



EXPLORATION OF CONSUMER SATISFACTION TOWARDS PRODUCT QUALITY, SERVICE AND LOCATION AT GALU RESTO IN WAWOTOBİ SUB-DISTRICT, KONAWE REGENCY

EKSPLORASI KEPUASAN KONSUMEN TERHADAP KUALITAS PRODUK, PELAYANAN, DAN LOKASI DI RESTORAN GALU DI KECAMATAN WAWOTOBİ, KABUPATEN KONAWE

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Abstract

This study aims to understand the level of customer satisfaction with the product quality, service, and location at Galu Resto. Located in Wawotobi, Southeast Sulawesi, Galu Resto combines a natural concept with local architecture, rice field views, and regional cuisine as key attractions for its customers. This study used a qualitative approach, using direct interviews and field observations. The results indicate that customer satisfaction is determined by several key factors: quality products made from fresh ingredients, friendly and responsive service, and a strategic location that creates an emotionally comfortable atmosphere. The research findings indicate that these three factors work synergistically, creating a dining experience that is not only functionally satisfying but also strengthens the emotional and cultural aspects of customers. Thus, Galu Resto is able to provide added value through an approach that combines local culture and a natural setting. This research is expected to provide a reference for the development of local culinary businesses with a model based on experience and cultural values.

Keywords : Customer Satisfaction, Product Quality, Service, Location, Galu Resto.

Abstrak

Penelitian ini bertujuan untuk memahami tingkat kepuasan pelanggan terhadap kualitas produk, layanan, dan lokasi di Galu Resto. Restoran yang memiliki suasana tradisional dan terletak di Wawotobi, Sulawesi Tenggara. Galu Resto menggabungkan konsep alami dengan arsitektur lokal, pemandangan persawahan, serta masakan khas daerah sebagai daya tarik utama bagi para pelanggannya. Penelitian ini menggunakan pendekatan kualitatif dengan metode wawancara langsung dan observasi di lapangan. Hasilnya menunjukkan bahwa kepuasan pelanggan ditentukan oleh beberapa hal penting, yaitu produk yang berkualitas dan terbuat dari bahan segar, pelayanan yang ramah dan responsif, serta lokasi yang strategis serta mampu menciptakan suasana yang nyaman secara emosional. Temuan penelitian menunjukkan bahwa ketiga faktor tersebut bekerja secara sinergis dan menciptakan pengalaman makan yang tidak hanya memuaskan secara fungsi, tetapi juga memperkuat aspek emosional dan budaya pelanggan. Dengan demikian, Galu Resto mampu memberikan nilai tambah melalui pendekatan yang memadukan budaya lokal dan suasana alami. Penelitian ini diharapkan dapat memberikan referensi bagi pengembangan usaha kuliner lokal dengan model yang berbasis pengalaman dan nilai budaya.



Kata Kunci : Kepuasan Pelanggan, Kualitas Produk, Pelayanan, Lokasi, Galu Resto.

1. INTRODUCTION

Restaurant with atmosphere natural rice fields is characteristics the most identical characteristic with Galu Resto. Galu Resto is one of the restaurants located in the sub-district Wawotobi regency Konawe Sulawesi southeast. Galu Resto implements draft House Eat with atmosphere traditional, surrounded expanse beautiful rice fields, and provides a food menu typical area local like Sinonggi.

Galu Resto's totality with apply draft atmosphere traditional succeed blend element architecture traditional with touch culture local and charm natural open. Architecture with a roofed gazebo weeds, ornaments wood, and decor ethnicity present atmosphere a relaxing countryside restaurant This No only provide food, but also become location tour culinary and space recreation social for public local and tourists. In fact, the facilities supporters like flower garden, photo spots, rides swing, until karaoke room added Power pull visitors cross age. The popularity of Galu Resto is not off from commitment they in guard authenticity recipes, uses material quality, and friendly service, so that create high repeat visitors and reviews positive, good from public local and tourists.

If seen more Widely, the development of Galu Resto reflects national trends will rise restaurant or House Eat conceptual natural as response on saturation towards the modern restaurant model which tends to uniform. A kind of model This offer differentiation with give mark plus in the form of preservation culture, empowerment community, and sustainable tourists. In addition, the tendency urban communities who want fresh, distinctive atmosphere rural push increasing demand for restaurants that carry draft green, natural, and based culture local.

Restaurants that contain draft with Beautiful, comfortable rice fields that also provide a variety of pampering food menus tongue in fulfil needs and wants consumer so that cause satisfaction customer satisfaction customer is related parts with creation mark customers. Because of the creation of satisfaction customer means give benefit for company namely, among others connection between company with its customers become harmonious, giving good foundation or creation satisfaction customer as well as form something recommendation from mouth to profitable mouth for company, so that arise interest from customer For buy or use service company the.

Developments in the business world in the field culinary moment This show very rapid growth, along with with increasing need public to food that is not only just fulfil need principal, but also provide satisfaction from in terms of taste, service, and comfort. Increasing competition strict demand every perpetrator business For capable understand wants and needs consumers to be able to survive and thrive in the midst of market dynamics.

Satisfaction consumer be one of factor key in determine success something business, especially in the field of restaurant. Consumers who feel satisfied tend will do purchase repeat and recommend product or service to other people. On the contrary, dissatisfaction consumer can impact on the decline interest buy and image business. Therefore that's important for perpetrator business For notice factors that influence level satisfaction consumers.

One of factor main influencing factors satisfaction consumer is quality product. Quality product includes taste, presentation, cleanliness, and consistency from food served. Products with good quality will give experience positive for consumers and increase possibility occurrence purchase repeat.

Besides quality products, services are also factor important in create satisfaction Consumers. Friendly, fast, and responsive service can give good impression as well as increase comfort consumer during be in place business. Poor service, on the other hand, can reduce satisfaction although products offered own good quality.

Other factors that are not lost important is location business. Strategic location, easy accessible, as well as own facility supporters like place parking and comfort environment will make it easier consumer in reach place business. Less convenient location strategic can become obstacle for consumer For visit.



Galu Resto is one of the business culinary delights in the sub-district Wawotobi, Regency Konawe, which offers various food and drink menus to consumers. In face competition business increasingly culinary increased, Galu Resto is sued For capable guard quality product improve services, as well as utilise location owned to fulfill hope consumers.

Satisfaction is feeling like or disappointed someone who appears after compare performance (results) of the product in mind to expected performance (results). If underperformance hope, then customer No satisfied. If performance fulfil expectations, customers satisfied. If performance exceed expectations , customers very satisfied or happy (Kotler and Keller, 2018).

According to Tjiptono (2012) in Sahabuddin (2019) satisfaction is difference between hope and performance work. Satisfaction customer always based on efforts elimination or narrowing the gap between expectations and performance. While according to Fecikova (2010) in Sahabuddin (2019) satisfaction is the resulting feeling from evaluate what is felt compared to with his hopes, which are related with wants and needs from customer mentioned in a product or service.

Based on expert opinion can concluded , that satisfaction is feeling the joy that appears from self somebody due to need or his wish can fulfilled. The satisfaction obtained customer is results from evaluation or evaluation on feature product or the services they provide use in fulfillment needs, which performance in accordance or even exceed hope.

Therefore that 's important done study qualitative in depth on Galu Resto for understand How merger between draft local, experience culinary, and management strategies become factor main success as well as Power competition restaurant based culture in the middle dynamics industry modern culinary research This expected can give contribution theoretical regarding business models culinary based locality and practicality as reference For development restaurant traditional in various regions of the archipelago.

2. RESEARCH METHOD

A. Types of research

Study This nature qualitative approach qualitative chosen in study This Because capable give deep understanding related phenomenon satisfaction customer to quality The products, services, and location at Galu Resto were studied. The research qualitative No only focuses on statistical data, but more Emphasizes experience and views individual or the group that became subject research. Therefore that, approach this is very appropriate For dig information in a way more in-depth and contextual . Through interview in a way individual and observation directly, researcher can know atmosphere social and cultural aspects that are not can explained in a way quantitative.

B. Object Study

Study This use customer as object study Where amount selected object will determined by researchers on site study with see availability object.

C. Time and Place of Research

Study This held in July 2025 and took place at Galu Resto, Kelurahan Wawotobi, Regency Konawe, Southeast Sulawesi. Election location the based on on consideration that the area own characteristics relevant social and cultural issues with focus studies, as well as give opportunity for researchers For obtain in-depth and contextual data.

D. Data source

As for the data sources used in study This is :

a) Primary Data Sources

Primary Data Sources obtained in a way direct from object study through technique interview in a way individual, observation field and documentation interview. Resource person chosen in a way accidental sampling with consider involvement and knowledge they to the topic studied, so that the data produced precise and in-depth in accordance with objective study qualitative.

b) Secondary Data Sources



Secondary Data Sources originate from various document written and material supporting literature, journals scientific, report official, and social media posts related research. Secondary data This functioning For strengthen analysis and provide context theoretical as well as historical to results study field. With combine second type the data source, research This expected capable produce extensive and valid understanding of the phenomenon being studied.

5. Data Collection Techniques

Data collection techniques in study This use method interview in a way the individual being addressed to Galu Resto customers. Interview This chosen Because allows researchers For dig in a way deep experience and level satisfaction customer to quality products, services and location of Galu Resto which includes draft traditional. Question in interview arranged based on indicator satisfaction relevant customers with condition of Galu Resto, however still give room for source person For explain his views in a way free and open.

Interview done in a way direct to customers who have finished enjoy services at Galu Resto individually to obtain corner relevant perspective. Interview process documented (with agreement source). With approach this, researcher can understand in a way more comprehensive How level satisfaction customer to quality products, services, and locations at Galu Resto.

6. Data Analysis Techniques

In study this technique data analysis used refers to the approach analysis thematic, This technique chosen For dig in a way comprehensive view customer related satisfaction they regarding the segmentation strategy implemented by Galu Resto.

Analysis process done in a way gradually through three stages main , namely data reduction , data presentation, and data extraction conclusion/verification, as stated by Miles and Huberman (1994):

a) Data Reduction

Stage This includes the process of simplifying and organizing the interview data that has been collected . obtained from customer. Researcher study transcript interview For identify parts important related with dimensions satisfaction customer like quality products services, and locations.

b) Data Presentation

After reviewing the dat , relevant information arranged in form narrative descriptive For make things easier explanation. Presentation This help researchers in see patterns and tendencies answer customer related applied market segmentation.

c) Drawing and Documentation

Stages end is compile findings main based on the data that has been presented. Researchers Then interpreting the meaning behind statement source person For compile conclusions that describe level satisfaction customer as well as effectiveness implementation segmentation at Galu Resto.

3. RESULT AND DISCUSSION

a. Description Galu Resto Restaurant

Gal Resto is a place tour culinary located in the sub - district Wawotobi, Regency Konawe, Southeast Sulawesi. Gal Resto, already stand since five years then. Gal resto this be one of House food that gives color new in Konawe and also one of the favorite restaurants in the area Konawe. Restaurant This blend draft traditional and modern. Where, its location is on the edge of the rice fields which provides beautiful atmosphere and nuances comfort like located in the village. The gazebo is made of from thatched roofs and pillars wood looks arranged neat that makes atmosphere the more comfortable.

In addition, its location Enough strategically located in the center Subdistrict Wawotobi, less more than five minutes from Unaaha City Center . Road access going to the restaurant is also quite Good Can passed by all type vehicles. Facilities others provided namely there is a mosque that can used by visitors Muslim For performing worship. There are also many photo spots that can be utilized every visitors who come.



b. Quality Product

In study this, customer say that food served made with fresh and high quality ingredients as well as processed in a way impromptu moment consumer order desired dish. In addition, the price offered is also quite reasonable. affordable and appropriate with quality products obtained. Combination between authentic taste, freshness materials, and affordable prices become characteristics interesting characteristics for customers, in particular those who seek alternative culinary local that is not drain pocket.

The results of the research conducted to Galu Resto consumers in the sub-district Wawotobi, Regency Konawe, can known that quality product own role important in form satisfaction consumers. Quality product in study This measured through a number of indicators, namely food taste, menu variety, presentation, freshness ingredients and consistency products presented to consumers.

Interview results and dissemination questionnaire show that part big consumer evaluate quality Galu Resto products are in the category good. The taste indicator becomes the most dominant aspect in determine satisfaction consumers. The majority respondents state that the taste of the food served own the taste is distinctive, delicious, and appropriate with appetite public local. This is show that Galu Resto has capable maintain consistent taste standards so that become Power pull main for customer For do purchase repeat.

Besides taste, indicators menu variations also provide contribution to perception quality product. Consumer evaluate that Galu Resto provides sufficient menu variety diverse, starting from from food traditional until modern food. Variations This considered capable fulfil needs and preferences different consumers. However, thus, some small respondents state that addition new menu variations Still necessary so as not to happen boredom for frequent customers visit.

In this aspect presentation, results study show that consumer give sufficient assessment positive. The food served assessed Enough interesting from aspect appearance, cleanliness, and neatness. Good presentation considered capable increase appetite Eat consumers, even though there is a number of input related time presentation that sometimes felt Still A little slow at certain hours with level visit high. This is show that aspect service kitchen Still need improved For guard consistency quality presentation.

Next, the indicator freshness material standard also becomes attention in study this. Most of respondents state that material The food used by Galu Resto tastes fresh and is of high quality. seen from texture food that is still Good as well as No existence complaint significant related materials that are not worthy consumption. Freshness material This be one of factor important supporting perception positive to quality product in a way overall.

Indicator final that is consistency product show sufficient results good. Consumers evaluate that taste and quality food relatively stable from time to time. Consistency This be one of factors that make customer feel Certain For return visit. However Thus, there are a number of respondents who mentioned existence A little differences in taste on different visits, though No too significant.

In a way overall, results study show that quality products at Galu Resto are already is at a good and capable level give satisfaction to consumers. The most influential main factor is the taste of the food, followed by freshness ingredients and menu variations. Although however, still there is a number of necessary aspects repaired, such as improvement menu variety, acceleration time presentation, as well as guard consistency quality products to remain stable.

With thus, it can concluded that quality product is one of the factor important things that influence satisfaction consumers at Galu Resto. Increase sustainable to quality product expected can increase loyalty customer as well as strengthen Galu Resto's position as one of place culinary delights that are popular in the Regency Konawe.

c. Quality Service

Quality service is one of the aspect important in support satisfaction customers in the industry restaurant. Based on results interviews conducted against one of them Galu Resto customers, obtained positive response related quality services provided. Customers evaluate that time Wait For dishes ordered including reasonable and unreasonable too long, with notes that estimate time presentation



customized with the type and menu selected . This means that for menus with a more complex processing process simple, time Wait tend more short, temporary for menus that require a cooking process longer, customers understand existence addition time wait . In addition, customers are also aware that density visitors at times certain, such as moment weekend or meal times afternoon, also influence duration time wait. Although thus, some big customer state No feel disturbed with matter the Because service still ongoing in a way professional and coordinated.

More continue, results The interview also revealed that staff the service at Galu Resto is sufficient responsive and alert in respond arrival customers. This is show that Galu Resto has system responsive service to presence customer new. Services provided assessed friendly, polite and well-behaved help, so that create atmosphere comfortable and enjoyable dining.

Research result about quality services at Galu Resto in Kelurahan Wawotobi, Regency Konawe show that in a way general consumer give good assessment to services provided. Quality service be one of factor important things that influence satisfaction consumer besides quality products and locations. In study this, quality service seen from various aspect like speed service, friendliness employees, responsiveness in handle complaints, accuracy orders, as well as ability employee in give information to customer.

Speed service be one of many aspects noticed by consumers when visit to Galu Resto. Based on results observation and response respondents, some big consumer evaluate that services provided Already Enough fast in normal conditions. Consumers No need wait too long to get order they, so that matter This give enough experience Good during was in a restaurant. However thus, at the time condition restaurant currently crowded visitors, especially during peak times certain like afternoon until Evening day or weekend, some consumer feel existence delay in presentation food. Condition This happen Because amount increased orders No always balanced with capacity power work available at the time that Although delay the Still within the limits that can be understood by some consumers, things This still become notes important for party manager For increase efficiency service, especially during peak hours .

Aspect friendliness employee be one of superiority main in quality service at Galu Resto. Consumers in a way general feel satisfied with attitude employees being assessed friendly, polite and sociable in serve customer. Interaction between employees and consumers ongoing with okay , let's start from moment welcome customer , note orders , up to serve food. Attitude friendly This create comfortable atmosphere for customer so that they feel valued during being in a restaurant. Many consumers stated that friendliness employee be one of reason they return visit to Galu Resto. This is show that aspect service based attitudes and behavior employee own enough influence big in form experience positive customer.

Besides friendliness, responsiveness employee in face complaint customers also become part important in quality services. Research results show that part big consumer evaluate employee Enough responsive in respond problems that arise, such as error order or request additional menu. When it occurs error, employee generally quick give response with repair or replace order in accordance with request customers. This is show existence effort from party restaurant For guard satisfaction consumer through responsive service. Although Thus, there are a number of situations where the response to complaint felt A little more slow, especially when condition restaurant is very busy. This is show that Still required improvement in system handling complaints so that every problem can completed with more fast and efficient without must wait too long.

Accuracy orders are also one of the indicators that influence perception consumer to quality services . Based on results research, the majority consumer state that the orders they accept Already in accordance with what is requested. This is show that the process of recording and submitting order to part kitchen Already walk with Enough good. Error in order of course Still happen in a number of case, however the amount No too often and usually quick repaired after known. Consumers generally can accept error small the during party restaurant quick do repair . With thus, it can it is said that accuracy



service at Galu Resto is already be at a sufficient level well, though still need be careful not to make mistakes similar No happen in a way repeating.

Ability employee in give information to customers also become part important in quality services . Research results show that Galu Resto employees are sufficient capable give information needed by consumers, such as explanation regarding the food menu, prices, and available menu recommendations. This is very helpful especially for customer new ones that haven't been know menu choices available at the restaurant. Consumers feel helped with existence clear and communicative explanation from employees. However thus, some consumer Still hope that the information provided can more complete, especially related with material food or content certain in the menu presented. Improvement in aspect This can give mark plus for service and improve trust consumer to restaurant.

In a way overall, results study show that quality service at Galu Resto is already classified as good and capable give satisfaction to consumers. Power main service lies in friendliness capable employees create atmosphere comfortable and pleasant for customers. In addition, the accuracy of orders and capabilities give information also becomes factor supporters in create satisfactory service. Although however, still there is a number of necessary aspects repaired, especially in matter speed service during peak hours as well as improvement responsiveness in handle complaint customer.

Quality good service own close relationship with level satisfaction and loyalty consumers . Consumers who feel satisfied with services provided tend will return visit and even recommend place the to others. Therefore that , the increase quality service become very important thing For Keep going carried out by Galu Resto. With do repair in a way sustainable , it is hoped that Galu Resto can maintain satisfaction customer at a time increase Power competition in the field business culinary in the Regency Konawe.

d. Location

Based on interviews conducted to one of them Galu Resto customers, it is known that location restaurant considered very strategic and easy accessible, either by vehicle personal and general. Customers also highlighted comfort sufficient location spacious, cool, and availability facility supporters like land sufficient parking adequate and also facilities prayer room For carrying out worship for Muslims. In addition, the nuances rice fields and outdoor concept or room open assessed as the right strategy in create calming atmosphere. The freshest air you can get enjoyed directly by visitors assessed add Power pull alone, which according to customers, rarely found in other restaurants in the area urban.

Then, existence rice plants which are part from decor main restaurant No considered bother activity visitors. Customers explain that the harvesting process done in a way traditional, so that No cause noise or disturbance during activity consumption ongoing.

Based on results research that has been done to satisfaction customers at Galu Resto, can known that three dimensions main - namely quality product, quality service, and location - contribute significant to level satisfaction customer in a way overall. Third element This each other interact in form perception customer to experience they moment visit and consume Products at Galu Resto. Discussion following detailing relatedness between findings field with theories that have been described in study library.

1) Quality Product

Interview results show that quality product The food at Galu Resto is very influential to level satisfaction customers. Use material fresh raw materials, method processing direct moment order made (fresh made), and authentic taste from the traditional menu like sinonggi and processed seafood become mark more appreciated customers . This is in line with Hawkins and Lonney's opinion is in Tjiptono (2014), who stated that quality product is one of the indicator main in form satisfaction customer.

Consistency in presentation of taste and power stand the product also shows that Galu Resto was successful guard standard high quality. Portion balanced diet as well as serving at ideal temperature strengthens perception positive customer to quality product. With Thus, the dimensions quality product has give contribution real in create experience satisfying consumption, and has the potential push purchase repeat as well as recommendation from mouth to mouth.



2) Quality Service

Quality service become aspect the second one that doesn't lost important. Based on field data, the service at Galu Resto is considered Enough responsive , friendly, and professional. Response fast to presence customer , attitude friendly from staff , as well as understanding to estimate time wait a reasonable amount show that Galu Resto has apply principles service based customers. This is relevant with dimensions of responsiveness and empathy explained by Tjiptono (2014), where the speed personal response and attention becomes determinant main satisfaction in service service.

Gal Resto's ability to still guard quality service although during peak hours it also reflects system efficient and organized operations. Customers No feel ignored, and instead feel existence attention as well as decent service in accordance expectations. This shows that quality service at Galu Resto is not only just fulfil hope , but rather potential exceed expectation customer.

3) Location

Dimensions location is also proven as one of the factor determinant satisfaction customer . Galu Resto is located in the area easy strategic accessible, either by vehicle personal and general, and provide facility supporters like place spacious parking, prayer room and space open and unified with landscape rice fields. This result strengthen opinion Nandyka (2015), who stated that strategic location , easy accessible, and supported by facilities adequate physical will increase comfort at a time satisfaction customers. More continue, value the aesthetics presented through nuances nature and touch culture local give experience eat something that is not only functional, but also emotional. Aspects This give value add the ones that don't can found in restaurants conventional, and become element differentiator (unique selling point) that supports loyalty customer.

4. CONCLUSION

Based on study qualitative research conducted to satisfaction customers at Galu Resto, can concluded that implementation segmentation that includes aspect quality product, quality service and location in a way general succeed fulfil hope customer.

First, quality Galu Resto products are rated satisfied by customers Because distinctive food taste, use fresh ingredients, as well as affordable prices. Variety of menus available, starting from from cuisine traditional to modern, to become mark add the good ones. authenticity of taste and suitability price with quality product create sufficient satisfaction tall for customer.

Second, quality service at Galu Resto plays a role important in form satisfaction customer. results interview show that staff capable give friendly, fast and responsive service to need visitors. friendly and polite service create comfortable atmosphere, even when restaurant currently in condition crowded. thing This show existence management good and professional service.

Third, the location of Galu Resto is one of the advantages that come with it increase satisfaction customers. Its strategic and easy location accessed, added with atmosphere natural cool and beautiful rice fields, providing experience unique and enjoyable dining concept room open with element culture local give dimensions deep emotional and aesthetic in visit customer.

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