



Analysis of Service Quality, Promotion, and Facilities on Customer Satisfaction

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Abstract: Consumer satisfaction has an important role as a determinant for the success and development of a culinary company. So, the company must be able to make consumers feel satisfied and become loyal customers. There are several influencing factors, namely regarding the quality of service, promotion, and facilities that must be provided. This study aims to analyze the influence of the variables of service quality, promotion, and facilities on customer satisfaction. This study uses a quantitative research method, in which this method uses measurement tools or applications to obtain statistical values. The research population is customers who have visited the Ayam Penyet Cindelaras Rantauperapat Restaurant. The data that has been collected and obtained from the results of this study is then calculated using the smart plus 4 applications. From the results of the calculations that have been obtained, it is concluded that all outer loading values for each indicator are declared valid because they meet the standard or have an AVE value greater than 0.5 (> 0.5). latent variable consumer satisfaction has a good R Square value because it has a value greater than 0.75. Therefore, it can be concluded that the diversity of service quality variables, promotions, and facilities can affect the consumer satisfaction variable by 93%.

Keywords: Consumer Satisfaction; Facilities; Promotion; Service Quality

INTRODUCTION

In developing a company, besides having to pay attention to external factors, companies also need to pay attention to the internal factors of the company itself so that the company can develop according to the company's goals to survive and develop in the long term as planned since establishing the company (Suparyanto & Rosad 2018). For a company to be able to compete with other companies that offer or issue similar products, company management must be able to manage the company well, so that existing consumers or customers do not switch to other companies (Astuti & Gufron 2023). The research conducted by the author took place at several restaurants in the Labuhanbatu area, namely in the City of Rantauperapat. The data studied during this study aimed to find out the analysis of service quality, promotions, and facilities on consumer satisfaction at the Cindelaras Penyet Chicken Restaurant in Rantauparapat City.

The culinary industry in Rantauperapat has become one of the main livelihoods of the people of Labuhanbatu, this is indicated by the continued number of entrepreneurs opening restaurants and cafes in various places, this phenomenon is sufficient proof that the culinary industry is the choice of entrepreneurs to turn it into a business opportunity. However, with so many new restaurants and cafes in Rantauperapat, culinary business actors must be able to compete with other culinary business actors. Business actors must also better understand all the needs and desires of consumers or business actors must be able to create products that are tailored to their needs to retain consumers. So that the amount of competition does not become an obstacle in developing culinary companies to develop even more and even become better known by the wider community (Afiffah & Cahyani 2021).

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If business actors are unable to compete in maintaining quality and improving products and services to consumer desires, then it is very likely that they will be left behind and the development of their companies will decline, and it is not uncommon for restaurants or cafes that have been running to close in the middle of the road. According to Kotler (2017) in increasing competition, each company must be able to win the competition by presenting the best products/services and being able to meet the ever-evolving and changing tastes of consumers. As is the case with several restaurants and cafes in the area, many require closing in the middle of the road (Exel et al. 2023). There may be several reasons for the closure of several restaurants and cafes in Rantauperapat, for example, the poor quality of service provided by employees to consumers, the lack of creative company promotions to introduce restaurants or cafes to the wider community, inadequate facilities provided by restaurants or cafes so that consumers feel uncomfortable and safe when in that place.

According to Kotler (2017) Consumer satisfaction plays a very important role and a determinant for the success and development of a culinary company because consumers will determine whether a business is feasible or not to continue to grow. Therefore, companies must be able to make consumers feel satisfied and willing to become regular and loyal customers and always be happy to recommend to others. To realize customer satisfaction as expected, there are several things that culinary companies must pay attention to, namely regarding service quality, promotions, and facilities that must be provided.

Service quality is considered an important component that needs to be realized by a company because this can affect the company's development. Service quality is very important to understand because it has a direct impact on the image of a business. Good service quality will greatly benefit the business. If a business has received positive customer value, the consumer will provide good feedback and can become a regular customer. With good service quality, the company will be able to retain existing customers or customers not turn away easily, and even be able to bring in large numbers of new customers. Therefore the company is required to be able to meet the needs in services that are following what is expected by consumers (Rahmi et al., 2017.)

Service quality is the ability to carry out its functions, and product quality can be measured through consumer opinions about the quality itself so personal taste is very influential (Astuti & Gufron 2023). According to Tjiptono (Lumempow et al. 2023) there are five indicators to determine the quality of service perceived by consumers, namely: Physical Form, Reliability, Responsiveness, Assurance, and Empathy.

Promotion needs to be done so that consumers or potential consumers can find information about the company (Shinta 2019). Therefore, promotions that are increasing and attractive will make consumers able to recognize the company well, consumers can obtain information regarding products, locations, and facilities as desired by consumers. In addition to promotion, it must also be carried out honestly, so that visiting consumers feel satisfied because the information they obtain is following that provided by service/goods companies.

Promotion is a communication between sellers and buyers that comes from the right information that aims to change the attitudes and behavior of buyers, who previously did not know to become familiar so that they become buyers and still remember the product (Exel et al. 2023). Sales promotion indicators according to Ahungwa (2018), namely: 1) Coupons, 2) Samples, 3) Rebates, 4) Bonus Packages (Darmawan & Sutrisno 2022).



Facilities are also one of the things that can affect customer satisfaction, the better the facilities provided by a company, the more likely consumers will be satisfied (Putri & Marlien 2022). Ayam Penyet Cindelaras Restaurant is very concerned about the facilities they provide to provide comfort and satisfaction to consumers, both regular customers and new customers. Facilities are everything that is physical equipment and is provided by service sellers to support consumer convenience (Dedy & Alfandi 2022).

Indicators that affect the provision of facilities are: (1) Spatial arrangement, including aspects of proportion, texture, and others which are combined/developed to obtain intellectual and emotional responses from consumers; (2) Layout, includes interior and architecture, such as the layout of indoor furniture, air circulation, and others; (3) Equipment/furniture, functions as a means of convenience, as a supporting infrastructure for consumers; (4) Lighting and color arrangements, such as room coloring, lighting arrangements following the nature of the activities being carried out, and the desired atmosphere; (5) Messages conveyed graphically, such as visual aspects, placement of physical forms, and color and light selection (Purnomo, et al, 2021).

Cindelaras' ayam penyet restaurant which is located on Jl. BC. Raja No.98, Bakaran Batu, South Rantau District, Labuhanbatu Regency, North Sumatra is one of the culinary companies in Rantauperapat that has been around for a long time. As the name of this restaurant implies, the mainstay menu of this restaurant is Ayam Penyet. However, the menu provided is not only that, there are still several menu variations that consumers can choose from. In addition to the various menus provided, the facilities provided are also quite adequate, such as a comfortable room, the availability of a prayer room as a place for prayer, clean bathrooms, a large parking area, and many more. However, with the emergence of many new restaurants and cafes in Rantauperapat, the Ayam Penyet Cindelaras Restaurant must be able to maintain its position amidst the many new competitors in the culinary industry in Rantauperapat. There are many things a company can do to keep its business running and growing, one of which is being able to meet consumer satisfaction (Muafidah & Sulistyowati 2021).

This study aims to analyze the influence of the variables of service quality, promotion, and facilities on customer satisfaction of Ayam Penyet Cindelaras Rantauperapat. The problems in this research include the factors that influence consumer satisfaction which consists of service quality, promotion, and facilities. The objects of research are some of the consumers of Cindelaras' Ayam Penyet Restaurant in Rantauperapat City. This study was to determine the direct effect of service quality, promotion, and facilities on consumer satisfaction at the Ayam Penyet Cindelaras Restaurant, Rantauperapat City.

The hypothesis of this study is as follows:

H1: There is a significant influence between service quality and customer satisfaction

H2: There is a significant influence between promotions on customer satisfaction

H3: there is a significant influence between facilities on customer satisfaction

METHODS

This research method uses a quantitative correlation method that analyzes numbers (Arifin 2020) This study uses a quantitative research method, in which this method uses measurement tools or applications to obtain statistical values. The research population is customers who have visited the Ayam Penyet Cindelaras Rantauperapat Restaurant. The sample collection method uses a purposive sampling technique, namely the technique of determining the sample with certain considerations or determining the sampling by establishing special characteristics that are following



the research objectives. Therefore, the samples in this study were consumers who had visited the Ayam Penyet Cindelaras Restaurant. This study requires a sample of 60 respondents. Data collection in this study was carried out by distributing questionnaires through the Google form application to respondents. The measurement scale uses multiple choice with 5 intervals, namely Strongly Agree = 5, Agree = 4, Disagree = 3, Disagree = 2, and Strongly Disagree = 1. The analysis technique used is the SmartPLS 4 application.

Research Instrument Test

Validity is a measure that indicates the extent to which a measuring instrument can measure what is to be measured. An instrument is appropriate to be used as a measure of a concept if it has a high level of validity, and vice versa if low validity indicates that the instrument is not appropriate to apply. The validity test is carried out by correlating the designed instrument with empirical data that occurs in the field. The significance test was carried out by comparing the value of the r_{count} with the r_{table} for the degree of freedom ($df = n - 2$), in this case, n is the number of samples and $\alpha = 0.05$. If r_{count} is greater than r_{table} and the value is positive, then it is declared valid.

The reliability test is used to see whether the measuring instrument used shows consistency in measuring the same symptoms. Statements that have been declared valid in the validity test, their reliability will be determined. The standard used in determining the reliability or unreliability of a research instrument. Namely by looking at the comparison between the r_{count} and r_{table} values at the 95% confidence level (5% significance). The reliability test method used in this study is a measurement method using the Alpha-Cronbach technique. If the alpha value in the questionnaire is more than 0.60 then the questionnaire is said to be reliable.

Classic assumption test

The normality test aims to determine whether the distribution of data follows or approaches the normal Ghozali in Ayuwardani (2018). This research requires a one-sample Kolmogorov-Smirnov test by determining a significance level of 0.05. Then the facts can be stated to be normally distributed if the significance is greater than 0.05.

According to Ghozali in Ayuwardani (2018), the multicollinearity test is used to see and find out whether there is a correlation between the independent variables in the regression model. In a good study, there should not be multicollinearity. To be able to detect the presence or absence of multicollinearity, it can be tested by looking at the tolerance value and the variance factor (VIF). If the VIF value ≤ 0.10 and the VIF value ≥ 10 , then in this study there is multicollinearity.

Ghozali in Ayuwardani (2018) states that the heteroscedasticity test is used to be able to test and see whether from one observation to another there are differences in the residual variance. To see whether there is heteroscedasticity or not, observations can be made by paying attention to waveforms, widening, and narrowing. If this happens, there is heteroscedasticity in the study and vice versa.



Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was carried out aiming to find the results of the independent variables or dependent variables that influence the dependent variable or independent variable. So in this case the form of the regression equation will be written as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Description :

Y = customer satisfaction

X_1 = service quality

X_2 = promotion

X_3 = Facilities

e = Standard Error

$b_1, b_2,$ = Koefesien Regresion

Hypothesis test

A partial test (t-test) is also known as an individual significant test where this test shows how far the effect of the independent variable is partially on the dependent variable. The t-test was conducted to determine the effect of the independent variables on the dependent variable partially. The t-test in this study was carried out with the Eviews program. This test uses a significance level of 0.05 and 2 sides.

Simultaneous Test (F Test) is used to test whether each independent variable (X) has a positive and significant influence on the dependent variable (Y) simultaneously. The test compares the f_{count} with the f_{table} .

The coefficient of determination

In general, the coefficient of determination is used to be able to measure how much the contribution percentage of the independent variables is. The greater the value of R^2 , the better the ability of variable X to explain variable Y where $0 < R^2 < 1$. Then if the value of R^2 is smaller the effect of variable X on variable Y is relatively small.

In this study the analysis technique used was a statistical test that used structural equation modeling based on PLS, and tested the validity by using the factor loading value, then the reliability test was using Cronbach's alpha composite reliability value along with average variance extracted (AVE).

RESULT AND DISCUSSIONS

Measurement Model Analysis (Outer Model)

The data that has been collected and obtained from the results of this study is then calculated using the smart plus application 4. The method of analyzing data calculations using the PLS-SEM analysis method aims to examine the direct and indirect effects of the independent variables (Quality of Service, Promotion, and Facilities) on the dependent variable. (Consumer Satisfaction) Model Measurement Analysis (outer model)

The validity test was carried out to find out whether the questionnaire was valid or not from the research that had been done. In testing this validity is divided into 2,



namely convergent validity and discriminant validity, Convergent Validity. In convergent validity, an indicator is considered valid if it has an AVE value above 0.5 or shows all outer loading variable dimensions having a loading value > 0.5 and an AVE value > 0.5 (Siantara, Harahap, and Hasibuan 2022).

Table 1. Outer Loading Results

Indicator	Service Quality	Promotion	Facilities	Customer satisfaction
X1.1	0.751			
X1.2	0.776			
X1.3	0.851			
X1.4	0.745			
X1.5	0.821			
X2.1		0.859		
X2.2		0.873		
X2.3		0.792		
X2.4		0.843		
X3.1			0.843	
X3.2			0.873	
X3.3			0.852	
X3.4			0.791	
X3.5			0.778	
Y.1				0.866
Y.2				0.898
Y.3				0.822

Source: Research results (2023)

Based on Table 1, when viewed from the calculation results that have been obtained, it is concluded that all outer loading values for each indicator are declared valid because they meet the standard or have an AVE value greater than 0.5 (> 0.5). The following AVE values can be seen in Table 2

Table 2. AVE Value Results

The average variance extracted (AVE)	
Service quality	0.623
Promotion	0.710
Fasilitas	0.686
Customer satisfaction	0.744

Source: Research results (2023)

Based on Table 2, when seen from the calculation results that have been obtained, it can be concluded that the AVE value is stated to be valid because each variable has a value greater than 0,5. Thus, based on the outer loading value and the AVE value, it shows that the independent variables, namely service quality, promotions, and facilities, have AVE values of 0.623, 0.710, and 0.686 which are declared valid because they have an AVE value greater than 0.5, while the dependent variable, namely customer satisfaction, has an AVE value. 0.744 is also declared valid because it has an AVE value greater than 0.5. So from each variable, it can be interpreted that the research data used already meets the requirements of convergent validity

A reliability test can be said as the reliability or accuracy of measurement, the reliability test is used to measure the consistency of research instruments such as questionnaires. In this case, the reliability test aims to measure whether the research questionnaire used can be relied upon to measure research variables even though this research was carried out repeatedly. The reliability test is seen from Cronbach's alpha value and the composite reliability value.

Table 3. The results of Cronbach's Alpha and Composite Reliability Values

	Cronbach's alpha	Composite reliability	Composite reliability
X1	0.848	0.852	0.892
X2	0.864	0.874	0.907
X3	0.886	0.891	0.916
Y	0.827	0.831	0.897

Source: Research results (2023)

Based on Table 3, when viewed from the calculation results that have been obtained, it can be concluded that all variables are stated to have a Cronbach's alpha value greater than 0.6 (> 0.6) and a composite reliability value greater than 0.7 (> 0.7). So, with that, it can be concluded that all indicators used in measuring latent variables are reliable.

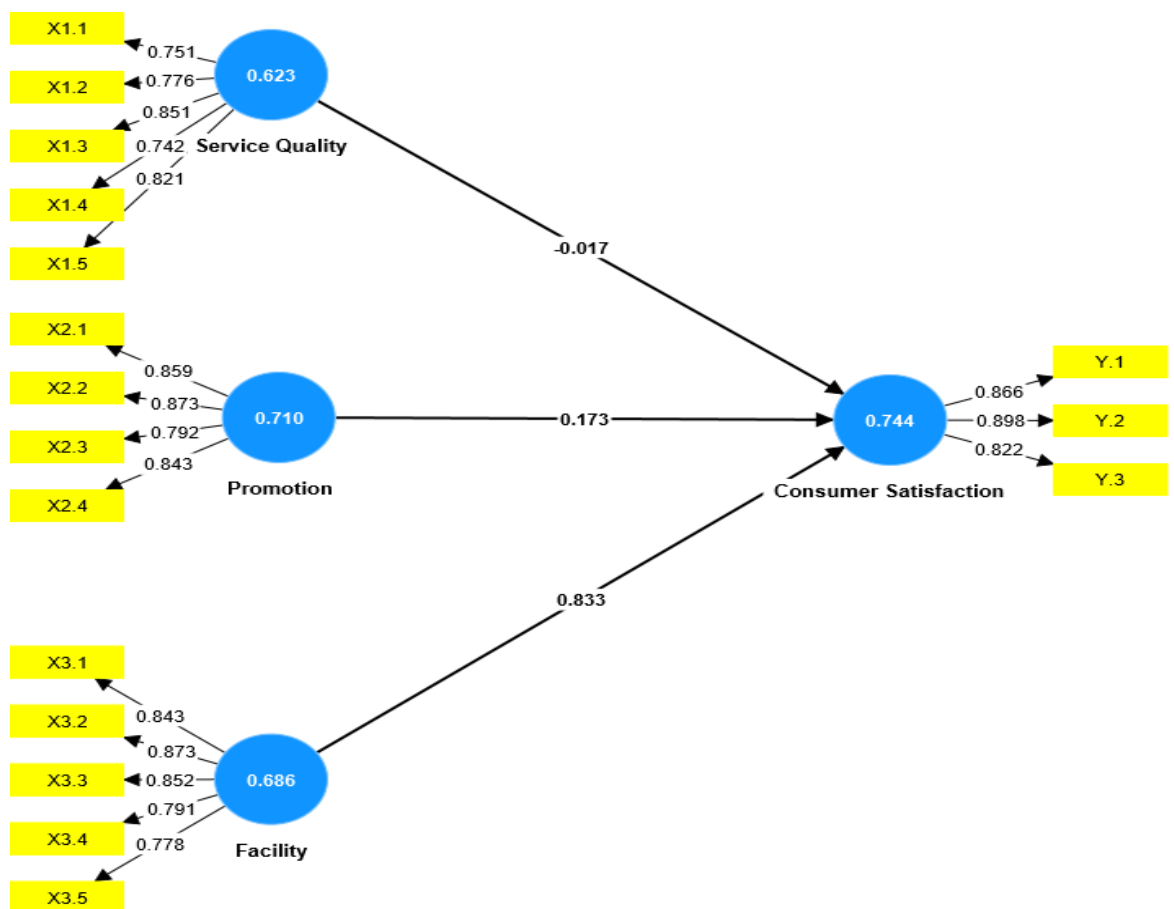


Figure 1. Structural Model Analysis or Inner model

Source: Research results (2023)



Based on Figure 1, when viewed from the calculation results that have been obtained, it can be concluded that the AVE value is stated to be valid because each variable has a value greater than 0.5. Thus, based on the outer loading value and the AVE value, it shows that the independent variables, namely service quality, promotions, and facilities, have AVE values of 0.623, 0.710, and 0.686 which are declared valid because they have an AVE value greater than 0.5, while the dependent variable, namely customer satisfaction, has an AVE value. 0.744 is also declared valid because it has an AVE value greater than 0.5. So from each variable, it can be interpreted that the research data used already meets the requirements of convergent validity

The inner model test is a structural model for predicting causal relationships between latent variables. This inner model test is carried out to ensure that the predicted structural model is accurate. The test conducted on the inner model is to look at the coefficient of determination (R²) through the process. This value is used to determine how much influence the independent variable has on the dependent variable.

Table 4. R Square Results

	R-square	R-square adjusted
Y	0.934	0,930

Source: Research results (2023)

Based on Table 4, when viewed from the calculation results that have been obtained, it can be concluded that the latent variable of consumer satisfaction has a good R Square value because it has a value greater than 0.75. Therefore, it can be concluded that the diversity of service quality variables, promotions, and facilities can affect the consumer satisfaction variable by 93%.

Hypothesis test

To find out the relationship between the independent variables and the dependent variable, it is necessary to do hypothesis testing on the path coefficients between variables. To find out the results of the hypothesis testing, it can be done by comparing the p-value with alpha (<0.05) or the t-statistic of greater than 1.95. To obtain the results of the p-value and t-statistics, it is done through the bootstrapping calculation process on smart pls

Table 5. Hypothesis test

	Original sample (O)	average sample (M)	Standard Deviation(STDEV)	T Statistic ((O/STDEV)	P Values	Result
X1 ->Y	-0.017	-0.014	0.081	0.270	0.836	Rejected
X2 ->Y	0.173	0.193	0.076	2.276	0.023	Accepted
X3 ->Y	0.833	0.812	0.098	8.465	0.000	Accepted

Source: Research results (2023)

From the results of calculations through the bootstrapping process obtained for the variable parameters of service quality, it can be seen that the t-statistic value is 0.270 <1.95 and the p-value is 0.836 > 0.5. it can be concluded that the service quality variable is not significant but has a positive effect on consumer satisfaction variables. From the description above, it is stated that the hypothesis for this variable is rejected.



From the calculation results through the bootstrapping process obtained for the promotion variable parameter, it can be seen that the t-statistic value is $2.276 > 1.95$ and the p-value is $0.023 < 0.5$. So, it can be concluded that the promotion variable is significant and has a positive effect on consumer satisfaction variables. From the description above, it is stated that the hypothesis for this variable is accepted. From the calculation results through the bootstrapping process obtained for the promotion variable parameter, it can be seen that the t-statistic value is $8.465 > 1.95$ and the p-value is $0.000 < 0.5$. it can be concluded that the facility variable is significant and has a positive effect on the consumer satisfaction variable. From the description above, it is stated that the hypothesis for this variable is accepted.

Table 6. ANOVA F Analysis Test Results

Model	Sum Of Square	Df	Mean square	F	Sig.
Regression	10,180	2	5,090	186,843	0,000
Error	2,368	57	0,027		
Total	11,733	59			

Source: Research results (2023)

From the table 6 above which has been processed by researchers that service quality, promotion, and facilities variables affect purchasing decision variables, it can be seen that the regression coefficient value is 51,042 with a significance of $0.000 > 0.05$.

The Influence Between Service Quality on consumer satisfaction

From the results of calculations through the bootstrapping process obtained for the variable parameters of service quality, it can be seen that the t-statistic value is $0.270 < 1.95$ and the p-value is $0.836 > 0.5$. it can be concluded that the service quality variable is not significant but has a positive effect on consumer satisfaction variables. From the description above, it is stated that the hypothesis for this variable is rejected

The Influence of Promotion on consumer satisfaction

From the calculation results through the bootstrapping process obtained for the promotion variable parameter, it can be seen that the t-statistic value is $2.276 > 1.95$ and the p-value is $0.023 < 0.5$. So, it can be concluded that the promotion variable is significant and has a positive effect on consumer satisfaction variables. From the description above, it is stated that the hypothesis for this variable is accepted

The Influence between facilities on consumer satisfaction

From the calculation results through the bootstrapping process obtained for the promotion variable parameter, it can be seen that the t-statistic value is $8.465 > 1.95$ and the p-value is $0.000 < 0.5$. it can be concluded that the facility variable is significant and has a positive effect on the consumer satisfaction variable. From the description above, it is stated that the hypothesis for this variable is accepted.

CONCLUSION

From the research that has been done, it can be concluded that the quality of service, promotions, and facilities can be factors that influence consumer satisfaction at the Ayam Penyet Cindelaras Rantauperapat Restaurant. To obtain responses regarding consumer satisfaction from several consumers who have visited and become consumers of the Ayan Penyet Cindelaras Restaurant, this study used an instrument in



the form of a questionnaire via Google form which contained a series of statements that were distributed to research respondents, namely consumers who had visited the Cindelaras Penyet Chicken Restore. Based on the results of the data analysis that has been done, the results of this study are The service quality variable shows that this variable has a positive effect on customer satisfaction but is not significant, The promotion variable shows that this variable has a positive effect on customer satisfaction and is significant, The facility variable shows that this variable has a positive effect on customer satisfaction and is significant and From the calculation results that have been obtained, it can be concluded that the latent variable of consumer satisfaction has a good R Square value because it has a value greater than 0.75. Therefore, it can be concluded that the diversity of service quality variables, promotions, and facilities can affect the consumer satisfaction variable by 93%.

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