

Customer Satisfaction Based on Quality Product and Brand Image

Customer Satisfaction

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ABSTRACT

In the era of globalization, the beverage packaging industry has experienced rapid growth, including intense competition in the tea beverage sector. This study aims to analyze the effect of product quality and brand image on consumer satisfaction of tea beverage X PT. TFJ, both simultaneously and partially. The research sample consisted of 100 consumers who had purchased the product more than twice, selected using purposive sampling techniques. The research instrument was tested for validity, reliability, and classical assumption tests. The analysis method used was a descriptive and verification approach with multiple linear regression. The results showed that product quality and brand image had a positive and significant effect on consumer satisfaction, both together and individually. Brand image had the most dominant effect on consumer satisfaction compared to product quality. These findings indicate that brand image improvement strategies should be a priority for companies in maintaining customer satisfaction. In addition, improving product quality is still needed to strengthen competitiveness in the competitive tea beverage industry.

Keywords: Quality Product, Brand Image, Consumer Satisfaction

ABSTRAK

Pada era globalisasi, industri minuman kemasan mengalami pertumbuhan pesat, termasuk dalam persaingan ketat di sektor minuman teh. Penelitian ini bertujuan menganalisis pengaruh kualitas produk dan citra merek terhadap kepuasan konsumen minuman teh X PT. TFJ, baik secara simultan maupun parsial. Sampel penelitian terdiri dari 100 konsumen yang telah membeli produk lebih dari dua kali, dipilih menggunakan teknik purposive sampling. Instrumen penelitian diuji dengan uji validitas, reliabilitas, dan asumsi klasik. Metode analisis yang digunakan adalah pendekatan deskriptif dan verifikatif dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap kepuasan konsumen, baik secara bersama-sama maupun individu. Citra merek memiliki pengaruh paling dominan terhadap kepuasan konsumen dibandingkan dengan kualitas produk. Temuan ini mengindikasikan bahwa strategi peningkatan citra merek harus menjadi prioritas bagi perusahaan dalam mempertahankan kepuasan pelanggan. Selain itu, peningkatan kualitas produk tetap diperlukan untuk memperkuat daya saing dalam industri minuman teh yang kompetitif.

Kata kunci: Kualitas Produk, Citra Merek, Kepuasan Konsumen

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INTRODUCTION

In the current era of globalization, the industrial business world is experiencing rapid growth, driven by the creative and innovative ideas generated by companies. Every business aims to make a profit, and this goal is closely tied to marketing activities (Wasfika et al., 2024). The same applies to beverage products, particularly in Indonesia, a tropical country where consumers often feel thirsty. This creates business opportunities for producers to enter the tea beverage market. The growth in beverage sales has led to tight competition within the tea industry. This company distributes its products through sales branch offices located throughout Indonesia. One such company, PT. TFJ, a subsidiary of PT. MI, produces various types of food and beverages, with one of its most famous products being the X packaged tea. This tea is made from selected tea leaf shoots, the finest part for brewing tea. The product is then infused with jasmine aroma to create a special tea flavor. The following is the target data for the realization of revenue for packaged tea product X in 2023.

Table 1. 2023 Revenue Target and Realization Data

Month	Revenue Target (IDR)	Revenue Realization (IDR)	Target Achievement (IDR)	Description
January	300.000.000	283.169.000	94.38	Not Achieved
February	300.000.000	236.804.000	78.93	Not Achieved
March	300.000.000	324.280.000	108.09	Achieved
April	300.000.000	350.210.000	116.73	Achieved
May	300.000.000	211.200.000	70.4	Not Achieved
June	300.000.000	350.470.000	116.82	Achieved
July	300.000.000	280.310.000	93.43	Not Achieved
August	300.000.000	300.400.000	100.13	Achieved
September	300.000.000	250.300.000	83.43	Not Achieved
October	300.000.000	410.440.000	136.81	Achieved
November	300.000.000	228.810.000	76.27	Not Achieved
December	300.000.000	280.400.000	93.46	Not Achieved
Average	IDR 300.000.000	IDR 292.232.750,00	97.41	Not Achieved

Source: Processed Primary Data, 2024

The revenue target is IDR 300,000,000.00, with an average revenue realization of IDR 292,232,750.00 over one year. Revenue exceeding the target occurred in March, April, June, August, and October, reaching very high levels due to frequent exports to various countries during these months. In contrast, the failure to achieve the revenue target in other months was caused by several factors, including production errors, machine troubles, and the Covid outbreak, which resulted in decreased consumer satisfaction. Several factors determine a company's success in competing, one of which is consumer satisfaction. According to Tjiptono (2015), consumer satisfaction is the feeling of pleasure or disappointment that arises after comparing the perception of a product's performance (results) with consumer expectations. Factors influencing consumer satisfaction include product quality, price, service quality, emotional factors, and costs. Additionally, consumer satisfaction is also influenced by product quality and brand image. Product quality refers to the overall combination of a product's characteristics that meet consumer expectations (Rosadi & Kusdiyanto, 2024; Sutrian et al., 2024). Among the various products in the tea beverage sector, factors such as product quality and a strong brand image influence consumers' decisions to choose and purchase products. The factors that influence product quality include good design, competitive advantage, physical attractiveness, and authenticity. Companies that prioritize high product quality will positively impact consumer satisfaction, leading consumers to feel that they have received more value than expected.

This study conducted a preliminary survey of 30 people, which revealed that PT. TFJ has not been able to meet consumer satisfaction. This is evident from the responses of 17 consumers, or 57%, who expressed dissatisfaction with the purchase of X packaged tea. On the other hand, 13 people stated that they were satisfied with the purchase of the X

package tea. Therefore, on average, consumers have not felt satisfied, especially when other companies offer similar products with various flavors. Many companies provide similar products, each with its own advantages that are well-known to the public and have characteristics that are not much different from competing products. To build trust in consumers' minds, brand image can be leveraged. Brand image refers to a consumer's perception of a brand, reflecting associations in the consumer's mind (Kotler & Keller, 2016). Factors that influence brand image include product excellence, brand associations, and brand uniqueness. A strong brand image can appeal to consumers, facilitate satisfaction, open opportunities for higher selling prices, enable product differentiation, and distinguish the product from competitors (Araújo et al., 2023; Rohayati & Gunawan, 2024).

The research results of Habibie et al. (2024) show that product quality does not have a significant effect on consumer satisfaction, and brand image does not have a significant effect on consumer satisfaction either. This is in line with the research by Gunardi & Erdiansyah (2019), which shows that brand image does not have a significant effect on consumer satisfaction. Meanwhile, the research results of Riskiyansyah & Nuvriasari (2024) show that product quality has a positive and significant effect on consumer satisfaction. This finding aligns with the research of Yana (2015), which shows that brand image has a positive and significant effect on consumer satisfaction. Therefore, further research is needed to determine the objectives and analyze consumer responses regarding product quality and brand image on consumer satisfaction. Additionally, the results of this research can serve as valuable knowledge for future studies.

LITERATURE REVIEW

Marketing management is very important in a company for decision-making based on marketing concepts. According to Assauri (2007), marketing management is a decision-making process based on marketing concepts and management processes that include analysis, planning, policy implementation, strategy and tactics, and control. According to Rosário & Dias (2022), marketing management is the art and science of choosing target markets and acquiring, maintaining, and growing consumers by creating, delivering, and communicating superior consumer value. Meanwhile, according to Kotler & Keller (2016), marketing management is the art and science of choosing target markets and acquiring, maintaining, and growing consumers by creating, delivering, and communicating superior consumer value. The satisfaction that exists at this time is the result of consumers' experiences. According to Tjiptono (2015), consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the perception of the performance (results) of a product with their expectations. According to Liana & Fadli (2023), consumer satisfaction is a feeling of pleasure or disappointment resulting from comparing a product or service with its perceived performance. Consumer satisfaction is the level of consumer feelings after comparing what is received with what is expected (Huang et al., 2019; Umar & Marlia, 2021).

Product quality is a profit strategy used to attract new consumers and retain existing ones. According to Sutarjo et al. (2024), product quality is the overall combination of product characteristics that meet consumer expectations. Product quality is the ability of an item to deliver results or performance that matches or even exceeds consumer desires. Tjiptono (2015) defines product quality as a characteristic of a product in its ability to meet predetermined needs and possess latent properties. Brand image refers to the customer's overall perception of the brand. According to Kotler & Keller (2016), brand image is the consumer's perception of a brand, reflecting the associations in the consumer's mind. Brand image describes consumer associations and beliefs about a particular brand. Meanwhile, Aaker & Moorman (2023) argue that brand image is related to how the brand is stored in consumer memory.

The relationship between product quality, brand image, and consumer satisfaction lies in how these variables can meet consumer expectations or desires, ultimately leading to consumer satisfaction. Quality reflects all dimensions of product offerings that provide benefits to consumers. Research by Erida et al. (2020) shows that product quality and brand image have a positive and significant effect on consumer satisfaction with products. This indicates that product quality and brand image play an important role in enhancing consumer satisfaction. The company's goal is to meet consumer needs and desires through high-quality products. Therefore, product quality is something that must be maintained by the company, as good product quality can shape consumer satisfaction. Research supported by Khotimah & Prastuti (2020) shows that product quality has a positive and significant effect on consumer satisfaction with products. This reinforces the idea that product quality and brand image are key factors in increasing consumer satisfaction. Consumer satisfaction refers to the level at which consumers feel either happy or disappointed with a product. Consumers will say they are satisfied with a product if they have a positive perception of it. According to the research by Yana (2015), brand image has a positive and significant effect on consumer satisfaction with products. This supports the conclusion that both product quality and brand image are important in enhancing consumer satisfaction.

- H1:** There is an influence of product quality and brand image that has a positive and significant effect on consumer satisfaction
- H2:** There is an influence of product quality that has a positive and significant effect on consumer satisfaction
- H3:** There is an influence of brand image that has a positive and significant effect on consumer satisfaction.

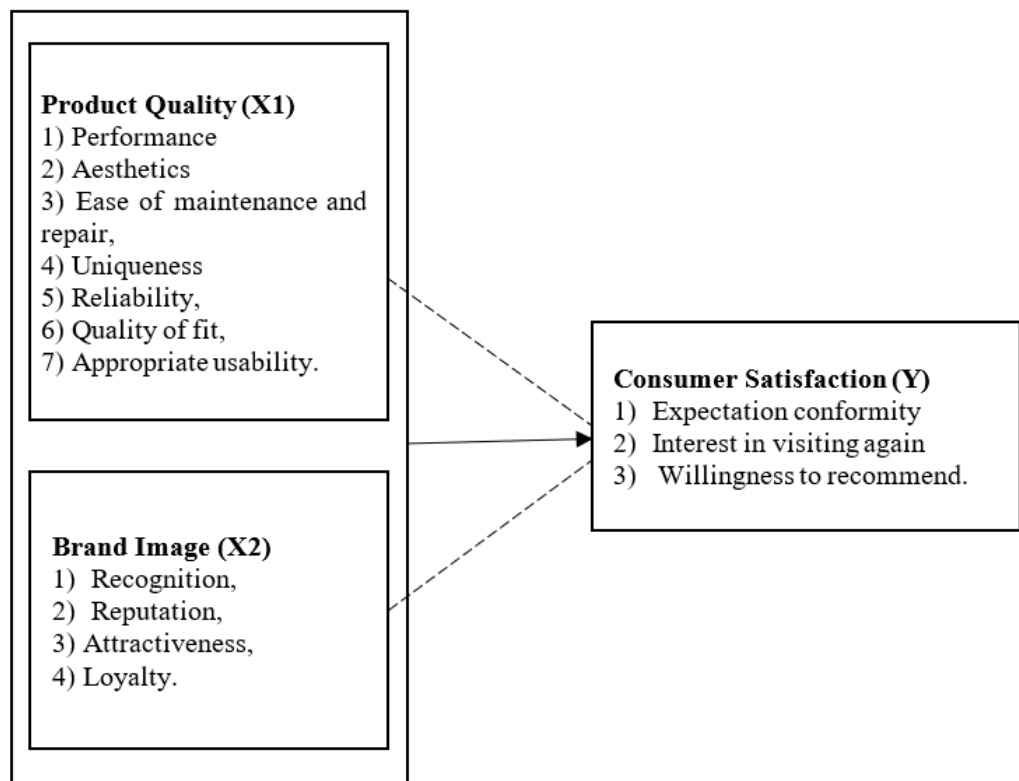


Figure 1. Research Framework

METHODS

This study uses a quantitative approach by analyzing variables related to product quality, brand image, and consumer satisfaction. According to Sugiyono (2018), descriptive research aims to describe the condition of one or more variables, while verification research aims to test the established hypothesis. The sampling technique used is purposive sampling, considering certain criteria. The sample size in this study was 100 individuals from six sub-districts in City B. The sampling criteria include consumers who have purchased packaged tea product X at least twice and are over 17 years old. The data collection methods used include interviews, questionnaires, observations, and literature studies. Interviews were conducted to obtain direct information from consumers, while questionnaires were based on indicators of each research variable. Observations were made by directly observing consumers, and literature studies were used to obtain secondary data that supported the research. Multiple linear regression analysis was used to determine the influence between product quality, brand image, and consumer satisfaction. The data were processed using SPSS 29 software, which then tested the data, showing valid and reliable results. The validity test with 30 respondents showed a calculated r value of more than 0.3, while the reliability test showed a Cronbach's Alpha value ≥ 0.6 , which means the variable is reliable. Classical assumption tests include normality tests, multicollinearity tests, and heteroscedasticity tests. The normality test showed a normal data distribution (Assymp. Sig 0.200 > 0.05). The multicollinearity test showed no significant correlation between independent variables, and the heteroscedasticity test showed that the regression model was suitable for use in this study.

RESULTS

The subjects of this study were consumers who purchased X packaged tea products. Questionnaires were distributed to 100 consumers to obtain relevant data regarding their perceptions, satisfaction, and preferences for the product. The information obtained from the completed questionnaires will be used to analyze various factors that influence purchasing decisions, product quality, and consumer satisfaction.

Table 2. Summary of Consumer Characteristics

Characteristics	Criteria	Respondents	Percentage (%)
Gender	Female	55	55
Marital Status	Unmarried	60	60
Age	17 – 25 Years	46	46
Education	High School/Equivalent	35	35
Occupation	Self-Employed	40	40
Income	IDR 2 Million – IDR 3 Million	32	32
Address/Sub-district	Land Cereal	25	25

The majority of consumers involved in this study are women, accounting for 55% of the total. Most consumers are also unmarried, making up 60% of the respondents. In terms of age, consumers between the ages of 17 and 25 dominate, representing 46%. Regarding education, 35% of respondents have completed their last level of education at high school or its equivalent. Meanwhile, 40% of consumers are entrepreneurs, and most have incomes ranging from IDR 2 million to IDR 3 million. Additionally, a significant portion of consumers live in Tanah Sereal District, which accounts for 25% of the total respondents.

The results of the processing are obtained after the data is analyzed using SPSS 29. The analysis method employs multiple linear regression to measure the effect of Product Quality and Brand Image on Consumer Satisfaction. The analysis includes regression coefficients for the variables Product Quality and Brand Image, as well as hypothesis test results that confirm the significance of the relationship between the variables. Regression model statistics, including the R^2 value and estimation error, are used to

measure the strength of the model. Overall, these results provide a comprehensive view of the influence of the two variables on consumer satisfaction.

Table 3. Regression Coefficient

Model	Un-Std. B	Un-Std. Std. Error	Std. Coef. Beta	t	Sig.	Tolerance	VIF
(Constant)	26.188	1.196	-	21.891	0.000	-	-
Product Quality	0.448	0.035	1.728	12.977	0.001	0.200	4.988
Brand Image	0.845	0.063	1.782	13.383	0.001	0.200	4.988

Based on Table 3, Product Quality and Brand Image have a significant effect on Consumer Satisfaction, with a significance value of 0.001, which is smaller than 0.05. This indicates that the higher the product quality and brand image, the higher the level of consumer satisfaction. Additionally, Brand Image has a greater influence than Product Quality, as shown by the regression coefficient value of 0.845 for Brand Image, while Product Quality is only 0.448. Thus, improving brand image has a more significant impact on customer satisfaction than improving product quality. The results of the analysis also indicate that there is no significant multicollinearity problem, because the Tolerance value (0.200) and VIF (4.988) are still within acceptable limits (VIF <10). This means that, although there is a relationship between Product Quality and Brand Image, both variables can still be analyzed separately without causing interference in the regression model.

Table 4. Results of Hypothesis Testing and Regression Models

Analysis	Value
t table	1.661
F count	92.096
Sig.	0.001
F tabel	3.090
R	0.809
R ²	0.655
Adjusted R ²	0.648
Std. Error of the Estimate	116.189
Alpha (a)	5%

Based on Table 4, the results of the relationship between product quality and brand image with consumer satisfaction show an R value of 0.809, which is in the range of values (0.80 - 1.00) and is classified in the very strong category. This indicates that the relationship between product quality, brand image, and consumer satisfaction is very strong. As the values of the product quality and brand image variables increase, the consumer satisfaction variable also increases. The results of the determination coefficient, known as R Square, are 0.655, or 65.5%. This shows that the percentage contribution of product quality and brand image to consumer satisfaction is 65.5%, while the remaining 34.5% is influenced by other factors not studied, such as product factors, emotional factors, costs, and convenience (Tjiptono, 2015).

Table 5. Consumer Response Recapitulation

Statement	Consumer Response	Criteria	Interpretation
Consumer Responses to Product Quality Variables	78	Good	The product quality provided by X packaged tea to consumers is excellent, ranging from its ability to quench thirst to its unique characteristics that make it easily recognizable. With these qualities, the product can compete with other packaged drinks.
Consumer Responses to Brand Image Variables	79	Good	X packaged tea products have their own charm, starting from being sold in supermarkets and grocery stalls, making it easy for customers to make repeat purchases.
Consumer Responses to Consumer Satisfaction Variables	79	Satisfied	Consumer satisfaction can be conveyed to buyers of X packaged tea, so that consumers are willing to recommend the purchase of X packaged tea products

Statement	Consumer Response	Criteria	Interpretation
			because of their good quality and benefits.

Table 5 presents a recapitulation of consumer responses to product quality, brand image, and consumer satisfaction for X packaged tea. Consumer responses to product quality reached a score of 78, categorized as “good,” indicating that the product has a competitive quality in the market. Brand image also scored 79, reflecting its attractiveness and the ease with which consumers repeatedly purchase the product. Consumer satisfaction scored 79, falling under the “satisfied” category, suggesting that consumers are willing to recommend this product. High product quality, a strong brand image, and consumer satisfaction contribute to customer loyalty and repeat purchases. Overall, the product successfully meets consumer expectations. This data highlights the success of X packaged tea in maintaining quality and ensuring consumer satisfaction.

DISCUSSION

Product quality has a positive and significant effect, with a probability value of t (sig) of 0.001. Since the predetermined significance level (α) is 0.05, and the sig value ($0.001 < 0.05$), H_0 is rejected. This means that there is a significant relationship between product quality and consumer satisfaction with X package tea. Factors that contribute to good product quality include the use of modern technology that meets standards, as well as the production of high-quality products in terms of packaging and taste, ensuring they are safe for consumption by all age groups. Regarding consumer responses to the uniqueness (characteristics) of X package tea, the product is considered competitive with other packaged beverages. In terms of sales, consumers can easily find X package tea in various locations, such as convenience stores and supermarkets. Research conducted by Dewa (2023) and Munafis (2024) confirms that product quality has a positive and significant effect on consumer satisfaction. This finding aligns with the research of Afnina & Hastuti (2018), which also states that product quality has a positive and significant influence on customer satisfaction.

Brand image has a positive and significant influence, with a probability value of t (sig) of 0.001. Since the predetermined significance level (α) is 0.05, and the sig value ($0.001 < 0.05$), H_0 is rejected. This indicates a significant relationship between brand image and consumer satisfaction with X Package Tea. This can be observed from both the quality and external aspects (such as the logo), which make the brand easy to remember. As a result, despite being relatively new in the market, this beverage has gained recognition and popularity. Regarding consumer responses, X Package Tea has its own unique appeal, including distinctive product introductions (such as using a tagline different from other beverage brands). This strategy encourages consumers to confidently recommend the product to family and friends. Research conducted by Yana (2015) and Diputra & Yasa (2021) also found that brand image has a positive and significant influence on consumer satisfaction. Similarly, Dam & Dam (2021) confirmed that brand image has a positive and significant effect on consumer satisfaction.

Products that demonstrate quality and are oriented toward consumer satisfaction will positively impact the company's progress. By producing products that meet standards and use carefully selected ingredients, additional value can be offered to consumers. This ensures that consumers feel confident recommending the products to family or friends. Moreover, the benefits of consuming the product have been highlighted in several articles, reassuring consumers that it is safe for long-term consumption and has no side effects. Consumer responses regarding product quality indicate that uniqueness is a key criterion. The uniqueness lies in the packaging, which features a leaf caterpillar icon and offers several flavor variants (e.g., original and less sugar). Similarly, brand image perceptions of X packaged tea show that its logo is easy to remember, helping consumers distinguish it from other brands. Regarding packaging variants, X tea is available in 280 ml, 350 ml, 400 ml, and 1.5 L, allowing consumers to choose according

to their needs and purchasing capacity. The study's results are supported by Erida et al. (2020) and Handayani & Sutawijaya (2024), who found that product quality and brand image positively influence consumer satisfaction. This aligns with research conducted by Delima et al. (2019), which also concluded that product quality and brand image have a positive effect on consumer satisfaction. The brand image variable has a significant impact on consumer satisfaction. With the appealing taste of jasmine tea as a distinctive feature, consumers are encouraged to try it, leading to a sense of satisfaction.

CONCLUSION

Based on the results of simultaneous testing, it shows that product quality and brand image have a significant effect simultaneously on consumer satisfaction. Based on the results of partial research, it shows that product quality and brand image have a positive and significant effect on consumer satisfaction. While the implication of this study is that the performance of packaged tea X has not been in accordance with consumer desires. This is because consumers' performance of tea is less than optimal. So that it affects the reputation that packaged tea X is a new product, so that consumers still have doubts. From the lack of product consistency, consumers feel disappointed because the quality provided is less than satisfactory. Research limitations should look for other variables that affect consumer satisfaction in addition to product quality and brand image such as using product factors, emotional factors, costs and convenience in order to obtain optimal results.

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