

## **ANALYSIS OF CUSTOMER SATISFACTION: A CASE STUDY OF ANGKRINGAN MBAH SINGO IN NGANJUK**

**Imelda Ghufrani Rifqi**

**Economics Education, University of Jember**

imeldarifqi06@gmail.com

**Joko Widodo**

**Economics Education, University of Jember**

jokowidodo.fkip@unej.ac.id

**Mukhamad Zulianto**

**Economics Education, University of Jember**

zulianto.fkip@unej.ac.id\*

### ***Abstract***

*This research analyzed customer satisfaction with Angkringan Mbah Singo based on service quality, product, and price. Aims to examine the level of customer satisfaction at Angkringan Mbah Singo. The author uses descriptive qualitative research methods with data sources in the form of principal and supporting data sources. The collection technique is conducted by interviewing customers and owners of Angkringan Mbah Singo. The results showed that the customers were satisfied with the service, prices, and products. Customer satisfaction analysis is seen through service, product, and price. Based on the research results, the service employees provide to customers is considered quite good, but they still need to pay attention to service when conditions are busy. The products served have good quality taste and hygiene, and some menus are only available once a few weeks. This makes customers feel disappointed when looking for these products. The price of Angkringan Mbah Singo products is considered cheap and fits into the general public, from school children to employees.*

***Keywords: customer satisfaction, service quality, product, price***

## **INTRODUCTION**

The current era of globalization has caused intense competition in the business world. Business actors compete to maintain their business while creating and retaining consumers because consumers are an essential element in business continuity. With consumers, business actors can sell, market, and offer their products (Ramadonna et al., 2019). Consumers are an essential element in the world of culinary business; consumers themselves are visitors who make visits and transactions for goods or services. In contrast to a customer, a consumer who buys and sells goods and services repeatedly in one month and continually comes to the same place is called a regular customer (Nasfi, N, Rahmad, R, Sabri, 2020). Customers are people who buy and enjoy goods or services, while consumers are only limited to using goods or services.

The customer satisfaction and happiness can lead to a sense of loyalty. Happiness functions as a mediator between satisfaction and loyalty (Zhao & Bacao, 2020). Satisfaction is an assessment of the features of the goods or services themselves, which provide a level of customer pleasure related to meeting consumption needs. Customer satisfaction can be created through quality, service, and value.

Some of the driving factors for customer satisfaction include service quality, product quality, and price. Service at any place certainly wants loyal customers who always come back, and Angkringan Mbah Singo is no exception. Of course, you can't escape having good income progress from time to time. Product price becomes a material consideration when making purchasing decisions. The emotional context in which they are used, particularly in customer service interactions that involve resolving problems or handling complaints (Crolic et al., 2022).

In that case, the quality of service is perceived as excellent and satisfactory, that has been formed can encourage consumers to make repeat purchases and look forward to being loyal customers. Competition that occurs in the business world is getting tighter, which is a consequence of expanding marketing activities. The increasingly widespread competition in the industry is an essential factor influencing the success of the business world. The positive impact of competition will bring significant benefits to customers

worldwide in the future, such as the behavior of people who need quality products with competitive prices from various manufacturers who offer goods or services.

Conducted a similar study entitled Analysis of Service Quality on Customer Satisfaction at the Blessings Banjarmasin Restaurant, aiming to determine the quality of services provided in increasing customer satisfaction at the Blessings Banjarmasin restaurant and to find out the quality of the service supplied in increasing customer satisfaction. This study uses a descriptive qualitative design, with the research results showing that there is still a lot of service quality that is considered unsatisfactory for customers. Customer satisfaction can be achieved through several factors that can support the fulfillment of customer satisfaction. In the analysis conducted on Angkringan Mbah Singo customers, several factors are used as the basis for an assessment to get maximum results for its customers.

Angkringan Mbah Singo as a business still has many obstacles in several aspects, such as service, product, and price, so it dramatically influences customer satisfaction who is less interested in the next transaction. Apart from being quite expensive, the services and facilities are also inadequate for customer satisfaction in every sales transaction for Angkringan Mbah Singo customer satisfaction. Improving product quality and maintaining excellent and consistent service quality, service is one of the main requirements for business management to win the competition in today's culinary industry. The purpose of the research conducted by this researcher is to analyze customer satisfaction of Angkringan Mbah Singo.

Angkringan Mbah Singo is one of the popular culinary destinations that attracts various groups, both locals and tourists. However, like any culinary business, maintaining and improving customer satisfaction levels is a challenge that must be faced continuously. In this effort, it is necessary to conduct an in-depth study to understand the factors that affect customer satisfaction at Angkringan Mbah Singo. Service elements that have a significant impact on the customer experience. Aspects such as the quality of food and beverages, speed of service, staff friendliness, and comfort of the place are key variables that must be analyzed. In the context, which is synonymous with affordable prices, do

customers feel that they get value for the money they spend. An analysis of the suitability of the price with the given quality will give an idea of whether there is a need to adjust the pricing strategy.

The overall customer experience should be researched, including their interaction with the staff and the atmosphere offered. A positive experience can increase customer loyalty, while a negative experience can cause customers to look for other alternatives. Therefore, a study of how these interactions affect customer satisfaction levels is urgently needed.

## **LITERATURE REVIEW**

Mobile food ordering apps (MFOAs) have been widely considered in the restaurant sector as innovative channels to reach customers and provide them with high-quality services (Alalwan, 2020) Strategies aimed at significantly reducing management costs and improving building performance and service quality (Atta & Talamo, 2020). Most people in rich countries, being able to buy products and use services is a natural expression of quality of life (Grunwald, 2020)

Tourism products and services deeply in terms of their nature (e.g. accommodation, transportation, food & beverage, and ancillary services), elements of tourism products and the current state, and the importance of investment in developing the tourism products and services (Nekmahmud et al., 2021). It is also necessary to pay attention to online customer reviews, product quality, brand image and personal factors from consumers themselves that influence the services provided (Santoso et al., 2022). Apart from service quality, a brand ambassador is called an intermediary for the company to communicate and interact with the public regarding how the company increases sales (Kumala et al., 2022)

Customer satisfaction has been widely conceptualized in the literature. This concept underscores the importance of expectations and perceived performance in shaping satisfaction. Affective engagement, enthusiasm for consumers and the level of consumer satisfaction with the content owned by the company (Ningsih et al., 2023). Increased sales

as well as customer satisfaction and happiness will increase when implementing relevant strategies (He & Pedraza-Jiménez, 2015)

Satisfaction is the most significant factor, and perceived task-technology fit, trust, performance expectancy, social influence and confirmation have direct or indirect positive impacts on users' continuance usage intention of FDAs during the COVID-19 pandemic period (Zhao & Bacao, 2020). Product quality is a fundamental driver of customer satisfaction. High-quality products that meet or exceed customer expectations tend to lead to higher satisfaction levels.

The relationship between price and customer satisfaction is complex. Customers often evaluate the fairness of the price paid relative to the value received. Customers' satisfaction levels increase when they perceive they are receiving good value for their money. When actual performance meets or exceeds these expectations, satisfaction is achieved. Conversely, if performance falls short, dissatisfaction results.

Mindfulness training only enhances the link between mindfulness and spiritual well-being but does not directly moderate the link between spiritual well-being and sustainable consumer behavior (Daniel et al., 2024). Emotional dimensions, particularly affective connections to nature and anticipated emotions, play a crucial role in pro-environmental behaviour (Velooso et al., 2024). Socio-demographic factors such as age, gender, income, education, and occupation emerge as pivotal determinants, providing valuable insights for targeted marketing in consumer behaviour (Gosh, 2024). Taking a consumer's perspective on product care which remains a gap in the literature, it is not clear yet why people take care of product to which they do not feel attached (Ackermann et al., 2018).

Loyalty program promoting sales of F&V can create win-win benefits to both society and the retailer: it increases expenditures on healthy foods (F&V), while improving overall loyalty to the retailer amongst motivated consumers (Panzone et al., 2024). Customer retail app experience literature by considering four dimensions as precursors of satisfaction with the retailers' app and customer loyalty: cognitive, affective, relational and sensorial (Molinillo et al., 2022) Customers' perceived value of a loyalty

program has significant direct and moderating effects on chain loyalty, and the moderation effects are chain dependent (Nesset et al., 2021)

Preferential treatment's ability to elevate customer happiness is somewhat diminished in those with a higher inclination toward seeking attention (attention-seeking motives), due to a perceived lack of genuineness or merit in the treatment received (Ul Ain et al., 2024) Total Quality Management and Organizational Performance reveals that these two entities have a substantial relationship, providing valuable insight into aspects when considering organizational performance and customer satisfaction (Kola Olayiwola et al., 2024) Customers—a brand's efforts to enhance customers' product-related knowledge—affects customer loyalty (Sun et al., 2021).

## **RESEARCH METHODS**

The research design is a series of research plans implemented by the researcher. The type of research used in this research is descriptive qualitative research obtained from research that has been done. The steps taken in analyzing qualitative descriptive data are data reduction, data presentation, and concluding.

The research method used by researchers to analyze satisfaction with service, products, and prices on customer satisfaction Angkringan Mbah Singo. This research consists of primary data and supporting data. The main data was obtained through interviews with customers. In contrast, the supporting data was obtained through interviews with the Angkringan Mbah Singo business owner and the required documents as supporting data in this study.

The method of analysis in this research is the descriptive analysis method. The stages in analyzing the data in this study are through 3 stages, namely, data reduction, data presentation, and drawing conclusions. Researchers then compare the results of customer interviews with business owners by analyzing the results obtained with existing benchmarks or criteria.

## **RESULTS AND DISCUSSIONS**

## Results

Analysis of customer satisfaction at Angkringan Mbah Singo was conducted through interviews with eight regular customers of Angkringan Mbah Singo. The results of the interviews were conducted in private and presented in several sub-discussions according to the formulation of the problem under study. Based on the results of the interviews that the researchers conducted, there are several points in each aspect. The data from this research is about analyzing customer satisfaction at Angkringan Mbah Singo by using indicators of service quality, price, and product as a measure of customer satisfaction at Angkringan Mbah Singo.

### Customer Satisfaction with service

Customer satisfaction in the service of Angkringan Mbah Singo is seen from the service of employees to customers. Employee service is one of the keys to good sales. Excellent and friendly service will increase the customer's good impression of Angkringan Mbah Singo. Based on the results of the customer satisfaction analysis conducted through closed interviews, several conclusions were drawn regarding customer satisfaction with services.

#### a. Serving Speed

Based on interviews conducted by researchers, some customers complained that they still needed to wait a long time to receive their orders. The speed of service delivery in providing customer orders takes time to prepare orders from the customer order until the presentation of the order is received. Serving speed is considered very important for customers and can affect customers. Customers who visit Angkringan Mbah Singo feel that they still have to wait a long time to receive their orders.

"The service at Angkringan Mbah Singo is good, the employees are kind and humble. It's just that it needs to be accelerated when weekends are usually crowded." (F, 20).

#### b. Employee Alertness

Angkringan Mbah Singo not only focuses on products but also on customer service. In their service, employees interact directly with customers, starting from

receiving orders, delivering orders, helping customers with needs related to angkringan, and dealing with customer complaints.

"Employees are friendly and alert in helping customer needs" (A, 38)

"Service is good. Everyone and employees here are good, alert, and never fail" (L, 23)

Customers of Angkringan Mbah Singo feel satisfied that employees are pretty alert in helping customers, for example, when customers need additional orders or other additions

### c. Employee Friendliness

"The service provided is quite good, employees are polite and help customer complaints" (G, 57)

Employee behavior can be seen through their friendliness and courtesy when serving customers and interacting directly with them. Previously, employees had been directed and given examples directly by the business owner in treating customers, serving food, and having to be polite and friendly to customers.

"The services provided are good, the employees are kind, humble and have good manners" (Ad, 25)

With a polite and friendly attitude, customer expectations are reasonable so that customer satisfaction is created at the Angkringan Mbah Singo service. According to the results of interviews that have been conducted, customers feel that Angkringan Mbah Singo employees are satisfied with being polite and friendly to customers and serving well.

### **Customer Satisfaction on Price**

Customer satisfaction with price is related to the suitability of product value. Price is something that customers pay attention to when making a purchase. Therefore, Angkringan Mbah Singo applies product prices appropriately to its customers.

"The price of food and drink here is cheap and can be enjoyed by us, the lower middle class and school children" (Y, 54)

This is felt by customers. Angkringan Mbah Singo customers come from various backgrounds. This is because the price setting is carried out by the owner in order to be right on target and enjoyed by all consumers so that it is in accordance with the desired



initial goal. Based on the results of interviews that researchers have conducted obtained several factors that influence customer satisfaction with prices.

Satisfaction with Angkringan Mbah Singo on price, it can be concluded that the price offered is relatively cheap in the Nganjuk, both among office workers, salespeople, and schoolchildren. The cost of food and drinks provided by Angkringan Mbah Singo starts from Rp. 1,000 – Rp. 10,000, which is relatively cheap in the pockets of customers. With affordable prices, the quality of the products, services, and supporting facilities provided are sufficient to help customers in carrying out their activities, ranging from large areas, internet, bathrooms, and places of worship to make customers feel at home carrying out their activities at Angkringan Mbah Singo.

Angkringan Mbah Singo, in the production of food and beverages, primarily uses raw materials that can be obtained easily in the market. Still, there are also some materials that are received with their own production. By paying attention to the quality of raw materials, the products produced are still good at affordable prices. By customers. Customers are delighted with the price match of the product

"The food and drinks at Angkringan Mbah Singo are relatively affordable and delicious compared to others. With the price offered with the services and facilities provided, it is included in the cheap category and makes customers feel comfortable" (F, 22)

### **Customer Satisfaction with Products**

The menu prices provided by Angkringan Mbah Singo are pretty affordable according to customers based on interviews that have been conducted. The customers of Angkringan Mbah Singo are very concerned about the price offered by Angkringan Mbah Singo, and this is because most of the consumers of Angkringan Mbah Singo are school students.

"My impression of Angkringan Mbah Singo is good; they sell delicious food and have a distinctive taste, as well as comfortable facilities for buyers to feel comfortable and at home hanging out here for a long time." (MG, 57)

Based on the results of interviews that have been conducted to determine customer

Product quality significantly influences Angkringan Mbah Singo's customer satisfaction. The products offered by Angkringan Mbah Singo are guaranteed to be of good quality and are made new every day, so the quality is guaranteed.

"The products sold are complete and fresh because they are made every day, never get a bad product, and the taste is always consistent" (F, 22)

Angkringan Mbah Singo has several menu options according to customer wishes and always has product inventory in stock to always be available according to customer demand. Based on the results of interviews with eight Angkringan Mbah Singo customers, conclusions can be drawn. That Customers return to make repeat purchases based on several factors:

a) Distinctive Taste

The product's taste is one of the attractions for customers to return to visit. Customers also have different taste perspectives. Most customers think Angkringan Mbah Singo has a distinctive taste and has been stagnant since it opened. This is because businesses maintain the taste of their products by checking three times a day, in the morning, afternoon, and evening. To preserve the quality of the food served so that it is suitable for consumption by consumers.

Nevertheless, based on the results of interviews that have been conducted, customers feel that the taste of Angkringan Mbah Singo has never changed from then to now. Angkringan Mbah Singo has succeeded in maintaining the quality of taste that customers miss every time they visit. Customers are delighted with the unique taste aspect of Angkringan Mbah Singo .

"The taste of the products that Angkringan Mbah Singo sells has not changed from when I first bought them until now." (Ad, 25)

b) Diversity of menu choices

Angkringan Mbah Singo provides a selection of food and drinks. More than 30 food and drink menus. Typical products of angkringan are sate-satean, roasted jadah, cat rice, wedang, etc. Of course, it provides other contemporary menus. This is to increase the

attractiveness of customers to visit Angkringan Mbah Singo, of course, there are several menus only offered by Angkringan Mbah Singo that are not provided by other angkringan.

"The food and drinks are typical and favorite of most angkringan with quality food that is always delicious and clean" (Y, 54)

"The food and drinks that are sold have many variations and are different from other angkringan, as well as new innovations made every week. The food and drinks that are sold have many variations and are different from other angkringan, as well as new innovations that are made every week" (L, 23)

c) Food hygiene

Angkringan Mbah Singo provides a selection of food and drinks. More than 30 food and drink menus. Typical products of angkringan are sate-satean, roasted jadah, cat rice, wedang, etc. Of course, it provides other contemporary menus. This is to increase the attractiveness of customers to visit Angkringan Mbah Singo, of course there are several menus that are only offered by Angkringan Mbah Singo which are not provided by other angkringan.

d) Fresh Product

The food served is always new so that customers feel satisfied with new products. Employees or Angkringan Business Actor Mbah Singo Nganjuk repeatedly check the ready-made goods to determine the feasibility of the food being sold to consumers.

"Food is always new every day, the taste is consistent from the past until now, cleanliness is guaranteed, and products are always developing and innovative" (P, 50)

Based on the results of interviews with customers, the opinion is that the food provided is always fresh and in a condition worthy of eating and fresh drinks are always made when ordered. Products are always new, confirmed by the customers themselves that there are customers who see the cooking process directly and are always new. This satisfies customers who are trying all types of menus that are served.

e) Innovation Product

Product innovations carried out by Angkringan Mbah Singo every week make customers feel a different sensation and want to try the product. Still, there are also customers who are looking for products that are usually sold. Angkringan Mbah Singo makes a new menu every week and is not always available onwards. The menu will change weekly to attract consumers and introduce several menus that only exist every few weeks.

"The food and drinks that are sold have many variations and are different from other angkringan, as well as new innovations that are made every week so that we come back to try the new menu. However, when we want the menu, sometimes we have to wait for the menu to be available again because there isn't always a right time" (L, 23)

Based on the results of interviews that have been conducted regarding customer satisfaction with food and beverage products, it is considered entirely satisfactory by prioritizing quality, taste, and cleanliness. In addition to product innovation, which is regarded as unique by customers, Angkringan Mbah Singo is a unique attraction compared to other Angkringans.

## Discussions

Based on the results of data analysis in the previous sub-chapter, the customer satisfaction factor at Angkringan Mbah Singo is seen through service quality, product quality, and price. As for the suitability component of Angkringan Mbah Singo customer satisfaction analysis on customer satisfaction factors, namely (1) the services provided are following what the customer expects. (2) food and beverage products according to customer expectation standards. (3) the price given is following customer expectations. In the interview results, Angkringan Mbah Singo has fulfilled several customer satisfaction factors. However, according to customers, there are still some things that are still not satisfied, namely (1) the need to increase the speed of service when there are many visitors, (2) new menu innovations that are held are not always available or are limited in time and product availability. This makes customers feel a little disappointed when visiting Angkringan Mbah Singo.

Good product quality can achieve customer satisfaction, thereby gaining customer loyalty. According to the customers of Angkringan Mbah Singo, the products provided are satisfactory compared to other factors. Suppose the services provided are following expectations and performance. In that case, the customer will feel happy because the expectations and performance of the services offered are reasonable, direct consumer loyalty will arise in the company. This also happened at Angkringan Mbah Singo. The services provided were also a factor in customer satisfaction, and it was necessary to remain loyal to Angkringan Mbah Singo. The results of the interviews show that service is one of the customers purchasing decisions at Angkringan Mbah Singo. The services provided are considered satisfactory, but there is still one service that needs to be improved. The service improvement that needs to be improved is the speed of serving. The speed of serving needs to be improved because when visitors are busy arriving, orders usually do not come sequentially and are not on time, this is unfortunate for customers

Customer satisfaction with price has a significant influence on Angkringan Mbah Singo. This is based on the results of interviews, which show that most customers make purchases due to price factors. Price is one of the attractions of Angkringan Mbah Singo for customers. This is because the range of food and beverage prices offered is very affordable for everyone, with adequate facilities and a comfortable place for customers. Thus, bringing satisfaction to customers. Based on the results of interviews with customers regarding price satisfaction, respondents thought that the price of the Angkringan Mbah Singo product was very satisfying.

Customer satisfaction of Angkringan Mbah Singo comes from 3 aspects, namely service, product, and price, which are considered satisfactory based on interviews conducted with 8 regular customers of Angkringan Mbah Singo. There are four components in service, and it is necessary to evaluate the serving speed component. Three components have fulfilled customer satisfaction requirements for Angkringan Mbah Singo. Customer satisfaction with the Angkringan Mbah Singo product has five components, and there are product innovation components that need to be evaluated by the owner of Angkringan Mbah Singo, namely product innovation and the need to

optimize the development of product innovation. There are two components to customer satisfaction at a price. Based on interviews with Angkringan Mbah Singo customers, there are no complaints about the effect of product prices on satisfaction. Based on these results, customer satisfaction at Angkringan Mbah Singo is categorized as "Satisfactory," meaning that Angkringan Mbah Singo has met customer satisfaction indicators on service, product, and price.

### **Conclusion**

Based on the discussion that has been done before, it is known that the cause of customer satisfaction is created from services, products, and prices to be the driving force for the formation of satisfaction. Efforts to achieve and establish customer satisfaction by Angkringan Mbah Singo based on interviews with customers that have been conducted have been satisfactory for Angkringan Mbah Singo customers. Based on the study customer satisfaction factors consisting of service quality, product quality, and price all have the same level of satisfaction. The highest satisfaction indicator lies in customer satisfaction with customer service and price. At the same time, indicators of satisfaction with the product are still considered less for customers.

Customers are satisfied when expectations are met. Customer satisfaction is determined by customer perceptions of services, products, and prices according to customer expectations. Angkringan Mbah Singo must build a commitment with employees to maintain service and product quality together. Customer satisfaction with a service depends on the interaction between customers and employees. Angkringan Mbah Singo can provide innovations that attract customers and increase the level of customer satisfaction. Innovation is a good step for Angkringan Mbah Singo to attract customers and increase sales.

### **REFERENCE**

- Ackermann, L., Mugge, R., & Schoormans, J. (2018). Consumers' perspective on product care: An exploratory study of motivators, ability factors, and triggers. *Journal of Cleaner Production*, 183, 380–391. <https://doi.org/10.1016/J.JCLEPRO.2018.02.099>
- Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *International Journal of Information Management*, 50, 28–44. <https://doi.org/10.1016/j.ijinfomgt.2019.04.008>
- Atta, N., & Talamo, C. (2020). Digital transformation in facility management (FM). IoT and big data for service innovation. In *Research for Development*. [https://doi.org/10.1007/978-3-030-33570-0\\_24](https://doi.org/10.1007/978-3-030-33570-0_24)
- Crolic, C., Thomaz, F., Hadi, R., & Stephen, A. T. (2022). Blame the Bot: Anthropomorphism and Anger in Customer–Chatbot Interactions. *Journal of Marketing*, 86(1), 132–148. <https://doi.org/10.1177/00222429211045687>
- Daniel, C., Chowdhury, R. M. M. I., & Gentina, E. (2024). Mindfulness, spiritual well-being, and sustainable consumer behavior. *Journal of Cleaner Production*, 455, 142293. <https://doi.org/10.1016/J.JCLEPRO.2024.142293>
- Gosh, K. (2024). Exploring the influential factors shaping consumer behavior and purchase intentions of catfish products in the Southern USA. *Aquaculture*, 592, 741225. <https://doi.org/10.1016/J.AQUACULTURE.2024.741225>
- Grunwald, A. (2020). Bioeconomy: Key to unlimited economic and consumption growth? In *Bioeconomy for Beginners*. [https://doi.org/10.1007/978-3-662-60390-1\\_10](https://doi.org/10.1007/978-3-662-60390-1_10)
- He, X., & Pedraza-Jiménez, R. (2015). Chinese social media strategies: Communication key features from a business perspective. *Profesional de La Informacion*, 24(2), 200–209. <https://doi.org/10.3145/epi.2015.mar.14>
- Kola Olayiwola, R., Tuomi, V., Strid, J., & Nahan-Suomela, R. (2024). Impact of Total quality management on cleaning companies in Finland: A Focus on organisational performance and customer satisfaction. *Cleaner Logistics and Supply Chain*, 10, 100139. <https://doi.org/10.1016/J.CLSCN.2024.100139>
- Kumala, E. F., Widodo, J., & Zulianto, M. (2022). The Effect Of Using The K-Pop Idol Ambassador Brand And Company Brand Image On Purchase Decisions On The Marketplace Shopee. *Jurnal Ilmu Manajemen Profitability*, 6(1), 1–5. <https://doi.org/10.26618/PROFITABILITY.V6I1.6949>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65, 102842. <https://doi.org/10.1016/J.JRETCONSER.2021.102842>
- Nasfi, N., Rahmad, R., Sabri, S. (2020). Effect of Education, Training, Motivation And Work Satisfaction on Banking Organization Commitments. *Jurnal Ipteks Terapan*, 14(1), 32–44. <https://doi.org/http://doi.org/10.22216/jit.2020.v14i1.5139>
- Nekmahmud, M., Daragmeh, A., Oshora, B., & Mohammed, H. J. (2021). Market Design for Sustainable Tourism Products and Services. In *Tourism Products and Services in*

- Bangladesh: Concept Analysis and Development Suggestions.*  
[https://doi.org/10.1007/978-981-33-4279-8\\_17](https://doi.org/10.1007/978-981-33-4279-8_17)
- Nesset, E., Bergem, O., Nervik, B., Schiøll Sørli, E., & Helgesen, Ø. (2021). Building chain loyalty in grocery retailing by means of loyalty programs – A study of ‘the Norwegian case.’ *Journal of Retailing and Consumer Services*, 60, 102450. <https://doi.org/10.1016/J.JRETCONSER.2021.102450>
- Ningsih, R. N., Wahyuni, S., Zulianto, M., & Prasetyo, H. (2023). Implementation of The Content Marketing Strategy By SMJ By Mbok Judes Banyuwangi to Increase Customer Engagement. *Soedirman Economics Education Journal*, 5(1), 66–74. <https://doi.org/10.32424/SEEJ.V5I1.8230>
- Panzone, L. A., Tocco, B., Brečić, R., & Gorton, M. (2024). Healthy foods, healthy sales? Cross-category effects of a loyalty program promoting sales of fruit and vegetables. *Journal of Retailing*, 100(1), 85–103. <https://doi.org/10.1016/J.JRETAI.2023.12.002>
- Ramadonna, Y., Aziz, Z., STES Manna Wa Salwa, L., Panjang, P., & Author, C. (2019). The Effect Of Customer Relationship Management and Customer Value On Customer Satisfaction Of Services And Its Impact On Customer Loyaltyin PT. BPR Rangkiang Aur. *Jurnal Menara Ekonomi : Penelitian Dan Kajian Ilmiah Bidang Ekonomi*, 5(1). <https://jurnal.umsb.ac.id/index.php/menaraekonomi/article/view/1277>
- Santoso, M. W. B., Widodo, J., & Zulianto, M. (2022). The Influence of Discounts on Shopee Marketplace Purchasing Decisions (Case Study of the Kesilir Village Community, Jember Regency). *Jurnal Pendidikan Ekonomi Akuntansi Dan Kewirausahaan (JPEAKU)*, 2(1), 24–29. <https://doi.org/10.29407/JPEAKU.V2I1.17979>
- Sun, X., Foscht, T., & Eisingerich, A. B. (2021). Does educating customers create positive word of mouth? *Journal of Retailing and Consumer Services*, 62, 102638. <https://doi.org/10.1016/J.JRETCONSER.2021.102638>
- Ul Ain, Q., Lim, W. M., Rasool, S., & Zeshan, M. (2024). How do customers react to preferential treatment? An affective events theory and time-lagged survey. *Journal of Retailing and Consumer Services*, 80, 103927. <https://doi.org/10.1016/J.JRETCONSER.2024.103927>
- Veloso, S., Tam, C., & Oliveira, T. (2024). Effects of extreme drought and water scarcity on consumer behaviour – The impact of water consumption awareness and Consumers’ choices. *Journal of Hydrology*, 639, 131574. <https://doi.org/10.1016/J.JHYDROL.2024.131574>
- Zhao, Y., & Bacao, F. (2020). What factors determining customer continually using food delivery apps during 2019 novel coronavirus pandemic period? *International Journal of Hospitality Management*, 91, 102683. <https://doi.org/10.1016/J.IJHM.2020.102683>