

The Effect of Product Innovation and Service Quality on Customer Satisfaction at Jajanan Lembur Shop

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Article History:

Received: 20-10-2025

Revised: 31-10-2025

Accepted: 20-12-2025

Keywords:

Customer Satisfaction; Product Innovation; Service Quality

Abstract: *Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector face increasingly fierce competition, requiring business actors to continuously innovate products and improve service quality to maintain customer satisfaction. Kedai Jajanan Lembur, one of the culinary MSMEs in Sukaresmi Village, Garut Regency, experiences fluctuations in the number of customer visits, which is suspected to be influenced by product innovation and suboptimal service quality. This study aims to analyze the effect of product innovation and service quality on customer satisfaction, both partially and simultaneously. The research method used is a quantitative method with a descriptive and verification approach. Data were collected by distributing questionnaires to 100 Kedai Jajanan Lembur customer respondents selected using accidental sampling techniques. Data analysis was carried out using classical assumption tests, multiple linear regression analysis, and hypothesis testing using t-tests and F-tests. The results of the study indicate that product innovation and service quality have a positive and significant effect on customer satisfaction, both partially and simultaneously. In conclusion, increasing creative and trend-relevant product innovations and fast, friendly, and professional service quality can significantly increase Kedai Jajanan Lembur customer satisfaction. It is hoped that these findings can be used as consideration for MSMEs in formulating strategies to increase customer satisfaction.*

How to Cite: Hilma Jakiyah, Asep Zulkifli Achmad. (2025). *The Effect of Product Innovation and Service Quality on Customer Satisfaction at Jajanan Lembur Shop*. 3(2). pp.153-164
<https://doi.org/10.61536/escalate.v3i2.419>



<https://doi.org/10.61536/escalate.v3i2.419>

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy, especially in rural areas, with a crucial role in absorbing labor, increasing community income, and driving the local economy. (Aditi & Hermansyur, 2017); (Ramadhan et al.,

2025) Amidst intense business competition, MSMEs in the culinary sector are required to adapt to diverse customer tastes, influenced by social media trends such as TikTok and Instagram that popularize unique, aesthetic, and viral products, especially among Generation Z and millennials. (Elistyawati et al., 2025); (Iswandi & Anisiya, 2020) In Garut Regency, including Sukaresmi Village as a tourist route, various traditional and modern culinary businesses have emerged, demanding product innovation (taste, appearance, menu variety, packaging) as well as service quality (fast, friendly, professional) to compete. (Hamzah & Pratiwi, 2025); (Hanifah et al., 2020); (Nurdiyanto & Yulianto, 2023).

One example is Kedai Jajanan Lembur on Jalan Raya Sukaresmi, Sukaresmi Village, which recorded a total of 19,461 customer visits over the past year with significant fluctuations: peaks in January (1,940), August (1,980), and September (1,852), and lows in March (1,212) and October (1,100), averaging 1,500 visitors per month. A pre-survey of 30 customers revealed medium-low ratings for product innovation (e.g., 38.5% rated trend-following moderate, 38.5% rated menu diversity low, and 46.2% rated presentation creativity low) and service quality (e.g., 53.8% rated speed good but varied on empathy and amenities). This reflects the volatility of visits due to seasonal and operational factors, where product innovation (Octaviani & Batu, 2022) and SERVQUAL dimensions (reliability, responsiveness, etc.; (Humnekar & College, 2017) influence on satisfaction, repeat purchases, and loyalty (Antanegoro et al., 2017).

Fluctuations in visits and suboptimal pre-survey assessments indicate the urgency of improvements at Kedai Jajanan Lembur, as failure to innovate and provide service risks losing customers to competitors, especially in Sukaresmi Village, which has potential as a tourist destination (Hanifah et al., 2020; Hamzah & Pratiwi, 2025). Without the right strategy, local culinary MSMEs struggle to survive amidst viral social media trends, threatening the contribution of the rural economy, which relies on stable income and employment (Ramadhan et al., 2025). This study urgently needs to provide practical recommendations to maintain consistent visits and customer satisfaction.

This study offers novelty by examining the influence of product innovation and service quality simultaneously on customer satisfaction in the context of a specific rural culinary MSME (Kedai Jajanan Lembur, Sukaresmi Village), integrating one year of real visit data and the latest quantitative pre-survey (2025-2026), different from previous general studies that are more focused on urban areas or single variables (e.g., Aditi & Hermansyur, 2017; (Iswandi & Anisiya, 2020) This approach also actualizes Kotler-Keller and SERVQUAL theories on post-pandemic social media trends in Garut. Although the literature emphasizes the role of product and service innovation on satisfaction (Octaviani & Batu, 2022; Humnekar & College, 2017), there is an empirical gap in rural culinary MSMEs such as Sukaresmi Village, where data on visitor fluctuations and pre-surveys indicate that customer expectations (varied trends, creative presentation, personalized service) have not been optimally met, with loyalty and recommendations still moderate (46.2% moderate on recommendations). Previous studies have not linked Garut-specific field data to the seasonal context and social media virality (Elistyawati et al., 2025; Hamzah & Pratiwi, 2025), so this study fills this gap with a causal relationship analysis focused on that location.

The formulation of the problem in this study is focused on the conditions of product innovation, service quality, and customer satisfaction at Kedai Jajanan Lembur, as well as the extent to which product innovation influences customer satisfaction, the extent to which service

quality influences customer satisfaction, and how much influence product innovation and service quality simultaneously have on customer satisfaction at Kedai Jajanan Lembur.

Research Methods

This research employed quantitative methods, including descriptive and verification. Quantitative research methods are based on the philosophy of positivism, used to study specific populations or samples. Data collection utilizes research instruments and data analysis is quantitative or statistical, with the goal of testing established hypotheses. (Syahroni, 2022). The primary data in this study were obtained directly from respondents, namely Jajanan Lembur customers in Sukaresmi Village, Garut Regency. Data were collected through the distribution of questionnaires containing statements related to the variables of product innovation, service quality, and customer satisfaction. Respondents' answers were then measured using a Likert scale and processed statistically to obtain an objective picture of the phenomenon being studied. Secondary data in this study were obtained from various relevant written sources, such as literature, books, scientific journals, previous research reports, government agency data, and documentation related to MSMEs and the culinary sector in Garut Regency.

The population in this study is all Jajanan Lembur customers who visited and made purchases during one year, namely from January to December. Based on visit data obtained from monthly transaction records, the number of customers during that period was then added up and calculated the average to obtain the average population number per month in 1 year. This population was chosen because it reflects active customers who have direct experience with product innovation and service quality provided by Jajanan Lembur, so it is considered relevant to assess the level of customer satisfaction. The following data on visits to the Jajanan Lembur shop for 1 year.

Table 1. Visit Data for 1 Year

No	Month	Number of Visitors
1	January	1,940
2	February	1,856
3	March	1,212
4	April	1,308
5	May	1,520
6	June	1,595
7	July	1,753
8	August	1,980
9	September	1,852
10	October	1,100
11	November	1,425
12	December	1,720
Amount		19,461

Next, to determine the number of respondents to be used as a sample, the Slovin formula was used with a margin of error of 10% or 0.1. Therefore, the sample size for this study was 100 people. This sample size was taken using an accidental sampling technique, which involved

any customers who happened to be available and willing to fill out the questionnaire during the study.(Iswandi & Anisiya, 2020). The data collection technique in this study used the questionnaire method.Data analysis using classical assumption tests, multiple linear regression analysis and hypothesis testing.

Results and Discussion

Classical Assumption Test

1. Normality Test

The results of the data normality test based on the Kolmogorov-Smirnov test were obtained as follows:

Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0165
	Standard	
	Deviation	.0392
Most Extreme Differences	Absolute	2,802
	Positive	2,802
	Negative	-1,525
Test Statistics		.586
Asymp. Sig. (2-tailed)		.552
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		
d. This is the lower bound of the true significance		

The Kolmogorov–Smirnov test results show a significance value of $0.552 > 0.05$, thus concluding that the residuals are normally distributed. Thus, the assumption of normality in the regression model has been met. A more detailed analysis of this normal distribution can be seen in the following graphical analysis:

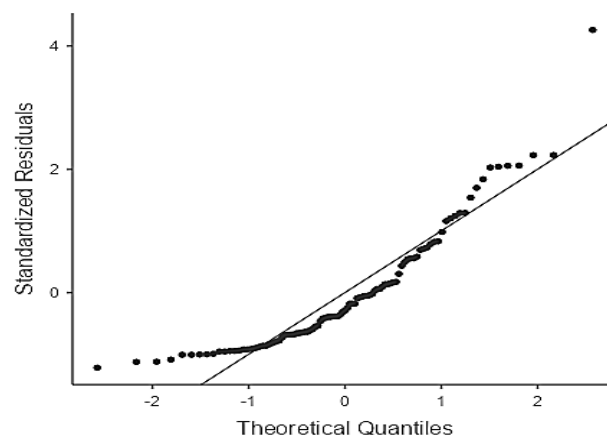


Figure 1. PP Plot Graph

A PP Plot diagram is a tool used to check data normality. A normal distribution forms

a straight diagonal line, and the data plot is compared to the diagonal line. The figure shows that the data represented by the dots are spread out near the diagonal line and follow the direction of the diagonal line. This proves that the results of the normality test are normal.

2. Multicollinearity Test

The following are the results of the multicollinearity test using the (VIF) values of the two variables.

Table 3. Multicollinearity Test Results

	Coefficient					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1. (Constant)	.639	10,900		.586	.559		
Product Innovation	.384	.0736	.414	5,223	.001	.409	2.44
Quality of Service	.505	.0788	.508	6,408	.001	.409	2.44
a. Dependent Variable Customer Satisfaction							

The test results show that the product innovation and service quality variables each have a VIF value of 2.44, which indicates that the results of each independent variable are not more than 10 and the Tolerance value of 0.409 also indicates that the results are more than 0.10. Thus, it can be concluded that there is no multicollinearity between the independent variables and the regression model.

3. Heteroscedasticity Test

Table 4. Results of Heteroscedasticity Test

Table 1. Regression Results for the Mediation Model					
Model	Coefficient		Standardized Coefficients		
	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
1. (Constant)	228,096	0.7236		.000	.000
Product Innovation	.00798	.0489	.0258	.163	.871
Quality of Service	-.05262	.0523	-.1588	-1.005	.317

a. Dependent Variable: Unstandardized Coefficients

Based on the results of the heteroscedasticity test using the Glejser test, it is known that the Product Innovation variable has a significance value of 0.871 (> 0.05) and the Service Quality variable has a significance value of 0.317 (> 0.05). This indicates that there is no significant influence of the independent variable on the absolute value of the residual, so it can be concluded that the regression model does not experience symptoms of heteroscedasticity. Furthermore, to strengthen the test results, observations were made on the scatterplot graph between the predicted values of the dependent variable and the residual. The results of the observation show that the residual points are spread randomly, both above and below zero on the Y-axis, and do not form a specific pattern, so it can be concluded that the regression model meets the assumption of homoscedasticity. The following is a graph of the heteroscedasticity test plot in this study:

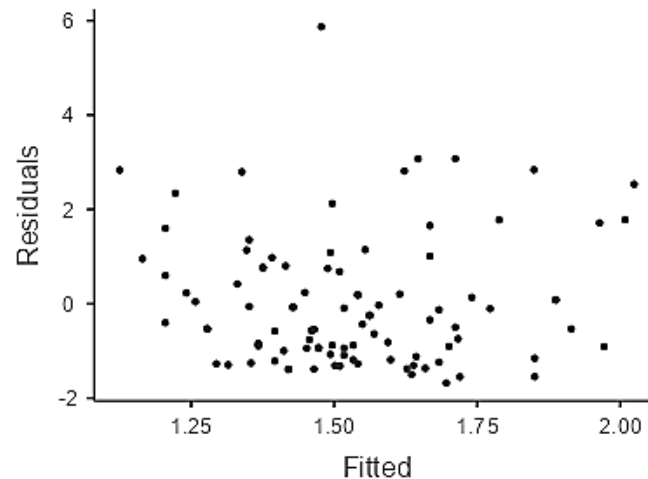


Figure 2. Heteroscedasticity Test Graph

Based on the graph, it shows that the residual points are spread randomly and do not form a particular pattern, which means that it can be concluded that the regression model does not experience heteroscedasticity, so the model is suitable for use in predicting customer satisfaction based on the input of independent variables, namely product innovation and service quality.

4. Coefficient of Determination Test (R²)

The following are the results of the coefficient of determination test in this study:

Table 5. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.868	.753	.748	2.10

a. Predictors: (Constant). Product Innovation, Service Quality

b. Dependent Variable: Customer Satisfaction

ResultsRegression analysis shows that the R value is 0.868, which means that the influence of product innovation and service quality on customer satisfaction variables at Kedai Jajanan Lembur is very strong based on the following table:

Interval Koefisien	Tingkat Hubungan
0,00 - 0,199	Sangat Rendah
0,20 - 0,399	Rendah
0,40 - 0,599	Sedang
0,60 - 0,799	Kuat
0,80 - 1,000	Sangat Kuat

Source:(Sugiyono, 2019)

BesidesFurthermore, the table shows a coefficient of determination (R²) of 0.753, meaning that 75.3% of the variation in customer satisfaction at Lembur Snack Shop can be explained by product innovation and service quality. Meanwhile, the remaining 24.7% is influenced by other variables not examined in this study. The adjusted R square value of 0.748 also indicates a good model, with a standard error estimate of 2.07, which is still acceptable.

These values indicate that the regression model has strong explanatory power. It can be concluded that product innovation and service quality have a positive and significant influence on customer satisfaction. The better the product innovation and service quality provided by Lembur Snack Shop, the higher the level of customer satisfaction tends to be.

Hypothesis Testing

1. t-test (Partial)

The following is a table of t-test results using mathematical calculations, namely:

Table 6. Results of the t-Test (Partial)

Model	Coefficient		Standardized Coefficients		
	Unstandardized Coefficients B	Std. Error	Beta	t	Sig.
1. (Constant)	.639	10,900		.586	.559
Product Innovation	.384	.0736	.414	5,223	.001
Quality of Service	.505	.0788	.508	6,408	.001

a. Dependent Variable: Customer Satisfaction

The results of the t-test show that:

- a. Product innovation has a positive and significant effect on customer satisfaction, as indicated by a regression coefficient of 0.384 with a significance value of 0.001 (<0.05) and a t-value of 5.223. This indicates that the better the product innovation, the higher the level of customer satisfaction. Thus, the first hypothesis (H1) is accepted.
- b. Service quality has a positive and significant effect on customer satisfaction, as indicated by a regression coefficient of 0.505 with a significance value of 0.001 (<0.05) and a t-value of 6.408. This indicates that improving service quality will result in increased customer satisfaction. Therefore, the second hypothesis (H2) is accepted.

2. F test

The simultaneous hypothesis test (F test) is used to determine whether all variables have a joint influence on the dependent variable. The mathematical calculation for the F test is as follows:

Table 7. F Test Results

Model	ANOVA				
	Sum of Square	df	Mean Square	F	Sig.
1. Regression	301	2	150.50	146	.001
Residual	423	96	4.40		
Total	724	98			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Innovation, Service Quality

The F-test results show a calculated F-value of 146 with a significance level of 0.001 (<0.05). This indicates that product innovation and service quality variables significantly influence customer satisfaction at Kedai Jajanan Lembur. Thus, the third hypothesis (H3) is accepted.

Discussion

The Influence of Product Innovation on Customer Satisfaction

Product innovation is one of the mechanisms that can be implemented by companies to

adapt to a dynamic environment, maintain business continuity, and create competitive advantage. Based on the results of the hypothesis test using the t-test on the product innovation variable, the calculated t-value was 5.223 with a significance level of 0.001 (<0.05). This shows that the calculated t-value is greater than the t-table and the significance value is below the 5 percent error level, so that the product innovation variable (X1) has a positive and significant effect on customer satisfaction at Kedai Jajanan Lembur. Thus, it can be concluded that the better the product innovation carried out by Kedai Jajanan Lembur, the higher the level of customer satisfaction felt.

These findings indicate that customers are more satisfied when the products offered have an element of novelty, an attractive menu variety, good quality raw materials, and creative presentation. Product innovation can provide something new for customers to experience, thereby creating added value for them. This aligns with the results of previous research that product innovation with a wide variety can attract customers and provide them with a wide range of choices, preventing them from easily getting bored with the menu offered, and can also maintain customer satisfaction with the business being run.(Indriyani et al., 2023).

Other research indicates that customers often seek a fresh look and the latest trends. By introducing new products and the latest trends, entrepreneurs can meet the expectations of customers who want to appear up-to-date. This can increase customer satisfaction because they feel they are receiving the service they expect.(Hidayat et al., 2023)Other research reveals that when customers' expectations of a company's product innovations achieve high customer satisfaction scores, they will be delighted. Conversely, when customers' expectations of a company's product innovations achieve low customer satisfaction scores, they will be dissatisfied. Low levels of customer satisfaction with product innovations will increase the likelihood of customers switching to other products.(Fillayata & Mukaram, 2020).

Based on the research results, it can be concluded that product innovation has a positive and significant effect on customer satisfaction at Kedai Jajanan Lembur, as evidenced by the calculated t value being greater than the t table and a significance level below 0.05. The better the product innovation carried out, such as novelty, menu variety, quality of raw materials, and creative presentation, the higher the level of customer satisfaction felt. Product innovation is able to create added value, meet customer expectations of the latest trends, and prevent boredom, thus playing an important role in maintaining and increasing customer satisfaction.

The influence of service quality on customer satisfaction

Service is an action or deed carried out by a person or group of people in an organization that provides a sense of satisfaction to customers or clients, employees and managers. This service can be used as a means for business actors to get closer to customers, better understand what customers need and want, and maintain customer satisfaction with the services provided. Service quality is an important factor in creating customer satisfaction, because good service can provide a positive experience and build a good perception of a business. Based on the results of the hypothesis test using the t test on the service quality variable, the calculated t value was obtained at 6.408 with a significance level of 0.001 (<0.05). This shows that the calculated t value is greater than the t table and the significance value is below the 5 percent error level, so that the service quality variable (X2) has a positive and significant effect on customer satisfaction at Kedai Jajanan Lembur. Thus, it can be concluded that the better the quality of service provided by Kedai Jajanan Lembur, the higher the level of customer satisfaction felt.



This indicates that better service quality leads to increased customer satisfaction, and it also demonstrates the crucial role service quality plays in enhancing customer satisfaction. Service quality is fundamentally focused on meeting customer needs and desires and delivering them accurately to meet customer expectations.(Wulandari et al., 2023).

This study aligns with previous research showing that service has a positive and significant impact on customer satisfaction at Rumah Rakit Anak Hati (Children's Raft House) in Kudus Regency. Improved service levels provided by Ayam Geprek can increase the comfort and satisfaction of customers visiting Ayam Geprek.(Indriyani et al., 2023)Other research has shown that one way to satisfy customers is by improving the quality of service itself. Excellent service leads to increased customer satisfaction.(Gunanjar et al., 2025). Other studies have shown that fast, friendly, and subtle customer service improves customer moods.(Mahendra & Damanik, 2025). In line with this, factors such as staff friendliness, speed in serving food, and cleanliness and comfort of the dining area are very important.(Shaff et al., 2024)In this case, customers will always pay attention to the sincerity of the employees' service, especially regarding how they serve them. If customers feel they are being served sincerely and are genuinely helped, they are more likely to be satisfied and will likely become loyal customers.(Sembiring & Fordian, 2023).

Based on these factors, it can be concluded that service quality has a positive and significant impact on customer satisfaction at Kedai Jajanan Lembur. The better the quality of service provided, such as employee friendliness, speed of service, accuracy of service delivery, and cleanliness and comfort of the premises, the higher the perceived level of customer satisfaction. Excellent service quality can meet customer needs and expectations, create a sense of comfort, and encourage continued satisfaction and potential customer loyalty.

The influence of product innovation and service quality on customer satisfaction

Customer Satisfaction is an expression of feelings in the form of customer satisfaction or dissatisfaction after using a product or service. Based on the results of linear regression analysis through the F test, this study proves that the variables of product innovation (X1) and service quality (X2) together have a significant effect on customer satisfaction (Y). This is supported by the results of the simultaneous test (F test) which shows a calculated F value of 146 with a significance level of 0.001 (<0.05). This value indicates that the calculated F is greater than the F table, so it can be concluded that product innovation and service quality together have a significant effect on customer satisfaction at Kedai Jajanan Lembur. Furthermore, the results of the coefficient of determination (R^2) test show a value of 0.753, which indicates that 75.3% of the variation in customer satisfaction can be explained by product innovation and service quality simultaneously, while the remaining 24.7% is influenced by other factors outside the variables examined in this study. While the remaining 24.7% is influenced by other factors outside the research model. This finding confirms that strategies to increase customer satisfaction must be carried out in detail, namely by continuing to innovate products while maintaining and improving service quality.

This is in line with previous research, which stated that it provides valuable insights for technology companies in Indonesia regarding the importance of managing customer feedback, improving service quality, and driving product innovation to achieve sustainable competitive advantage. Companies that succeed in these three aspects tend to have a stronger market

position and are able to face competition more effectively. Thus, by focusing on customer feedback, service quality, and product innovation, technology companies in Indonesia can increase their competitiveness and achieve sustainable growth in this ever-evolving industry.(Hendrayani et al., 2024). In line with this, it is important to note that service quality and product innovation must go hand in hand. Product innovation that is not well integrated into service may not deliver the desired impact. Therefore, companies need to maintain high service quality and constantly seek ways to improve their products and services. In a competitive business world, combining service quality and product innovation is key to retaining and expanding a customer base.(Hidayat et al., 2023).

This view emphasizes that the success of a company's strategy is determined not only by product excellence, but also by how those products are supported by optimal service. The combination of modern and relevant product offerings with a superior service experience is key to winning customers' hearts and creating sustained satisfaction.(Wulandari et al., 2023).

Conclusion and Recommendation

The results of the study indicate that product innovation and service quality have been proven to have a positive and significant effect on customer satisfaction at Kedai Jajanan Lembur, both partially and simultaneously, which means that the better the product innovation and service quality provided, the higher the level of customer satisfaction will be. Product innovation, especially in the aspects of creativity and packaging appeal, needs to be continuously improved to have a distinctive character and be able to differentiate the business from competitors, while service quality needs to be strengthened by increasing service speed and fostering employee attitudes to be friendlier, more professional, and able to foster a sense of trust and comfort for customers. In addition, consistency in product and service quality is also important to maintain customer satisfaction, supported by promotional or loyalty programs to encourage repeat purchases and customer willingness to recommend the shop to others. These findings also provide implications for other culinary MSMEs to always pay attention to product innovation and service quality on an ongoing basis as a strategy to increase satisfaction, loyalty, and business competitiveness, and serve as a basis for further research to examine other variables that have the potential to influence customer satisfaction with a wider scope of research objects and locations.

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