

THE INFLUENCE OF SERVICE QUALITY, PRODUCT AVAILABILITY, PRICE AND LOCATION ON CUSTOMER SATISFACTION AT CESPLENG PHARMACY

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Abstrak : In the field of health services, the availability of medicines in complete types and quantities is a target that must be achieved through these factors being taken into consideration when conducting research on the influence of service quality, product availability, price, and location on customer satisfaction, especially at cespleng pharmacies. The research was carried out around the pharmacy business area, which is the community and road users, and obtained a total of 175 respondents who then carried out sample testing using SPSS v.23 using multiple linear regression analysis testing which found that service quality, product availability, price and location had significant value and so good that it can have an influence on customer satisfaction.

Keyword: Service Quality, Product Availability, Price, Location and Customer Satisfaction

INTRODUCTION

As time passes, human needs extend beyond just food, clothing, and security to encompass health and beauty. The government's primary focus is to ensure easy public access to healthcare facilities, including access to medication at pharmacies. According to published data (Sabrina et al., 2024), Indonesia's health score index is still low, ranking 39th out of a score index of 42.99. This assessment is based on the government's ability to provide public health opportunities, as well as indicators such as medical records, professionalism and availability of medicines, and the cost and capacity of the community.

The government's initiatives to facilitate access to services continue to fall short, and the geographic conditions of the islands exert a significant influence on the state of Indonesian society. So that it can cause various risk factors and diseases cause an increase in death rates (Rachmawati, 2016). The Regulation of the Minister of Health of the Republic of Indonesia No. 9 of 2017, which pertains to healthcare providers including pharmacies, underscores the necessity of ensuring the availability of pharmaceuticals, equipment, and other consumable materials. This is essential to uphold safety, comfort, and quality, while also ensuring affordability for the public (Kemenkes RI, 2016).

Cespleng Pharmacy, situated in the Jepara district of Central Java, is a prominent medicinal outlet offering a diverse range of herbal and non-herbal medicines, as well as health tools and equipment. The establishment prides itself on providing superior customer safety and comfort through high-quality service, competitive pricing, and a

wider availability of similar medicines compared to other pharmacy outlets. In the realm of healthcare services, achieving comprehensive availability of various types and quantities of pharmaceutical products is a crucial target. Consequently, the availability of pharmaceutical products plays a pivotal role in the domain of public health. In a recent study by (Cantika, 2023; Mufidah, 2021), it was found that product availability has a significant and positive impact on customer satisfaction. However, a contrasting viewpoint was presented in the research conducted by (Trisnawati & Wibisono, 2020), which concluded that product availability does not exert a significant influence on customer satisfaction. These conflicting findings highlight the need for further investigation into the relationship between product availability and customer satisfaction. Companies that can offer a wider availability of goods can significantly impact customer satisfaction and even create opportunities for repeat business. When consumers feel that their expectations are met, it provides satisfaction and encourages them to repurchase the product or service, leading to overall customer satisfaction.

In pharmaceutical services, the availability of medicines in complete types and quantities is a target that must be achieved. This makes the availability of medicines an important component of health. The innovations and inventions created by the company mean that customers have other alternatives to buy products according to their needs. This forces companies to carry out optimal marketing strategies that can attract consumers. The innovations and inventions created by the company give customers other alternatives to buy products according to their needs. This forces companies to carry out optimal marketing strategies that can attract consumers. Companies implement several strategies to attract consumers by trying to be located close to customers (Akmal et al., 2023), product availability (Cantika, 2023), and providing quality service (Zhong & Moon, 2020) as well as adjusting prices commensurate with capabilities. society (Mauludi & Medytarisa, 2023).

In the context of market segmentation, companies can employ various strategies, including price considerations, to create opportunities for enhancing customer satisfaction. Recent research by (Ika Purnama et al., 2022; Zhong & Moon, 2020) suggests that pricing strategies can exert a significant and positive impact on customer satisfaction. Conversely, (Ferry Cahaya et al., 2023) found in their study that price does not wield a significant influence on customer satisfaction. It is worth noting that price often represents the ultimate factor in the purchasing decision-making process, as consumers typically prioritize price comparisons with similar products and evaluate the additional benefits offered by the product.

Whenever consumers encounter a product they wish to buy, they will evaluate its benefits, advantages, and overall quality of service. Therefore, it can be inferred that the product they choose meets their needs and desires with equally valuable benefits. Service quality is a crucial factor that companies should prioritize to attract potential buyers. This assertion finds validation in the research conducted by (Ilham Hadi Nur Yufa & Dwi Lestari, 2023; Zhong & Moon, 2020), indicating that service quality exerts a positive and significant impact on customer satisfaction. However, it is worth noting that the findings of the research conducted by (Lbn. Raja* et al., 2023) diverge from the aforementioned views as they posit that service quality does not wield a significant influence on customer satisfaction.

In a study by (Ramadanti, 2021), it is noted that the location plays a crucial role in the business world's search for potential buyers. A strategic and suitable location can lead to heightened consumer awareness of a company's existence, even when other

similar companies are present. The choice of location is typically based on demographic factors such as age, income, and gender of the target market. Consequently, a location in close proximity to consumers is considered a competitive advantage, as it can lead to increased consumer interest and satisfaction. This is supported by research conducted (Akmal et al., 2023; Mauludi & Medytarisa, 2023) which states that location can provide customer satisfaction. This is different from research conducted by (Soliha et al., 2019) which states that location does not have a significant influence on customer satisfaction. Based on the provided background, the researcher aims to investigate "The Influence of Service Quality, Product Availability, Price and Location on Customer Satisfaction at the Cespleng Pharmacy".

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is influenced by the match between what the customer gets and what the customer expects. If the benefits received by customers are below expectations then they tend to feel disappointed, whereas if the benefits obtained are more or equal to expectations then customers will be more satisfied with the goods or services consumed. According to (Indrasari, 2019) feelings of customer satisfaction or dissatisfaction arise from the customer's response to the discrepancy obtained with the desired expectations. This means that the principle of feeling satisfied and not is in accordance with what is obtained.

Service Quality

In business ventures, service quality is something offered by companies to communicate with customers about products, services, and warranties (Kurniasih & Elizabeth, 2021). According to (Li & Shang, 2020), service quality is a consumer expectation that is successfully fulfilled through obtaining the benefits and services provided by the company. Measurements of perception carried out to compare service quality are often difficult to measure objectively.

H₁= service quality affects customer satisfaction.

Product Availability

Product availability is often a factor considered by consumers when making purchasing decisions. Product availability is a problem that often arises and is worth considering because these problems tend to occur when market demand is not in line with production values (Sinaga & Sukati, 2023). (Setiadi, 2015) suggests that product availability needs to be considered in order to maintain a balance between cash flows and ensure balanced, complete, and varied stock. According to (Mishra & Farooqi, 2024), product availability involves the management of inventory of goods owned by shops and markets, including item categories and variations.

H₂= service quality affects customer satisfaction.

Price

Price is a flexible element that can be changed quickly. Meanwhile, (Nurfauzi et al., 2023) stated that price is a marketing mix component that is flexible and can be changed quickly. The price function can be said to help customers decide how to obtain the expected product benefits based on their ability to purchase them. Moreover, it can be said that the higher price offered is a reflection of high quality capabilities.

H₃= price affects customer satisfaction.

Place

Location in marketing is the most discussed thing in running a business. Location is where the position will be opened or the business run. Location is a container that used for the place of business that will be run later. Location here trying to find a strategic location strategic location because it will function for distribution channels, this is related to how delivery of services or goods to consumers (Sustiyatik & Setiono, 2020).

H₄= place affects customer satisfaction.

METHOD

The research was carried out using quantitative methods, which are tests based on data obtained through findings and then further measured through data management software such as SPSS v.23, which is currently used as a data measurement tool. The distribution was carried out by weighing the values using a Likert scale from 1 to 5, using the purposive sampling method. Sample consideration is determined by conditions such as customers who have used and purchased services or products at Cespleng Pharmacy, the community, and road users around Cespleng Pharmacy. In this research, service quality, price, product availability, and location are taken as independent variables, and customer satisfaction is taken as the dependent variable, describing the framework as:

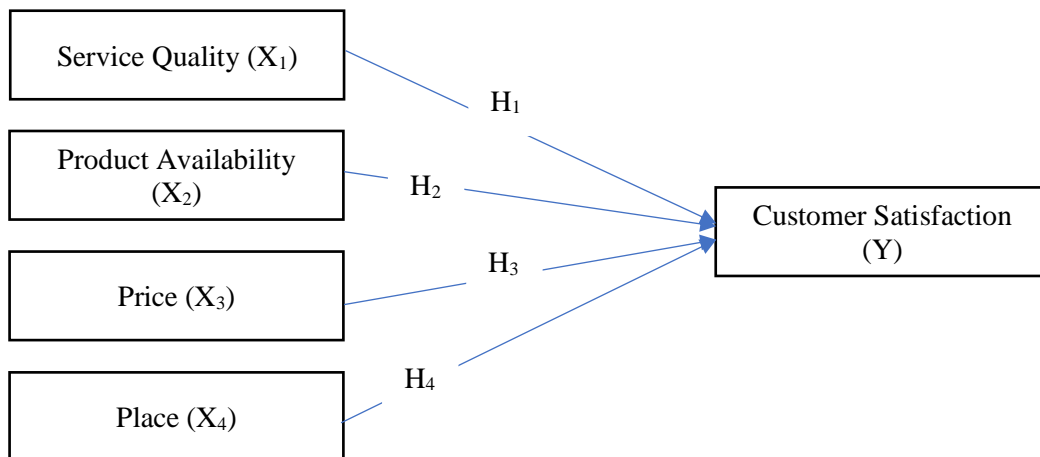


Figure 1. Conceptual Framework

RESULT AND DISCUSSION

Respondent Profile

The results of the description of the respondent's profile in this study are an overview of the description of respondents consisting of age, gender, profession, marital status, income, domicile and purchase intensity presented as follows:

Table 1. Research Correspondence Data

Characteristics based on	Frekuensi (n)	Persentase %
Age		
19 – 29 Years	101	57,71%
29 – 39 Years	44	25,14%
>40 Year	30	17,14%
Gender		
Male	74	42,29%
Female	101	57,71%
Profession		
Student	60	34,29%
Private Sector	65	37,14%
Public Sector	50	28,57%
Marital Status		
Married	87	49,71%
Not Married Yet	88	50,29%
Average Income		
<1.000.000	34	19,43%
1.000.000 – 2.000.000	36	20,57%
2.000.000 – 3.000.000	32	18,29%
>3.000.000	73	41,71%
District Domicile		
Bangsri	12	06,86%
Donorojo	18	10,29%
Keling	128	73,14%
Kembang	13	07,43%
Mlonggo	1	00,57%
Pakis Aji	3	01,71%
Purchases in a Month		
Once (1 Time)	28	16,00%
Often (2-5 Time)	93	53,14%
Very Often (>5 Time)	54	30,86%

Source: Data processed, 2024

It can be seen that the largest age distribution of respondents is 19-29 years old, namely 101 respondents (57.71%), then the majority of respondents are women, namely 101 respondents (57.71%) with the highest educational level of respondents being those who work in the private sector. as many as 65 respondents (37.14%) with the highest marital status being unmarried, 88 respondents (50.29%) who had an average income in the range >Rp. 3,000,000 as many as 73 respondents (41.71%) with the largest domicile in Keling District as many as 128 respondents (73.14%) and on average they or as many as 93 respondents (53.14%) are those who often do 2-5 purchases within a month.

Table 2. Measure of Validity Test Value

Variable	Indicator	Value	Value
		<i>r_{count}</i>	<i>r_{table}</i>
Quality	1	0,641	0,148
Service (X _i)	2	0,579	0,148
	3	0,605	0,148

Product	1	0,702	0,148
Availability (X ₂)	2	0,672	0,148
	3	0,603	0,148
	4	0,622	0,148
Price (X ₃)	1	0,544	0,148
	2	0,591	0,148
	3	0,603	0,148
	4	0,622	0,148
Location (X ₄)	1	0,628	0,148
	2	0,573	0,148
	3	0,579	0,148
	4	0,565	0,148
Costumers Satifaction (Y)	1	0,563	0,148
	2	0,579	0,148
	3	0,564	0,148
	4	0,652	0,148

Source: Data processed SPSS, 2024

From the results of the validity test above, it can be concluded that all statements on each variable are declared valid. This is because $r_{hitung} > r_{tabel}$ with the value of r table is 0.148, meaning that the statements of all questionnaires can be accounted for and are able to measure all variables in the research, namely service quality, product availability, price, location and customer satisfaction.

Table 3. Measurement of Reliability Test Values

Variable	Nilai Cronbach	Standar Reliabilitas
Quality Service	0,641	0,600
Product Availability	0,741	0,600
Price	0,780	0,600
Location	0,868	0,600
Costumer Satisfaction	0,759	0,600

Source: Data processed SPSS, 2024

From the Reliability test results above, all variables have a Cronbach Alpha value > 0.60 . So it can be concluded that all variables are declared reliable.

Table 4. Measure of Normality Test Value

Item	Nilai Kolmogorov-Smirnov
Asymp. Sig. (2-tailed)	0,061

Source: Data processed SPSS, 2024

It can be seen from the table above that the normality test value obtained was a Kolmogorov-Smirnov value of 0.061 or greater than 0.05, so these findings prove that the variables tested can be said to be normally distributed.

Table 5. Measurement of Multicollinearity Test Values

Item	Tolerance	VIF
Quality Service	0.643	1.555
Product Availability	0.637	1.570
Price	0.606	1.651
Location	0.719	1.390

Source: Data processed SPSS, 2024

It can be seen from the table that the Multicollinearity test value obtained is a VIF value of 1,000 or <10 and a tolerance value of 1,000 or >0.10. So these findings prove that the variables tested can be said to have no symptoms of multicollinearity.

Table 6. Measurement of R-Square and F-Square Test Values

Item	R-Square	F-Square
1	0,550	51,867

Source: Data processed SPSS, 2024

It can be seen that testing the specified variables found a value of 0.550, which is an r-square value which means that there is an influence of 55.00% on each variable tested, so that the remaining value or 45.00% influence on variables that were not tested. Next, we got a value of 51.867, which means that the value is greater than the f table or that there is a simultaneous influence on each variable tested.

Table 7. Value Measures for Hypothesis Testing

Note	(β)	Std. Error	Beta	t	sig
(Constant)	3.629	0.998		3.637	0.000
Quality Service	0.305	0.080	0.245	3.818	0.000
Product Availability	0.280	0.058	0.310	4.805	0.000
Price	0.162	0.056	0.192	2.900	0.004
Location	0.193	0.056	0.208	3.428	0.001

Source: Data processed SPSS, 2024

was found that this value was the result of measurements carried out and it could be concluded that the equation was measured as:

$$CS = 3,629 + 0,305X_1 - 0,280X_2 + 0,162X_3 + 0,193X_4$$

Discussion

From the test results, the service quality variable has a value of $r_{hitung} > r_{tabel}$, namely $3.818 > 1.974$ and a significant value of $0.00 < 0.05$. So it can be concluded that H1 is accepted, meaning that service quality has a positive and significant effect on customer satisfaction. The results of this research are in line with research conducted by (Ilham Hadi Nur Yufa & Dwi Lestari, 2023; Zhong & Moon, 2020) which states that service quality can have a positive and significant influence on customer satisfaction. Quality service is one that prioritizes customer satisfaction, this is characterized by satisfaction after a visit or purchase occurs (Baroroh, 2014). Customers state that the

perception of good service is that it can fulfill their expectations, the need for fulfillment is categorized into three things. , cognition, affection and conation (Saifuddin, 2015). The evaluation based on the measurement of variables indicated that customers perceived the receipt of three specific aspects, which were also encompassed within the assessment of the five dimensions of service quality. These aspects included the perception of receiving information and knowledge related to healthcare products or medications, aligning with the cognitive dimension that encompasses beliefs, insights, thought processes, and past experiences. Furthermore, in the affective dimension, customers indicated that the pharmacist delivered professional service. Lastly, in the conative dimension, customers expressed that the attitudes, behaviors, and actions demonstrated by pharmacists were instrumental in assisting them with their service needs..

From the test results, the product availability variable has a value of $r_{hitung} > r_{tabel}$, namely $4.805 > 1.974$ and a significant value of $0.00 < 0.05$. So it can be concluded that H2 is accepted, meaning product availability has a positive and significant effect on customer satisfaction. Product availability can be assessed from the manufacturer's readiness to provide the product and also by looking at the extent of the commitment they have made. Products that are increasingly in line with market needs can influence customer purchasing intensity, suitable products will also support perceptions of customer satisfaction (Sinaga & Sukati, 2023). The availability of goods is often related to the company's ability to determine its distribution channels. (Susilo et al., 2022) revealed that the company's ability to carry out distribution channels will make it easier for consumers to obtain these products, the existence of distribution channels can also increase customer feelings of satisfaction. So, in an effort to increase and maintain customer satisfaction, Cespleng Pharmacy can pay attention to distribution channels so that it can quickly and precisely realize the needs and expectations of its customers. This statement is also in line with research conducted by (Cantika, 2023; Mufidah, 2021) which states that product availability can be a cause of customer satisfaction.

From the test results, the price variable has a $r_{hitung} > r_{tabel}$ value, namely $2,900 > 1,974$ and a significant value of $0.04 < 0.05$. So it can be concluded that H3 is accepted, meaning that price has a positive and significant effect on customer satisfaction. (Misnawati & Sumarni, 2020) states that price is one of consumers' considerations when making purchases, consumers feel that they have the right to market price adjustments. Customers tend to make different assessments of several products being sold. It can be said that prices that are above market competitors will be seen as expensive, whereas prices that are below will be judged as cheap. Customers' feelings of satisfaction tend to be created due to prices that they can afford, especially if the prices also match the description of the product being offered. This includes prices that match the benefits or prices that match the quality. These findings are contained in the descriptive statistics table. The results show that the price offered by Cespleng Pharmacy is affordable but still prioritizes the quality of the product. These findings are in line with research conducted by (Mauludi & Medytarisa, 2023; Mufidah, 2021; Zhong & Moon, 2020) that there is a significant influence of the role of price on purchase satisfaction.

From the test results, the location variable has a $r_{hitung} > r_{tabel}$ value of $3.428 > 1.974$ and a significant value of $0.01 < 0.05$. So it can be concluded that H4 is accepted, meaning that location has a positive and significant effect on customer satisfaction. Public health service facilities should be considered, pharmacies as health service units also need to be easily accessible to the public. Choosing a strategic location helps in easy access for customers to make purchases, it is stated that location is a very important factor in final

consideration of purchasing decisions (Cynthia et al., 2022). According to the descriptive statistics table, it was discovered that Cespleng Pharmacy is situated in a prime location that is easily accessible to customers. The business's location in a densely populated area near the main highway was identified as a factor that piqued consumer interest and drove purchase behavior. Additionally, supporting facilities such as a parking area were found to be crucial considerations for customer satisfaction. These findings are consistent with the research conducted by (Ika Purnama et al., 2022; Izzuddin & Muhsin, 2020) which concluded that location significantly influences customer satisfaction and purchase behavior.

CONCLUSIONS

The findings are stated through the help of multiple linear regression analysis that service quality has a very good influence on customer satisfaction, product availability has a very good influence on customer satisfaction, price and location have a very good influence on customer satisfaction. Another finding also stated that there was a simultaneous influence of 51.867 on each variable tested. Customers are satisfied because of the abilities and skills possessed by employees, so business owners should be able to immediately maintain but still carry out screening in order to improve employee abilities because a pharmacy should be managed by a pharmacist so that they can provide professional pharmaceutical services, knowledge and insight regarding distribution. and inventory can also be an option so that employees can understand and understand how the company operates. Further research can be directed at the process of how the e-service and home visit variables influence customer satisfaction.

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