

THE ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY AT WONG SOLO RESTAURANT DURING THE COVID-19 PANDEMIC IN KENDARI CITY

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To cite this article:

Sari, I., Iswandi, R. M., & Limi, M. A. (2023). The Analysis of Customer Satisfaction and Loyalty at Wong Solo Restaurant During the Covid-19 Pandemic in Kendari City. *Buletin Penelitian Sosial Ekonomi Pertanian Fakultas Pertanian Universitas Haluoleo*, 24(2), 81–87. <https://doi.org/10.37149/bpsosek.v24i2.22>

Received: August 12, 2022; **Accepted:** January 21, 2023; **Published:** January 23, 2023

ABSTRACT

This study analyzes customer satisfaction and loyalty at the Wong Solo restaurant during the Covid-19 pandemic in Kendari City. The type of data used in this research is primary data obtained through interviews with customers of the Wong Solo restaurant. This research was conducted in April 2022. The research location was determined *purposively*, and the number of samples in this study was 50 people—sampling using the *Accidental Sampling method* by specifying several criteria. The customer satisfaction index (CSI) and Brand Loyalty analysis are used. The results of this study indicate that the *CSI value* obtained, which is 70%, is in the satisfied category. Meanwhile, customer loyalty shows that customers are loyal to the performance and services the Wong Solo restaurant provides.

Keywords: Covid-19; customer; loyalty; satisfaction; Wong Solo restaurant

INTRODUCTION

During the Covid-19 pandemic, it was a challenging and historic year for the world at the end of 2019. When the Covid-19 outbreak emerged, which initially appeared locally in Wuhan-China, then spread and devastated the entire world economy. According to global data for 2 June 2020, 6,140,934 people from 216 countries were affected by the Covid-19 outbreak, and 373,548 died. As for the data in Indonesia itself, it shows that 27,549 positive people for Covid-19 spread across 34 provinces, and 1,663 of them have been killed. The Covid-19 Pandemic has had a very influential impact on the lives of all people, especially business people. With the increasing number of Covid-19 cases, the government has tightened the space for people to move more (Hidayanti et al., 2021)

Policies undertaken by the government to anticipate the number of sufferers of the coronavirus in Indonesia include limiting activities outside the home, laying off school activities, working from home (*work from home*), praying at home, eliminating wedding receptions, closing many markets, and closing several roads. Almost all activities are laid off, and this policy is called *Lockdown*. However, along with the development of the coronavirus, the government has again made a policy, namely *social distancing advice* (maintaining distance) because it is fully transmitted from Covid-19 through the respiratory tract of someone who is sick who comes out when coughing or sneezing (Yunus & Rezki, 2020)

The city of Kendari is one of the cities that has developed very rapidly in Southeast Sulawesi and even in Indonesia in general. This can be seen from the many visitors outside Kendari to open a business (investment) and continue higher education. With the increase in the number of visits to Kendari City, there will be an increasing number of business support facilities such as restaurants, cafes, and restaurants that provide a variety of specific menus. Restaurants, restaurants are required to be able to offer various menus that suit consumer needs and compete with each other in serving satisfaction to customers or consumers (Winatha & Kambolong, 2018)

Customer satisfaction is the absence of a difference between the expectations owned and the performance received (Suryati, 2015). If expectations are higher than performance, then satisfaction

will not be achieved (consumers will likely feel disappointed). Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the perceptions/opinions of the performance or results of a product and their expectations. The importance of customer satisfaction is related to increasingly fierce competition, as well as the level of losses and profits of the company. Yields are not always determined by satisfaction factors but also by trust and loyalty to a product and company. According to (Setiawan, 2011), loyalty is an ancient or traditional term used to describe loyalty and devotion to a country, ideals, or individuals. In a business context, loyalty is used to define customer loyalty to continue to subscribe to a company in the long term by buying and using its goods and services repeatedly, exclusively, and voluntarily referring the company's products to others.

Customers are people or institutions that buy goods/services regularly or repeatedly because the goods/services have benefits. Customers believe in a product and interact for a certain period to fulfill their needs. Besides that, a customer is a person or group who uses goods/services at a certain period and time on a regular and regular basis (Durianto et al., 2004). A customer is said to be loyal or loyal if the customer shows repeated buying behavior or buys at least twice in a specific time. Efforts to provide satisfaction to customers are carried out to influence customer attitudes. In contrast, the concept of customer loyalty places more emphasis on customer behavior than on the customer's perspective (Armanto & Gunarto, 2021).

The level of satisfaction and loyalty of restaurant consumers using the CSI analysis is 71.20% and 77.20% (Fitriani et al., 2020). Consumer satisfaction of 81.34% means that consumers are delighted with the products offered, so achieving the satisfaction of 81.40% impacts increasing sales. A high level of satisfaction can increase sales volume by 41.9%, and the following month it rises to 49.50%, so these results indicate that consumer satisfaction is one of the factors that can increase sales volume (Sumartini & Tias, 2019). Consumer loyalty, in general, can be said to be quite good seen at the respondent level, namely switcher brand loyalty by 57%, habitual respondents by 69%, respondents who are satisfied buyers by 70%, respondents who like brands by 68% and respondents who are committed buyers by 68% (Pradinata, 2017). The CSI value is 81%, included in the very satisfied criteria, which shows that performance is in line with consumer expectations. Based on the Customer Satisfaction Index (CSI) calculation, the satisfaction level is very satisfactory (Safira et al., 2021).

Every business must have its obstacles. The Wong Solo restaurant entrepreneur's obstacles were the number of competitors and the many government policies implemented. As a business in the culinary field for a long time, producers need to know what attributes can create consumer satisfaction at the Wong Solo restaurant to create consumer loyalty towards the Wong Solo restaurant. During the Covid-19 pandemic, it harmed all businesses, especially the Wong Solo restaurant, because the many implementations of government policies prevented customers from visiting and enjoying it on the spot. During the Covid-19 pandemic, the Wong Solo restaurant did not serve dine-in because it remembered several government policies implemented during the pandemic. The purpose of this study was to analyze customer loyalty satisfaction at the Wong Solo Restaurant during the Covid-19 pandemic in Kadia District, Kendari City.

MATERIALS AND METHODS

The location of this research was carried out at the Wong Solo restaurant, Kadia District, Kendari City. The research location was determined *purposively* or deliberately with the consideration that the Wong Solo restaurant is one of the busiest restaurants in Kendari City, so this research was conducted in April 2022 until it was completed. The population in this study were all customers who came to the Wong Solo Restaurant, Kadia District, Kendari City. The sample is part of the actual subject to be researched. The sampling method uses the *Accidental Sampling method*, carried out by obtaining data from a set of populations, then incidentally or by chance without using a specific plan. The sample in this study were the customers of the Wong Solo restaurant who met the criteria so that respondents could provide relevant information. The requirements for the example taken are customers who have purchased at least twice, either in person or online, so that it can be ascertained that the customer is familiar with the Wong Solo restaurant. The sample in this study amounted to 50 people.

The data analysis used in this study is the *Customer Satisfaction Index (CSI)*, which is used to determine the overall level of customer satisfaction by looking at the level of performance and the level of importance of product or service attributes (Umam & Hariastuti, 2022) by determining the *Mean Importance Score (MIS)* where MIS is the average score of the importance of a product attribute that comes from service performance that is felt directly by the customer, calculates the *Weight Factor (WF)* / weighted factor, calculates the *Weight Score (WS)* and *WT Weight Total (WT)*.

This value is the multiplication between WF and the average level of satisfaction. At the same time, the *Total Weight* is the total *Weight Score* (WS) and determines the Customer Satisfaction Index (CSI) value.

The level of satisfaction of respondents as a whole can be seen from the criteria for the level of customer satisfaction, namely as follows (Aji & Marleni, 2018)

Table 1. Satisfaction level criteria

No	Score	Category
1	0.00-0.34	Not Satisfied
2	0.35-0.50	Less Satisfied
3	0.51-0.65	Quite Satisfied
4	0.66-0.80	Satisfied
5	0.81-1.00	Very Satisfied

Brand Loyalty analysis, where *Brand Loyalty* is a measure of customer interest in a particular brand or product. This measure can give an idea of whether or not a customer might switch to another brand or product, primarily if a change in price or other attributes is found in that particular brand or product. In analyzing loyalty, researchers can use methods according to (Durianto et al., 2004), namely Switcher Buyer Analysis, Habitual Buyer, Satisfied Buyer, Liking The Brand, and Committed Buyer

RESULTS AND DISCUSSION

Characteristics of Respondents

In this study, the general description of the respondents observed included age, education, occupation, and gender. The available description of the respondents was obtained from the sample that had filled out the questionnaire. Respondents are expected to be able to provide reports of satisfaction and loyalty ratings from their experiences during visiting and consuming various culinary delights provided by the Wong Solo restaurant.

Table 2. General Characteristics of Respondents

No	Characteristics	Number of people)	Presentation (%)
1	Age (Years)		
	17-20	17	34
	21-30	18	36
	31-40	13	26
	41-50	2	4
2	Education		
	Senior High School	25	50
	Diploma	6	12
	Bachelor	17	34
	Postgraduate	2	4
3	Income		
	500,000 - 1,500,000	14	28
	2,000,000 - 3,500,000	26	52
	4,000,000 - 5,500,000	7	14
	6,000,000 - 7,500,000	3	6
4	Work		
	Student / Student	20	40
	State-Owned Enterprises / State Employees	2	4
	Entrepreneur	19	38
	Private employees	9	18
5	Gender		
	Man	31	62
	Woman	19	38

In Table 2. it can be seen that the identity of the respondents to the Wong Solo restaurant based on age shows that the majority of respondents were aged 21-30 years with a presentation of 36%. The second most respondents are aged 17-20, with 34%. The third largest respondent is at the

age of 31-40 years, with a presentation of 26%, then the age of the least respondent is more than 40 years, with an expression of 4%. This shows that most visitors to wong solo restaurants during the Covid-19 pandemic were aged 21-30.

In Table 2. the last education of the respondents was grouped into six, namely elementary, junior high, high school, undergraduate, and postgraduate diploma levels. From the study's results involving 50 respondents, none represented elementary and junior high school graduates. The highest level of education is high school, which is 50%, with 25 people. The second most recent education is undergraduate, with 34%, with 17 people. The least current education was Diploma and Postgraduate by 12% and 4%, with 6 and 2 people. Field data shows that the education level of the respondents who consumed/visited the wong solo restaurant the most was at the high school level of education, as many as 25 people or 50%.

Table 2 shows that the total IDR 500,000-IDR 1,500,000 is 14 people with a percentage of 28% income IDR. 2,000,000-IDR 3,500,000 as many as 26 people with a total percentage of 52% income IDR. 4,000,000-IDR. 5,500,000 for seven people with a percentage of 14% and income of IDR. 6,000,000-IDR. 7,500,000 for three people, with a total percentage of 6%. This shows that wong solo restaurants can be reached by all groups of people, both low-income and high-income.

In Table 2. the identity of respondents based on occupation shows that the first most respondents who visited the Wong Solo restaurant during the Covid-19 pandemic were 40% students/students with a total of 20 people than the second most respondents who visited wong solo restaurants were entrepreneurs as much as 38% with a total of 19 people. The third largest number of respondents were private employees at 18%, with a total of 9 people. The fewest respondents who visited the Wong Solo restaurant were BUMN/Public Employees at 4%, totaling two people. This shows that the dominant ones consuming/visiting wong solo restaurants during the Covid-19 pandemic were students/students and entrepreneurs, as many as 20 people and 19 people, with a total percentage of 40% and 38%. This means that from a job standpoint, students prefer practical, tasty, and affordable prices, while for self-employed jobs, they are more likely to be outside due to work, so they often consume/visit the Wong Solo restaurant.

Table 2 shows that most respondents who visited the Wong Solo restaurant during the Covid 19 pandemic were male, with as many as 31 people, with a presentation of 62%. The least number of respondents were female, 19 people, with an expression of 38%. This shows that 31 people visiting wong solo restaurants are primarily men, with a percentage of 62%. Because the male respondents here often do activities outside the home or work, they can visit the Wong Solo restaurant.

Customer Satisfaction Analysis

To determine the degree of customer satisfaction using the Customer Satisfaction Index (CSI), the Wong Solo restaurant must average the level of importance and performance. The following table results from the calculation of all the attributes to measure customer satisfaction

Table 3 shows that the value of the Customer Satisfaction Index (CSI) during the Covid 19 pandemic was 0.70 or 70 percent. This value is obtained by dividing the *total weighted value* by the maximum scale used in this study, namely the full scale of 5. Based on the CSI value that has been obtained, which is equal to 0.70 or 70 percent, it is between the values of 0.66-0.80, which means it is in the category "satisfied." This follows the division of the criteria for the level of customer satisfaction: if the value of the *Customer Satisfaction Index (CSI)* is in the range of 0.66-0.80, it is in the satisfied category. (Aji & Marleni, 2018)

Table 3 . Calculation results of customer satisfaction analysis using CSI

No	Attribute	Average Importance Score (MIS)	Weighted Factor (WF)	Average Performance Score (MSS)	Weighted Score (WS)
1	Taste	4.38	0.09	3.66	0.33
2	Cleanliness And Equipment	3.48	0.07	3.4	0.24
3	Quality of Cuisine	4.44	0.09	3.72	0.34
4	Price Compatibility & Customer Desires	3.76	0.08	3.98	0.31
5	price list	3.32	0.07	3.49	0.24
6	Price comparison	3.4	0.07	2.74	0.19
7	Aroma	4.1	0.08	3.52	0.30
8	Location	2.98	0.06	2.88	0.18
9	Atmosphere	4.16	0.09	3.26	0.28

Table 3 . Calculation results of customer satisfaction analysis using CSI

No	Attribute	Average Importance Score (MIS)	Weighted Factor (WF)	Average Performance Score (MSS)	Weighted Score (WS)
10	Place Cleanliness	4.16	0.09	3.66	0.31
11	Waiter alertness	3.56	0.07	3.4	0.25
12	Serving Speed	3.68	0.08	3.72	0.28
13	Employee Appearance	3.30	0.07	3.66	0.25
	Total	48.72	1.00	WT	3.49
				CSI	0.70

Even though the value of customer satisfaction is in the satisfied criteria, the Wong Solo restaurant must continue to improve its performance because a *Customer Satisfaction Index (CSI)* value of 0.70 or 70 percent means that there is still 0.30 or 30 percent of customers who do not feel satisfied by the Wong restaurant. Solo during a pandemic. So that the Wong Solo restaurant needs to track customer satisfaction on performance attributes because the level of customer satisfaction can change every time depending on the level of importance required by the customer. Therefore companies must be able to provide innovations to their products so that the product has an attractive appearance and can compete with other products on the market (Firmansyah & Haryanto, 2019)

Customer Loyalty Analysis

In this study, customer loyalty to the quality of Wong Solo restaurant products during the Covid-19 pandemic was assessed based on loyalty criteria consisting of customers' reasons for visiting Wong Solo restaurants due to the price factor (*Switcher Buyer*), habitual factors (*Habitual Buyer*), get satisfaction in consuming before (*Satisfied Buyer*), customers who like wong solo restaurant products (*Liking The Brand*) and customers who suggest people (*Committed Buyer*) (Durianto et al., 2004)

Table 4. Analysis of customer loyalty

No	Variable	Average	Value (%)
1	Switch Buyer	2.74	14
2	Habitual Buyers	3.06	29
3	Satisfied Buyer	3.68	41
4	Like The Brand	3.36	25
5	Committed Buyers	3.54	37

Switch Buyers are consumers who frequently switch products from one product to another. This shows that customers are not loyal to an effect at all. Switchers are also customers sensitive to price changes, so the level of brand loyalty is at the bottom. Based on the Switcher Buyer variable calculation, an average of 2.74 is obtained, which is in the pretty good category because it is in the range of 2.61-3.40. While the value obtained is 14% which is a price-sensitive respondent. During the Covid-19 pandemic, customers of the Wong Solo restaurant sometimes moved to other restaurants if the price offered was lower than the price of the Wong Solo restaurant. Price is one-factor influencing customer loyalty because the price can prevent competitors from entering, maintain customer loyalty and support subsequent sales (Hanifa et al., 2019). Many businesses go bankrupt because they fix the wrong price in the market (Pardede & Haryadi, 2017). The price set must follow the customer's economy so that the customer can reach the price set by the business owner. This needs to be considered by the wong solo restaurant because there are quite a lot of respondents who are price sensitive.

A *habitual buyer* is a customer who is categorized as a customer who frequently visits due to chronic factors. Based on the calculation results, the average *habitual buyer variable* is 3.06, with a value of 29%. So that it is in a suitable category because it is in the range of 2.61-3.40, and customers who visited the wong solo restaurant during the Covid-19 pandemic due to habitual factors were only 29%. A loyal customer has become accustomed to buying a product (Griffin et al., 2003). Habits are formed through frequent purchases and interactions over some time.

A *satisfied buyer* is a customer happy with the product/brand he has tasted or consumed. The calculation results show that the average *Satisfied Buyer variable* is 3.68 with a value of 41% which is included in the satisfied category because it is in the range of 3.41-4.20. This shows that the customers of the Wong Solo restaurant during the Covid-19 pandemic were confident with the

products and services provided by the Wong Solo restaurant. Customer satisfaction is very dependent on the customer's expectations themselves. Therefore customer satisfaction must be preceded by detailed knowledge of customer expectations which will be controlled by the business owner himself (Irawan, 2007)

Liking the Brand is a buyer who appreciates the brand or product. The feeling of buying is based on previous experience and use, both experienced by oneself and relatives. The calculation results show that the average value of *Liking The Brand* is 3.36 with a discount of 25% which is included in the good category because it is in the range (of 2.61-3.40). This stated that the customers of the wong solo restaurant liked the products provided by the wong solo restaurant during the Covid-19 pandemic. Customer loyalty is a customer's commitment to a brand or product based on a very positive attitude toward the customer himself (Asbar, 2020). Because basically, the quality of the brand or product that the customer feels is because the customer feels the quality of the brand or product (Widiaswara & Sutopo, 2017)

Committed Buyers or committed buyers are loyal customers at this level, shown by recommending and promoting products or brands to other parties. Based on the calculation results above, the average value of the *Committed Buyer variable* is 3.54 (range 3.41-4.20) with a discount of 37%. This states that most respondents often recommend wong solo restaurants to other parties, and as many as 37% are included as *committed buyers* or loyal customers. Loyal customers occasionally show buying behavior defined as non-purchasing random (Griffin et al., 2003). Besides that, loyal customers will not only buy repeatedly but will also bring other customers to make purchases (Simarmata et al., 2021)

CONCLUSION

Customer satisfaction at the Wong Solo restaurant is 0.70 or 70%, which means it is in the satisfied category because it is in the range (of 0.66-0.80). This means customers are generally happy with the services and products the Wong Solo restaurant provided during the covid 19 pandemic. Meanwhile, customer loyalty at the Wong Solo restaurant was found to be in good condition. Because the Switch Buyer variable value is 14%, the habitual Buyer variable value is 29%, the buyer variable value is 41%, the liking the brand variable value is 25%, and the *committed Buyer variable value* is 37%. Customers at the Wong Solo restaurant are loyal because the number of *satisfied buyers* or customers who are happy with the product or brand is 41%, with an average of 3.68, and most customers have recommended others to visit the Wong Solo restaurant.

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