

The Influence of Service Quality on Consumer Satisfaction: A Study of Traditional Retail (Nanostore) in Bandar Lampung City

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Article Info

Article history:

Received January 1, 2025

Revised January 15, 2025

Accepted January 20, 2025

Keywords:

service quality

customer satisfaction

nanostore

ABSTRACT

The development of modern retail in Indonesia is so fast, this has an impact on the growth and development of various retailers in various regions. Nanostore as a micro business which is one of the traditional retailers which in Indonesia is known as a grocery shop is a business run by families in villages that support the daily needs of the surrounding community. In 2022 there will be 326 modern retailers which will result in competition leading to higher consumer expectations for service quality. The purpose of this study is to determine the quality of services provided by nanostore owners, to determine the effect of service quality on nanostore consumer satisfaction in Bandar Lampung. Data collection was carried out by distributing questionnaires using a Likert scale to 230 nanostore respondents. The sampling method used purposive sampling technique. The research method used is descriptive quantitative method with correlation analysis techniques, simple regression analysis, coefficient of determination, and hypothesis testing. The results have shown that service quality affects customer satisfaction by 46.6%.

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1. INTRODUCTION

The main The trade industry in Indonesia is a strategic sector with rapid growth, one of which is the retail business. The retail business is a type of business that is familiar or easy to find in everyday life. The retail business is a business run by a group or individual who sells various kinds of needs to end consumers. There are two types of retail carried out by the Indonesian people, namely traditional retail or nanostores and modern retail. Traditional retail is small in size and is operated by one person to sell daily necessities such as shops, stalls, or outlets (Chaniago, 2020). While

modern retail is owned by individuals and or owned by large corporate groups, modern retail generally has standard standards (Chaniago, at. al., 2019) for example, such as minimarkets and supermarkets. The development of modern retail has positive and negative impacts on the development of retail in Indonesia. Research by Najib & Sosianika (2017) found that the presence of modern retail can increase competition in getting consumers and reduce the profits of traditional retail. This is because there are certain values that consumers like which are an attraction that makes consumers decide to buy from modern retail (Chaniago, 2020).

Nanostore is one form of traditional retail. In local Indonesia, nanostore is commonly known as “warung, grocery store, kiosk, shop, people's shop.” Nanostore is still widely found in Indonesia and is a business unit numbering in the thousands. This is supported by the statement of Blanco & Fransoo (2013) who estimate that there are around 50 million nanostores in developing countries. This is due to urbanization and very large economic growth in emerging markets, where the number of retailers, especially small retailers, will increase in the coming decades (Boulaksil & Wijk, 2018). Official data showing the number of nanostores in Indonesia is not yet available from various government agencies, but the number of nanostores will increase along with the population in an area (Chaniago, 2020). City of Bandar Lampung is an area whose population always increases every year. Population growth in City of Bandar Lampung can be seen in Table 1. The continuous increase in population becomes a problem in itself if there are no adequate employment opportunities.

Table 1. Population City of Bandar Lampung 2021 – 2023

Year	The Number of Population
2021	1.184.949
2022	1.209.937
2023	1.100.109

Source : BPS (2023)

Based on the results of the 2020 Population Census Long Form City of Bandar Lampung, it states that the majority of the population City of Bandar Lampung aged 15 years and over have an elementary school education or equivalent. This indicates that the majority of the people City of Bandar Lampung have jobs in the informal sector. Due to limited education, the population has little opportunity to work in the formal sector. In addition, in 2022 the unemployment rate in City of Bandar Lampung reached 67,431 people. This condition indicates the need for employment that is equivalent to the existing level of education. One way to increase employment in the informal sector is to open a traditional retail business. In Indonesia, nanostore is included in one of the informal sector jobs that plays a role in reducing the number of unemployed in Indonesia because it is able to help people earn income through business activities. This is because nanostores are generally family-owned businesses, nanostores can operate in small places, businesses can be opened with low capital, there are few or no barriers to market entry, and they are widely distributed in developing countries (Boulaksil & Wijk, 2018). The development of modern retail, which is marked by many modern retail expansions and the large number of nanostores due to population growth in an area, is the background to research that the existence of nanostores is threatened and causes increased competition between the two. In addition, the number of modern retail in City of Bandar Lampung based on

BPS in 2022 reached 326, with a description of 319 minimarkets and 7 department stores spread throughout City of Bandar Lampung.

The quality of retail services is assessed by consumers and it was found from consumers that modern retail provides better service quality (Najib & Sosianika, 2017). Then, based on the results of the pre-survey distributed to nanostore consumers in City of Bandar Lampung, there were complaints for nanostores that led to the dimensions of service quality, namely unresponsive traders, the goods provided were of poor quality and sometimes expired goods, dirty shop conditions and goods, goods that were not neatly arranged so that it made it difficult for buyers to choose goods, unfriendly service, unclear store operating hours, others (poor lighting, limited space, inappropriate goods provided, trash bins).

Upholding the quality of service in modern retail is no longer a foreign thing. Unlike nanostores that do not have standards in providing quality service to their consumers. Very low competitiveness due to simple store management means that nanostores will begin to be replaced by the various advantages offered by modern retail, while it is important for business owners to pay attention to the quality of service because this has long been recognized as playing an important role in the sustainability of business today (Najib & Sosianika, 2019). Providing the best service will not only satisfy consumers, but will also make this nanostore business more developed and advanced. Mardhiyah and Safrin (2021) state that the quality of service and completeness of products are one of the factors that influence business competition between traditional retailers and modern retailers. Chaniago's research (2020) has proven that service quality and product quality determine consumer loyalty at Nanostore.

2. METHOD

The method used is the explanatory quantitative method. This method is used with the aim of obtaining a picture of a concept that applies generally to certain situations and conditions (Gursida & Harmon, 2017). Then this method aims to determine the position and influence of each variable. The sampling technique used is non-probability sampling with the purposive sampling method.

The criteria for taking are as follows:

1. Consumers who have made purchases at nanostore during the last month.
2. Consumers make purchases at least 3 times a month.
3. Have a KTP (Identity Card) for City of Bandar Lampung and are domiciled in City of Bandar Lampung.

Descriptive Analysis Riyanto & Hatmawan (2020) that Descriptive analysis is the main analysis in calculating statistics, aiming to obtain the mean (average) value, standard deviation and class interval value. The results of the mean/average calculation can be analyzed in Table 2 as stated by Riyanto & Hatmawan (2020).

Table 2. Interpretation of Class Interval Scores

<i>Scale</i>	<i>Grading Criteria</i>
1,09 – 1,80	Very Poor
1,81 – 2,60	Poor
2,61 – 3,40	Fair
3,42 – 4,20	Good
4,21 – 5,00	Very Good

Source : Riyanto & Hatmawan (2022)

3. RESULTS AND DISCUSSION

The results of the demographic data obtained from the respondents are that the most dominant are women, aged 22-26 years, type of work is students, have an average monthly income of Rp1,500,001 - Rp3,000,000, the last education is high school or equivalent, and the average frequency of purchases at nanostore in a month is 8-12 times.

3.1. Results of Descriptive Statistical Analysis

Table 3 shows information on the results of descriptive statistical analysis of the variables of service quality and consumer satisfaction.

Table 3. Deskriptive Analysis Result

No	Dimension	Mean	
1	Physical Aspect	3,99	4,02
2	Reliability	4,00	
3	Personal Interaction	4,13	
4	Problem Solving	3,94	
5	Policy	3,06	
6	Overall Satisfaction	4,24	4,16
7	Expectation Confirmation	4,10	
8	Interest in Repurchasing	4,08	
9	Recommend to Others	4,22	

Source: Author's data processing (2024)

The results of the descriptive statistical analysis in Table 3, the mean value of the service quality variable is 4.02. This value provides an illustration that the service quality variable at Nanostore Bandar Lampung City has a "good" category. Dimensions to measure how service quality can be known from physical aspects, reliability, personal interaction, problem solving, and policy (Najib & Sosianika, 2017; Musasa & Tlapana, 2023; Ingaldi, 2021; Ahmed, et al., 2019). The first dimension is the mean result aspect of 3.99 with the "good" category. So it can be concluded that the physical aspect is good for consumers. In line with research conducted by Othman, et. al., (2019) the physical aspect dimension is the dimension that has the highest influence on consumer satisfaction.

Although in this study the physical aspect is not the highest, the physical aspect is an important factor in service quality and is a unity of all dimensions of service quality. The physical aspect has been identified as a positive dimension of service quality that increases consumers' tendency to make repeat purchases (Matthews & Aubrey, 2020). This physical aspect characterizes the tangible component of service quality referring to physical appearance, physical facilities, information and other physical highlights (Gopi & Samat, 2020). The second dimension is reliability with a mean value of 4.00 with the "good" category. This indicates that reliability is good for consumers.

Consumers feel that the store is complete because most of the daily household items are available, so most consumers feel comfortable. In a study conducted by Matthews & Aubrey (2020), reliability was identified as one of the dimensions of service quality that is key in determining consumer satisfaction. Khare (2013) explained that rural or village communities are accustomed to buying

products in small quantities. This is supported by nanostores that provide products with small packaging sizes and products according to consumer needs.

The third dimension is personal interaction with a mean value of 4.13 in the "good" category. This indicates that interacting personally with consumers is considered good. Nanostore owners or traders are local residents and know most of the consumers who are also local residents. Years of relationships between traders and consumers allow traders to offer personalized services (Khare, 2013). Nanostores are located near consumers' homes and they personally know the traders. Shopping at these stores is a fun activity because consumers can interact with traders. Hang, Phuong, & Trang (2020) state that in interacting there must be a friendly and appropriate attitude; listen carefully, always ready to serve; always maintain a positive service attitude.

The fourth dimension is problem solving with a mean value of 3.94 in the "good" category. This indicates that nanostore prioritizes complaints that arise from consumers must be resolved immediately. In line with Darmawan, Yulianthini, & Mahardika (2020) who explained that minimizing complaints will create great consumer satisfaction due to the performance of the services provided. Responsiveness is the highest priority in service quality that will attract and retain consumers (Hang, Phuong, & Trang, 2020). The last or fifth dimension is the policy which gets a mean value of 4.06 in the "good" category.

This shows that the existing policies for consumers are good. Operational hours are one of the important things in providing services, because Khare (2013) the people living around the nanostore depend on this retail for their daily shopping needs and they shop according to their needs spontaneously. Thus, these operational hours are crucial and flexible operational hours are needed.

Through the results of research data processing on this consumer satisfaction variable, it was obtained that the average value was 4.16 with the category "good". This illustrates that consumer satisfaction at nanostore is good. The dimensions of consumer satisfaction are overall satisfaction, confirmation of expectations, interest in repurchasing, and recommending to others (Foster, 2016; Febriani & Tiorida, 2019; Tjiptono, 2015). The first dimension is overall satisfaction which gets a mean value of 4.24 with the category "very good". This indicates that overall consumers are satisfied with the quality of service that has been provided. In line with what was stated by Fatwa, Wahyuni, & Djaja (2018) that consumer satisfaction is an assessment given of what they expect regarding the form of service provided by the store.

The second dimension is confirmation of expectations with a mean value of 4.10 in the "good" category. This can be said that consumers have confirmed that their expectations have been met when making a purchase. An increase in consumer satisfaction can be influenced by one of them, namely the quality of service, consumer satisfaction or dissatisfaction is a response to the evaluation or confirmation felt between previous expectations and actual performance that is felt (Darmawan, Yulianthini, & Mahardika, 2020). Service quality can be characterized as the difference between consumer service standards and actual service. Islam, et. al., (2020) explains that when expectations are higher than performance, the perceived quality is less acceptable and therefore consumer disappointment arises which ultimately reduces satisfaction with a product or service. Consumer satisfaction is one of the main goals of every business. So that the quality of this

service has an impact on consumer satisfaction when the actual service exceeds expectations, as evidenced by confirmation from consumers that they are satisfied.

The third dimension, namely the interest in repurchasing, received a mean value of 4.08 with the "good" category. This shows that consumers intend to make repeat purchases because of the services that have been provided. Fatwa, Wahyuni, & Djaja (2018) argue that consumers who are satisfied with the services provided will make repeat purchases. This continuous repeat purchase shows that the service quality is in good condition, thus having an impact on the level of consumer satisfaction. Consumer interest in making repeat purchases will grow just like that because of the good service quality. Tabash, et al., (2019) service quality is one of the key factors and strategies that are oriented towards results to satisfy consumers and convince them to become loyal consumers by providing quality-based products and services to achieve their needs and desires repeatedly.

The last dimension is recommending to others which gets a mean value of 4.22 with the category "very good". This shows that consumers recommend to their friends to make purchases or transactions at nanostore based on personal experiences that feel satisfied when making purchases. Consumer satisfaction is very important to maintain the continuity of the business and business activities that are being carried out. Consumers who feel satisfied are those who are very satisfied with a particular service, so they are enthusiastic to introduce it to anyone they know (Darmawan, Yulianthini, & Mahardika, 2020). Islam, et. al., (2020) explain that new consumers are attracted through positive word of mouth. So that new consumers will come, the positive impact of consumers who feel satisfied and recommend to their friends.

3.2. Simple Correlation Test Results

The following are the results of correlation testing using SPSS software which are contained in Table 4.

Table 4. Correlation Test Results

Correlations			
		Kualitas Layanan (X)	Kepuasan Konsumen (Y)
Kualitas Layanan (X)	Pearson Correlation	1	.682**
	Sig. (2-tailed)		.000
	N	230	230
Kepuasan Konsumen (Y)	Pearson Correlation	.682**	1
	Sig. (2-tailed)	.000	
	N	230	230

** . Correlation in significant at the 0.01 level (2-tailed).

Source: Author's data processing (2024)

Based on Table 4, it can be seen that the output of the significance value between the two variables is 0.000. Using SPSS calculations, the results for the correlation value are 0.682. The correlation value of these two variables is included in the strong/good/great category because the value is included in the 0.6 to <0.8 classification. With that, the service quality variable has a strong and positive correlation with the consumer satisfaction variable. This shows that there is a

positive and significant relationship between service quality and consumer satisfaction. The better the quality of service provided, the higher the consumer satisfaction will be. In accordance with previous research, service quality has a positive and significant effect on consumer satisfaction (Slack & Singh, 2020; Matthews & Aubrey, 2020; Islam, et al., 2020; Hang, Phuong, & Trang, 2020; Gopi & Samat, 2020; Tabash, et al., 2019; Othman, et al., 2019; Vencataya, et al., 2019).

3.3. Simple Linear Regression Analysis

The following is a presentation of the results of the regression output using the help of SPSS software in Table 5. In Table 5, information is obtained for the beta coefficient value of 0.682 and the constant value is 6.430 with a significance level of 0.000. With this, if the value is entered into the regression equation, the regression formula in this study is: $Y = 6.430 + 0.682x$. The regression formula above has information on the regression coefficient value which states that if the service quality increases by one point, consumer satisfaction will increase by 0.628. If consumers are satisfied, this can be one of the processes to maintain consumers so that they can form consumer loyalty (Amaliani & Tiorida, 2017). Slack & Singh (2020) also explained that in essence, the level of consumer satisfaction is closely related to the quality of service offered, and increasing consumer satisfaction will ultimately lead to stronger consumer loyalty.

Table 5. Simple Linear Regression Test Results

Model	Unstd Coefficients		Std Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.430	1.322		4.865	.000
1 Kualitas Layanan	.355	.025	.682	14.094	.000

Dependent Variable: Consumer Satisfaction

Source: Author's data processing (2024)

3.4. Results of Determination Coefficient Test

The following is Table 6 which shows the results of the determination coefficient test.

Table 6. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.466	.463	1.87559

^aPredictors: (Constant), Kualitas Layanan

Dependent Variable: Kepuasan Konsumen

Predictors: (Constant), Service Quality

Dependent Variable: Consumer Satisfaction

Source: Author's data processing (2024)

From the test results, information was obtained that the correlation value between the service quality variable and the consumer satisfaction variable or R value = 0.682. Furthermore, the R Square result is 0.466 which shows information that the influence value of the service quality variable on the consumer satisfaction variable of nanostore is 46.6%. Then the level of significance in the results of the simple regression test is 0.000 which is less than 0.05 so that it can be used in research in estimating consumer satisfaction. These results indicate that the quality of nanostore services in Bandar Lampung city has an influence of 46.6% on consumer satisfaction at nanostores. Meanwhile, the remaining 53.4% is influenced by other factors or variables that were not tested in this study, including price and commitment (Aimee, 2019; Chaniago, 2020).

3.5. Hypothesis Test Results

From the results of Table 5, it is known that the significance value of the service quality variable has a value of 0.000. This means that the significance value of the service quality variable is smaller than the probability value of 0.05. Then, it can be seen that the t_{count} value is 14.094. In the t test, a t_{table} value is needed so that a hypothesis test can be carried out. The following is the calculation method to determine t_{table} :

$$T_{\text{table}} = (a/2; df)$$

It is known that the value of $a = 0.05$ and $df = n - 2$, then the t_{table} value is obtained, namely $(0.025; 229) = 1.970$.

Based on the calculation results, it is known that the t_{count} value is greater than t_{table} , namely $14.094 > 1.970$. Therefore, it can be concluded that there is a significant positive influence of service quality on consumer satisfaction at nanostores in Bandar Lampung City. Vencataya, et al., (2019) explained that this is related to the retailer's ability to provide reliable service quality that has an impact on consumer satisfaction. The standard impact of this service is that if consumers receive the level of service they deserve, their level of satisfaction will increase and the business's reputation will have a very good effect (Gopi & Samat, 2020).

3.6. The Influence of Service Quality on Consumer Satisfaction by Gender and Generation

The influence values based on gender and generation are presented in Table 7.

Table 7. Influence Values Based on Gender and Generation

No.	Kelompok	Nilai Pengaruh (%)
1	Laki-laki	32,5
	Perempuan	54,6
2	Generasi Baby Boomers	21
	Generasi X	41,8
	Generasi Y	36,5
	Generasi Z	46,9

Source: Author's data processing (2024)

The value of the influence of service quality on consumer satisfaction based on female gender has the highest value. This supports previous research explaining that female consumers have a greater influence than male consumers between service quality and consumer satisfaction (Woen & Santoso, 2021; Zailani, Gunartati, & Fanani, 2022). Male consumers have a tendency towards price and product quality. If the product they buy feels good when consumed and the price offered is according to their expectations, then it can provide a sense of satisfaction to male consumers (Woen & Santoso, 2021). In contrast to female consumers who prioritize service quality as a reference in making purchases. So that female consumers feel more satisfied if the quality of service provided to them exceeds their expectations.

The highest influence value based on generation is obtained by generation z. This is in line with research by Julita, et al., (2022) that service quality affects consumer satisfaction for generation z. Bencsik, Csikós, & Juhász (2016) and Putra (2016) explained that Generation Z is the most literate generation with information and technology, for them information and technology have become part of their lives, so that they influence their values and views. For Generation Z, getting information is easy by using technology. Therefore, because of the ease of access to information, their perception will increase towards the quality of service and compare it with others.

Physical aspects, personal interactions, reliability, problem solving, and policies provided by this nanostore have an effect on consumer satisfaction of Generation Z. Based on the value of the influence of service quality on consumer satisfaction from gender and generation values, it is found that female consumers and Gen Z have the greatest influence value. This shows that service quality has a major influence on consumer satisfaction for female Gen Z consumers. In line with Khare's research (2013), younger consumers tend to be attracted to the atmosphere, decoration, and facilities. This is proven by the personal interaction indicator having the highest average value, because interacting can lighten the atmosphere between consumers and traders so that it can attract young Generation Z.

4. CONCLUSION

The results of the descriptive analysis of the quality of nanostore services in Bandar Lampung city are categorized as "good". Each indicator found an average result with a "good" value, namely the indicators of physical aspects, reliability, personal interaction, problem solving, and policy. The results of the descriptive analysis of consumer satisfaction at this nanostore obtained a value that was included in the "good" category. Referring to the results of the simple linear regression analysis, the service quality coefficient value is positive, indicating that the increasing quality of service provided by the nanostore means the greater the satisfaction felt by consumers. The magnitude of the influence of service quality on consumer satisfaction is 46.6%, while the remaining 53.4% is influenced by other factors that were not included in this study. Then, based on the influence value of gender and generation, the greatest influence between service quality and consumer satisfaction is from female consumers and is included in the generation z group.

ACKNOWLEDGEMENTS

The author would like to express his deepest gratitude to all parties who have provided support, guidance, and invaluable contributions in the completion of this journal. Special thanks are extended to:

1. The Supervisor who has provided constructive direction, input, and guidance during the process of writing this journal.
2. Colleagues who have provided technical assistance, ideas, and encouragement that are very meaningful.
3. Other parties who cannot be mentioned one by one, who have also provided moral and material support in the completion of this scientific work.

Hopefully this work can provide benefits for the development of science and can provide positive contributions to readers and further research.

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