

The Effect of Product Quality and Service on Customer Satisfaction with Goodluck Products

Alviana Cahara Setiadi^{1*}, Cicie Prilianti²

¹²International Women University

Corresponding Author e-mail: alpiannnn.69@gmail.com

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Abstract: This study examines the influence of product quality and service quality on customer satisfaction with Goodluck, a local digital-based fashion brand. The research aims to determine the extent to which these two variables—product quality (X_1) and service quality (X_2)—affect consumer satisfaction (Y). A descriptive-verify quantitative method was used with 96 respondents selected through simple random sampling. Data were collected using questionnaires and documentation, then analyzed using multiple linear regression with SPSS. The results show that product quality ($\text{sig.} = 0.057 > 0.05$) has no significant effect on customer satisfaction, while service quality ($\text{sig.} = 0.013 < 0.05$) has a significant positive effect. Simultaneous testing ($F = 6.045$; $\text{sig.} = 0.003$) indicates that both factors jointly affect satisfaction. The study concludes that Goodluck customer satisfaction is predominantly influenced by service quality supported by adequate product quality. Improving service responsiveness and product consistency is recommended to enhance loyalty.

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Introduction

The fashion industry is a major economic sector that continues to grow in line with technological advances, lifestyle changes, and global economic growth. Today, fashion not only fulfills basic needs but also serves as a symbol of identity, lifestyle, and socio-cultural values, with growth driven by consumer behavior on digital platforms and social media. The global fashion market is projected to reach US\$920.19 billion in 2025 and US\$1.16 trillion in 2030, with a CAGR of 4.73% (Statista, 2025). Digital transformation is accelerating e-commerce to US\$6.419 trillion by 2025, or 20.5% of total global retail, particularly in

Southeast Asia (eMarketer, 2025). In Indonesia, the fashion subsector contributed 17.6% of the creative economy's GDP by 2024, with exports of US\$11.96 billion, including modest fashion of US\$632.76 million, and absorbed 89,000 large industrial workers and 1.6 million in SMEs (AntaraNews, 2024). Platforms such as Shopee, TikTok Shop, and Tokopedia support digitalized fashion MSMEs (25.5 million by 2024, target 50% by 2025), with the live shopping trend increasing engagement with young consumers.

However, this growth is hampered by challenges in consumer satisfaction, such as 144 e-commerce complaints related to items not as described, difficult returns, and slow service (Merdeka.com, 2025); (JawaPos.com, 2025). Goodluch, a fashion brand owned by Aldean Tegar Gemilang (DEANKT) with 1.58 million YouTube followers, uses community-driven marketing via pre-orders on Tokopedia (estimated 30 days), random gacha, and offline events such as Motion IME. Analysis of 237 Tokopedia-Instagram reviews revealed dominant dissatisfaction with material quality (33%), screen printing/stickers (26%), size/fit (18%), admin service (11%), shipping/packaging (9%), expedition (2%), and price (1%) (Data processed by researchers, 2025). A pre-survey of 33 Goodluch buyers (Google Form) confirmed: product quality (material, size, screen printing) was mostly "average" to "disagree"; service (shipping, returns, admin) was similar; overall satisfaction was neutral (60.6% "average"), with low repurchase/recommendation.

The main phenomenon is the mismatch in product quality (thin material, poor stitching, inconsistent sizes, cracked screen printing) and service (slow delivery, unresponsive admin, complicated returns) which reduces Goodluch consumer satisfaction, despite high demand via digital communities. A total of 33% of reviews criticized the material, 26% screen printing, and a pre-survey showed 57.6% "average" for material comfort. This reflects the general issue of Indonesian fashion e-commerce, where 144 complaints from the Indonesian Consumer Protection Agency (YLKI) (2024) focused on mismatched descriptions and slow service, threatening loyalty in a competitive market. The urgency of this research is urgent because the Indonesian fashion industry is strategic (US\$11.96 billion in exports, contributing 6.96% of non-oil and gas manufacturing in Q2 2025), but dissatisfaction with Goodluch consumers (neutral 60.6%) risks hampering the growth of digital MSMEs (target 50% digitalization by 2025). Without improvements, community brands like Goodluch are losing repurchases (51.5% neutral) and recommendations (57.6% neutral), weakening their competitiveness in Southeast Asia's fast-growing e-commerce (eMarketer, 2025; AntaraNews, 2024).

Although numerous studies have examined the effects of product and service quality on consumer satisfaction across various industries, few focus on local community-driven digital fashion brands in Indonesia. Prior research often targets large-scale platforms or well-established retail firms, overlooking micro and small enterprises (MSMEs) that rely heavily on community marketing and personalized services. Moreover, inconsistencies in previous findings—where some studies (Bansaleng et al., 2021) found no significant influence while others (Mentang et al., 2021) found otherwise—highlight the need for contextual analysis. Therefore, this research fills the gap by focusing on the specific attributes of product and service quality that shape customer satisfaction within the niche context of Goodluch as a digital, community-based fashion brand.

The novelty of this research lies in its detailed examination of product attributes (material, size, screen printing) and service elements (admin response, returns, shipping) specific to a community-driven local brand like Goodluch, differing from general studies of large e-commerce platforms. The combination of review analysis (237 data points) and a pre-survey (33 respondents) offers contextual empirical insights modeling the influence of product and service quality on satisfaction among Indonesian fashion MSMEs. Previous research has been inconsistent: Bansaleng et al. (2021) found no influence of product/service quality on satisfaction, while Mentang et al. (2021) found the opposite. Most existing studies target large brands or broad platforms, rarely focusing on small local businesses like Goodluch and often lacking detail on specific product attributes such as materials or returns. This study bridges that research gap by analyzing the community-driven context of Indonesian digital fashion (Bansaleng et al., 2021; Mentang et al., 2021).

Based on the problem identification that has been described previously, the formulation of the research problem is focused on examining the influence of product quality and service quality on consumer satisfaction with Goodluch products. Specifically, this research aims to answer four main questions: first, how is the description of product quality, service quality, and consumer satisfaction with Goodluch products; second, does product quality have a partial effect on consumer satisfaction with Goodluch products; third, does service quality have a partial effect on consumer satisfaction with Goodluch products; and fourth, do product quality and service quality simultaneously have an effect on consumer satisfaction with Goodluch products.

Research Methods

This study uses a quantitative approach, collecting data in numerical form that can be measured, sorted, or categorized, then analyzed using statistical methods to identify patterns, relationships between variables, or generalizations. This research uses an explanatory method. Primary data was obtained directly from respondents using a questionnaire designed based on research variable indicators. Secondary data was obtained from various relevant literature and documents, such as books, journals, scientific articles discussing consumer satisfaction, product quality, and service quality, as well as product reviews on the e-commerce platform Tokopedia. In this study, the population includes all consumers who have purchased Goodluch fashion products. Because the exact number of consumers is unknown, this study uses an infinite population approach. This study used 96 respondents to represent the Goodluch consumer population who make online transactions. Sampling was conducted using a purposive sampling method, namely by determining a relevant respondent size, namely consumers who have purchased Goodluch products. The following data collection techniques were used:

1. Questionnaire. A questionnaire is used to calculate respondents' level of agreement with research variable indicators using a Likert scale of 1–5. The use of a questionnaire allows for standardized, objective data collection and facilitates data processing and analysis.

2. Documentation. Documentation was conducted to collect relevant secondary data, such as sales records, consumer reviews on Tokopedia, product photos, internal Goodluch reports, or transaction receipts. This method helped researchers supplement the information from the questionnaire, provide context, and verify the data obtained from respondents. Documentation is essential for assessing the consistency of the quality of Goodluch's products and services.
3. Literature Study. Literature study is a review of books, documents, and other scientific references relevant to the research variables to support the theoretical basis, variable definitions, and interpretation of research results.

Analyzed through classical assumption tests, as well as multiple linear regression with the help of SPSS software.

Results and Discussion

Classical Assumption Test

1. Normality Test

The results of the data normality test according to the Kolmogorov-Smirnov test are presented in Table 1, namely.

| Table 1. Results of Data Normality Test (Kolmogorov-Smirnov Test) | | | | |
|--|--|--|--|--------------------------------|
| <i>One-Sample Kolmogorov-Smirnov Test</i> | | | | |
| | | | | <i>Unstandardized Residual</i> |
| <i>N</i> | | | | 96 |
| <i>Normal Parameters^{a,b}</i> | | | | |
| <i>Mean</i> | | | | .0000000 |
| <i>Standard Deviation</i> | | | | 4.81356051 |
| <i>Absolute Differences</i> | | | | .054 |
| <i>Most Extreme Positive</i> | | | | .054 |
| <i>Most Extreme Negative</i> | | | | -.041 |
| <i>Test Statistics</i> | | | | .054 |
| <i>Asymp. Sig. (2-tailed)^c</i> | | | | .200d |
| <i>Monte Carlo Sig. (2-tailed)^e</i> | | | | .716 |
| <i>Sig. 99% Confidence Interval</i> | | | | |
| <i>Lower Bound</i> | | | | .704 |
| <i>Upper Bound</i> | | | | .728 |

From Table 1, the Kolmogorov-Smirnov test results show a significance value of 0.200. Because this value is greater than 0.05, it can be seen that the data is normally distributed.

2. Multicollinearity Test

The results of the multicollinearity test in the research are presented in Table 2 below.

| Table 2. Multicollinearity Test Results | | | |
|--|-----------|--------------------------------|------------|
| <i>Coefficients^a</i> | | | |
| | | <i>Collinearity Statistics</i> | |
| <i>Model</i> | | <i>Tolerance</i> | <i>VIF</i> |
| 1 | <i>X1</i> | .973 | 1,028 |
| | <i>X2</i> | .973 | 1,028 |

a. Dependent Variable: Y

Based on Table 2, the tolerance value for the Product Quality (X1) and Service Quality (X2) variables is 0.973, while the VIF value for both variables is 1.028. These values meet the criteria for no multicollinearity, because the tolerance is > 0.10 and the VIF is < 10 . Thus, it can be concluded that there is no multicollinearity among the independent variables in the regression model of this study. This shows that the regression model meets the assumptions of multicollinearity and can be used for multiple linear regression analysis.

3. Heteroscedasticity Test

Table 3. Results of Heteroscedasticity Test (Glejser Test)

| <i>Coefficientsa</i> | | | | | |
|----------------------|------------|------------------------------------|-------------------|----------------------------------|----------|
| <i>Model</i> | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | <i>t</i> |
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | |
| | (Constant) | 4,250 | 1,977 | | 2,149 |
| 1 | X1 | -.059 | .036 | -.166 | -1.617 |
| | X2 | .074 | .052 | .145 | 1,412 |

a. Dependent Variable: ABS

Based on the results of the Glejser test in Table 3, the following is obtained:

Variable X1 has a significance value of $0.109 > 0.05$

Variable X2 has a significance value of $0.161 > 0.05$

Because all independent variables have a significance value > 0.05 , it can be concluded that there is no heteroscedasticity in the regression model.

4. Autocorrelation Test

The results of the autocorrelation test are presented in Table 4 below.

Table 4 Autocorrelation Test Results (Durbin Watson)

| <i>Model Summary</i> | |
|----------------------|----------------------|
| <i>Model</i> | <i>Durbin-Watson</i> |
| 1 | 2.074a |

Based on Table 4, the Durbin–Watson (DW) value is 2.074. The lower limit (dl) is 1.6254 and the upper limit (du) is 1.7103, so the value of $4 - du = 2.2897$. Because the DW value is in the range of $1.7103 < 2.074 < 2.2897$ or meets the conditions of $du < DW < (4 - du)$, it can be concluded that there is no autocorrelation in the regression model. Thus, the regression model in this study has responded to the assumption of no autocorrelation, making it suitable for use in further regression analysis.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are shown in Table 5. Based on the calculation results, the regression equation obtained is:

Table 5. Multiple Linear Regression Analysis

| <i>Coefficientsa</i> | | | | | |
|----------------------|------------|------------------------------------|-------------------|----------------------------------|----------|
| <i>Model</i> | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | <i>t</i> |
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | |
| | (Constant) | 17,925 | 3,554 | | 5,043 |
| 1 | X1 | .126 | .065 | .191 | 1,929 |
| | X2 | .239 | .094 | .251 | 2,534 |

a. Dependent Variable: Y

Based on these results, the following regression equation was obtained:

$$Y = 17,925 + 0,126X_1 + 0,239X_2 + e$$

The regression equation can be explained as follows.

The constant value of 17.925 shows that if product quality and service quality are considered unchanged or have a value of zero, then the level of consumer satisfaction remains at 17.925. This value reflects the basic level of satisfaction that consumers have without being influenced by the two independent variables. The product quality regression coefficient (X1) of 0.126 means that every one-unit increase in product quality, assuming service quality remains constant, will increase consumer satisfaction by 0.126 units. This proves that product quality has a positive impact on consumer satisfaction. Meanwhile, the service quality regression coefficient (X2) of 0.239 shows that every one-unit increase in service quality, assuming product quality remains unchanged, will increase consumer satisfaction by 0.239 units. Thus, service quality also has a positive effect on consumer satisfaction.

Coefficient of Determination

The results of the coefficient of determination test in the research are presented in Table 6 below.

Table 6. Value of Determination Coefficient

| <i>Model Summary</i> | | | | |
|----------------------|----------|-----------------|------------------------|---|
| <i>Model</i> | <i>R</i> | <i>R Square</i> | <i>Adjusted Square</i> | <i>R Standard Error of the Estimate</i> |
| 1 | .339a | .115 | .096 | 4,865 |

Based on the results of the regression analysis using SPSS, the coefficient of determination (R Square) value was obtained, namely 0.115, as shown in Table 6. This value indicates that the variables of Product Quality (X1) and Service Quality (X2) simultaneously are able to explain the variation in Consumer Satisfaction (Y) by 11.5%. Meanwhile, 88.5% of the variation in consumer satisfaction is influenced by other factors outside the research model. These factors can be individual consumer preferences, previous usage experience, price perception, brand image, promotion, or other external factors related to Goodluck products.

Hypothesis Testing

1. Partial t-test

The results of data processing using SPSS version 27 are shown in Table 7.

Table 7. t-Test Results

| <i>Coefficientsa</i> | | | | | |
|----------------------|------------|------------------------------------|-------------------|----------------------------------|----------|
| <i>Model</i> | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | <i>t</i> |
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | |
| 1 | (Constant) | 17,925 | 3,554 | | 5,043 |
| | | | | | .000 |

| | | | | | |
|----|------|------|------|-------|------|
| X1 | .126 | .065 | .191 | 1,929 | .057 |
| X2 | .239 | .094 | .251 | 2,534 | .013 |

a. Dependent Variable: Y

Product quality influences consumer satisfaction with Goodluch products.

Based on the results of the t-test in table 7, the calculated $t = 1.929$, the significance level () for the two-tailed test; $df = \text{number of observation data} - \text{variable} = 96 - 2 = 94$, so that the t table is obtained = 1.986. Because the calculated $t < t \text{ table}$, then H_0 is accepted and H_a is rejected. This means that product quality does not have a significant impact on consumer satisfaction with Goodluch products. Based on Table 7, the t-test significance level for product quality is 0.057. Since $0.057 > 0.05$, H_0 is accepted and H_a is rejected. This means that product quality does not have a significant impact on consumer satisfaction with Goodluch products.

Service quality influences consumer satisfaction with Goodluch products.

Based on table 7 t-test results, obtained t count = 2.534, significance level () for two-tailed test; $df = 94$, so obtained t table = 1.986. Because $t \text{ count} \geq t \text{ table}$, then H_0 is rejected and H_a is accepted. This means that service quality has a significant impact on consumer satisfaction with Goodluch products. Based on table 7 obtained t test significance level for service quality is 0.013. Because $0.013 < 0.05$, then H_0 is rejected and H_a is accepted. This means that service quality has a significant impact on consumer satisfaction with Goodluch products.

2. Simultaneous f-test

The following table shows the results of the F test using SPSS for Windows Version 27:

Table 8. F Test Results

| ANOVA | | | | | | |
|-------|------------|----------------|----------|-------------|-------|-------|
| Model | | Sum Squares | of df | Mean Square | F | Sig. |
| 1 | Regression | 286,149 | 2 | 143,074 | 6,045 | .003b |
| | Residual | 2201.185 | 93 | 23,669 | | |
| | Total | 2487.333 | 95 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on table 8, the results of the F test obtained F count = 6.045 with a significant level (), with df_1 as the numerator (N_1): $k-1$ ($2-1=1$) and df_2 for the denominator (N_2) nk ($96-2=94$) to obtain = 3.94. Because the calculated $F > F \text{ table}$ ($6.045 > 3.94$), then H_0 is rejected and H_a is accepted. This means that it is proven that product quality and service quality have a significant impact simultaneously on consumer satisfaction of Goodluch products. Based on table 8, the significance level of the F test is 0.003. Because $0.003 < 0.05$, then H_0 is rejected and H_a is accepted. This means that it is proven to be significant, and product quality and service quality have a significant impact simultaneously on consumer satisfaction of Goodluch products.

Discussion

The Influence of Product Quality on Consumer Satisfaction

The partial test results prove that product quality does not have a significant impact on

Goodluch consumer satisfaction ($t \text{ count} = 1.929 < t \text{ table} = 1.986$ and $\text{sig.} = 0.057 > 0.05$). This finding means that changes in product quality have not had a significant impact on consumer satisfaction levels when other variables are considered constant. In other words, an increase in product quality is not always followed by a direct increase in consumer satisfaction.

In theory, this result is different from the opinion (Kotler & Keller, 2022) which states that product quality is the ability of a product to meet or even exceed consumer expectations, thus should have an impact on satisfaction. In addition, Garvin (1988) also explains that product quality is viewed from various perspectives, such as performance, durability, conformity to specifications, and appearance. However, in the case of Goodluch products, these dimensions do not seem strong enough to show a clear impact on consumer satisfaction. This can be explained through the concept of perceived quality, namely the assessment of quality based on consumer perception. According to Garvin, the perception of quality is not only based on the physical properties of the product, but also from the experience of use, brand image, and accompanying services. Although the quality of Goodluch products is in the adequate category, there are still complaints regarding the material, size, and durability of the screen printing. This condition means that consumers do not experience quality that truly exceeds their expectations, so that variations in product quality are not enough to significantly influence satisfaction.

In addition, the theory of consumer satisfaction from (Kotler & Keller, 2022) states that satisfaction arises from a comparison between expectations and perceived performance. If product performance is only at an "adequate" level, then a small increase in quality will not necessarily significantly change the level of satisfaction, because consumer expectations are not particularly high. Empirically, this finding aligns with the findings of (Bansaleng et al., 2021) as well as (Suwikromo et al., 2022) found that product quality had no significant impact on customer satisfaction, while service quality played a larger role. This suggests that, particularly for products marketed online like Goodluch, consumers evaluate not only the physical quality of the product but also the ease of transaction, speed of service, and overall shopping experience.

The Influence of Service Quality on Consumer Satisfaction

The partial test results prove that service quality has a significant impact on Goodluch customer satisfaction ($t\text{-test} = 2.534 > t\text{-table} = 1.986$ and $\text{sig.} = 0.013 < 0.05$). This finding indicates that the better the service received by consumers, the higher their level of satisfaction. Thus, service quality is a factor that directly determines Goodluch customer satisfaction. These results align with the view of Kotler and Keller (2022), who stated that service quality is an important part of the value received by consumers. Fast, responsive, and reliable service will create a positive experience, thereby increasing satisfaction. In the context of Goodluch, aspects such as speed of admin response, clarity of information, ease of ordering, and accuracy of delivery are key elements that shape consumer perceptions of the company.

When service is provided in a timely, friendly, and professional manner, consumer perception of the company's quality will increase, thus directly impacting satisfaction. Conversely, slow or inaccurate service can significantly reduce satisfaction levels. Furthermore, the consumer satisfaction theory of (Kotler & Keller, 2022) explains that

satisfaction arises from the comparison between expectations and perceived performance. Because service is directly experienced in every interaction, small changes in service quality can have a significant impact on customer satisfaction. Empirically, these findings are consistent with research findings.(Bansaleng et al., 2021),(Suwikromo et al., 2022),(F. Apriliani & Prilianti, 2025);(S. Apriliani & Sofiati, 2025a), which explains that service quality has a significant impact on customer satisfaction. This confirms that in a service- and interaction-based business like Goodluch, service quality is the most powerful aspect in shaping customer satisfaction.

The Simultaneous Effect of Product Quality and Service Quality on Consumer Satisfaction

The simultaneous test results prove that product quality and service quality simultaneously have a significant impact on Goodluch customer satisfaction ($F_{\text{count}} = 6.045 > F_{\text{table}} = 3.94$ and $\text{sig.} = 0.003 < 0.05$). These findings confirm that although product quality is partially insignificant, the combination of the two variables is able to explain variations in customer satisfaction significantly. In other words, customer satisfaction is not determined by just one aspect, but by the interaction between product quality and service quality received. These results are in line with the view of Kotler and Keller (2022) that customer satisfaction is formed from total customer value, namely the combination of product benefits and service quality. Products provide functional value through quality materials, design, and durability, while service provides experiential value through the ordering process, communication, delivery, and complaint handling. If one aspect is not optimal, the overall value perceived by consumers will decrease, thus affecting satisfaction.

In Goodluch's context, although some consumers perceive product quality as lacking, good service experiences, such as prompt admin responses, clear information, and smooth transaction processes, can minimize these negative impacts. Conversely, a reasonably good product will feel more valuable when supported by satisfactory service. This demonstrates the complementary effect of product quality and service quality in shaping customer satisfaction. Empirically, this finding is supported by research.(S. Apriliani & Sofiati, 2025b),(Bansaleng et al., 2021);(Aulia & Furyanah, 2022), as well as(Triyoko, 2022)This proves that product quality and service quality simultaneously have a significant impact on customer satisfaction. These results reinforce the understanding that in various industrial contexts, customer satisfaction is determined more by the combination of product and service quality, rather than either one in isolation.

Conclusion and Recommendation

Based on partial test results, service quality was proven to have a positive and significant effect on Goodluch customer satisfaction. This finding indicates that improving service quality directly contributes to increasing levels of customer satisfaction. Conversely, product quality partially showed no significant effect on customer satisfaction. However, simultaneous test results showed that product quality and service quality together had a significant effect on customer satisfaction. This confirms that customer satisfaction is formed through a combination of product quality and service quality received.

As a recommendation, Goodluck management is advised to continue improving service quality, particularly in terms of admin response speed, information clarity, ease of ordering process, and delivery accuracy. Furthermore, improving product quality also needs to be a concern, especially in terms of materials, design, and durability, in order to create a more satisfying consumer experience and increase customer loyalty. For future researchers, it is recommended to conduct similar research by considering the addition of other variables that have the potential to influence consumer satisfaction, such as price, promotion, and digital experience. The use of a wider population and sample is also expected to strengthen the generalizability of research results and provide more comprehensive empirical support for theory development.

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