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## ANALYSIS OF FACTORS AFFECTING CUSTOMER LOYALTY OF MEATBALL STALLS IN THE CITY OF BANDUNG

**Fitriyani<sup>1</sup>**

**Sekolah Tinggi Ilmu Ekonomi STAN-Indonesia Mandiri, Bandung, Indonesia**  
[fiitriyani1929@gmail.com](mailto:fiitriyani1929@gmail.com)

**Aryanto<sup>2</sup>**

**Sekolah Tinggi Ilmu Ekonomi STAN-Indonesia Mandiri, Bandung, Indonesia**  
[ariyantokto17@gmail.com](mailto:ariyantokto17@gmail.com)

**Evan Jaelani<sup>3</sup>**

**Sekolah Tinggi Ilmu Ekonomi STAN-Indonesia Mandiri, Bandung, Indonesia**  
[evanjae@stan-im.ac.id](mailto:evanjae@stan-im.ac.id)

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### Abstract

This study offers a relevant and practical exploration of the factors influencing customer loyalty in the local culinary setting of Bandung, Indonesia, with a particular focus on meatball stalls—a culturally significant and widely patronized segment of the informal food sector. Employing a quantitative approach through a survey of 111 active customers, the research applies validated and reliable instruments to examine the influence of product quality, price, and service on loyalty. The findings reveal that while price and service exert a significant positive effect on customer loyalty, product quality does not. This result, however, warrants further scrutiny. In the context of culinary products such as meatballs, where taste, freshness, and consistency are often assumed to drive repeat visits, the insignificance of product quality raises questions regarding its operational definition and measurement in the study. It is plausible that low product differentiation, habitual consumer behavior, or location-based convenience might overshadow taste-related factors—dimensions not explicitly explored in the analysis. Furthermore, the emphasis on price and service aligns with broader consumer trends, yet may not fully capture the multifaceted nature of loyalty within food consumption. A mixed-method approach, integrating qualitative data such as in-depth interviews or ethnographic insights, could enrich the interpretation by uncovering emotional, social, or cultural attachments influencing repeat patronage. These additional perspectives would offer more holistic implications for culinary business strategies aimed at fostering sustainable customer loyalty.

**Keywords:** Customer Loyalty, Price, Product Quality, Service Quality

## INTRODUCTION

Customer loyalty is a critical determinant of business sustainability, particularly in the highly competitive food and beverage industry. In Indonesia, the culinary sector continues to grow rapidly and has become an integral part of the country's consumption culture. One prominent segment is the meatball stall business, which is not only widely popular but also deeply embedded in local culinary traditions. Meatballs attract a broad range of consumers due to their taste, affordability, and variety (Lawitani et al., 2024; Sinuraya et al., 2023).

In Bandung, meatball stalls have proliferated, offering diverse flavors and concepts. As a leading culinary destination, Bandung attracts both local and tourist consumers, providing abundant choices. While this benefits customers, it creates challenges for business owners in maintaining loyalty within a saturated market.

Previous studies have identified several factors that influence customer loyalty in the food and beverage industry, including product quality, price, service, location, and marketing strategy (Aliffa & Wardani, 2025; Amaliah et al., 2024; Anhar et al., 2024; Ariyani & Fauzi, 2023; Widiyanti et al., 2024). Product quality typically involves aspects such as taste, cleanliness, and consistency. Price relates to the perceived economic value, and service includes friendliness and speed of delivery. While all these variables are relevant, their influence can vary depending on the type and scale of the business.

Several studies provide varying perspectives. For instance, Nursodik et al., (2023); Woen & Santoso, (2021) highlight the role of affordable pricing and promotional offers in building loyalty in traditional food settings. Another study by Handayani and Ma'ruf (2024) emphasize the significance of hygiene and comfort as part of the dining experience, and Sifwah et al., (2024) stress the impact of social media in fostering brand attachment. Additionally, research by Rahmawati and Utomo (2025) point to customer trust in ingredient quality supported by transparency and adherence to hygiene standards as a key loyalty driver.

While many variables may influence loyalty, not all can be examined in one study. This research focuses on three key factors—product quality, price, and service—due to their relevance to informal food businesses like meatball stalls that depend on daily customer volume. Location and marketing are also important but are often mediated by value and service perceptions, making them less central in this framework.

This research aims to examine the effects of product quality, price, and service on customer loyalty at meatball stalls in Bandung, while identifying the most influential factor. It also offers strategic recommendations for business owners to improve competitiveness. Beyond its practical use, the study adds to the limited literature on customer loyalty in informal food businesses. Overall, the findings are expected to benefit both stall owners and academics in developing more effective and sustainable strategies in the foodservice industry.

## REVIEW OF LITERATURE

### Product Quality to Customer Loyalty

Product quality refers to a product's capacity to meet or exceed customer expectations through attributes such as taste, texture, cleanliness, and presentation consistency (Kotler & Keller, 2016). In the context of culinary microbusinesses, consistent product quality not only builds trust but also serves as a key differentiator in crowded markets. Studies by Ismail et

al., 2024; Nurfauzi et al., 2023; Rinata et al., 2024 show that in traditional food stalls, perceived quality significantly affects satisfaction and loyalty. For meatball vendors in Bandung, the authenticity of taste and consistent quality often become a benchmark of credibility in the eyes of local consumers.

Product quality should not be viewed separately. In competitive markets such as Bandung, where cultural expectations shape taste, it interacts with perceptions of service and price. Poor service can reduce perceived quality, while higher prices may alter how customers define “quality.” Therefore, product quality acts not only as an independent factor but also as a mediator in the overall customer experience.

H1: Product quality has a positive and significant effect on the loyalty of meatball stall customers in Bandung.

### **Price to Customer Loyalty**

Price represents the monetary value exchanged for a product and is often interpreted through the lens of perceived fairness and benefits received (Kotler & Armstrong, 2018; Rizki et al., 2025). In price-sensitive markets, especially among lower-middle income consumers in Bandung, competitive pricing can directly influence repeat purchases and foster loyalty. When customers feel that the price matches the quality and service provided, it builds trust—an essential factor in frequent, low-involvement purchases like street food. However, price alone does not determine loyalty. Perceived value is influenced by both quality and service. Cheap prices may not generate loyalty if quality is inconsistent or service is poor, while slightly higher prices are acceptable when supported by good taste and friendly service. Thus, price should be seen as dynamic, interacting with other aspects of the customer experience.

H2: Competitive prices have a positive and significant effect on the loyalty of customers of meatball stalls in the city of Bandung

### **Service to Customer Loyalty**

Service quality plays a critical role in shaping consumer perceptions, especially in experience-based consumption such as food stalls. Based on the SERVQUAL framework (Parasuraman et al., 1988), dimensions like responsiveness, empathy, and reliability significantly influence customer retention. Empirical findings by Suntari et al. (2024) confirm that friendly service and prompt attention substantially enhance loyalty in informal food settings. In Bandung’s sociocultural context, where friendliness is highly appreciated, service quality plays a crucial role. Service not only directly influences loyalty but also acts as a moderator. Positive service experiences can enhance perceived value, leading customers to overlook small product flaws or price changes. This shows that service functions interactively, reinforcing the influence of other factors on loyalty.

H3: Customer service has a positive and significant effect on the loyalty of customers of meatball stalls in the city of Bandung.

## **RESEARCH METHOD**

This study employs a quantitative research design with a descriptive approach to assess factors influencing customer loyalty, focusing on product quality, price, service, venue atmosphere, and promotional activities, as highlighted in prior studies. Primary data were obtained through a structured questionnaire distributed purposively to customers with repeated purchases at meatball stalls. While purposive sampling aligns with research objectives, clearer details on geographic coverage, number of stalls, and respondent

demographics (age, gender, socioeconomic status) are needed to ensure representativeness and reduce selection bias. Such transparency is important for the generalizability and credibility of the findings.

The questionnaire, designed using a 5-point Likert scale, was subjected to rigorous validity and reliability testing before data collection. Validity testing employed the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s Test of Sphericity to justify the use of exploratory factor analysis (EFA), with results meeting accepted standards (KMO > 0.6 and Bartlett’s test significant at  $p < 0.05$ ), confirming the data’s suitability for factor extraction. Reliability analysis using Cronbach’s Alpha further confirmed internal consistency of the scales, with values exceeding 0.7. Only questionnaire items that passed these validity and reliability thresholds were included in subsequent analyses, thereby ensuring the robustness and trustworthiness of the data and supporting the reliability of the study’s findings regarding customer loyalty determinants.

## RESULTS AND DISCUSSION

### Description Analysis

#### 1. Gender

**Table 1.**  
**Gender Description Analysis**

	Frequency	Percentage	Percentage Validity	Cumulative Percentage
Man	47	42,3	42,3	42,3
Woman	64	57,7	57,7	100
Total	111	100	100	

Source: Data processed (2025)

The results show that 57.7% of respondents are female and 42.3% are male. While women dominate the sample, assuming they are more interested in meatballs is speculative and requires deeper analysis, such as cross-tabulation between gender and loyalty.

#### 2. Age

**Table 2.**  
**Age Description Analysis**

	Frequency	Percentage	Percentage Validity	Cumulative Percentage
< 20 years old	14	12,6	12,6	12,6
> 40 years old	3	2,7	2,7	15,3
20 – 30 years old	78	70,3	70,3	85,6
31 – 40 years old	16	14,4	14,4	100
Total	111	100	100	

Source: Data processed (2025)

The majority of respondents were aged 20-30 years (70.3%), indicating that the young and productive age group are the main customers of bakso in Bandung. Analyzing the relationship between age and loyalty and frequency of consumption can enrich insights, for example whether younger age groups are more likely to be loyal or frequent visitors.

### 3. Frequency of Eating at Meatball Stalls in a Month

**Table 3.**  
**Analysis of Feeding Frequency Description**

	Frequency	Percentage	Percentage Validity	Cumulative Percentage
> 10 times	4	3,6	3,6	3,6
1 – 2 times	25	22,5	22,5	26,1
3 – 5 times	49	44,1	44,1	70,3
6 – 10 times	33	29,7	29,7	100
Total	111	100	100	

Source: Data processed (2025)

Most respondents eat meatballs 3-5 times per month (44.1%), indicating a fairly high frequency of consumption. Further analysis is needed on how this frequency of consumption interacts with customer loyalty.

### 4. Regular Customers at One Particular Meatball Shop

**Table 4.**  
**Analysis of Regular Customer Descriptions**

	Frequency	Percentage	Percentage Validity	Cumulative Percentage
Not	25	22,5	22,5	22,5
Yes	86	77,5	77,5	100
Total	111	100	100	

Source: Data processed (2025)

A total of 77.5% of respondents expressed loyalty to one meatball kiosk. This shows the importance of analyzing the factors that influence loyalty, as well as the relationship between loyalty and other variables such as price and service.

### 5. Information Resources for Meatball Stalls in the City of Bandung

**Table 5.**  
**Analysis of Information Source Descriptions**

	Frequency	Percentage	Percentage Validity	Cumulative Percentage
Advertising/promotions	13	11,7	11,7	11,7
Social Media	32	28,8	28,8	40,5
See live	29	26,1	26,1	66,7
Friend recommendations	37	33,3	33,3	100
Total	111	100	100	

Source: Data processed (2025)

The most information sources came from friend recommendations (33.3%), followed by social media (28.8%), direct viewing (26.1%), and advertising/promotions (11.7%). This indicates that word-of-mouth strategies and social media presence are the keys to effective promotion.

## Validity Test

**Table 6.**  
**Validity Test Results**

	<b>Result</b>
Kaiser-Meyer-Olkin <i>Measure</i>	0,906
Bartlett's Test	3,620.101
Df	378
Sig.	0,000

Source: Data processed (2025)

The KMO value of 0.906 indicates the “Marvelous” category so that the data is very suitable for further factor analysis. The Bartlett's Test results were significant ( $p=0.000$ ) indicating a correlation between variables that merited further analysis by *Main Component Analysis* (PCA) or *Exploratory Factor Analysis* (EFA). However, exploratory factor analysis has not actually been conducted, so the opportunity to refine construct validity has not been utilized.

## Reliability Test

**Table 7.**  
**Reliability Test Results**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
0,970	28

Source: Data processed (2025)

Based on the results of the reliability test, the *Cronbach's Alpha* namely 0.970 which shows that the research instrument has very high reliability. All items showed a strong relationship to the total score, with most items having a correlation between items of more than 0.7.

## Item-Total Statistical Analysis

Analysis Item-Total Statistic aims to evaluate the internal consistency of each questionnaire item against the total scale score. The key indicator, Corrected Item-Total Correlation (CITC), shows how strongly each item correlates with the total score (excluding itself). In this study, 28 items were analyzed, and the results are presented in Table 8.

**Table 8.**  
**Item-Total Statistical Analysis**

<b>Items</b>	<b>Corrected Correction</b>	<b>Item-Total Cronbach's Alpha if Deleted</b>
Item 1	0,736	0,969
Item 2	0,669	0,969
Item 3	0,763	0,968
Item 4	0,667	0,969
Item 5	0,846	0,968
Item 6	0,783	0,968
Item 7	0,804	0,968
Item 8	0,744	0,969
Item 9	0,740	0,969
Item 10	0,720	0,969

Item 11	0,842	0,968
Item 12	0,687	0,969
Item 13	0,665	0,969
Item 14	0,626	0,969
Item 15	0,732	0,969
Item 16	0,740	0,969
Item 17	0,813	0,968
Item 18	0,765	0,968
Item 19	0,780	0,968
Item 20	0,685	0,969
Item 21	0,741	0,969
Item 22	0,670	0,969
Item 23	0,781	0,968
Item 24	0,693	0,969
Item 25	0,703	0,969
Item 26	0,608	0,970
Item 27	0,720	0,969
Item 28	0,610	0,969

Source: Data processed (2025)

The results showed that most items had a CITC value above 0.7, which means they contributed strongly to the overall construct being measured. The analysis also indicated very high internal consistency, with most items showing a strong correlation to the total score, confirming their relevance in measuring customer loyalty and its influencing factors. If simplification of the scale is required for quick measurements, items with the lowest CITC values may be considered for sub-scale or review, without reducing the overall reliability of the instrument.

**Partial T-Test**

A partial t-test is performed to test the influence of each independent variable on the dependent variable separately. In this study, the independent variables tested included product quality (X1), service quality (X2), and price (X3) to customer loyalty (Y).

**Table 9.**  
**Partial T-Test**

<i>Type</i>	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
(Constant)	3,861	2,570	22,5	1,502	0,136
Product Quality (X1)	-0,289	0,241	-0,107	-1,203	0,232
Quality of Service (X2)	0,839	0,265	0,302	3,164	0,002
Price (X3)	1,834	0,211	0,727	8,688	0,000

Source: Data processed (2025)

The results of the T-test showed that Product Quality (X1) had a significance value of 0.232 (> 0.05) and a value of t = -1.203, so it did not have a significant effect on customer loyalty. This means that in the context of meatball stalls in the city of Bandung, the quality of products separately is not strong enough to increase customer loyalty. This can happen because customers may have the perception that the quality of meatballs is generally uniform, or because loyalty is more determined by other factors such as price and service. Service

Quality (X2) has a significance value of 0.002 ( $< 0.05$ ) and a value of  $t = 3.164$ , which indicates that this variable has a positive and significant effect on customer loyalty. Friendly, fast, and responsive service plays an important role in creating a positive experience for customers that ultimately strengthens their loyalty. Price (X3) shows a very small significance value of 0.000 ( $< 0.05$ ) and a value of  $t = 8,688$ , meaning that price has a very significant and positive effect on customer loyalty. Competitive prices and in accordance with the value felt by customers are their main drivers to continue to choose a certain meatball stall.

**Simultaneous F Test**

Simultaneous F-tests are used to test whether together (simultaneously) independent variables in the model have a significant influence on the dependent variables. In this study, independent variables include product quality (X1), service quality (X2), and price (X3), while the dependent variable is customer loyalty (Y).

**Table 10.**  
**Analysis of Regular Customer Descriptions**

<i>Type</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	8,245.673	3	2,748.558	160,087	0,000
Residual	1,837.102	107	17,169		
Total	10,082.775	110			

Source: Data processed (2025)

The regression model is simultaneously significant ( $p=0.000$ ), with  $R^2 = 0.818$  indicating 81.8% of the variation in loyalty can be explained by the three independent variables. This indicates good predictive power of the model, although further diagnostic tests such as multicollinearity and residuals should still be conducted.

**Coefficient of Determination**

The determination coefficient is used to measure how much of the variation of the dependent variables can be explained by the independent variables in the regression model.

**Table 11.**  
**Analysis of Regular Customer Descriptions**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error</b>	<b>R Square Change</b>	<b>F Change</b>	<b>Sig. Change</b>	<b>F</b>	<b>Durbin-Watson</b>
0,904	0,818	0,813	4,14357	0,818	160,087	0,000		1,564

Source: Data processed (2025)

Based on Table 11, an R Square value of 0.818 was obtained, which means that 81.8% of the variation in customer loyalty can be explained by the variables of product, service, and price quality. Meanwhile, the Adjusted R Square of 0.813, shows a correction to the influence of the number of variables and samples, which still shows high and stable model strength. The Durbin-Watson value of 1.564 also indicates the absence of serious autocorrelation problems, so the regression model meets the classical assumption of residual independence. Thus, this regression model has a very high explanatory power and is reliable to explain the phenomenon of customer loyalty in the context of this study.

**Discussion**

The results of the analysis revealed that product quality did not exert a significant influence on customer loyalty at meatball stalls in Bandung City, which is an intriguing finding considering that previous studies have often identified product quality as a primary

determinant of loyalty. According to Hutapea et al. (2024), product quality encompasses dimensions such as taste, texture, cleanliness, and consistency, factors typically prioritized by customers in the culinary sector. However, in the context of meatball stalls, customers appear to perceive product quality standards across different vendors as relatively uniform, thereby diminishing the role of taste quality as a distinguishing factor. This phenomenon suggests that customer loyalty is instead more substantially influenced by other, more dynamic factors that are directly perceptible, such as service and pricing. This interpretation aligns with consumer behavior theory, which posits that when customers hold established expectations for familiar products, like meatballs, their focus shifts to other elements that enhance the overall consumption experience. Kurniawati (2023) supports this view by arguing that the homogeneity in customers' perceptions regarding the taste and composition of meatballs available in the market weakens the capacity of product quality to statistically differentiate loyalty levels.

Conversely, the price variable demonstrated a highly significant and positive effect on customer loyalty, reinforcing the tenets of perceived value theory, which holds that customers evaluate products not only on quality but also on the benefits gained relative to the price paid. In food services such as meatball stalls, prices perceived as reasonable, affordable, and within customers' budgets foster satisfaction and comfort, thereby increasing the likelihood of repeat patronage. Furthermore, customers tend to prefer establishments that offer promotions or discounts, even minimal ones, as these incentives amplify the perceived added value of the purchase (Xie et al., 2021). Given the myriad culinary options available in Bandung, competitive pricing emerges as a critical factor, especially for customers with high consumption frequency who weigh price as a salient rational consideration. Survey data corroborate this, indicating customers' attentiveness to the balance between quality and cost, with many expressing willingness to return provided the pricing remains fair and consistent. Consequently, strategic pricing can be effectively leveraged as a customer retention mechanism (Nugroho & Sutjipto, 2025).

Service quality was also found to exert a significant and positive impact on loyalty, consistent with SERVQUAL theory as developed by Parasuraman et al., which identifies dimensions such as reliability, responsiveness, empathy, assurance, and tangibles as pivotal in cultivating customer satisfaction and loyalty. Customers who feel valued and well-treated during their visits are more inclined not only to return but also to recommend the establishment, underscoring the notion that loyalty stems from both cognitive satisfaction and affective experiences during consumption (Kim et al., 2021; Wilson et al., 2020).

Despite these insights, the interpretation of variable significance remains predominantly inferential and lacks corroboration from qualitative data such as customer interviews or testimonials, which could enhance the robustness of the conclusions. Moreover, although the regression model explains a substantial portion of variance ( $R^2 = 0.818$ ), the analysis would benefit from additional statistical scrutiny through residual and multicollinearity diagnostics to ensure the model's validity and reliability. Residual analysis is essential to verify assumptions such as homoscedasticity and normality of errors, where violations could compromise the efficiency and unbiased nature of the estimations. Similarly, multicollinearity diagnostics, through metrics like the Variance Inflation Factor (VIF), are crucial since high intercorrelations among independent variables especially between service and price perceptions can inflate standard errors and obscure the individual contributions of

predictors. A VIF exceeding common thresholds (e.g., 5 or 10) would indicate problematic multicollinearity, necessitating model refinement.

In conclusion, conducting these supplementary analyses would substantially strengthen the credibility of the findings and provide a more nuanced understanding of the determinants of customer loyalty in meatball stalls, thereby offering valuable implications for both academic research and practical applications in the culinary business sector.

## CONCLUSION

The result of this study succinctly summarizes the main findings, stressing that price and service strongly influence customer loyalty, while product quality shows no significant effect. This restatement supports the key outcomes and follows logically from the results. However, the conclusion is still too descriptive and does not fully reflect on the wider implications—especially for consumer behavior in informal culinary settings like meatball stalls in Bandung. A stronger conclusion would link the findings more directly to theories or trends discussed earlier, thereby enhancing the study's academic contribution.

Meanwhile, the managerial recommendations provided are relevant and actionable, encouraging business owners to improve service and pricing strategies. Yet, these remain quite general and not sufficiently tailored to Bandung's culinary context. For example, which service aspects are most valued by local customers? Are there cultural expectations around pricing that should be considered? While suggesting improvements in friendliness and speed is valid, it lacks the depth needed to capture customer expectations in detail. These recommendations would gain more impact if directly tied to descriptive statistics, such as younger customers' preferences or visit frequency, thus making the guidance more contextually relevant and empirically grounded.

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