

EFFECTS OF SERVICE QUALITY, VALUE PERCEPTION AND LOYALTY ON CUSTOMER SATISFACTION: CASE OF A LOCAL RESTAURANT IN SOUTH BANDUNG, INDONESIA

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ABSTRACT

This study aims to determine how the Effect of Service Quality and Value Perception on Customer Loyalty through Customer Satisfaction as an intervening variable both partially and simultaneously. The method used in this research is descriptive and causality using quantitative methods involving 100 respondents who are customers of Chicken William restaurant in South Bandung, Indonesia. We conducted the research by taking a sample through non-probability sampling techniques with the type of purposive sampling. The analysis technique used in this study is Path Analysis using SmartPLS version 3. The results of the analysis show that Service Quality (X1) and Value Perception (X2) variables have a partial effect on Customer Satisfaction (Y), then Customer Satisfaction (Y) variables influence partial to Customer Loyalty (Z). Then simultaneously, there is the influence of Service Quality (X1) and Value Perception (X2) significantly influence Customer Satisfaction (Y). Then the intervening variable there is the influence of Service Quality (X1) and Value Perception (X2) directly affect Customer Satisfaction (Y), and this variable also influences Customer Loyalty (Z) indirectly through the Customer Satisfaction variable.

Keywords: Service Quality, Value Perception, Customer Satisfaction, Customer Loyalty

PENGARUH KUALITAS PELAYANAN, PERSEPSI NILAI, DAN LOYALITAS TERHADAP KEPUASAN KONSUMEN: STUDI PADA SEBUAH RESTORAN LOKAL DI BANDUNG SELATAN, INDONESIA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana Pengaruh Kualitas Pelayanan dan Persepsi Nilai terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai variabel intervening, baik secara parsial maupun simultan. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif deskriptif dan kausalitas dengan melibatkan 100 responden yang merupakan pelanggan restoran Chicken William di Bandung Selatan, Indonesia. Penelitian dilakukan dengan pengambilan sampel melalui teknik non-probability sampling dengan jenis purposive sampling. Teknik analisis yang digunakan dalam penelitian ini adalah Analisis Jalur menggunakan SmartPLS versi 3. Hasil analisis menunjukkan bahwa variabel Kualitas Layanan (X1) dan Nilai Persepsi (X2) secara parsial berpengaruh terhadap Kepuasan Pelanggan (Y), lalu Kepuasan Pelanggan (Y) berpengaruh secara parsial terhadap Loyalitas Pelanggan (Z). Secara simultan, terdapat pengaruh Kualitas Pelayanan (X1) dan Nilai Persepsi (X2) yang signifikan terhadap Kepuasan Pelanggan (Y). Terakhir, terdapat pengaruh Kualitas Pelayanan (X1) dan Nilai Persepsi (X2) terhadap Kepuasan Pelanggan (Y) dan variabel ini juga mempengaruhi Loyalitas Pelanggan (Z) secara tidak langsung melalui variabel Kepuasan Pelanggan.

Kata-kata Kunci: Kualitas Pelayanan, Persepsi Nilai, Kepuasan Pelanggan, Loyalitas Pelanggan

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INTRODUCTION

Innovation in the culinary business is required because of the growing needs of the community, especially in big cities (Pradana et al., 2020). In addition, the lifestyle of the people working until nighttime makes the availability of food essential (Lumbantobing et al., 2018). This change of behaviour is supported by modern developments in technology and the internet (Maharani et al., 2016).

This lifestyle can make the culinary business more promising (Winarno et al., 2019). On the other hand, many people think that doing a culinary activity or business is an easy business, as long as they can cook and serve food (Winarno et al., 2019). However, the competition nowadays in the culinary business is getting more challenging, so that it requires a variety of knowledge, attitudes, and skills in terms of service so that the food business can survive (Meixner et al., 2018).

Various innovation is required to maintain customer loyalty to the products offered (Garg & Joshi, 2018). Several prominent publications have focused on the food service business (Winarno et al., 2019; Herhausen et al., Pradana et al., 2020).

Geographically, food service business in Bandung, West Java, is one of the busiest and the most competitive in Indonesia (Yovita & Madiawati, 2019). Therefore, this paper intends to add to the literature of the foodservice business. We focus our research on a specific

local restaurant named Chicken William. It is popular as one of the favorite food stalls among students and local residents, especially on the east side of Bandung. However, customers often complain about the mediocre shape and taste of the served chicken, poor service and overall, the absence of innovation. For this reason, new innovations in service are needed. As an introduction, we believe that the studies by Kasiri et al. (2017), Heinonen et al. (2019) and Herhausen et al. (2019) are essential as a benchmark for our research. Besides, previous studies by Pradana et al. (2020) and Winarno et al. (2019) are the critical benchmarks in the field of food consumer behaviour.

Our research objective is to observe the partial effect of service quality and customer value perception on customer satisfaction and loyalty as well as simultaneous effect among the whole constructs. As Kuntari et al. (2016) explained, a decent quality of service in the environment of the food business is essential in maintaining high customer perception, which eventually will increase their satisfaction. Hopefully, in the end, our result can enrich the literature on food service management.

LITERATURE REVIEW

Service quality is a work process in improving and maintaining continuous quality improvement from the production process to the services produced by the company (Parasuraman et al., 1988). Quality of food service can motivate

customers to commit to certain food products and services to improve company performance (Winarno et al., 2019).

To maintain service quality, customer satisfaction is an important factor in retaining customers in accordance with market needs (Paul et al., 2016). Some research findings found a relationship between service quality and customer satisfaction has a strong relationship. Studies by Kasiri et al. (2017) and Maharani et al. (2016) prove that service quality has a positive and significant effect on customer satisfaction.

On the other hand, customers who have loyalty feel an emotional bond with the company or business owners (Yovita & Madiawati, 2019). It is an emotional bond that makes customers loyal and encourages them to continue to make purchases of the company's products and provide recommendations (Garg & Joshi, 2018). It is important to capture the value that customers are related to so that business owners can maintain satisfied and loyal customers (Meixner et al., 2018).

Furthermore, Wijayangka et al. (2017) state that customer value is a more directed goal, and customer loyalty is a subordinate goal for business because it is a behavioral intention. This is similar to the results of Meixner et al. (2018), stating that customer loyalty is predicted by customer satisfaction and perceived value. Among these factors, the effect of perceived customer value is stronger than customer satisfaction. As discussed by Heinonen et al.

(2019), customer value perception needs to be taken as an antecedent in determining customer satisfaction and loyalty. If it is only service quality, customer satisfaction and loyalty are not formed fully if customer value perception is not involved (Winarno et al., 2019).

Customers who have used a product in the form of goods or services can assess or determine the level of satisfaction with the use of the product (Maharani et al., 2016). Customer satisfaction is an important factor that must be considered by service provider companies because satisfaction can form customer loyalty to the use of these services (Pradana et al., 2020). As stated by Kotler & Keller (2016) that: satisfied customers remain loyal and talk favorably to others about the company and its products.

Customer satisfaction can determine whether a customer wants to be a loyal customer to the service provider company after using his services (Kotler & Keller, 2016). The higher the level of customer satisfaction after using the service, the more likely the customer is to be loyal to the product (Meixner et al., 2018). However, if the customer feels dissatisfied or disappointed with the use of the service, then the customer is less likely to become loyal to the service provider (Winarno et al., 2019). The results of the research by Kasiri et al. (2017) and Saputra & Dewi (2016) that customer satisfaction has a positive and significant effect on customer loyalty.

The hypotheses of this research are as follows:

- H1: Service Quality has a positive effect on Customer Satisfaction
- H2: Customer Value Perception has a positive effect on Customer Satisfaction
- H3: Customer Satisfaction has a positive effect on Customer Loyalty
- H4: Service Quality and Customer Value has simultaneous positive effects on Customer Satisfaction
- H5: Service Quality and Customer Value Perception has simultaneous positive effects on Customer Loyalty.

From the elaboration above, we built our research model, which is visually presented in Figure 1 as follows.

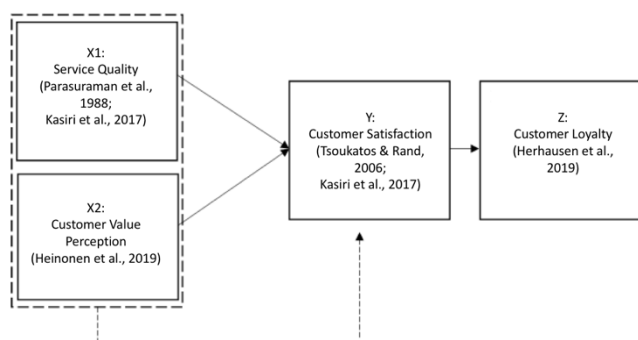


Figure 1. Research Model

METHODS

Service quality has been known as a classic concept in explaining how customers rate the service of a business owner (Parasuraman et al., 1988). Therefore, other variables should be incorporated into a study if we intend to measure

service quality and its relationship with customers. In this study, we build a research path with service quality, perceived value, customer satisfaction, and customer loyalty so that we can get a better perspective on this matter.

The perceived value of customer is an exchange that is the principal in marketing with value as an appropriate measure of any exchange whether appropriate or not (Heinonen et al., 2019). This is also supported by Saputra and Dewi (2016) in the research which partially showed that trust and service quality variables have a significant effect on customer satisfaction, while the perceived value and expectation variables do not significantly influence customer satisfaction.

Service is an intangible aspect because a service cannot be seen and touched only be felt, so that the aspect of physical evidence becomes important as a measure of service (Arianto, 2018). Good physical evidence will affect customer perception (Subrahmanyam, 2017).

At the same time, the aspect of physical evidence is one source that influences customer expectations (Pradana et al., 2020). Therefore, companies or business owners must know how far the most appropriate aspect of physical evidence to increase the value of the quality of services provided (Kuntari et al., 2016). This aspect commits to giving a positive impression of the quality of service provided but does not cause customer expectations too high (Maharani et al., 2016).

Quick response is the most dynamic dimension of service quality. Customers' expectations of the speed of service will almost certainly change with the upward trend over time. According to Parasuraman et al. (1988), "Service quality is the expected level of excellence and control over the level of excellence is to meet customer desires". This is also supported by Maharani et al. (2016) in the research which states that tangible, responsiveness, assurance and empathy of service quality do not significantly influence customer satisfaction.

Based on previous research, it shows that there is an influence between service quality and customer satisfaction (Heinonen et al., 2019; Herhausen et al., 2019).

Based on operational variables that have been constructed, the variable X1 in this study is service quality consisting of several sub-variables, namely physical evidence, reliability, empathy, responsiveness, and guarantee. Next, the variable X2 perceived value consisting of several sub-variables, namely performance value, emotional value, the value of money, and social value. The Y variable in this study is customer satisfaction which consists of several sub-variables, namely product attributes, service attributes, and purchase attributes. Last, variable Z is customer loyalty, with customer repurchase, recommendation, and product compliance as sub-variables (Herhausen et al., 2019).

According to Tsoukatos, E., & Rand (2006), customer satisfaction is the level of one's

feelings after comparing the performance or perceived results compared.

Table 1. Operational Variables

No.	Variables	Variables Names	Sub-variables
1.	X1	E-Service Quality	physical evidence, reliability, empathy, responsiveness, and guarantee
2.	X2	Perceived Value	performance value, emotional value, value of money, and social value
3.	Y	Customer Satisfaction	product attributes, service attributes, and purchase attributes
4.	Z	Customer Loyalty	customer repurchase, recommendation, and product compliance

Source: Authors' own elaborations

The method used in this research is description and causality research by using quantitative methods. We gathered 100 respondents who are loyal customers of William's Chicken. We took samples through non-probability sampling with the purposive sampling technique. We then analyzed the results using path analysis with SmartPLS version 3 software.

RESULTS AND DISCUSSION

From the distribution of our questionnaire, we received 100 responses. The profiles of our respondents can be seen in Table 2:

Table 2. Respondents' Profiles

No	Category	F	%
1	Male	60	60.0
2	Female	40	40.0
3	17-20 years old	8	8.0
4	21-25 years old	90	90.0
5	26-30 years old	2	2.0
6	Employee	5	5.0
7	Housewives/not working	1	1.0
8	Students	94	94.0

Source: Authors' own elaborations

The measurement model is a model that connects latent variables with manifest variables. In this study, there are 4 latent variables measured by 38 indicators. Based on the Partial Least Square estimation method, a full model path diagram is obtained as shown in the following figure.

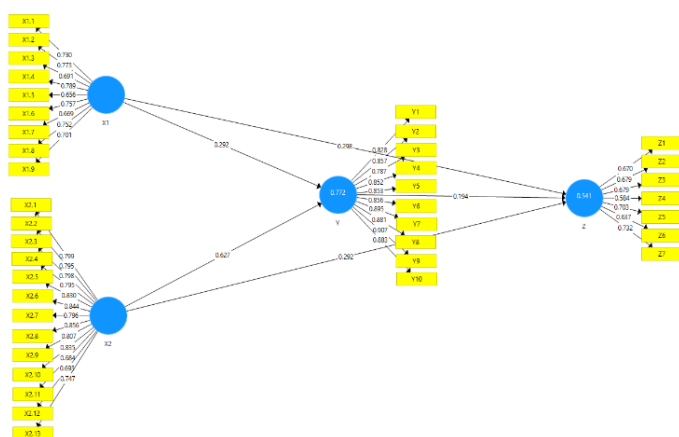


Figure 2. Model of Path Diagram
Source: Authors' Own Elaboration

Reliability or internal consistency reliability, which is measuring how much the indicator variable increases when the latent variable increases (Sugiyono, 2017). The criteria used are Composite Reliability (CR) and also Cronbach's Alpha (CA):

Table 3. Reliability

	Cronbach's Alpha	Composite Reliability
E-Service Quality	0,887	0,909
Perceived Value	0,950	0,956
Customer Satisfaction	0,961	0,966
Customer Loyalty	0,720	0,817

Source: Authors' own elaborations

Based on the table above it can be seen that all latent variables have a Composite Reliability

(CR) and Cronbach's Alpha (CA) value of more than 0.7, which is reliable. This shows that all indicators have consistency in measuring each construct.

Structural models are models that connect exogenous latent variables with endogenous latent variables or the relationship of endogenous variables with other endogenous variables. Based on the bootstrapping test, the results of the full structural model are as follows.

In this study several we used prediction relevance (Stone-Geisser's Q2) for testing the Goodness of Fit of the structural models on the inner model using the value of predictive-relevance (Q2). A Q-square value greater than 0 (zero) indicates that the model has a predictive relevance value. Testing the predictive relevance of Q2 with the blindfolding method obtained the following results:

Table 4. Goodness of Fit

	SSO	SSE	Q ² (=1-SSE/ SSO)	Conclusion
Customer Satisfaction	1000,000	432,459	0,568	Owens Predictive Relevance
Customer Loyalty	700,000	580,867	0,170	Owens Predictive Relevance

Source: Authors' own elaborations

The achieved Q2 value is 0.738, which means the Q2 value is more than 0 and provides evidence that the model has Predictive Relevance. The following summarizes the results of the structural model statistical tests to answer the research hypotheses.

Table 5. Partial and Simultaneous R-Squares

Hubungan	Path Coefficient	T Statistics	P Values	R square Partial	R Square Simultaneous
Service quaity and Customer Value -> Customer satisfaction	0,918	7,826	0,020	0,772	
Service quality and Customer Value -> Customer loyalty	0,767	5,796	0,000	0,541	0,767
Customer satisfaction -> Cstomer loyalty	0,695	12,211	0,000	-	0,526

Source: Authors' own elaborations

Through the coefficient of determination (R-square) contained in the table above it can be seen that Service Quality and Customer Value Perception gives an effect of 77.2% on Customer Satisfaction. Judging from the path coefficient, the most dominant in influencing the Customer Satisfaction variable sequentially is the Service Quality and Value Perception variable with a path coefficient of 0.918 (77.2%), then the Service Quality and Value Perception variable towards the path coefficient loyalty of 0.767 (54, 1%). The Customer Loyalty variable has an R square value of 0.695. This shows that Customer Satisfaction gives an effect of 47.4% on Customer Loyalty, while the remaining 52.6% is influenced by other variables not examined.

Based on the results of data processing of 100 respondents' Service Quality in the eyes of respondents, overall are in the quite good category. This shows that the quality of service, especially in the dimension of physical evidence, is still lacking in the appearance of Chicken William employees. This is one of the criteria that must be considered by Chicken William to pay attention to the appearance of employees and try

to make a budget for employee uniforms so that it looks more presentable to improve service quality, especially on the dimensions of physical evidence.

Based on the results of data processing from 100 respondents, the perception of value in the eyes of respondents overall is in the quite good category. This shows that the perception of value, especially in the dimension of social value, has not yet increased customers' self-esteem, provides better social recognition, and gives a good impression when consuming. Hence, it is necessary to do a review of customers regarding the increase in the dimension of social value by conducting a survey of customers.

Based on the results of data processing of 100 respondents, customer satisfaction as a whole is in the relatively good category. This shows that there is still a lack of customer satisfaction with Chicken William, especially in the dimensions of attributes related to service that is not yet able to meet customer demand on time. Moreover, Chicken William must be able to meet customer demand more quickly, such as adding human resources and vehicles for delivery. In addition, human resources and vehicles can accelerate the fulfillment of customer demand more quickly.

Based on the results of data processing of 100 respondents Customer Loyalty in the eyes of respondents as a whole is in the quite good category. This shows that customers are still less loyal because they will still switch to products

other than Chicken William products and will not necessarily visit Chicken William in the near future after making a purchase. This certainly can be a concern for customers to increase customer loyalty through the loyalty program. Like, giving rewards through various things ranging from collecting points, giving VIP cards for services, etc. With this program, customers are expected to be loyal and return to buy Chicken William products.

Table 6. Path Coefficients

Path Coef.	tstatistic	P Values	Ttable	H1
0,918	7,826	0,020	1,96	H1 accepted
0,767	5,796	0,000	1,96	H2 accepted
0,695	12,211	0,000	1,96	H3 accepted
	161,73 > 4,737			H4 accepted
0,287	2,741	0,000	1,96	H5 accepted

Source: Authors' own elaborations

From the calculation results, hypotheses with direct relationships (H1, H2, and H3) are accepted for having an acceptable level of T-values (all are above 1,96). The calculated F value = 161.73 and F-table = 4,737, so it can be concluded that the null hypothesis is rejected and H4 is accepted. H5 is also accepted since the effect of Value Perception on customer loyalty through customer satisfaction has a path coefficient of 0.287 with a t-statistic of 2.741 and a p-value of 0.030. It shows that customer satisfaction has a significant effect in mediating the relationship of Value Perception to Customer Loyalty.

Table 7. Path Significance

	Path Coefficient	T Statistics	P Values	Conclusion
Service quality and Customer Value -> Customer satisfaction	0,918	7,826	0,020	Significant
Service quality and Customer Value -> Customer loyalty	0,767	5,796	0,000	Significant
Customer satisfaction -> Customer loyalty	0,695	12,211	0,000	Significant
Service Quality -> Customer satisfaction -> Customer loyalty	0,289	2,336	0,010	Significant
Value -> Customer satisfaction -> customer loyalty	0,287	2,741	0,030	Significant

Source: Authors' own elaborations

Table 7 is the recapitulation of customer satisfaction variable testing results as a mediating variable. From this table, it can be seen that the influence of Service Quality on customer loyalty through customer satisfaction has a path coefficient of 0.289 with a t-statistic of 2.336 and a p-value of 0.010. Because the t value of statistics (2.336) > 1.96 and p-value (0.010) < 0.05, it is declared significant, which indicates that customer satisfaction has a significant effect in mediating the relationship of Service Quality to customer loyalty. In other words, Service Quality has a significant effect on customer loyalty through customer satisfaction. The Influence of Value Perception on Customer Loyalty through customer satisfaction has a path coefficient of 0.287 with a t-statistic of 2.741 and a p-value of 0.030. Because the statistical t value (2.741) > 1.96 and p-value (0.030) < 0.05, it is declared significant, which indicates that

customer satisfaction has a significant effect in mediating the relationship of Perception of Value to Customer Loyalty. In other words, Value Perception has a significant effect on customer loyalty through customer satisfaction.

Based on the results of the hypothesis by the path coefficient, the variable Service Quality and Value Perception significantly influence customer satisfaction simultaneously at 0.767 (76.7%). This means that the higher the Quality of Service and Value Perception, it will increase Customer Satisfaction. Next, the effect of Service Quality and Perceived Value of Customer on the Customer Satisfaction on Chicken William are measured with the path coefficient, the variable Service Quality, and Value Perception significantly influence customer satisfaction partially by 0.772 (77.2%). This means that the higher the Quality of Service and Value Perception, the higher the Customer Satisfaction level becomes.

About the effect of Service Quality and Customer Value Perception on Customer Loyalty in Chicken William, the simultaneous effect occurs based on the results of the hypothesis by the path coefficient, the variable Service Quality and Value Perception significantly influence customer loyalty simultaneously at 0.767 (76.7%). This means that the better the Quality of Service and Value Perception, the higher the Customer Loyalty will be.

The variable Service Quality and Value Perception significantly influence customer loyalty partially by 0.541 (54.1%). This means that better

Quality of Service and Value Perception will increase Customer Loyalty.

Based on the results of the intervening variable test, the variable Service Quality and Value Perception have a direct effect on Customer Satisfaction of 0.289 or 28.9%, and this variable also affects customer loyalty indirectly through the Customer Satisfaction variable of 0.287 or 28.7%.

CONCLUSION

Based on the results of research and discussion previously stated about the effect of Service Quality and Value Perception on Customer Loyalty through Customer Satisfaction as Chicken William's intervening variable, several conclusions can be drawn that are expected to provide answers to the problems formulated in this study are as follows.

Based on the results of data processing of 100 respondents Service Quality in the eyes of respondents overall are in the quite good category. Based on the results of data processing of 100 respondents Service Quality in the eyes of respondents overall are in the quite good category. This shows that the quality of service, especially in the dimension of physical evidence, is still lacking in the appearance of Chicken William employees. This is one of the criteria that must be considered by Chicken William to pay attention to the appearance of employees and try to make a budget for employee uniforms so that it looks more presentable to improve service quality, especially on the dimensions of physical evidence.

Based on the results of data processing of 100 respondents perception value in the eyes of respondents overall is in the quite good category. This shows that the perception of value, especially in the dimension of social value, has not yet increased customers' self-esteem, provides better social recognition, and gives a good impression when consuming. So it is necessary to do a review of customers regarding the increase in the dimension of social value by conducting a survey of customers.

Furthermore, based on the results of data processing of 100 respondents Customer Satisfaction in the eyes of respondents as a whole is in the quite good category. This shows that there is still a lack of customer satisfaction with Chicken William, especially in the dimensions of attributes related to service that is not yet able to meet customer demand on time.

Besides, based on the results of data processing of 100 respondents, Customer Loyalty in the eyes of respondents as a whole is in the quite good category. This shows that customers are still less loyal because they will still switch to products other than Chicken William products and will not necessarily visit Chicken William in the near future after making a purchase. This certainly can be a concern for customers to increase customer loyalty through the loyalty program.

Our research has limitations because it only focuses on one type of business, which is foodservice business, and on a specific restaurant. Hence, the result cannot be

generalized for all types of businesses. On the other hand, this is an opportunity for future research, which is to conduct this area of study in other sectors of business.

Our suggestion for further research is related to the formation of the constructs. Exploring other variables will be an advantage of determining other factors forming customer satisfaction and loyalty, especially within the environment of the food industry. Aside from service quality and customer value perception, other variables are worth exploring, for example, product quality or promotion. Last but not least, similar research can also be conducted within the environment of a food factory so the customer-related variables can be taken into account in the manufacturing phase of the food product.

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