research results show that service quality has no significant effect on customer satisfaction.

The differences between this research and previous research are study adds one independent variable, whereas the previous study only had one independent variable and one dependent variable. In addition to having different topics where researcher researched Feandra Cake in Pekanbaru. Based on the background description of the problem above, phenomenon that has been described earlier made researchers interested in conducting research on customer satisfaction at Feandra Cake Store Pekanbaru with the study's title "THE EFFECT OF TOTAL QUALITY MANAGEMENT AND SERVICE QUALITY TO CUSTOMER SATISFACTION IN THE STORE FEANDRA CAKE PEKANBARU."

The following research hypotheses to test are as follows:

H1: Total Quality Management (X1) has a positive and significant impact partially on Customer Satisfaction (Y).

H2: Service quality (X2) has a positive and significant impact partially on customer satisfaction (Y).

As for the Research Framework

Research Framework within the research on the impact of total quality management and service quality on customer satisfaction at Feandra Cake Store Pekanbaru. So, the researcher has formulated a framework of thought in the picture below:

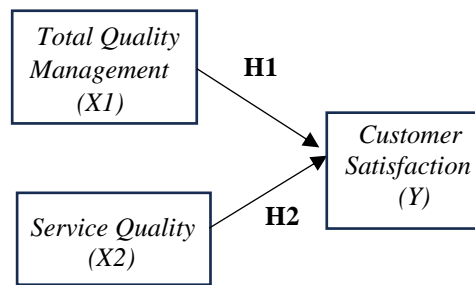


Figure 1 Conceptual Framework
(Source: Data Processed)

2. Research Methods

The study's this type of research is descriptive research with a quantitative approach method. This quantitative research is research to test the theory by examining the relationship between variables. Quantitative research is research on the phenomenon or variable under study based on quantitative or numerical measures obtained from quantitative measurements of variables, such as through questionnaires, tests, and observations. Descriptive quantitative research is research intended to describe a phenomenon or variable based on quantitative measures (Sugeng, 2022).

Bogie (2019) Population is the total number of objects or individuals with certain characteristics that will be studied, clear, and complete. The population in this research included Feandra Cake Pekanbaru customers whose numbers were unknown. In this study, the sample size was 130 people. Researchers took samples using purposive sampling because not all research samples have the same criteria for the phenomenon to be studied. With the size of the population studied unknown with certainty, the sample's determination using the Maximum Likelihood Estimation (MLE) technique.

Therefore, the minimum expected sample size is 100 samples and a maximum of 200 samples. Many samples depend on indicators Multiply 5 to 10. Amount of samples used in this study was 130 people with the following calculations:

Sample : Number of indicators x 10
: 13 x 10
: 30 samples

Researchers use purposive sampling because not all sample studies have the same criteria as the phenomenon to be studied. The criteria used in determining purposive sampling in this study are:

1. Respondents must be at least 17 years old.
2. Have used or tried Feandra cake Pekanbaru products at least 2 times.

Data collection techniques used in this study is based on the questionnaire. In collecting research data sources, namely in primary form. This research analysis technique is a descriptive statistical analysis using bergmally linear regression analysis method. Multiple Linear

regression analysis is used to measure the magnitude of the influence between two or more variables and point out the direction of influence between dependant and independent variables. This quantitative method research is very appropriate because the purpose of this study is to determine the results of the responses of each respondent regarding the variables used. This research was conducted in the store Feandra Cake Pekanbaru which is located on Jalan SM. Amin No. 210 Tampan District.

3. Results and Discussion

3.1 Results of Analysis of Respondent Characteristics

The following is a classification of respondent characteristics:

By Gender

Based on the Gender of respondents can be seen on the table 1 below:

Table 1. Respondents Based on Gender

Gender	Total	Percentage (%)
Male	61	46,9 %
Female	69	53,1 %
Total	130	100 %

Source: Data processed, 2023

Based on the characteristics of the respondents at Table 1, it appears that there were 61 males respondents with a percentage of 46.9% and 69 female respondents with a percentage of 53.1%. It may be concluded that the number of female respondents is greater than that of male respondents because women shop more often than men.

By Age

Based on the characteristics of the respondents's ages, can be shown in Table 2 below:

Table 2: Respondents by Age

Age	Total	Percentage (%)
17-25 years old	71	54,6 %
26-35 years old	22	16,9 %
36-45 years old	20	15,4 %
>46 years old	17	13,1 %
Total	130	100 %

Source: Data processed, 2023

Based on the characteristics of the respondents's ages in Table 2, shows that the aged respondents 17-25 years were 71 a person with the percentage 54.6%, aged respondents between 26-35 years were 22 a person with the percentage 16.9%, aged respondents 36-45 years were 20 a person with the percentage 15.4% aged respondents >46 years were 17 a person with the percentage 13.1%. By age characteristics, most the respondents in this study are aged between

17-25 years, which was 54.6%. Because of that age, many customers visit Feandra Cake to store food and drinks that can be used as snacks and souvenirs.

By Job Type

Based on characteristics of the type of work respondents, it can be shown in table 3 below:

Table 3 Respondents by Job Type

Type of Work	Total	Percentage (%)
Student	38	29,2%
Housewives	9	6,9 %
Civil servants	6	4,6 %
Businessman	11	8,5 %
Self-employed	39	30,0 %
And Others	27	20,8 %
Total	130	100 %

Source: Data processed, 2023

Based on the type of characteristics of the respondents's work at Table 3, it shows that respondents with Student jobs were 38 people a percentage of 29.2%, respondents with Housewives jobs were 9 people, a percentage of 6.9%, respondents with civil servants jobs were 6 people, a percentage of 4.6%, respondents with Businessman jobs were 11 people a percentage of 8.5%, respondents with Self-Employed jobs were 39 people, a percentage of 30,0%, and respondents with other jobs were 27 people, percentage of 20.8%. Based on the type of characteristics of the respondents's work, most respondents in this study have jobs, namely self-employed by 30.0%.

By Number of Product Uses

Based on the characteristics the number of product uses of respondents, it can presented at table 4 below:

Table 4. Respondents Based Number of Product Usage

Number of Product Uses	Frequency	Percentage (%)
2 kali	58	44,6 %
3-5 kali	43	33,1 %
> 5 kali	29	22,3 %
Total	130	100 %

Source: Data processed, 2023

Based on the characteristics of Number of respondents Using the Product from Table 4, it is shown that respondents with Product Use 2 times as much as 58 percent of 44.6% of respondents, respondents with Product Use 3-5 times were 43 a person with a percentage by 33.1%, respondents with Product Use >5 times were 29 a person with a percentage by 22.3%.

According to the Total Product Usage characteristic, most respondents use the product 2 times with a percentage of 44.6%. this is

because customers have only used Feandra Cake products 2 times.

the study as seen from the average value (mean), standard deviation, maximum value, and minimum (Ghozali, 2018).

3.2 Descriptive Statistical Analysis Results

Descriptive statistics provide information about the characteristics associated with the variables in

This study used a sample of 130 respondents. The description of the research variables is contained in Table 5. below:

Table 5 Descriptive Statistical Analysis Results

	N	Min	Max	Mean	Std. Deviation
Total Quality Management	130	48	75	63.82	6.371
Service Quality	130	50	75	64.27	6.244
Customer Satisfaction	130	28	45	38.77	4.129
Valid N (listwise)	130				

Source: Data processed, 2023

3.3 Data Quality Test Results

Validity Test Results

The validity test is used to measure whether a questionnaire is valid or not. Validity is an instrument that can measure what should measure (Sugiyono, 2019). Below are the results of validity testing for each variable in this research pattern:

Table 6 Total Quality Management Validity Test Results

Statement	Calculated r value	R table value	Conclusion
Statement 1	0,605	0,1449	valid
Statement 2	0,581	0,1449	valid
Statement 3	0,601	0,1449	valid
Statement 4	0,723	0,1449	valid
Statement 5	0,632	0,1449	valid
Statement 6	0,596	0,1449	valid
Statement 7	0,655	0,1449	valid
Statement 8	0,612	0,1449	valid
Statement 9	0,733	0,1449	valid
Statement 10	0,673	0,1449	valid
Statement 11	0,509	0,1449	valid
Statement 12	0,518	0,1449	valid
Statement 13	0,519	0,1449	valid
Statement 14	0,634	0,1449	valid
Statement 15	0,653	0,1449	valid

Source: Data processed, 2023

Table 7 Service Quality Validity Test Results

Statement	Calculated r value	R table value	Conclusion
Statement 1	0,630	0,1449	Valid
Statement 2	0,579	0,1449	Valid
Statement 3	0,581	0,1449	Valid
Statement 4	0,608	0,1449	Valid
Statement 5	0,699	0,1449	Valid
Statement 6	0,626	0,1449	Valid

Statement 7	0,696	0,1449	Valid
Statement 8	0,598	0,1449	Valid
Statement 9	0,669	0,1449	Valid
Statement 10	0,636	0,1449	Valid
Statement 11	0,635	0,1449	Valid
Statement 12	0,670	0,1449	Valid
Statement 13	0,608	0,1449	Valid
Statement 14	0,687	0,1449	Valid
Statement 15	0,639	0,1449	Valid

Source: Data processed, 2023

Table 8 Customer Satisfaction Test Results

Statement	Calculated r value	R table Value	Conclusion
Statement 1	0,721	0,1449	Valid
Statement 2	0,660	0,1449	Valid
Statement 3	0,599	0,1449	Valid
Statement 4	0,793	0,1449	Valid
Statement 5	0,753	0,1449	Valid
Statement 6	0,689	0,1449	Valid
Statement 7	0,704	0,1449	Valid
Statement 8	0,680	0,1449	Valid
Statement 9	0,624	0,1449	Valid

Source: Data processed, 2023

Reliability Test Results

According to Ghozali (2018), this reliability tests the consistency of data over a period of time and extent of the measurements used trustworthy or reliable.

Table 9 Reliability Test Results

Variable	Nilai Cronbach Alpha	Reliable	Conclusion
Total Quality Management	0,883	0,60	Reliable

Service Quality	0,895	0,60	Reliable
Customer Satisfaction	0,863	0,60	Reliable

Source: Data processed, 2023

3.4 Classical Assumption Test Results

Normality Test Results

The Normality test analyzes a regression, independent variable, and dependent variable, or both are normally distributed. The purpose of this test is to test whether, in a regression model, confounding or residual variables have a normal distribution or not (Ghozali, 2018). The Regression models are considered good if the data distribution is normal or close to normal. This study, uses the Kolmogorov-Smirnov (1-Sample K-S) analysis technique to test normality. Provided that if the significance value is greater than 0.05 the data is normally distributed. The results of the Kolmogorov-Smirnov normality test can be seen in Table 10. Below:

Table 10. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.13226149
Most Extreme Differences	Absolute	.076
	Positive	.059
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.061 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed, 2023

From the table above, the significant value of Asymp. Sig. (2-tailed) sum of 0.061. It is significance value is greater than 0.05 the normally distributed data.

Multicollinearity Test Results

(Ghozali, 2018) explains that this test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between independent variables. If the tolerance value ≥ 0.1 or the same as VIF < 10 , it can be concluded that there is no multicollinearity between the independent variables in the regression model of this study. A good regression is a regression model that doesn't occur in multicollinearity, meaning that the independent variables with one another in the regression model aren't impeccably connected.

Table 11. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Total Quality Management	0,360	2,778
Service Quality	0,360	2,778

Source: Data processed, 2023

Heteroscedasticity Test Results

Ghozali (2018) The goal of the heteroscedasticity test is to determine if there is an inequality in variance between the residuals of one observation and another in the regression model.

If the residual variance from one observation to another is constant, it is called homoscedasticity, and if there is a difference it is called heteroscedasticity. This study emphasizes the results of whether or not heteroscedasticity occurs using the Glacier test.

Table 12. Glejser Heteroscedasticity Test Results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	Beta		
1 (Constant)	4.649	1.349			3.447	.001
Total Quality Management	-.023	.033	-.101		-.698	.487
Service Quality	-.025	.033	-.109		-.755	.452

a. Dependent Variable. Abs_Res

Source: Data processed, 2023

Based on Table 12, it shows that the significant value is greater than 0.05. This means that there is no heteroscedasticity.

3.5 Hypothesis Test Results

Partial Test Results (t-Test)

The t-test is used to determine the level of influence or relationship between independent and dependent variables, where one of the independent variables is fixed or controlled (Sugiyono, 2019).

Table 13. Partial Test Results (t Test)

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	Beta		
1 (Constant)	.966	2.036			.474	.636
Total Quality Management	.201	.050	.310		4.054	.000
Service Quality	.389	.051	.588		7.700	.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed, 2023

1. Value of the t-count of Total Quality Management (X_1) is $4.054 > 1.978$. The significance value of the Total Quality Management (X_1) variable is $0.000 < 0.05$, which means that Total Quality Management (X_1) partially has a positive and significant relationship with Customer Satisfaction (Y).
2. Value of the t-count of Service Quality (X_2) is $7.700 > 1.978$. The Significance Value of Service Quality (X_2) of $0.000 < 0.05$ means that Service Quality partially has a positive and significant relationship with Customer Satisfaction (Y).

Simultaneous Test Results (F Test)

Table 14. Simultaneous Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1612.573	2	806.287	174.591	.000 ^b
Residual	586.504	127	4.618		
Total	2199.077	129			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Service Quality, Total Quality Management

Source: Data processed, 2023

Based on the results of the above f test, it can be seen that the value is significant for the simultaneous influence of X_1 and X_2 on Y is $0.000 < 0.05$ and the Fcount value of $174,591 > Ftable 3.07$ means that H_a is accepted and H_0 is rejected, so it can be concluded that the linear regression model can be used to explain the effect of total quality management and service quality simultaneously on customer satisfaction.

Test Results of the Coefficient Determination (R_2)

Simanungkalit *et al.* (2023) Explain that the coefficient of determination (R^2) is used to measure extent to which the model's ability to explain variations in the dependent variable.

Table 15. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.733	.729	2.149

a. Predictors: (Constant), Service Quality, Total Quality Management

b. Dependent Variable: Customer Satisfaction

Source: Data processed, 2023

Based on Table 15, can be seen that the "coefficient of determination value R^2 is located in the column Adjusted R Square. It is known that the coefficient of determination value of $R^2 = 0.729$ This value means that Total Quality Management

(X_1), and Service Quality (X_2) together affect Customer Satisfaction (Y) by 72.9%, the remaining 27.1% is influenced by other factors outside the research model".

3.6 Discussion

The Effect of Total Quality Management on Customer Satisfaction

The test results of the total quality management variable on customer satisfaction show the t value of $4,054 > t$ table of $1,978$ and a significance value of $0.000 < 0,05$, indicating that the total quality management variable affects on customer satisfaction. It can be concluded that total quality management has a positive and significant influence on customer satisfaction at the Feandra Cake Pekanbaru store. This means total quality management is increasing, and customer satisfaction at the Feandra Cake Pekanbaru store will also increase.

With total quality management, the company will be better than the other competitors, and its interaction with customers the relatively error-free. Higher levels of customer satisfaction can lead to an increased market share.

This is in accordance with the first hypothesis, which states that total quality management (X_1) has a positive and significant partial effect on customer satisfaction (Y), so that the first hypothesis was accepted.

This research result is also consistent with the Research done by Suyono *et al.* (2020) identified that the better the total quality management, better the customer satisfaction. The study shows that total quality management has a positive and significant Impact on the customer satisfaction. Likewise, Pasonggo's research (2021) shows that total quality management have a positive and significant impact on the customer satisfaction variables.

The Effect of Service Quality on Customer Satisfaction

The results of testing the service quality variable on customer satisfaction show the t value of $7.700 > t$ table 1.978 and obtained a significant value of $0.000 < 0.05$, which indicates that the service quality variable has an effect on customer satisfaction. It can be concluded that service quality has a positive and significant effect on customer satisfaction at Feandra Cake Pekanbaru shop. This means that the service quality is increasing, so customer satisfaction at Feandra Cake Pekanbaru shop will also increase. This is in accordance with the second hypothesis, which states that service quality (X_2) has a positive and significant effect partially on customer satisfaction (Y), so that the second hypothesis is accepted. The results of this study are also in line with research conducted by Novel *et al.* (2022) concluded that service quality has a positive and significant effect on customer satisfaction.

Likewise, Rahmawati's research (2020) also shows that service quality variable has a positive and significant effect on customer satisfaction.

4. Conclusion

After going through several stages that have been carried out, namely data collection, data processing, and data analysis, the results of the analysis related to the impact of total quality management and service quality on customer satisfaction are obtained as follows:

Based on the results of the already hypothetical test, it could be argued that total quality management has a positive and significant impact on customer satisfaction. This means the more the total quality management increases, the more the customer satisfaction increases.

Based on the test results hypothesis already done, it can be argued that variables of service quality have a positive and significant impact on customer satisfaction. This means that the more the service quality, the more the customer satisfaction.

Further research is recommended to add the number of independent variables, because in influencing customer satisfaction in this study only, 72.9%, the remaining 27.1% were affected by other variables outside the study model, such as variables of product quality, trust, and price. Further research, it is expected that the samples used are not only customers at Feandra Cake Pekanbaru Store.

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