

# Service Quality, Customer Satisfaction, and Repurchase Intention in Atalilah Catering at Belopa City

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## ABSTRACT

Intention is the first step before making a decision to use a product. This position is primarily determined by the strategy of the company marketing the product. So, encouraging customer buying interest is strategic in "binding" customers. The research aims to analyze the relationship between service quality and customer satisfaction on purchasing interest. This research was conducted at the Atalilah Catering business, Luwu Regency, South Sulawesi-Indonesia. The research population is customers. The research sample was 50 respondents. The sampling technique uses accidental random sampling. The research used previous regression analysis, first testing the research instrument. The research results show that service quality does not show a significant influence on repurchase intention. This does not mean that service is not needed to encourage repurchase interest. However, the current service conditions are standard services. Food businesses are also inseparable from community activities such as family and office activities. Meanwhile, customer satisfaction shows significant results. This condition indicates that customer satisfaction is important in the catering industry. This customer satisfaction reflects variables that play a role in increasing customers' intentions to use services. Therefore, it is indispensable to pay attention to the position of customer satisfaction.

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## I. INTRODUCTION

Even in times of crisis, the food industry is one of the many enterprises that thrive in the service sector. This culinary business has a very high level of business competition. To survive and develop in these conditions, restaurant owners or managers must be able to develop and manage various types of food and drinks as well as the services provided to customers. This is because food is one of the basic human needs that must be met, so eating and drinking are still prioritized, so the culinary business will continue to grow and develop. Tight competition in the culinary world encourages many restaurant and catering entrepreneurs to carry out good marketing management and compete to offer something unique and different from their competitors. Starting from the types of food provided, menu variations, prices, places, comfortable and attractive atmosphere, as well as satisfying service for consumers. In responding to community needs, the food business, namely catering, is exciting to discuss. This explains that people do not want to bother with consumption issues when holding events. Not only individuals, institutions or offices for consumption, but they also use catering services to be more efficient. Service quality is important to pay attention to, service that is fast and good or even exceeds the service they expect, consumers tend to be satisfied and there is a possibility that they will use the same service in the future, which creates satisfaction for customers. However, on the other hand, if the service is not good or unsatisfactory, especially if it is far from what was expected, they will feel disappointed, so they will feel reluctant to come back again. Apart from that, the business name will become destructive and there will be another risk if they tell other people about the bad things about the company in question.

Kasmir (2017) service is defined as a person's or organization's actions to bring satisfaction to customers or coworkers. Good service will ultimately be able to provide satisfaction to customers, and will be able to retain existing (old) customers. The ability of a corporation to deliver services that satisfy consumers' wants and aspirations is referred to as good (quality) service. Customers will feel satisfied and continue to increase their transactions or consumption over time. More than that, customers will

share their satisfaction with other parties, thus becoming a free promotional event for the company.

Huang et al. (2019) their research yielded three findings: (1) service quality positively influences customer satisfaction, (2) customer satisfaction positively influences customer loyalty, and (3) brand awareness positively influences the relationship between service quality and customer satisfaction. Customer satisfaction is one of the keys to retaining customers. Amstrong & Kotler (2012) indicate that customer satisfaction is the level of feelings a person has after comparing his performance (results) to his expectations. If performance exceeds expectations, they will feel satisfied, and conversely, if performance does not meet expectations, customers will feel disappointed. Jayanti et al. (2021) showed that product quality, after-sales service, and price perception determine Telkomsel card customer satisfaction.

Consumer buying interest also greatly influences the survival of the company. Customer perceptions of service quality provide satisfaction, which creates interest in repurchasing the company. Reselling interest is a type of activity that occurs in reaction to an object. Repurchase interest shows the desire of consumers or customers to make repeat purchases (Woodside et al., 1990). Liang et al. (2018) demonstrated that transaction-based satisfaction is linked but distinct from experience-based pleasure. Transaction-based satisfaction has a strong impact on experience-based satisfaction. Trust was found to be the mediating factor between transactional satisfaction and repurchase intention. However, trust in Airbnb had no statistically significant influence on trust in hosts. The result is that industry experts should not overlook transaction-based satisfaction because it has a major impact on experience-based contentment, trust, and repurchase intent.

Restaurant and catering entrepreneurs often face problems, including difficulty meeting consumer needs. Consumer tastes and economic conditions change, as well as environmental conditions that are often faced. Especially during the outbreak of Covid 19. Currently in Indonesia, it indirectly impacts the food industry and catering business. Atalilah Caterin also experiences this condition, located in the Belopa city area. The

problem faced by Atalilah Catering during the COVID-19 outbreak is how to increase consumers and retain consumers so they can buy and re-buy from Atalilah Catering. One of the reasons for this is that the government issued a policy not to hold events gathering large crowds, either in public places or within its premises. This policy impacts consumer decisions in making repeat purchases from Atalilah Belopa Catering.

## II. LITERATURE REVIEW

### Repurchase Intention

Repurchase intention is a customer's planning that contains desires before making a decision to buy a good or service. Shiffman dan Kanuk (2004) buying interest is a model of a person's attitude toward goods or things that is particularly useful for assessing attitudes toward specific items, services, or brands. Repurchase interest is a customer's desire to make repeat purchases in the future. Kotler and Keller (2007) state, "Consumer buying interest is a consumer behaviour where consumers desire to choose, use and consume or even want a product being offered". Based on the definition of buying interest provided above, it is possible to conclude that buying interest is the behavior of someone who want to purchase a specific product or service as a result of encouragement and influence from both internal and external sources.

Amstrong & Kotler (2012) the following are the primary aspects that influence a person's desire to make a repeat purchase: 1. A person's desire in making a purchase might be influenced by cultural variables and social status. Consumers have taught views, desires, and behavior from childhood, thus they will generate different perceptions for each consumer. Individuals are also influenced by their nationality, religion, racial group, and geographic place. 2. Individual learning experiences concerning past events, as well as the influence of individual attitudes and beliefs, are examples of psychological influences. A learning event is defined as a change in behavior caused by prior experience. Individual learning experiences and consumer learning experiences have a large influence on the creation of customer interest in making repeat purchases, which will affect purchasing actions and decisions. 3. Personal Aspects.

Perceptions and purchasing decisions are influenced by the consumer's personality, age, occupation, economic condition, and lifestyle. As a result, restaurants play a vital role in offering good service to their customers. Self-concept is one of these personal variables. Self-concept can be characterized as how we see ourselves and, at times, as a representation of the rewards we believe we have. In terms of repurchase interest, restaurants must create conditions that customers expect. Similarly, offering and serving consumers with items that meet their expectations. 4. Social factors include follower group factors (small reference group). A role model group is a collection of people who have an impact on attitudes, opinions, norms, and consumer behavior. This role model category is made up of families, groups, or individuals. Family factors operate as decision makers, initiative takers, purchasing choice influencers, determiners of what is purchased, who makes the purchase, and who is the user when examining repurchase interest. The reference group's influence on repurchase intention includes determining the items and brands they use that correspond to the group's ambitions. The success of influencing the follower group's repurchase intention is highly dependent on the quality of manufacturing and the information provided to customers.

### **Service Quality and Repurchase Intention**

Lovelock, J. W. (2011) Service quality is the desired level of excellence and control over that excellence in order to meet the expectations of customers or consumers. Rita et al. (2019) believes that there are several indicators for measuring service quality, website design, service to customers, security, and Fulfillment are just a few illustrations. Service quality or customer service can be divided into 2 criteria, namely good service quality and poor service quality. This service quality is not permanent or standard, but flexible and changeable. Several things are needed to support changing the quality of service. For example, surveys, observations, opinions, or feedback about the services provided.

Tjiptono (2011) service excellence is a dynamic situation that is intimately tied to products, services, people resources, processes, and locations that can achieve or surpass the required service quality. The quality of service is an activity to meet demands in

conjunction with customer requests, as well as provisions for how to deliver it in order to meet customer expectations and satisfaction. Amstrong and Kotler (2012), The totality of the characteristics of a good or service and characteristics that support its capacity to satisfy needs directly or indirectly is referred to as service quality. Quality service items have a significant influence in determining customer satisfaction. One method to keep a business running is to provide high-quality services, compete consistently, and exceed client expectations. Lupiyoadi (2001), the level of service quality reveals the gap between clients' expectations and the service they receive. Customer perceptions of the expected service can be used to determine service quality. It is possible to conclude that service quality is concentrated on attempts to meet customer wants and aspirations, as well as delivery provisions that meet customer expectations. So, the first research hypothesis

H1: Service quality has a direct effect on Repurchase Intention

### **Customer Satisfaction and Intention to Repurchase**

Westbrook & Reilly (1983) implies that consumer happiness is an emotional reaction to product or service purchasing experiences. Band (1991) quality meets and surpasses customer expectations, aspirations, and needs, according to this definition. Customers who are dissatisfied with the items or services they consume will hunt for another organization that can suit their demands if quality does not meet or surpass expectations. According to the many viewpoints expressed above, customer satisfaction is the amount of a person's feelings after comparing his product performance to his expectations.

Customer satisfaction helps with various important features, including building customer loyalty, improving company reputation, lowering price elasticity, lowering future transaction costs, and increasing employee efficiency and productivity (Anderson et al., 1994). In principle, the definition of customer satisfaction can be clarified into five main categories: the normal deficit perspective, equity/fairness, normative standards, procedural justice, and attribution. So, the second hypothesis

H2: Customer satisfaction influences purchasing interest

### III. METHODS

This research is a causality study with a survey approach that aims to see the cause and effect of the impact of the independent variable on the dependent variable. The population in this research is all customers in the past year who made purchases at Catering Atalilah Belopa. The sampling technique in this research was a purposive sampling technique, totalling 50 with the condition that they had made at least two purchases. The type and source of research data is quantitative research using primary data. Data collection was carried out by distributing questionnaires to respondents. This research uses a Likert Scale, this scale measures respondents' agreement or disagreement with a series of statements that measure an object. Each respondent's answer to a statement item uses a scale of 1 (strongly disagree) to 5 (strongly agree). Data analysis uses multiple regression analysis. However, before conducting the study, the validity and reliability of the research instrument must first be tested. The definition of research variables is as in the following table.

Table 1. Operational Definition of Variables

| Variables       | Definition   | Indicators        | Items   |
|-----------------|--|-------------------|---|
| Service Quality | Customers perceive the value of the service process as service quality | 1. Reliability    | a. Atalilah Catering provides the same service to all customers.<br>b. Atalilah Catering provides polite service to every customer.                     |
|                 |  | 2. Responsiveness | a. Atalilah Catering knows every need and desire of every customer.<br>b. Atalilah Catering employees can create good communication with each customer. |
|                 |  | 3. Assurance      | Atalilah Catering provides a guarantee for every product offered.   |

|                       |  |   |  |
|-----------------------|--|---|--|
|                       |  | 4. Empathy  | Atalilah catering employees are patient in serving customers.  |
|                       |  | 5. Tangibles  | a. The food products sold by Atalilah Catering are in accordance with the food brochure/list.  |
|                       |  | Parasuraman et al.(1988)  | b. Atalilah Catering's location is strategic and easy to reach.  |
| Customer Satisfaction | Satisfaction with a customer is the level of feeling someone has after comparing their performance or results to their expectations. (Oliver, 1997)  | 1. Matching Expectations<br>2. Repurchase Intention<br>3. Availability to recommend   | a. I intend to repurchase it.<br>b. After I tried Atalilah Catering's food, I intended to make another purchase because the food was delicious.<br>c. I was interested in Atalilah Catering because the menu was quite varied  |
| Repurchase Intention  | Repurchase intention is an action taken by consumers in which clients answer positively to a company's product or service and intend to return or consume the company's items again. (Cronin & Taylor, 1992) | 1. Transactional Interest<br>2. Referential Interest<br>3. Preferential exploration<br>4. Exploratory Interest<br><br>Saidani & Arifin (2013) | a. With the same price level, the products offered by Atalilah Catering are better than other catering.<br>b. When I need catering services, I will use Atalilah Catering services.<br>c. I like ordering food at Atalilah Catering.<br>d. If faced with various catering options, I would choose to use Atalilah catering services.<br>e. I am sure that making purchases at Atalilah Catering is better than other catering.<br>f. I will recommend Atalilah Catering to colleagues and relatives.<br>g. If there are colleagues or relatives who need catering services, I would recommend Atalilah Catering services |



h. In general, I feel satisfied having used Atalilah Catering services

Source: Data processed by researchers, (2022)

#### IV. RESULTS

A comparison between the correlation of the product moment index with a significance value of 5% will produce the validity value of an instrument. The validity test is assumed to be valid if the count value is greater than the  $r_{table}$  value. Reliability testing is used to determine the consistency of the measuring instrument used or the extent to which the measuring instrument can be trusted and relied upon. If the Cronbach Alpha value is more than 0.60, a questionnaire is regarded to be reliable (Jogiyanto, 2013).

Table 2. Validity Test Results

| Variables             | Items Number  | Validity                    |             | Validity | Cronbach Alpha | Note     |
|-----------------------|---|-----------------------------|-------------|----------|----------------|----------|
|                       |   | Correlation ( $r_{count}$ ) | $r_{table}$ |          |                |          |
| Service Quality       | Strategic location                                    | 0,710                       | 0,278       | Valid    | 0,826          | Reliable |
|                       | The product corresponds to the food brochure/list     | 0,371                       | 0,278       | Valid    |                |          |
|                       | Provide the same service to all customers             | 0,749                       | 0,278       | Valid    |                |          |
|                       | Serving according to each customer's needs            | 0,757                       | 0,278       | Valid    |                |          |
|                       | Provide fast service                                  | 0,628                       | 0,278       | Valid    |                |          |
|                       | Provides a guarantee for each product                 | 0,625                       | 0,278       | Valid    |                |          |
|                       | Provide polite service                                | 0,684                       | 0,278       | Valid    |                |          |
|                       | Good communication with customers                     | 0,688                       | 0,278       | Valid    |                |          |
|                       | Be patient in serving customers                       | 0,629                       | 0,278       | Valid    |                |          |
| Customer Satisfaction | The products offered are better than similar products | 0,613                       | 0,278       | Valid    | 0,860          | Reliable |
|                       | Want to always use Atalilah Catering services         | 0,811                       | 0,278       | Valid    |                |          |
|                       | I love ordering at Atalilah Catering                  | 0,796                       | 0,278       | Valid    |                |          |
|                       | Always choose to use Atalilah Catering services       | 0,788                       | 0,278       | Valid    |                |          |

|                      |  |       |       |       |       |          |
|----------------------|--|-------|-------|-------|-------|----------|
|                      | Making purchases at Atalilah Catering is better compared to other Catering | 0,802 | 0,278 | Valid |       |          |
|                      | Willing to recommend to colleagues   | 0,639 | 0,278 | Valid |       |          |
|                      | Recommend to the family  | 0,667 | 0,278 | Valid |       |          |
|                      | Always feel satisfied using the services of Atalilah Catering              | 0,573 | 0,278 | Valid |       |          |
|                      | Intend to buy back   | 0,774 | 0,278 | Valid |       |          |
|                      | Product quality drives the desire to make repeat purchases                 | 0,871 | 0,278 | Valid |       |          |
| Repurchase Intention | Interested in product variations   | 0,785 | 0,278 | Valid | 0,804 | Reliable |
|                      | The promotions offered are quite attractive                                | 0,757 | 0,278 | Valid |       |          |

Source: Processed data, 2022

Based on the aforesaid validity and reliability tests, all question items are certified valid, and the indicator variables are reliable. The next step is to look at the description of the research variables. The primary purpose of descriptive analysis is to see the average value of respondents' assessments for each statement item. Category scores are calculated by dividing five assessment intervals (5 scales). This is calculated by dividing the highest estimate with the lowest value (respondent assessment category scale)  $5-1 = 4$ , then dividing the result by five (interval scale) results in 0.8. These results are distributed to see the average limits for each category. Following are the results of the description of the research variables

Table 3. Description of research variables

| Variables       | Statement Items                                 | Mean | Categories | Std. Deviation |
|-----------------|---|------|------------|----------------|
| Service Quality | Strategic location                              | 4,26 | Excellent  | 0,527          |
|                 | Products according to brochures/food lists      | 4,24 | Excellent  | 0,555          |
|                 | Provide the same service to all customers       | 4,18 | Good       | 0,596          |
|                 | Service according to the needs of each customer | 4,00 | Good       | 0,571          |

|  |   |                    |      |       |
|--|---|--------------------|------|-------|
|  | Providing fast service  | 3,94               | Good | 0,682 |
|  | Provide a guarantee of each product                           | 4,10               | Good | 0,678 |
|  | Provide courteous service                                     | 3,90               | Good | 0,614 |
|  | Good communication with customers                             | 4,04               | Good | 0,755 |
|  | Patience in serving customers                                 | 4,06               | Good | 0,652 |
| Customer Satisfaction                                      | The products offered are better than similar products         | 3,88               | Good | 0,689 |
|  | Want always to use the services of Atalilah Catering          | 3,94               | Good | 0,682 |
|  | I like to order at Catering Atalilah                          | 3,90               | Good | 0,707 |
|  | Always choose to use the services of Atalilah Catering        | 3,82               | Good | 0,774 |
|  | Making a buyback is better compared to other catering         | 3,62               | Good | 0,667 |
|  | Willing to recommend to colleagues                            | 3,90               | Good | 0,678 |
|  | Recommend to the family                                       | 3,94               | Good | 0,682 |
|  | Always feel satisfied using the services of Atalilah Catering | 3,90               | Good | 0,647 |
|  | Repurchase Intention  | Intend to buy back | 3,84 | Good  |
| Product quality drives the desire to make repeat purchases |   | 4,00               | Good | 0,670 |
| Interested in product variations                           |   | 3,84               | Good | 0,681 |
| The promotions offered are quite attractive                |   | 3,80               | Good | 0,756 |

Source: research data (processed), 2022

The results of the regression analysis of service quality variables on buying interest are seen in Table 3 below. The results of the regression test in the hypothesis are 0.015 with a sig value of  $0.869 > 0.05$ . This means that the quality of service does not significantly affect buying interest. Thus, the first hypothesis was rejected – the following table of regression results between service quality and customer satisfaction with buying interest.

Table 4. Regression analysis results

| Variables             | Repurchase Intention | Note        |
|-----------------------|----------------------|-------------|
| Service Quality       | 0.015                | No Effect   |
| Customer Satisfaction | 0.352***             | Influential |

R2 0,431 (43,1%)

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Source: research data (processed), 2022

Note: \*\*\*= sig value < 0,05

In the hypothesis of the effect of customer happiness on purchasing interest, the coefficient of regression test findings is 0.352. If there is no customer satisfaction with a sig value of  $0.000 < 0.05$ , this constant number signifies that. This shows that customer satisfaction has a significant effect on buying interest. Thus, the second hypothesis was accepted. The magnitude of the impact of service quality and customer satisfaction on repurchase interest was 0.431. It can be interpreted that customer satisfaction directly influences repurchase interest by 43.1%, while the remaining 56.9% is influenced by factors not yet in this study.

## Discussion

The findings of successful studies provide an overview of the relationship between service quality and client satisfaction and purchasing interest. The variable of service quality has no discernible influence. Meanwhile, fluctuating client satisfaction has a big impact. Insignificant quality of service does not mean service to customers is "ignored". However, the quality of service becomes something that has been "attached" to every business activity. Special conditions, such as the food service industry but the first point given to customers is service. However, customer satisfaction becomes a top priority in the part of buying interest that parades on repeat purchases. This customer satisfaction can be sourced from the products' quality and the company's primary services. This is to the theory put forward by Woodside et al. (1990) that improving the quality of service increases interest in repurchase. This is also by research conducted by Bahar & Sjahrudin (2017) that the quality of service affects repurchase intention.

Zhong & Moon (2020) Customer satisfaction was favorably influenced by perceived price, food, service, and physical environment quality. Customers' perceptions of a restaurant's quality dimensions can be strongly influenced by perceived price. Furthermore, client contentment and happiness can breed loyalty. Happiness serves as a

bridge between satisfaction and loyalty. Despite this, our findings show that customers' judgments of food quality based on pricing and satisfaction levels based on service quality varied significantly between genders, indicating that gender moderation occurs in food consumption. Uzir et al. (2021) Customer satisfaction was influenced by service quality, customer perceived value, and trust. Trust mediated both the relationship between service quality and customer satisfaction and the relationship between consumer perceived value and satisfaction. The results contribute to the development and validation of a trust-based satisfaction model by expanding the SERVQUAL model to include perceived value in the presence of trust while adhering to expectation disconfirmation theory. If the promised service does not meet customer expectations, the company has reneged on the promise set earlier and will harm the customer. Conversely, if the promised service has or even exceeds what the customer has expected, then it can be said that the company has succeeded in keeping its promise. A sense of satisfaction is likely to arise in the customer's mind.

The results of data processing and hypothesis testing conducted show that the direct influence of customer satisfaction on repurchase interest is unidirectional and interrelated. That is, customer satisfaction can significantly directly impact the formation of repurchase interest. This means that the more satisfied customers are with the services provided, the stronger it will be to generate repurchase interest in a company. The results of this study support previous research conducted by Agustiani & Samiono (2014) about the effect of customer satisfaction on repurchase interest in Lion Air Airlines in Jakarta. The results showed a significant influence between customer satisfaction and repurchase interest in Lion Air airline customers in Jakarta. This means that the results of previous research further strengthen that customer satisfaction can influence repurchase interest. Unlike the case study conducted by Sullivan & Kim (2018) the data demonstrate that, while trust and e-commerce adoption are major factors in determining repurchase intention, product evaluation parameters are equally relevant. The findings also show that perceived usefulness has no effect on repurchase intention, however perceived value and online trust are the most important factors of repurchase intention.

Meesala & Paul (2018) patients' pleasure is influenced by dependability and responsiveness (rather than empathy, tangibility, and certainty). Patient loyalty to the hospital is directly tied to patient satisfaction. Ashfaq et al.(2019) it was discovered that expectation has a considerable impact on enjoyment, perceived ease of use (PEOU), and contentment. According to the findings, perceived enjoyment increases satisfaction and repurchase intention. Similarly, satisfaction has a direct beneficial effect on repurchase intention. Our findings confirmed that satisfaction mediates the links between expectation, perceived enjoyment, and repurchase intention, but no mediation exists between PEOU, satisfaction, and repurchase intention. Finally, the effect of PEOU on satisfaction and repurchase intention was shown to be minimal.

## **V. CONCLUSION AND SUGGESTION**

Quality of service is an inseparable part of business activities. Service to customers is a "basic need" that must be provided by business actors to every customer. Customer satisfaction is the result of every activity received by customers. This can be determined by the caliber of the items and services they receive. The results showed that customer satisfaction can be a factor that influences buying interest. At the same time, the quality of service shows insignificant results. Insignificant service quality does not mean that service quality has no effect. This is predicated on a positive influence coefficient on purchasing interest. This suggests that in this study, if the service quality is good, client purchasing interest will improve. There will be a desire to repurchase if consumer satisfaction is achieved. Increasing customer satisfaction can be accomplished by enhancing the quality of products and services provided. This increase makes customers with "sports" recommend using services/products to others. The implementation of research results showed that customer satisfaction must continue to be improved to build interest in repeat purchases of Atalilah Catering customers, so that Atalilah Belopa Catering does not have to be concerned about future clients who will use its services. For future researchers to conduct different tests between service quality variables and

repurchase interest based on other indicators so that research is more extensive and detailed.

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