
**THE INFLUENCE OF SERVICE QUALITY AND IRON DRUM PRODUCT
QUALITY ON CUSTOMER SATISFACTION IN THE DIAMOND IRON DRUM
TRADING BUSINESS IN TANGERANG REGENCY**

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Abstract

The increasingly competitive industrial world demands that companies maintain product and service quality to maintain customer satisfaction. In the chemical industry, the use of iron drums plays a crucial role as containers for storing and transporting various chemicals and industrial fluids. Therefore, the quality of the iron drum product and the quality of the service provided to customers are factors that can influence customer satisfaction levels. This study aims to analyze the influence of service quality and product quality on customer satisfaction at the Intan Drum Trading Business in Tangerang Regency. This study uses a quantitative approach, and the results of this study indicate that product quality also has a positive and significant effect on customer satisfaction, with product quality being the variable that has the most dominant influence compared to service quality.

Keywords: Iron Drum, Customer Satisfaction, Service Quality, Product Quality

INTRODUCTION

Indonesia's population growth makes the manufacturing sector a promising business prospect, especially for the future. Population growth and the manufacturing sector are closely linked, as both factors drive each other within the economic ecosystem. Population growth provides labor and a domestic market, while manufacturing absorbs that labor force and meets the demand for goods. (Kemenperin, 2023)

Manufacturing is one of the industrial sectors with significant growth prospects in Indonesia. Rapid population growth and national economic development have pushed the manufacturing sector into a strategic sector with the potential to generate high profits for both businesses and investors (Ministry of Industry). The manufacturing sector comprises several sectors: basic industry and chemicals, consumer goods industry, and miscellaneous industry. (Lavinda, 2025).

In the chemical industry, iron drums or barrels play a crucial role as containers for storing, transporting, and distributing chemicals and industrial fluids. This has led to a growing demand for iron drums, including repair and management services, in line with the increasing industrial activity that uses iron drums as part of the production and distribution process. (Munzir, 2021).

Service quality is a customer's assessment of the level of service received compared to the service expected. Service quality reflects a company's ability to provide consistent, responsive service that meets customer needs. Generally, service quality is defined as any action or activity offered by one party to another that is essentially intangible and does not result in a transfer of ownership (Bernik, 2019). In addition to service quality, product quality is also a crucial factor influencing customer satisfaction. Product quality reflects a product's ability to meet customer needs and functions, including durability, reliability, and compliance with expected standards. Customer satisfaction itself is the level of customer satisfaction after comparing the performance of a product or service received with their expectations. A high level of customer satisfaction provides various benefits for a company, such as increasing customer loyalty, reducing the likelihood of customers switching to competitors, and strengthening the company's reputation and competitiveness in the market (Yuliana, 2021).

Intan Drum Trading Business is a business engaged in the supply, repair, and maintenance of iron drums that has been operating for approximately eight years in Tangerang Regency. In industrial activities, iron drums play a crucial role as containers for the storage and transportation of various chemicals and industrial fluids, so their use often requires meeting certain standards, such as the UN code standard (special marking) for the transportation of hazardous materials in accordance with the Minister of Transportation Regulation Number 77 of 2021. Although still a trading business, Intan Drum Trading Business already has thirty customers spread across several regions such as Tangerang Regency, Tangerang City, Serang, Cilegon and several other cities or regions. Of course, maintaining consumer trust is not easy, it requires excellent service quality to be provided to consumers with the aim of maintaining consumer loyalty. In addition to service, product quality is also needed to support consumer loyalty so that consumers remain satisfied with the products provided. Of course, if the service and products from Intan Drum Trading Business are maintained, consumers will prioritize their loyalty. The following is consumer data for Intan Drum Trading Business:

Table 1.

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Consumers of the Usaha Dagang Intan Drum

No	Customer	No	Customer
1	PT Indochemical Citra Kimia	16	PT Makki Makmur Abadi
2	PT Buntara Megah Inti	17	PT Joshindo
3	PT Warna Prima Kimiatama	18	CV Chandra Sukses Abadi
4	PT Dover Chemical	19	CV Karunia Abadi
5	PT Inawan Chemtex Sukses	20	CV Berkah Ibu
6	PT Tirta Surya Raya	21	CV Pandawa Lima Cikande
7	PT Platinum Resins Indonesia	22	CV Jaya Makmur
8	PT Padi Hijau Buana	23	CV Eka Daya Makmur
9	PT Udaya Chemical	24	CV Pangkalan Jaya Makmur
10	PT Kita Mandiri Abadi	25	CV Azka Drum
11	PT Eternal Buana Chemical	26	CV Sumber Mulia Drum
12	PT Heron Dinamika	27	UD Alma Drum Indoberkah
13	PT Kazoku Paint Indonesia	28	UD Nakula Drum
14	PT Pacific Lubritama Indonesia	29	UD Mulia Mandiri
15	PT Pandu Alfindo Jaya	30	PD Sanjaya Makmur Abadi

Source: Usaha Dagang Intan Drum, (2025)

To maintain this partnership, Intan Drum Trading is required to continuously maintain the quality of service and products provided to customers. However, during the partnership, sales of iron drums at Intan Drum Trading have fluctuated over time. Therefore, further analysis is needed to determine the level of customer satisfaction with the service and product quality provided by Intan Drum Trading.

Based on Intan Drum Trading's sales data, there has been a decline in sales over the past five years, from 2020 to 2025. This indicates that the company's sales growth is unstable, requiring attention to maintain customer satisfaction and competitiveness. This decline in sales is also consistent with the condition of the manufacturing sector in Indonesia, which has experienced slowing growth in recent years due to declining market demand and increased competition. The following table shows Intan Drum Trading's sales data for the past five years:

Table 2.

Sales Data of Usaha Dagang Intan Drum

USAHA DAGANG INTAN DRUM Kampung Kecok RT003/RW001, Desa Jeungjing, kec.Cisoka Kab.Tangerang, Banten.					
Sales Data of Usaha Dagang Intan Drum					
2020	2021	2022	2023	2024	2025
36.937	44.845	51.091	39.649	31.999	29.757

Source: Usaha Dagang Intan drum, (2025)

Based on the background described, the research problem is formulated to determine the level of customer satisfaction with service quality and product quality at the Intan Drum Trading

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Business. The purpose of this research is to determine the level of customer satisfaction with service quality and product quality at the Intan Drum Trading Business.

LITERATURE REVIEW

Service Quality

Product service quality can be measured by observing how effectively the service can narrow the gap between expectations and the product service provided (Oktafiani, 2023). Service quality is the attention given specifically to a company by consumers or customers, including industrial companies that primarily operate in the service sector because they sell products and services. Therefore, service is a top priority and this will differentiate one industrial company from another (Umasugi, 2023).

Service quality indicators, particularly in the service sector, use the SERVQUAL model, one of the most widely used models for measuring service quality. The core of the model is comparing customer expectations with perceptions of the service provided (Parasuraman et al., 1988) in (fanany, 2023). Here are five indicators of service quality, namely direct evidence (tangibles), including physical facilities, equipment, employees, and communication facilities. Reliability, namely the ability to provide promised services promptly, accurately, and satisfactorily. Responsiveness, namely the desire and employees for staff to help customers and provide responsive service. Empathy, including ease in establishing relationships, good communication, personal attention, and understanding customer needs and assurance, including knowledge, ability, politeness, and trustworthiness of staff, free from danger, risk or doubt.

Product Quality

Product quality is the customer's perception of the overall quality or superiority of a product or service. In relation to established objectives, it can be concluded that product quality itself is a product's superiority, describing its ability to meet predetermined product quality requirements or specifications. Product quality is a crucial factor for companies in achieving customer satisfaction and the desire to repurchase products from the same company. This is because product quality is a crucial determinant of customer satisfaction. (Kartika, 2021).

Product quality is the ability of durability, reliability, accuracy, and ease of use of a product. According to (Mullins, et al., 2004) in (Yunan, 2023), product quality indicators are performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality.

Customer satisfaction

Customer satisfaction, the comparison between expectations and perceived performance, results in feelings of pleasure or displeasure. If performance meets or even exceeds expectations, consumers will be pleased or satisfied. Conversely, if performance falls short of expectations, customers will be disappointed or dissatisfied (Pratiwi & Nurtjahjani, 2024).

Customer satisfaction is the result of the purchasing experience, encompassing interactions before, during, and after the purchase, as well as after-sales service. Customer satisfaction is influenced by many factors, such as service quality, price, and perceived value. The level of satisfaction directly impacts customer loyalty (Andalusi, 2021).

There are five main indicators to consider in relation to consumer satisfaction: first, product quality. Consumers will be satisfied if their evaluation results indicate that the product they use is of high quality. Product quality is divided into two categories: external and internal. One external

factor is brand image and the extent to which the product meets customer needs, including function, quality, appearance, reliability, and user satisfaction. Second, service quality. Consumers will be satisfied if they receive good service or service that meets their expectations. This includes the company's service delivery, including friendliness, speed, responsiveness, security, and after-sales service. Third, product price. This refers to customers' perceptions of the price of a product or service, whether the price is in line with the perceived value, fairness, or whether it provides benefits commensurate with the cost. A product with the same quality but priced relatively low will provide higher value.

Fourth, cost. Consumers who do not have to incur additional costs or waste time obtaining a product or service tend to be satisfied with that product or service. The overall costs borne by customers can include direct costs (purchase price) and additional costs (transportation, time, energy, delivery, maintenance and fifth, emotional, namely customer feelings that arise as a reaction to the use of a product or service; for example, satisfaction, happiness, pride, or perhaps discomfort if consumer expectations are not met (Erlianti, Khaz, & Wibowo, 2023).

RESEARCH METHOD

This research uses an associative quantitative approach, which is a type of research used to determine the relationship between two or more variables, whether there is a relationship (association) between the independent variable and the dependent variable (Sugiyono, 2019). This study used an associative quantitative approach because it aimed to determine whether there is an influence between service quality and iron drum product quality on customer satisfaction among consumers of the Intan Drum Trading Business in Tangerang Regency. The independent variables in this study are service quality (X1) and product quality (X2), while the dependent variable is customer satisfaction (Y).

The population in this study was all consumers of the Intan Drum Trading Business. The sampling technique used was saturated sampling with thirty customer respondents who had used iron drum products. The data source used in this study was primary data obtained through questionnaires distributed to respondents. The questionnaire used a Likert scale of 1–4 to measure respondents' perceptions of the research variables.

This research was conducted using quantitative methods by implementing multiple linear regression to analyze the effect of multiple independent variables on a single dependent variable. This study used SPSS 25 (Statistical Package for the Social Sciences) to process and analyze the data. The tests used were multiple linear regression, including the t-test, F-test, and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis Regression Equation

This study used data from 75 customer respondents of Intan Drum Trading Business in Tangerang Regency, obtained through a questionnaire distributed on a Likert scale of 1–5. The collected data were then processed using IBM SPSS Statistics software to determine the effect of service quality (X1) and product quality (X2) on customer satisfaction (Y).

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Table 3.
Output SPSS Coefficients
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.053	3.798		1.857	.074
	KualitasLayanan	.052	.020	.153	2.610	.015
	KualitasProduk	.833	.046	1.052	18.001	<.001

a. Dependent Variable: KepuasanKonsumen

Based on the results of data processing using the multiple linear regression method, the following regression equation was obtained:

$$Y = 7,053 + 0,052X_1 + 0,833X_2$$

Based on the results of multiple linear regression analysis, the regression equation is $Y = 7.053 + 0.052X_1 + 0.833X_2$. The constant value of 7.053 indicates that if variables X_1 and X_2 are assumed to be constant or zero, then the value of variable Y is predicted to be 7.053. The regression coefficient of variable X_1 of 0.052 indicates that every one-unit increase in variable X_1 will increase the value of variable Y by 0.052, assuming other independent variables remain constant (*ceteris paribus*). Meanwhile, the regression coefficient of variable X_2 of 0.833 indicates that every one-unit increase in variable X_2 will increase the value of variable Y by 0.833, assuming other independent variables remain constant. The positive regression coefficient value for both variables indicates that X_1 and X_2 have a direct relationship with Y , so that the higher the value of X_1 and X_2 , the higher the value of Y . In addition, based on the magnitude of the regression coefficient, it can be seen that variable X_2 has a more dominant influence on Y compared to variable X_1 , because it has a larger regression coefficient value.

Hypothesis testing in this study was conducted using the t-test and F-test to determine the effect of independent variables on the dependent variable. The t-test was used to determine the effect of each independent variable partially on the dependent variable, while the F-test was used to determine the effect of independent variables simultaneously on the dependent variable. Hypothesis testing was conducted with a significance level of 5% (0.05). If the significance test results show a significance value of less than 0.05, then the independent variable is declared to have a significant effect on the dependent variable both partially and simultaneously.

Partial Test (t-Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The test is conducted at a significance level of 5% (0.05). The t-table value is obtained using the formula:

$$t \text{ table} = t \left(\frac{\alpha}{2}; n - k - 1 \right)$$

$$t \text{ table} = t \left(\frac{0,05}{2}; 30 - 2 - 1 \right)$$

$$t \text{ table} = 0,025; 27$$

$$t \text{ tabel} = 2,052$$

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Table 4. Output SPSS Uji t

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	7.053	3.798		1.857
	KualitasLayanan	.052	.020	.153	2.610
	KualitasProduk	.833	.046	1.052	18.001
					Sig.
					.074
					.015
					<.001

a. Dependent Variable: KepuasanKonsumen

Variable X1 against Y:

Sign Value. 0,015 < 0,05

t count of 2.610 > t table of 2.052

Based on the results of the partial test (t-test) processed using IBM SPSS Statistics, it is known that variable X₁ has a significance value of 0.015, which is smaller than 0.05, and a calculated t-value of 2.610, which is greater than the t-table of 2.052. These results indicate that variable X₁ has a significant effect on variable Y. Thus, the hypothesis H₁, which states that X₁ has an effect on Y, is accepted. This indicates that any increase in variable X₁ will contribute to an increase in variable Y.

Based on the results of the multiple linear regression analysis, variable X₁ has a regression coefficient of 0.052. A positive coefficient value indicates that each one-unit increase in variable X₁ will increase the value of variable Y by 0.052, assuming other independent variables remain constant (*ceteris paribus*). Although the regression coefficient value is relatively small compared to variable X₂, the results of the statistical test prove that the effect is still significant. Thus, an increase in variable X₁ still contributes to increasing variable Y. This finding indicates that variable X₁ is one of the factors that influences Y, although its level of influence is not as large as variable X₂. Therefore, efforts to improve the aspects that form variable X₁ are still needed as part of a strategy to increase Y. Variabel X₂ terhadap Y:

Sign Value. 0,001 < 0,05

t count of 18,001 > t table of 2,052

Based on the results of the partial test (t-test) processed using IBM SPSS Statistics, it is known that the variable X₂ has a significance value of 0.001, which is smaller than the significance level of 0.05 (0.001 < 0.05). In addition, the calculated t value of 18.001 is greater than the t-table value of 2.052 (18.001 > 2.052). These results indicate that the variable X₂ has a positive and significant effect on the variable Y. Thus, the second hypothesis (H₂) which states that the variable X₂ has an effect on the variable Y is declared accepted. This shows that the higher the value of the variable X₂, the higher the value of the variable Y, assuming that other independent variables remain constant. In addition, the calculated t value of the variable X₂ which is much greater than that of the variable X₁, indicates that X₂ has a stronger influence on Y compared to X₁. This result is also in line with the regression coefficient of the variable X₂, which is greater than that of the variable X₁, so it can be concluded that X₂ is the most dominant variable in influencing Y in this study.

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Simultaneous Test (F Test)

Table 5.
Output SPSS F Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.640	2	70.820	211.835	<.001 ^b
	Residual	9.027	27	.334		
	Total	150.667	29			

a. Dependent Variable: KepuasanKonsumen

b. Predictors: (Constant), KualitasProduk, KualitasLayanan

$$F \text{ table} = t \left(\frac{\alpha}{2}; n - k - 1 \right)$$

$$F \text{ table} = t \left(\frac{0,05}{2}; 30 - 2 - 1 \right)$$

$$F \text{ table} = 0,025; 27$$

$$F \text{ table} = 3,354$$

Variables X₁ and X₂ against Y:

Sign value. 0,001 < 0,05

F count of 211,835 > F table of 3,354

The F test is conducted to determine whether all independent variables jointly influence the dependent variable. This test is performed by comparing the significance value and the calculated F value with the F table. If the sign value is <0.05 and the calculated F value is >F table, it is concluded that the independent variables simultaneously have a significant effect on the dependent variable.

Based on the F test results, a significance value of 0.001 was obtained, which is less than 0.05 (0.001 < 0.05), and a calculated F value of 211.835, which is greater than the F table value of 3.354 (211.835 > 3.354). These results indicate that variables X₁ and X₂ simultaneously have a positive and significant effect on variable Y. Thus, the hypothesis that variables X₁ and X₂ jointly influence Y is accepted. This indicates that the combination of the two independent variables is able to explain variation or change in variable Y.

Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970 ^a	.940	.936	.578

a. Predictors: (Constant), KualitasProduk, KualitasLayanan

Based on the results of the coefficient of determination (R^2) test, the R-square value was 0.940, or 94.0%. This indicates that the Service Quality (X1) and Product Quality (X2) variables together explain 94.0% of the variation in the Consumer Satisfaction (Y) variable, while the remaining 6.0% is influenced by factors outside the research model that were not examined. Furthermore, the Adjusted R-square value was 0.936, indicating that after adjusting for the number of independent variables in the model, the Service Quality (X1) and Product Quality (X2) variables explained 93.6% of the variation in Consumer Satisfaction (Y). Therefore, the regression model used demonstrated excellent ability to explain the relationship between the independent variables and the dependent variable.

Based on the results of the multiple linear regression analysis, the service quality and product quality variables had positive regression coefficients of 0.052 and 0.833, respectively. This indicates that improvements in both service and product quality will lead to increased consumer satisfaction. However, the large regression coefficient for the product quality variable indicates that this variable has a greater influence on customer satisfaction than service quality.

These results are supported by a partial t-test, where the service quality variable has a significance value of 0.015 (<0.05) with a calculated t-value of 2.610 ($>t$ -table 2.052), while the product quality variable has a significance value of 0.001 (<0.05) with a calculated t-value of 18.001 ($>t$ -table 2.052). These results demonstrate that both variables partially have a positive and significant effect on customer satisfaction. Furthermore, the significantly higher calculated t-value for product quality than service quality indicates that product quality is a more dominant factor in influencing customer satisfaction.

Simultaneously, the F-test results show a significance value of 0.001 (<0.05) with a calculated F-value of 211.835, which is greater than the F-value of 3.354. These results indicate that service quality and product quality together have a significant effect on consumer satisfaction. This finding is also supported by the R Square value of 0.940, which indicates that both variables are able to explain 94.0% of the variation in consumer satisfaction, while the remaining 6.0% is influenced by other factors outside the study. Thus, it can be concluded that service quality and product quality are very important factors in increasing consumer satisfaction, with product quality as the variable that provides the most dominant influence.

CONCLUSION

Based on the results of the partial test (t-test), service quality has a positive and significant effect on consumer satisfaction, so the first hypothesis (H1) is accepted. Furthermore, product quality also has a positive and significant effect on consumer satisfaction, with product quality being the variable that has the most dominant influence compared to service quality. The results of the simultaneous test (F-test) show that service quality and product quality together have a positive and

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significant effect on consumer satisfaction, so the third hypothesis (H3) is accepted. In addition, the results of the coefficient of determination (R^2) test show that service quality and product quality are able to explain variations in consumer satisfaction by 94.0%, while the remaining 6.0% is influenced by other factors outside the study. Thus, it can be concluded that service quality and product quality are factors that play an important role in increasing consumer satisfaction, with product quality being the variable that has the most dominant influence.

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