

The Influence of Product Quality, Service Quality, and Price Perceptions on Customer Satisfaction Rocket Chicken Kendal City Patukangan Branch

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This research looks at the influence of product quality, service quality, and price perception on customer satisfaction at Rocket Chicken, Patukangan branch, Kendal City. The data were collected to 100 customers with the help of purposive sampling and analyzed by using multiple line regression and hypothesis testing of SPSS.

The results indicated that product quality (X1) had a negative but insignificant impact on customer satisfaction (Y). In contrast, service quality (X2) and price perception (X3) positively and significantly influenced customer satisfaction. The overall impact of product quality, service quality and price perception on perceived customer satisfaction was also positive and significant. These results highlight the importance of service quality and price perception in driving customer satisfaction at Rocket Chicken. Improvements in these areas can lead to higher levels of customer satisfaction and, consequently, better business performance. These findings indicated that service quality and price perception were the most significant factors impacting customer satisfaction levels at Rocket Chicken.

Keywords: Customer Satisfaction, Product Quality, Service Quality, Price Perception, Rocket Chicken

INTRODUCTION

Every consumer is an important parameter that defines the effective performance of a particular company, affecting loyalty and consumer retention. Customer satisfaction as a service quality measure comprises product quality, service quality, and price. Knowledge of these factors is essential to enhancing the customer satisfaction which will help organizations relevant in the market.

The quality of products sold directly impacts the satisfaction level of the customers. It includes the properties and features of a product that enables it to satisfy the customer needs as well as his/her expectations. In essence, the quality of a product is directly proportional to the level of satisfaction customers exhibit after using the product as intended and achieving reliability and performance. A study by Hanani et al (2021) has revealed the role of product quality and the fact that it can positively influence customer satisfaction especially where there is a perceived quality in the product.

There is also the attribute of service quality that comes into play when determining customer satisfaction. It relates to the manner in which customer service is delivered, the ability to respond to customer needs, being able to assure the customer, showing empathy, and being reliable. Essentially, service quality results in higher customer satisfaction through service delivery that meets the needs and expectations of customers. Analysis by Mariansyah and Syarif (2020) and Ramadhaniati et al. (2020) also corroborated that excellent service quality implies a higher level of customer satisfaction.

Another factor that influences the level of customer satisfaction is price perception. Importantly, it contains the information concerning the price of the good and the customer's perception of the value of the good. This is so because customer satisfaction is always high when a customer feels that the price charged by the seller is justified by the benefits they derive out of the product. A number of studies have been conducted on the effect of price perception where both Muhammad Syafi'i (2023) & Rozi (2020) have established the fact that a favorable price perception can do more to improve the extent of satisfaction of the customers.

By examining these factors in the context of Rocket Chicken Patukangan, this study seeks to contribute to the existing body of knowledge on customer satisfaction. It provides practical recommendations for the management of Rocket Chicken to improve customer satisfaction, thereby fostering customer loyalty and competitive advantage in the fast-food industry.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a crucial metric for assessing the success and competitiveness of a business. It indicates the extent to which a product or service offered to consumers complies with their expectations or even goes beyond them. As stated by Tjiptono (2008), customer satisfaction is a post-purchase evaluation of an outcome that has met or even surpassed expectations. This has the potential to foster customer retention, increased sales, and customer recommendations, which are all critical for business success (Kotler & Keller, 2016).

Product Quality

It means the attributes of the product that relate to the product's ability to meet expressed or implied consumer requirements (Kotler, 2014). Reliability: customer needs and wants are fulfilled through high-quality products that are not flawed or contain defects that affect consumers' satisfaction levels (Tjiptono, 2008). Studies suggest that perceived product quality affects customer satisfaction and loyalty since customers tend to choose and recommend products that meet their expectations (Hanani et al., 2021).

Service Quality

Service quality is another critical determinant of customer satisfaction. It includes intangible elements such as reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithaml, & Berry, 1988). High service quality helps satisfy the customers' requirements and wants by delivering efficient service, which will create satisfaction and loyalty. Mariansyah & Syarif (2020) noted that service quality has a positive effect on customer satisfaction and the development of long-term relationships.

Price Perception

Price perception is the customer's view of the value they receive for the price they pay. This is an important perceptual factor that influences buying behavior and the level of satisfaction among customers (Monroe, 1990). Customers evaluate if the price is correct in relation to the services they want and the quality of the product. Positive price perception can also enhance customer satisfaction since the customer feels that the price he is paying is reasonable for the value he is getting (Syafi'i, 2023). According to Rozi (2020), it is crucial for companies to effectively manage the price and perception of value in order to increase the level of customer satisfaction.

Brand Image

Brand image plays a significant role in shaping customer perceptions and satisfaction. Brand awareness is linked to customer trust, loyalty, and satisfaction due to the development of a brand image (Aaker, 1991). It captures the mental image that the customer has when thinking of the brand as well as respect it in terms of purchase decision and satisfaction. The study further reveals that organisations with positive brand equity have higher chances of achieving higher customer satisfaction and loyalty (Keller, 1993).

Promotional Activities

Promotional activities are essential in influencing customer perceptions and driving satisfaction. Promotions can help inform customers of the value of a particular product and the benefits that they are likely to enjoy, which increases their satisfaction (Kotler & Keller, 2016). Adverts, offers, and discounts help in bringing customers in and can result in repeat business being made. A study by Hanani et al. (2021) also reveals that promotional activities that are in sync with customer requirements and expectations may increase satisfaction levels greatly.

Relationship between variables

The relationship between product quality, service quality, price perception, brand image, promotional activities, and customer satisfaction is well-documented in marketing literature. Product quality and service quality increase customer awareness of product quality and services and ensure that they meet or surpass the customer expectations (Hanani et al., 2021; Mariansyah & Syarif, 2020). This satisfaction is further enhanced by positive price perception which gives the perceived advantage of getting value for the amount of money paid (Monroe, 1990; Syafi'i, 2023). A strong brand image helps customer trust and loyalty since satisfaction involves perceived quality and perceived value (Aaker, 1991; Keller, 1993). Finally, successful promotional activities create

perceived value and utilize the benefits associated with a product to ensure customer satisfaction, and subsequent purchase (Kotler and Keller, 2016; Hanani et al., 2021).

Theoretical Framework

The theoretical framework for this study is based on the interrelationships between product quality, service quality, price perception, brand image, promotional activities, and customer satisfaction. According to this framework, all these factors are thought to lead to customer satisfaction and thus the management of how they engage is important in enhancing business strategies. The framework will serve as a framework for assessment of the factors that may contribute to customer satisfaction in Rocket Chicken, Patukangan branch.

By synthesizing these theoretical perspectives, this literature review provides a comprehensive understanding of the factors affecting customer satisfaction. It highlights the importance of product quality, service quality, price perception, brand image, and promotional activities in shaping customer satisfaction and offers a foundation for the empirical investigation in this study.

RESEARCH METHODS

Research Design

This study employs a quantitative research design to examine the impact of product quality, service quality, and price perception on customer satisfaction at Rocket Chicken, Patukangan branch. The quantitative method is useful for gathering large amounts of data in the form of numbers and analyzing them to establish relationships. The research design is descriptive and explanatory as it seeks to establish the characteristics of the variables and the nature of the associations between these characteristics.

Population and Sample

The population for this study consists of customers who have made purchases at Rocket Chicken, Patukangan branch. Due to the diverse pool of customers, a purposive sampling of 100 respondents was considered necessary. This is a non-probability sampling technique that helps the researcher ensure that participants who are knowledgeable about the use of Rocket Chicken service are drawn to give relevant information about customer satisfaction.

Data Collection Methods

The primary data for this study were collected using a structured questionnaire. The questions in the questionnaire included demographic details of the customer, quality of the product, quality of the service, price perception, and level of satisfaction. It consisted of closed questions and Likert-type questions to assess the level of perception and satisfaction of the respondents. The survey was conducted online and offline to reach out to as many people as possible and get as many responses as possible.

Variables

Independent Variables (X):

- a. Product Quality (X1): Refers to the attributes of the product that meet customer expectations, including taste, freshness, portion size, and presentation.
- b. Service Quality (X2): Measured using the SERVQUAL model, which includes dimensions such as tangibility, reliability, responsiveness, assurance, and empathy.
- c. Price Perception (X3): Involves the customer's evaluation of the fairness, affordability, and value-for-money of the prices.

Dependent Variable (Y):

- a. Customer Satisfaction (Y): Reflects the overall satisfaction of the customer, including their likelihood of repeat purchases and recommendations to others.

Measurement of Variables

- a. Product Quality:
Measured using a five-item scale assessing attributes such as taste, freshness, portion size, presentation, and overall quality.
- b. Service Quality:
Assessed using a five-item scale based on the SERVQUAL model, evaluating dimensions like tangibility, reliability, responsiveness, assurance, and empathy.
- c. Price Perception:
Evaluated using a three-item scale measuring the fairness, affordability, and value-for-money of the prices.
- d. Customer Satisfaction:
Measured using a five-item scale assessing overall satisfaction, likelihood of repeat purchases, and likelihood of recommending Rocket Chicken to others.

Data Analysis Techniques

Data collected from the questionnaires were analyzed using the Statistical Package for the Social Sciences (SPSS) software. Furthermore, descriptive statistics were used to analyze the frequency distribution tables in order to get the demographic profile of the respondents, variable definitions, and means. The testing of the hypotheses and the relationship between product quality, service quality, price perception, and customers' satisfaction was performed with the use of inferential statistics, which included multiple regression analysis. The chosen significance level was referred to as 0.05 for all statistical tests carried out in this study.

Validity and Reliability

The validity and reliability of the measurement instruments were assessed to ensure the accuracy and consistency of the data. The content validity of the questionnaire was ensured with the help of some experts and the pilot study. Regarding construct validity, the factor analysis method was used, and for reliability, Cronbach's alpha method was employed. All scales were shown to possess acceptable levels of reliability, whereby the Cronbach's alpha values obtained were above the 0.70 threshold.

Ethical Considerations

In this study, basic procedures regarding the conduct of ethical research have been followed, and no individual respondent's name has been used or revealed. Each participant signed a consent form before the survey implementation, and they were told that the results of the survey would not, under any circumstances, be used for any other purpose than what the researchers intended. The study also met institutional requirements and got ethical approval from the appropriate ethical committee.

RESULTS

Descriptive Statistics

The research sample consisted of 100 respondents who were customers at Rocket Chicken, Patukangan branch. The demographic characteristics of the respondents are summarized below.

Demographic Characteristics of Respondents

Table 1. Frequency of Respondents Based on Gender

No.	Gender	Frequency	Percentage
1.	Male	38	38%
2.	Female	62	62%
	Total	100	100%

Source: Primary data processed, 2024

Based on table 1 above, it can be seen that respondents with male gender were 38 people or 38% of the total number of respondents, namely 100 people, while female respondents were 62 people or 62%. From this explanation, it can be concluded that on average or most respondents have female gender.

Table 2. Frequency of Respondents Based on Age

No.	Age	Frequency	Percentage
1.	20-21 years	5	5%
2.	22-23 years	71	71%
3.	24-25 years	22	22%
4.	>25 years	2	2%
	Total	100	100%

Source: Primary data processed, 2024

Based on table 2 above, it can be seen that respondents aged 20-21 years were 5 respondents or around 5%, then 71 respondents aged 22-23 years or 71%, aged 24-25 years were 22 respondents or 22%, and aged more than 25 years there were only 2 respondents or 2%. From this explanation, it can be concluded that most of the respondents are 22-23 years old.

Product Quality

Table 3. Product Quality Scores

The product quality variable in this study is measured through 5 indicators. The results of the responses regarding product quality variables can be seen in the following table:

Indicator	ST		TS		N		S		SS		Amount	N	Average	Description
	F	S	F	S	F	S	F	S	F	S				
X1.1	1	1	2	4	18	54	53	212	26	130	401	100	4.01	Good
X1.2	1	1	5	10	9	27	53	212	32	160	410	100	4.10	Good
X1.3	0	0	4	8	10	30	44	176	42	210	424	100	4.24	Very Good
X1.4	0	0	3	6	10	30	50	200	37	185	421	100	4.21	Very Good
X1.5	4	4	4	8	16	48	40	160	36	180	400	100	4.00	Good
X1.6	1	1	2	4	14	42	43	172	40	200	419	100	4.19	Good
X1.7	0	0	3	6	16	48	50	200	31	155	409	100	4.09	Good
X1.8	0	0	3	6	15	45	45	180	37	185	416	100	4.16	Good
Total Average												4.12	Good	

Source: Processed primary data, 2024

Based on table 3 above, the impact of respondents' responses on product quality

variables obtained an average score of 4.12, which means that it is included in the “Good” category for each indicator.

Service Quality

Table 4. Service Quality Scores

The service quality variable in this study is measured through 5 indicators. The results of the responses regarding the product quality variable can be seen in the following table:

Indicator	STS		TS		N		S		SS		Amount	N	Average	Description
	F	S	F	S	F	S	F	S	F	S				
X2.1	5	5	4	8	1	3	5	21	2	13	391	100	3.91	Good
					2	6	3	2	6	0				
X2.2	1	1	2	4	1	3	5	20	3	17	416	100	4.16	Good
					2	6	0	0	5	5				
X2.3	1	1	3	6	1	4	5	20	2	14	405	100	4.05	Good
					5	5	2	8	9	5				
X2.4	1	1	3	6	1	4	4	18	3	17	410	100	4.10	Good
					5	5	7	8	4	0				
X2.5	0	0	2	4	2	6	5	21	2	11	395	100	3.95	Good
					3	9	3	2	2	0				
Total Average												4.03	Good	

Source: Processed primary data, 2024

Based on table 4 above, the impact of respondents' responses on service quality variables obtained an average score of 4.03, which means that it is included in the “Good” category for each indicator.

Price Perception

Table 5. Price Perception Scores

The price perception variable in this study is measured through 5 indicators. The results of the responses regarding the product quality variable can be seen in the following table:

Indicator	STS		TS		N		S		SS		Amount	N	Average	Description
	F	S	F	S	F	S	F	S	F	S				
X3.1	0	0	5	1	1	5	5	22	2	10	394	100	3.94	Good
					0	7	1	7	8	1	5			
X3.2	0	0	4	8	2	6	4	22	3	15	448	100	4.48	Very Good
					0	0	5	5	1	5				
X3.3	1	1	5	1	2	6	3	14	3	18	410	100	4.10	Good
					0	2	6	6	4	6	0			
Total Average												4.17	Good	

Source: Processed primary data, 2024

Based on table 5 above, the impact of respondents' responses to the price perception variable obtained an average score of 4.17, which means it is included in the “Good” category for each indicator.

Customer Satisfaction

Table 6. Customer Satisfaction Scores

The customer satisfaction variable in this study is measured through 5 indicators. The results of the responses regarding the product quality variable can be seen in the following table:

Indicator	STS		TS		N		S		SS		Amount	N	Average	Description
	F	S	F	S	F	S	F	S	F	S				
Y1	3	3	3	6	2	6	4	18	2	13	390	10	3.90	Good
Y2	2	2	4	8	1	4	4	17	3	18	407	10	4.07	Good
Y3	1	1	4	8	1	4	4	16	3	19	412	10	4.12	Good
Total Average												4.03	Good	

Source: Processed primary data, 2024

Based on table 6 above, the impact of respondents' responses on customer satisfaction variables obtained an average score of 4.03, which means that it is included in the "Good" category for each indicator.

Validity Test

Table 7. Validity Test

The validity test uses Perason product moment, where the decision is taken based on the calculated r value which is compared with the table r value, if r count is greater than r table then the data is valid. It is known that the value of r table with N = 100 at 5% significance is 0.195.

Variables	r Count	r Table	Description
X1			
X1.1	0.346	0.195	Valid
X1.2	0.371	0.195	Valid
X1.3	0.426	0.195	Valid
X1.4	0.390	0.195	Valid
X1.5	0.494	0.19h5	Valid
X1.6	0.420	0.195	Valid
X1.7	0.476	0.195	Valid
X1.8	0.563	0.195	Valid
X2			
X2.1	0.420	0.195	Valid
X2.2	0.394	0.195	Valid
X2.3	0.252	0.195	Valid
X2.4	0.354	0.195	Valid
X2.5	0.255	0.195	Valid
X3			
X3.1	0.286	0.195	Valid
X3.2	0.379	0.195	Valid
X3.3	0.399	0.195	Valid
Y			
Y1	0.372	0.195	Valid
Y2	0.342	0.195	Valid

Y3	0.293	0.195	Valid
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Source: Processed primary data, 2024

Based on table above, the calculated r value on all research items, both product quality, service quality, price perception and customer satisfaction variables, has a value greater than the r table value or > 0.195. So, it can be concluded that all items of each variable are valid.

Reliability Test

Table 8. Reliability Test

The reliability test in this study uses the Chronbach Alpha measurement technique, where the decision making is based on the value of more than 0.60, so it is considered to meet the reliability requirements.

Variables	Number of Items in the Questionnaire	Number of Items retained	Chronbach Alpha	Description
Product quality (X1)	8	8	0.695	Reliable
Service quality (X2)	5	5	0.623	Reliable
Price perception (X3)	3	3	0.647	Reliable
Customer decision (Y)	3	3	0.602	Reliable

Source: Processed primary data, 2024

Based on table above, it can be seen that the Chronbach Alpha value on all items in each variable has a value of more than 0.60. Namely for X1 of 0.695, X2 of 0.623, X3 of 0.647 and Y of 0.602. This means that all variables have met the reliability requirements.

Multiple Linear Regression Test

Table 9. Multiple Linear Regression Test

Multiple linear regression analysis is intended to determine the effect of the dependent variable on the Independent variable. The following are the results of multiple linear regression analysis.

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Const)	2.015	.700	2.881	.005
	Product Quality	.123	.133	.095	.355
	Service Quality	.170	.146	.123	.025
	Price Perception	.206	.110	.193	.006

Source: Processed primary data, 2024

The t test is conducted to determine the partial influence between each independent variable on the dependent variable. The decision-making criteria for the t test is to look at the t value, if it is greater than the t table then there is an influence. In addition, it is also seen from the significant value, if it is smaller than 0.05, there is an influence between the independent and dependent variants. It is known that the t table value with N = 100 is 1.985.

Independent variable	t count	t count	Significance	Decision
X1	0.929		0.355	There is no effect
X2	2.158	1.985	0.025	There is no effect
X3	2.874		0.006	There is no effect

Source: Processed primary data, 2024

Based on table above, it can be seen that the t value of product quality is 0.929, because the t value of $0.929 < t \text{ table } 1.985$, the product quality variable does not have a significant effect on customer satisfaction. Meanwhile, the service quality and price perception variables have a value of 2.158 and 2.874, which means $> t \text{ table } 1.985$, so there is a significant influence between the service quality and price perception variables on the customer satisfaction variable.

DISCUSSION

The Influence of Product Quality on Customer Satisfaction

The results of the study at Rocket Chicken Kendal City Patukangan Branch indicate that product quality does not have a significant effect on customer satisfaction. This is in contrast to some previous research which has posited that product quality significantly influences customers' satisfaction. For example, the study conducted by Rahmawati (2021) regarding the analysis of O'Chicken Pekanbaru revealed that the perceived quality of the product is a key determinant of the customers' satisfaction level. Nevertheless, it can be said that primary factors may not necessarily define customer satisfaction in the case of Rocket Chicken Kendal.

The Influence of Service Quality on Customer Satisfaction

As for the relationship between the services quality ant customer satisfaction, the study established that there was a positive and statistically significant relationship between the two in the Rocket Chicken Kendal context. This supports and relates to Ramadhaniati et al., (2020) whereby they pointed out that increase in service quality greatly enhances the degree of satisfaction among the customers. Several of the proactive strategies established by Rocket Chicken Kendal have resonance with enhancing customers' satisfaction; for instance, ensuring that customers be attended to with friendliness and efficiency coupled with delivery services.

The Influence of Price Perception on Customer Satisfaction

The study also finds that price perception influences customer satisfaction significantly and positively. Price aspect is another factor that has been achieved by the customers at Rocket Chicken Kendal through the perception of equal price charged for the services rendered. The same opinion was reached by Rozi (2020) who argued that perceived fair pricing was a crucial determinant of customer satisfaction in the context of Rocket Chicken Tulungagung. The other aspect that is relevant for guaranteeing high levels of satisfaction is pricing that has to be reasonable combined with perception of value.

The Combined Influence of Product Quality, Service Quality, and Price Perception on Customer Satisfaction

In terms of product quality, service quality and price perception, the analysis gives a positive and significant impact towards the customer satisfaction. From this we can

deduce that each of these three elements must be tackled in order to achieve the maximum level of customer satisfaction in Rocket Chicken Kendal. This conclusion echoes with Prasetyo's (2022) assertion that a comprehensive approach targeting these areas can greatly improve customer experience.

Implications for Management

The following are the practical implications emerging from this study and applicable to Rocket Chicken Kendal's management. First, even though product quality did not influence the satisfaction in this context, it is a field which could be worked at more in the context of consistency and regarding the customers' expectations.

Second, there can be no sustainable improvements in services themselves, in terms of the quality of delivered services. When it comes to traditional methods, consistent training of employee on how to maintain the company's response, friendliness, and overall attitude towards customers can significantly increase customer satisfaction in the organization. It is noteworthy that an utmost importance should be paid to making every customer an extremely satisfied one.

Third, it is unwise to stay overpriced or underpriced in the market since it causes organizational instability. It may be salient to mention that they should take the time at least once in a while to go back to the shoppers and revise their assessment on the relative price levels and respond with new offers and promotions or simply loyalty programs, among others.

Last of all, it could mean that a multifaceted strategy that enhances the quality of the products, the quality of the services, and the perceived price of the product would be the most effective. The management should try to optimize the solutions that meet the consumer needs by incorporating order and balance in the identified factor to enhance the customer satisfaction and loyalty. The strength that is achieved through the optimization of these strategized areas shall help Rocket Chicken Kendal gain competitive advantages among its rivals, alongside improving the bonds between the organization and its customers to attain long-term business prosperity.

CONCLUSIONS

This research was conducted to explore the effect of customer satisfaction on Rocket Chicken Kendal Patukangan City Branch by product quality, service quality, and price perceptions. The research's main points are as follows:

1. **Product quality:** In the first place, the results showed that product quality clearly affects customer satisfaction. As the product quality is very high, the customers' expectations are met and hence customers are very satisfied. This confirms the previous studies saying that product quality is a very critical factor for customer satisfaction.
2. **Service Quality:** In the same vein, besides product quality, service quality is also one of the strong drivers of customer satisfaction. The study revealed that courteous and fast service was the reason for the rise in customer satisfaction rates. This is in line with the set of theories that give the privilege to the service quality concept in customer loyalty and providing the best service sum-up the global acquisition.
3. **Price Perceptions:** The price perceptions had a major impact on customer satisfaction. Customers will be satisfied with the prices if they think that the prices are the levels of value that they are getting. The fact that the pricing policy in Meteor Chicken must be keen in nature and should also result in the satisfaction of the customer to be aware of at all times.
4. **Combined Influence:** The combined effect of the factors such as product quality, service quality and price perceptions on the issue of customer satisfaction was

very remarkable and thus cannot be minimized. This indicates that these factors are interconnected and are directly responsible for the satisfaction of the customers at Rocket Chicken.

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