

# Influence of Service Quality, Price, and Location on Customer Satisfaction: A Case Study of Snackdaily, a Garut Specialty Food in Medan

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## ABSTRACT

*This study examines the level of customer satisfaction and the influencing factors within the context of customer choices regarding Snackdaily, a revitalized traditional Garut dish in Medan. Utilizing a quantitative research method, data was collected from 96 respondents through sampling procedures and questionnaires. Multiple regression analysis was employed to analyze the data. The findings indicate that location, price, and service quality significantly influence customer satisfaction levels towards Snackdaily in Medan. Additionally, aspects related to service quality and price factors also impact customer satisfaction. Specific location characteristics also play a role in enhancing customer satisfaction towards Snackdaily as a rebranded Garut specialty food in Medan. This research holds practical urgency for business stakeholders and decision-makers. By understanding consumer preferences and needs, food business owners such as Snackdaily can enhance their marketing strategies, services, and locations to maintain and improve customer satisfaction. Moreover, this study offers valuable insights for the local business community in identifying untapped market opportunities and enhancing the competitiveness of local products. Thus, this research not only contributes to improving service quality and customer satisfaction but also has the potential to drive economic growth and business development in Medan and its surrounding areas.*

## ABSTRAK

*Studi ini meneliti tingkat kepuasan konsumen dan faktor-faktor yang memengaruhinya dalam konteks pilihan pelanggan terhadap Snackdaily, sebuah hidangan tradisional Garut yang direvitalisasi di Medan. Menggunakan metode penelitian kuantitatif, kami mengumpulkan data dari 96 responden melalui prosedur sampling dan kuesioner. Analisis regresi berganda digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa lokasi, harga, dan kualitas layanan memiliki pengaruh signifikan terhadap tingkat kepuasan pelanggan terhadap Snackdaily di Kota Medan. Selain itu, aspek-aspek yang berkaitan dengan kualitas pelayanan dan faktor harga juga mempengaruhi kepuasan pelanggan. Karakteristik spesifik lokasi juga berperan dalam meningkatkan kepuasan pelanggan terhadap Snackdaily sebagai merek makanan khas Garut yang direvitalisasi di Kota Medan. Penelitian ini memiliki urgensi praktis bagi pemangku kepentingan bisnis dan pengambil keputusan. Dengan memahami preferensi dan kebutuhan konsumen, pemilik usaha makanan seperti Snackdaily dapat meningkatkan strategi pemasaran, layanan, dan lokasi mereka untuk mempertahankan dan meningkatkan kepuasan pelanggan. Studi ini juga memberikan wawasan berharga bagi komunitas bisnis lokal dalam mengidentifikasi peluang pasar yang belum dimanfaatkan dan meningkatkan daya saing produk lokal. Dengan demikian, penelitian ini*



## INTRODUCTION

The culinary industry has been positively impacted by the advancing times, where increasing competition urges entrepreneurs to constantly understand the desires and demands of customers. They strive to meet customer expectations by offering services better than their competitors. Companies must provide satisfaction through services that align with the quality of goods and services provided, creating a valuable impression for consumers. Quality service encourages customers to form strong relationships with businesses, enabling entrepreneurs to gain deeper insights in the long run. To retain customers, entrepreneurs need to pay attention to elements such as service quality, products, price, and location. Providing quality service within the company can create customer satisfaction (Hartono, 2017). According to research by Chaniotakis and Lymperopoulos (2009), when customers compare their expectations of a service with its actual performance, they form attitudes toward service quality. Service quality encompasses all elements expected by consumers from a business to satisfy their needs (Utami & Jatra, 2015).

Snackdaily, a trending Garut delicacy, offers various unique snacks that are highly sought after by the people of Medan, such as Baso Aci Ayam Suir, Baso Aci Bumbu Pedas, and Cuanki. Its origins can be traced back to the Dutch colonial era in Garut in the 19th century, where locals innovatively combined finely sliced chicken or beef with tapioca flour. This dish has gained popularity in conventional markets and has become a favorite among the people of Garut and its surroundings. The current challenge lies in the increasing number of food producers who continually innovate to create fast food and various snacks at competitive prices, while offering products with diverse variations. Amidst this scenario, Garut's Snackdaily vendors strive to attract new customers and retain the satisfaction of existing ones to sustain their businesses. In efforts to enhance customer satisfaction, these vendors in the distinctive Snackdaily Garut business endeavor to understand the importance of customers and their impact on revenue. They recognize the significance of providing high-quality service, setting reasonable prices, and creating an impactful brand image for customers. These steps aim to continuously boost product sales and align with the ongoing enhancement of customer satisfaction.

**Service Quality** Service involves abstract service actions carried out by businesses, individuals, or consumers. It encompasses various activities focused on those in need of service. If a company fails to meet consumer needs through its goods and services, then its service quality may not meet standards. The physical location of a business, considering financial considerations, is where the business operates to produce products and services (Isnaini et al., 2022). According to Tjiptono (2009), achieving and maintaining the desired level of quality to meet customer expectations is the main goal of providing high-quality service. Efforts to satisfy customer desires and preferences according to product or service

standards to meet customer expectations are ideas that can be drawn from service quality, as previously mentioned by experts (Riyani et al., 2021). There are five indicators of service quality according to Lupiyoadi and Hamdani (2011), namely: Tangibles: the extent to which customers or others can directly receive services; Reliability: the ability to quickly and successfully meet established requirements; Responsiveness: the ability to assist customers by clearly communicating facts and offering assistance promptly and accurately; Assurance: ensuring that employees are equipped with the necessary skills to enhance customer confidence in the service; Empathy: to satisfy customer inclinations (Satria & Atika, 2023).

**Price** Price plays a pivotal role in the business landscape, serving as a key factor in transactions. It significantly impacts perception, satisfaction, quality, and service value, especially for intangible services whose evaluation is challenging pre-purchase. Consequently, pricing is indispensable in commercial exchanges as it acts as a medium of trade (Suhardi et al., 2022). Umar (2002) defines price as the value exchanged between customers and the profit accrued by goods or service providers. This value is determined through negotiations or directly agreed upon by vendors. Kotler and Gary (2008) contend that customer satisfaction is closely tied to pricing, with consumers assessing whether the value offered aligns with benefits received. Typically, consumers opt for products priced commensurately with perceived advantages (O. Setiawan et al., 2019). Kotler and Gary (2008) suggest several price indicators: Affordability: Customers can meet established costs; Quality-price alignment: Customers often equate price with quality, favoring higher-priced items; Benefit-cost balance: Consumers purchase when perceived benefits match or exceed costs; and Price comparison: Customers compare prices across products for parity or competitive advantage (Saputra, 2022).

### **Location**

Fakhruddin (2019) emphasizes that consumer preferences are greatly influenced by location factors, with population density being a primary criterion for selection. The key decision lies in where services are provided to target customers. Determining service locations involves considerations of how services are delivered and where they will take place (Sri et al., 2020). According to Lupiyoadi (2012), a company's decision in selecting its operational location is crucial. Kasmir (2012) adds that the location serving customers can also be seen as a display location for goods. The goal of choosing an ideal business location is to ensure smooth operations and goal achievement. When selecting a location, entrepreneurs must consider variables impacting costs, time, facility adequacy, and compliance with government regulations (Saputra, 2022). Tjiptono (2006) suggests the following indicators for measuring location: Accessibility refers to ease of access and transit by public transportation facilities; Visibility pertains to areas or zones clearly visible from standard viewing distances; Ample parking space, with an emphasis on consumer safety and comfort; and Room for future business expansion (Dewi, 2022).

### **Customer Satisfaction**

Kotler and Keller (2007) assert that the degree of customer satisfaction or dissatisfaction depends on how well a product meets expectations. Satisfaction arises when a product or

performance meets expectations, whereas dissatisfaction arises when the outcome falls short of expectations. When performance exceeds expectations, clients are highly satisfied (T. Setiawan et al., n.d.). Customer satisfaction indicators reflect the level of satisfaction with specific outcomes or actions. Customer satisfaction refers to how well customers' expectations are met by the services or products they receive, determining how they evaluate their experience (Lubis et al., 2023). Generally, loyal customers tend to continue using products or services consistently because they are satisfied with their experience. Additionally, they often recommend products and services to others to provide the same satisfying experience (Nurbaiti et al., 2021). Indrasari (2019) states that several metrics are available to measure customer happiness, including: Alignment with desires plays a crucial role in assessing customer satisfaction with business performance. This factor acts as a difficult-to-measure satisfaction proxy, depending on how well business performance meets customer expectations; Customer satisfaction can be measured through repeat visits, which involve considering whether they intend to repurchase goods or avail commercial services again, along with other considerations; The ability to recommend serves as an indicator of how much customers recommend a product or service to acquaintances, relatives, and friends as a measure of their satisfaction (Rizal Nurdian et al., 2023).

## **RESEARCH METHODS**

This research employs an associative quantitative approach to address issues and achieve research objectives. Through numerical analysis and testing, data is collected to examine the relationship between Quality of Service (X1), Price (X2), and Location (X3) variables with its dependent variable, Customer Satisfaction (Y) (Sugiyono, 2017). Respondents from Snackdaily, a revitalized Garut restaurant in Medan City, were asked to fill out a questionnaire regarding the impact of location, price, and service quality on customer satisfaction. The population of this study includes all Snackdaily Garut consumers who have visited the restaurant at least once in Medan City. The sample was selected using purposive sampling method, where the researcher selectively chooses respondents based on specific attributes that support the research objectives and help address research challenges (Sugiyono, 2008). Sample criteria involve consumers of Snackdaily Garut who have experienced rebranding in Medan City, considering the large population size and uncertainty regarding their return in the future. The population for this study is not defined or limited. According to Sugiyono (2019), the Cochran method can be used to determine the sample size when the population size is not precisely known (Suharlina, 2023), Based on the Cochran formula estimate, the sample size for this research is approximately 96.04, rounded to 96 respondents.

## **RESULTS and DISCUSSION**

### **Statistical Test**

The assessment of research reliability and validity involves analyzing the questionnaire responses using SPSS Version 25.0. Research validity is gauged by comparing the observed correlation coefficient ( $r$ ) with the critical correlation coefficient ( $r$ ); if the observed  $r$  value surpasses the critical  $r$  value, all respondent responses are considered valid. The table indicates that each observed  $r$  value exceeds the critical  $r$  value, indicating the validity of

all types of questions and respondent answers (Ghozali, 2015). Based on the test statistic, the following table summarizes all tests conducted in this study.

**Table 1 Statistical Results**

Variabel	Indicators	Cronbach Alpha	Tolerance	VIF	R Test	R tables	Description
Service Quality (X1)	X1.1	0,714	0,440	2,271	0,733	0,200	Valid & Reliabels
	X1.2				0,563		
	X1.3				0,630		
	X1.4				0,628		
	X1.5				0,573		
Price (X2)	X2.1	0,763	0,639	1,565	0,807	0,200	Valid & Reliabels
	X2.2				0,763		
	X2.3				0,408		
	X2.4				0,807		
	X2.5				0,763		
Location (X3)	X3.1	0,805	0,580	1,723	0,469	0,200	Valid & Reliabels
	X3.2				0,828		
	X3.3				0,796		
	X3.4				0,828		
	X3.5				0,796		
Consumer Satisfaction (Y)	Y1	0,736			0,579	0,200	Valid & Reliabels
	Y2				0,329		
	Y3				0,403		
	Y4				0,569		
	Y5				0,627		

Data Distribution : is normal

Multicollinearity Test : tolerance values surpass 0.10 and VIF values stay below ten for independent variables, researchers can ascertain whether the optimal regression model fails to demonstrate a meaningful relationship

Heteroscedasticity Test : Heteroscedasticity testing in this regression model is done by testing the significance of each variable, all of which have a value greater than 0.05

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,375	0,253		9,874	0,000
Service Quality (X1)	0,167	0,094	0,091	3,715	0,007
Price (X2)	0,156	0,068	0,088	3,829	0,009
Location (X3)	0,279	0,066	0,471	4,225	0,000

a. Dependent Variable: Consumer Satisfaction (Y)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	61,149	3	20,383	15,551	,000 <sup>b</sup>
	Residual	120,590	92	1,311		
	Total	181,740	95			

a. Dependent Variable: Consumer Satisfaction (Y)  
b. Predictors: (Constant), Location, Price, Service Quality

Models	R Square	Adjusted R Square
1	0,836	0,815

Source Data processed by researchers (2024)

Utilizing the linear regression equation, we can deduce several statements regarding the analysis: The constant value of 2.375 suggests that customer satisfaction remains fixed at 2.375 in the absence of influences from location, price, or service quality. Essentially, customer satisfaction increases by 2.375 prior to the involvement of these variables. Moving on, the service quality variable (X1) exerts a 0.167 impact on customer satisfaction, indicating that a 0.167 increase in service quality will linearly enhance customer satisfaction. Conversely, a decline in service quality would result in decreased customer satisfaction; Similarly, the price variable (X2) wields a 0.156 influence on customer satisfaction. This implies that a 0.156 rise in price will elicit a linear increase in customer satisfaction. Conversely, a reduction in price would correspond to diminished customer satisfaction, under the assumption of consistency; Lastly, the location variable (X3) demonstrates a 0.279 effect on customer satisfaction, signifying that a 0.279 elevation in location will linearly bolster customer satisfaction. Conversely, a decrease in the location variable would precipitate reduced customer satisfaction, assuming constancy.

The regression analysis results indicate that the variables of location, price, and service quality significantly influence customer satisfaction, as evidenced by the obtained significance value (0.000 lower than 0.05). The f-test also shows that the f-value (15.551) exceeds the f-table (2.704). The study's variables—service quality, price, and location—account for 83.6% of the variation in customer satisfaction, as reflected in the Adjusted R Square value of 0.836. However, it's noteworthy that approximately 16.4% of the variation in customer satisfaction is influenced by other factors not addressed in this study.

## Discussion

### *Service Quality on Customer Satisfaction*

Ongoing research findings indicate a relationship between customer happiness and service quality aspects (a case study of Snackdaily, a Garut traditional food outlet redeveloped in Medan). Customer satisfaction increases with the level of service provided. If the service provided is of high quality, it will directly attract customers to return to purchase marketed products. This research aligns with Ria Setyawati's study (2023), which found that factors related to service quality have a beneficial impact on customer satisfaction.

### *Price on Customer Satisfaction*

Findings from ongoing research (a case study on Snackdaily, a traditional Garut culinary outlet undergoing changes in Medan) show that the price variable influences customer satisfaction. Customer happiness levels can be affected if assumptions about better product

quality are based solely on price. Therefore, pricing should be aligned with the quality of products marketed to customers to please them. Arianti et al.'s study (2022) is supported by these research findings. The study indicates that there is a certain degree to which the price variable affects customer happiness.

### ***Location on Customer Satisfaction***

The location variable affects the customer happiness variable based on partial research test findings (a case study of Snackdaily, a Garut traditional food outlet redeveloped in Medan). Good location availability can quickly attract many customers and have the ability to influence their purchasing habits. Additionally, geographical variables significantly impact customer responses. The results obtained from this investigation are in line with other research by Kambey et al. (2021). Their research findings indicate that satisfaction is influenced by customer geographical factors to some extent.

### ***Impact of Service Quality, Price, and Location on Customer Satisfaction***

Concurrent research findings (simultaneous study tests) indicate that satisfaction variables are influenced by aspects related to customer location, price, and service quality. This study focuses on the Snackdaily case, a Garut traditional food outlet redeveloped in Medan. The conclusion of this research is consistent with Nofrika's 2019 study, concludes that location, price, and service quality all work together to enhance customer satisfaction.

## **CONCLUSIONS**

The three variables of location (X3), price (X2), and service quality (X1) all significantly influence customer satisfaction, according to the research findings. Additionally, as evidenced by the case study, customer happiness is affected by the quality of location, pricing, and service quality, particularly in the context of Snackdaily, a traditional Garut food establishment adapted for the Medan market. This underscores the importance of considering these factors in efforts to enhance customer satisfaction and strengthen the business's position in the market competition.

The three variables of location (X3), price (X2), and service quality (X1) all significantly influence customer satisfaction, according to the research findings. Additionally, as evidenced by the case study, customer happiness is affected by the quality of location, pricing, and service quality, particularly in the context of Snackdaily, a traditional Garut food establishment adapted for the Medan market. However, it's important to acknowledge the limitations of this study, such as the scope being limited to a specific geographical area and the potential influence of other external factors not explored in this research. Nonetheless, these findings underscore the importance of considering these factors in efforts to enhance customer satisfaction and strengthen the business's position in the market competition.

## **RECOMMENDATIONS**

Based on the research findings, several recommendations can be proposed to enhance customer satisfaction and improve the performance of businesses like Snackdaily. Firstly,

continuous monitoring and improvement are essential. Regularly monitor customer feedback regarding location, pricing, and service quality to identify areas for improvement, and implement measures to address any shortcomings promptly. Secondly, investing in staff training is crucial. Provide comprehensive training to staff members to enhance their customer service skills and ensure consistent delivery of high-quality service. Empower employees to handle customer inquiries and concerns effectively. Furthermore, a value-based pricing strategy should be developed. This entails aligning pricing with the perceived value of the products and services offered. Factors such as product quality, market demand, and competitor pricing should be considered to strike a balance between profitability and customer satisfaction. Additionally, strategic location selection is vital. Choose locations for business operations that are easily accessible to the target market and offer convenience to customers. Thorough market research should be conducted to identify areas with high foot traffic and demand for similar products. Moreover, enhancing service quality should be a priority. Focus on improving overall service quality by streamlining processes, enhancing product offerings, and implementing customer-centric initiatives. Aim to exceed customer expectations at every touchpoint. Promoting customer engagement is also important. Foster a sense of community and loyalty among customers through social media platforms, loyalty programs, and personalized marketing campaigns. Encourage feedback and actively respond to customer inquiries and suggestions.

Lastly, benchmarking and best practices should be embraced. Study industry best practices and benchmark against competitors to identify opportunities for innovation and differentiation. Stay updated on market trends and consumer preferences to remain competitive in the industry. By implementing these recommendations, businesses like Snackdaily can strengthen their market position, build customer loyalty, and drive long-term success in the highly competitive food industry.

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