

The Influence of Service Quality on Customer Satisfaction and Customer Loyalty at Richeese Factory in Denpasar City (Case Study at PT. Richeese Kuliner Indonesia)

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ABSTRACT

Richeese Factory must execute the most effective marketing mix to advance its business, necessitating a thorough study and analysis of its marketing methods for fast food restaurants. This analysis will enable Richeese Factory to sustain and enhance its operations. This study aims to assess the impact of tangible evidence, dependability, responsiveness, assurance, and empathy on customer satisfaction and loyalty. To assess the impact of customer satisfaction on customer loyalty at Richeese Factory in Denpasar City. This study employs a quantitative research methodology. The research sample comprised 195 customers of Richeese Factory Denpasar. Methods of data collecting employing questionnaires. Analytical methodologies employing Partial Least Squares - Structural Equation Modeling (PLS-SEM). The findings indicated that Physical Evidence, Reliability, and Assurance significantly influence Customer Satisfaction, however Responsiveness and Attention do not have a substantial impact on Customer Satisfaction. Physical Evidence, Responsiveness, and Attention significantly influence Customer Loyalty; however, Reliability and Assurance do not have a major impact on Customer Loyalty. Customer satisfaction significantly influences customer loyalty. Richeese Factory Denpasar City is advised to prioritize Customer Satisfaction by periodically assessing the quality of service and food and beverage offerings supplied to patrons.

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1. INTRODUCTION

The impact of the rapid and complex development of the world economy is seen in Indonesia's economic growth which is characterized by collaboration in industries such as franchising. Due to the large number of fast food restaurants in Indonesia, including Richeese factory, KFC, Pizza Hut, and many more, as well as the development of other business services, franchises have become increasingly famous and become a crucial topic of conversation between the business world and the government.

The Latin word "francorum rex" meaning "free from bondage" refers to the freedom of enjoying the rights of business actors. The expression "franchise" is also known as "fransing." The expressions "franchisor", "franchisee" and "franchisor" are commonly used in franchising. A franchisee, sometimes referred to as a franchisee, is a company or individual that permits another party to use and/or exercise rights to its innovation, intellectual property, or commercial attributes [1].

Researchers chose Richeese factory because it is a popular company and has many locations in major cities in Indonesia. Richeese Culinary Indonesia, owner of Richeese factory, debuted in Indonesia on February 8, 2011, at Paris Van Java Mall in Bandung, West Java. With 162 locations nationwide in 2019 and still growing, Richeese factory has become the main product in major cities in Indonesia. The menu at Richeese factory consists of ready meals such as burgers, french fries, and fried chicken in addition to carbonated drinks and other beverages. The Richeese factory's flagship dish to date is the Fire Chicken and cheese sauce menu (source: <http://www.richeesefactory.com/id>). One franchise company that uses a promotional mix strategy with various components is the Richeese Company. It is thought to have an impact on the decisions consumers make when making purchases.

Top Brand Award, a business that analyzes brand performance, conducted a survey in Indonesia about Top Brand fast food restaurants. Richeese factory was ranked fifth

in the fast food restaurant category with a percentage of 5.9% as reported from www.topbrand-award.com which is part of the Top Brand Award 2021 phase 2. Among the top fast food brands and most popular food restaurants, Richeese factory is in the top five. According to the data, fast food consumption is on the rise and Richeese factory is currently a local brand that is able to compete with international names such as KFC and McDonald's. Researchers who want to choose a franchise at Richeese factory may also find this interesting.

Due to the phenomenon of competition between companies, business people now understand that optimizing their assets is very important for the survival of their subsidiaries that produce Richeese factory products and companies. Branding is one of the tools to get to this point. Similar to the Richeese factory franchise, the brand functions to distinguish the product or service of an individual or collective of providers from comparable offerings by other suppliers [2].

Customers can better consider a company's value, quality, and service when making judgments about what to buy. Because many products are identical to each other in the market, then every company must improve its brand image in order to increase the brand equity of products in the market and win the competition [3]. Businesses choose and implement a series of marketing tactics in an effort to stay competitive and adapt to changing consumer behavior. A company may choose to use a promotional plan as one of its tactics as it allows the company to inform customers about the goods being traded.

Scientific and technological progress today is growing rapidly. This encourages the development of an increasingly rapid business world and increasingly tight market competition, thus requiring PT. More advanced marketing techniques are being developed by Richeese Kuliner Indonesia. One of the tools used by businesses to achieve their set goals is marketing. Every business should strive to produce and supply goods

and services according to customer preferences to achieve this goal.

In an increasingly competitive world, consistently fulfilling customer desires is the best approach to winning loyal customers. Customer satisfaction comes naturally when a company's offerings match or exceed the customer's needs and desires. Consumers will consider their expectations of the company's price and service excellence. If the client is happy, he will come back again, become a loyal client, and recommend his business to others. As a result, the business will benefit from this state of affairs by gaining loyal clients who will also help the company's marketing. In contrast, dissatisfied consumers are more inclined to disseminate their adverse experiences, thus affecting the company's reputation and its capacity to acquire new clientele [4].

The opening of new restaurants presents a challenge to Richeese factory's potential to increase its market share and become more competitive. In addition, Richeese factory also has to compete with various franchised restaurant competitors in the field of food supply. To develop the most effective marketing mix that can be applied by Richeese factory in developing its business, the fast food restaurant (Richeese factory) needs to study and analyze its marketing strategy. Through this analysis, Richeese factory will be able to maintain and improve its business.

This study aims to: (1) evaluate the effect of physical evidence, reliability, responsiveness, assurance, and empathy on customer satisfaction at Richeese Factory in Denpasar City; (2) examine the influence of physical evidence, reliability, responsiveness, assurance, and empathy on customer loyalty at Richeese Factory in Denpasar City; (3) analyze the relationship between customer satisfaction and customer loyalty at Richeese Factory in Denpasar.

2. LITERATURE REVIEW

2.1 *Customer Satisfaction*

Satisfaction is an emotional reaction of pleasure or disappointment resulting from the comparison of actual

performance to anticipated results; if performance does not meet customer expectations, the consumer suffers dissatisfaction. Should the results align with expectations, the consumer will be satisfied [5]. According to [6] Customer satisfaction is a consumer's emotional reaction to a utilized product or service. Satisfaction is frequently defined as the evaluation of services or outcomes received by consumers in relation to their expectations; these services or outcomes must either meet or exceed those expectations. The definition of customer satisfaction is also explained by [7] that Customer satisfaction or dissatisfaction is the customer's response to the evaluation of perceived discrepancies or disconfirmation between previous expectations and the actual performance of the product after its utilization. Customer satisfaction occurs when outcomes align with expectations, while dissatisfaction emerges when results diverge from anticipated norms.

2.2 *Consumer Loyalty*

The foundation of any business is building a loyal customer base. According to Don Peppers and [8], a company's customers are the only source of value; this is the only value a company has today and will continue to have in the future. If a business is able to attract, retain and expand its customers, then the business can be considered successful. [9] define loyalty as a real attitude that consumers have towards a product and use it to determine whether they enjoy it or not and want to or not buy it.

2.3 *Quality Of Service*

According to Kotler in [10], a service is considered high quality when it is an activity or act that can be given to another party that is essentially intangible (not physically palpable) and does not produce anything. [11], on the other hand, define quality of service as all actions intended to meet the needs and aspirations of the clients in order to uphold the expectations of the brand. We can conclude that, in order for a business

to satisfy the wishes and requests of its clients, the quality of service must meet all their expectations.

Valerie Zeithmal, A. Parasuraman, and Leonard Berry have identified five aspects of service quality that can be used to assess service quality. These dimensions are as follows:

1. Tangible (Physical Evidence)

In terms of personnel, installed materials, equipment, and physical facilities. The physical form and the services that the customer will obtain are described in this dimension. For example, staff members in restaurants are required to wear neat uniforms and have access to all dining tables and cutlery.
2. Reliability

Namely, the capacity to fulfill commitments precisely and reliably. Reliability, in its broadest definition, is the capacity of a business to meet its commitments related to price, problem solutions and supply.
3. Responsiveness

Namely, awareness and willingness to help clients and provide services immediately. When handling requests, inquiries and complaints from customers, this dimension places great emphasis on accuracy and attentiveness.

4. Assurance

Namely, the expertise, courtesy, and capacity of staff members to generate confidence and trust. This aspect can be important for services that require a high level of trust to make clients feel comfortable and safe.
5. Empathy

Particular attention and individual care given to client. This aspect of empathy shows consumers that they are unique and that the demands of the brand can be understood through the services they receive.

2.4 Frame Of Mind

Based on the explanation above, the structure of the study can be used to characterize a framework of thought, as shown in the attached image.

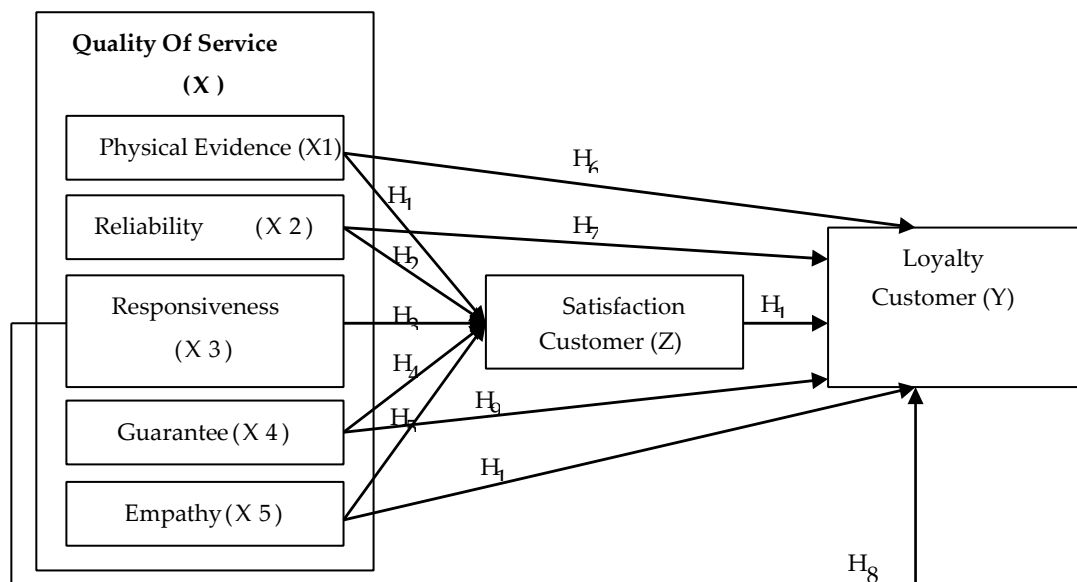


Figure 1. Theoretical Framework

2.5 Research Hypothesis

Based on the formulation of the problem and the framework of thought that has been described researchers, then the hypothesis of this study is:

- H₁ : it is suspected that physical evidence has a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar.
- H₂ : reliability is expected to have a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar.
- H₃ : allegedly responsiveness has a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar.
- H₄ : allegedly guarantee a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar.
- H₅ : empathy is suspected to have a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar.
- H₆ : It is suspected that physical evidence has a positive and significant effect on customer loyalty at Richeese Factory in Denpasar.
- H₇ : allegedly reliability has a positive and significant effect on customer loyalty at Richeese Factory in Denpasar.
- H₈ : allegedly responsiveness has a positive and significant effect on customer loyalty at Richeese Factory in Denpasar.
- H₉ : allegedly guarantee a positive and significant effect on customer loyalty at Richeese Factory in Denpasar.
- H₁₀: empathy is suspected to have a positive and significant effect on customer loyalty at Richeese Factory in Denpasar.
- H₁₁: allegedly customer satisfaction has a positive and significant effect on customer loyalty at Richeese Factory in Denpasar.

3. RESEARCH METHODS

3.1 Types of Research

This study employed a quantitative research methodology. Quantitative research methods, grounded in positivist philosophy, are defined as approaches employed to examine a specified population or sample, gather data through research instruments, and evaluate quantitative or statistical information to test a predetermined hypothesis.

3.2 Subject and Object of Research

The customers of Richeese Factory Denpasar were utilized as the subject of this research investigation. This report investigates the impact of service quality on customer happiness and loyalty at Richeese Factory in Denpasar.

3.3 Population and Sample

The population in this study are all consumers Richeese Factory Denpasar. Sampling of this study using accidental sampling is the researcher took samples he encountered at that time. The method of determining the number of samples from an unknown population is done through the formula (Hair et al., 2014). Hair et al. (2019) also explained the sample size in the SEM (structural Equation Model) analysis when there are more than 20 indicators, the sample size is between 100-200. Sample calculation of this study = number of indicators \times 5 = 39 \times 5 = 195 consumers Richeese Factory Denpasar. Then the number of research samples is as many as 195 customers Richeese Factory Denpasar.

3.4 Identification of Variables

The variables used in this study are independent variables and dependent variables, as follows:

a. Independent Variable

Independent variables in service quality research consisting of: physical evidence (X₁), reliability (X₂), responsiveness (X₃), assurance (X₄), and empathy (X₅).

- b. Intervening Variables
In this study using intervening variables are Customer Satisfaction (Z).
- c. Dependent Variable
In this study using the dependent variable in this study is customer loyalty (Y).

3.5 Data Sources

Primary Data in this study is the distribution of questionnaires (questionnaire) to consumers Richeese Factory Denpasar. In this study the secondary data from the company Richeese Factory, journals, and previous research.

3.6 Data Collection Techniques

Several methods of data collection were carried out, namely: interviews, literature studies, and questionnaires. The answers of each instrument in the form of such statements are given a score or value as follows 1 ("strongly disagree" (STS)) to 5 ("Strongly agree" (SS)).

3.7 Data Analysis Techniques

This research employs Partial Least Squares – Structural Equation Modelling (PLS-SEM). Hair et al. (2011) as cited in Ghozali (2021) advocate for the utilization of PLS-SEM in exploratory research or when augmenting an

established structural theory, such as the Technology Acceptance Model (TAM) relevant to this study. The evaluation of the PLS-SEM model, according to [12], [13], is conducted by evaluating the external model and internal model. In hypothesis testing utilizing statistical values, an alpha level of 5% corresponds to a T-statistical value of 1.96. The hypothesis is accepted when Ha is affirmed and H0 is dismissed if the T-statistic exceeds 1.96. The hypothesis Ha is accepted if the p-value is less than 0.05.

4. RESULTS OF ANALYSIS AND DISCUSSION

4.1 Structural Model Analysis

The model analysis using Partial Least Square (PLS) with the Smart PLS program is explained as follows:

a. Outer Models

The external model, also known as the external relation or measurement model, defines the connection between the studied variables and their indicators.

1) Convergent Validity

Every indicator in the model must satisfy convergent validity, requiring an Original Sample value exceeding 0.5.

Table 1. Convergent Validity

Item	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P-Value
Bukti Fisik (X1)					
X1.1	0,820	0,819	0,036	22,507	0,000
X1.2	0,758	0,757	0,046	16,566	0,000
X1.3	0,861	0,860	0,028	31,226	0,000
Kehandalan (X2)					
X2.1	0,855	0,852	0,030	28,230	0,000
X2.2	0,869	0,867	0,026	33,007	0,000
X2.3	0,709	0,711	0,036	19,423	0,000
Daya Tanggap (X3)					
X3.1	0,866	0,864	0,027	31,641	0,000
X3.2	0,874	0,873	0,025	34,696	0,000
X3.3	0,896	0,89	0,020	44,235	0,000
Jaminan (X4)					
X4.1	0,867	0,867	0,024	36,066	0,000
X4.2	0,842	0,839	0,042	20,008	0,000
X4.3	0,892	0,893	0,017	51,511	0,000

Perhatian (X5)					
X5.1	0,744	0,740	0,052	14,178	0,000
X5.2	0,905	0,904	0,014	63,346	0,000
X5.3	0,821	0,820	0,032	25,390	0,000
Customer Satisfaction (Z)					
Z.1.1	0,858	0,856	0,022	38,862	0,000
Z.1.2	0,829	0,827	0,032	25,959	0,000
Z.1.3	0,801	0,800	0,034	23,843	0,000
Z.2.1	0,858	0,858	0,020	43,830	0,000
Z.2.2	0,780	0,779	0,036	21,703	0,000
Z.2.3	0,767	0,764	0,039	19,600	0,000
Z.2.4	0,588	0,583	0,078	7,499	0,000
Z.3.1	0,707	0,705	0,072	9,883	0,000
Z.3.2	0,810	0,808	0,031	25,823	0,000
Z.3.3	0,609	0,608	0,067	9,107	0,000
Customer Loyalty (Y)					
Y.1.1	0,858	0,856	0,022	38,862	0,000
Y.1.1	0,829	0,827	0,032	25,959	0,000
Y.2.1	0,801	0,800	0,034	23,843	0,000
Y.2.2	0,858	0,858	0,020	43,830	0,000
Y.3.1	0,780	0,779	0,036	21,703	0,000
Y.3.2	0,767	0,764	0,039	19,600	0,000
Y.3.3	0,588	0,583	0,078	7,499	0,000
Y.4.1	0,707	0,705	0,072	9,883	0,000
Y.4.2	0,810	0,808	0,031	25,823	0,000
Y.5.1	0,609	0,608	0,067	9,107	0,000
Y.5.2	0,844	0,841	0,026	32,025	0,000
Y.6.1	0,772	0,770	0,040	19,530	0,000
Y.6.2	0,714	0,713	0,047	15,306	0,000
Y.6.3	0,843	0,841	0,025	34,385	0,000

Source: Appendix 4, Processed Data

Based On Table 1. it can be seen that all measurements on each variable declared valid as a constraint measuring instrument

because it has an Original Sample value > 0.5.

2) Discriminant Validity

The discriminant validity output from the data processing results is shown in Table 2. Here:

Table 2. Cross Loading

	X1	X2	X3	X4	X5	Z	Y
X1.1	0,820	0,500	0,395	0,552	0,636	0,550	0,599
X1.2	0,758	0,581	0,473	0,523	0,429	0,595	0,512
X1.3	0,861	0,544	0,402	0,510	0,487	0,531	0,575
X2.1	0,492	0,855	0,701	0,599	0,520	0,670	0,583
X2.2	0,506	0,869	0,686	0,575	0,528	0,658	0,561
X2.3	0,616	0,709	0,503	0,564	0,552	0,63	0,661
X3.1	0,494	0,712	0,866	0,636	0,541	0,611	0,563
X3.2	0,429	0,656	0,874	0,592	0,512	0,581	0,589
X3.3	0,449	0,676	0,896	0,606	0,582	0,565	0,611
X4.1	0,635	0,656	0,638	0,867	0,637	0,659	0,645
X4.2	0,53	0,578	0,540	0,842	0,736	0,622	0,622
X4.3	0,53	0,626	0,629	0,892	0,642	0,735	0,681
X5.1	0,302	0,484	0,453	0,561	0,744	0,474	0,463
X5.2	0,561	0,598	0,604	0,741	0,905	0,634	0,68

X5.3	0.675	0.543	0.469	0.597	0.821	0.577	0.640
Z.1.1	0.571	0.690	0.615	0.730	0.707	0.794	0.731
Z.1.2	0.647	0.644	0.538	0.656	0.615	0.815	0.783
Z.1.3	0.558	0.669	0.622	0.677	0.623	0.836	0.774
Z.2.1	0.597	0.621	0.511	0.643	0.596	0.814	0.747
Z.2.2	0.536	0.693	0.548	0.605	0.527	0.83	0.664
Z.2.3	0.452	0.562	0.419	0.532	0.387	0.743	0.559
Z.2.4	0.515	0.594	0.490	0.562	0.368	0.730	0.597
Z.3.1	0.506	0.669	0.568	0.627	0.566	0.832	0.745
Z.3.2	0.538	0.571	0.403	0.480	0.400	0.729	0.566
Z.3.3	0.515	0.661	0.528	0.608	0.567	0.800	0.749
Y.1.1	0.620	0.600	0.488	0.633	0.612	0.814	0.858
Y.1.2	0.531	0.614	0.506	0.645	0.639	0.773	0.829
Y.2.1	0.613	0.570	0.461	0.574	0.618	0.672	0.801
Y.2.2	0.622	0.553	0.467	0.635	0.657	0.735	0.858
Y.3.1	0.542	0.586	0.516	0.631	0.566	0.707	0.780
Y.3.2	0.458	0.642	0.632	0.668	0.614	0.715	0.767
Y.3.3	0.292	0.590	0.588	0.478	0.369	0.571	0.588
Y.4.1	0.492	0.562	0.582	0.565	0.654	0.561	0.707
Y.4.2	0.542	0.620	0.610	0.587	0.573	0.717	0.810
Y.5.1	0.373	0.551	0.477	0.413	0.372	0.534	0.609
Y.5.2	0.535	0.632	0.582	0.569	0.542	0.731	0.844
Y.6.1	0.663	0.565	0.497	0.563	0.479	0.657	0.772
Y.6.2	0.582	0.435	0.409	0.547	0.549	0.574	0.714
Y.6.3	0.577	0.559	0.474	0.570	0.610	0.700	0.843

Source: Appendix 4, Processed Data

Based on the table above, it is obtained that the whole of the forming construct is stated to have a good discriminant. Where the correlation value of the indicator to its construction must be greater than the correlation value between the indicator and other constructs.

3) Average Variance Extracted

The reference value of each construct is the square root of the Ave value of the construct. AVE describes the average variance or discriminant extracted on each variable. Ave value equal to or above 0.50 indicates a convergent good convergent.

Table 3. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Physical Evidence (X1)	0,662
Reliability (X2)	0,663
Responsiveness (X3)	0,772
Assurance (X4)	0,752
Empathy (X5)	0,682
Customer Satisfaction (Z)	0,629
Customer Loyalty (Y)	0,600

Source: Appendix 4, Processed Data

In Table 3. obtained Ave value for the entire variable has an Ave value greater than 0.5 so that it means that the overall

indicators in each construct have converged with item other items in one measurement.

4) Composite Reliability

A construct is considered reliable if the composite

reliability value is above 0.60 [14]. The composite reliability results can be seen in Table 4.

Table 4. Composite reliability

Composite Reliability	
Physical Evidence (X1)	0,854
Reliability (X2)	0,854
Responsiveness (X3)	0,910
Assurance (X4)	0,901
Empathy (X5)	0,865
Customer Satisfaction (Z)	0,944
Customer Loyalty (Y)	0,954

Source: Appendix 4, Processed Data

The table indicates that the entire construct satisfies the composite reliability criterion, since it possesses a composite reliability value over 0.60, so ensuring that all variables exhibit sufficient internal consistency in assessing latent constructs.

5) Cronbach Alpha

Cronbach's Alpha is a benchmark used to describe correlations or relationships between scales made with all existing variable scales. Variables that have a cronbach alpha value > 0.6 are declared reliable (Sugiyono, 2016). Here are the results of Cronbach's alpha values research:

Table 5. Cronbach Alpha

Cronbach Alpha	
Physical Evidence (X1)	0,743
Reliability (X2)	0,740
Responsiveness (X3)	0,852
Assurance (X4)	0,835
Empathy (X5)	0,766
Customer Satisfaction (Z)	0,934
Customer Loyalty (Y)	0,947

Source: Appendix 4, Processed Data

Based on the cronbach Alpha value above, it can be concluded that all variables have high reliability because they have a Cronbach Alpha value

above 0.6 so that they can be used in research.

b. Inner Model

The following is a structural Model of the Bootstrapping process Bootstrapping:

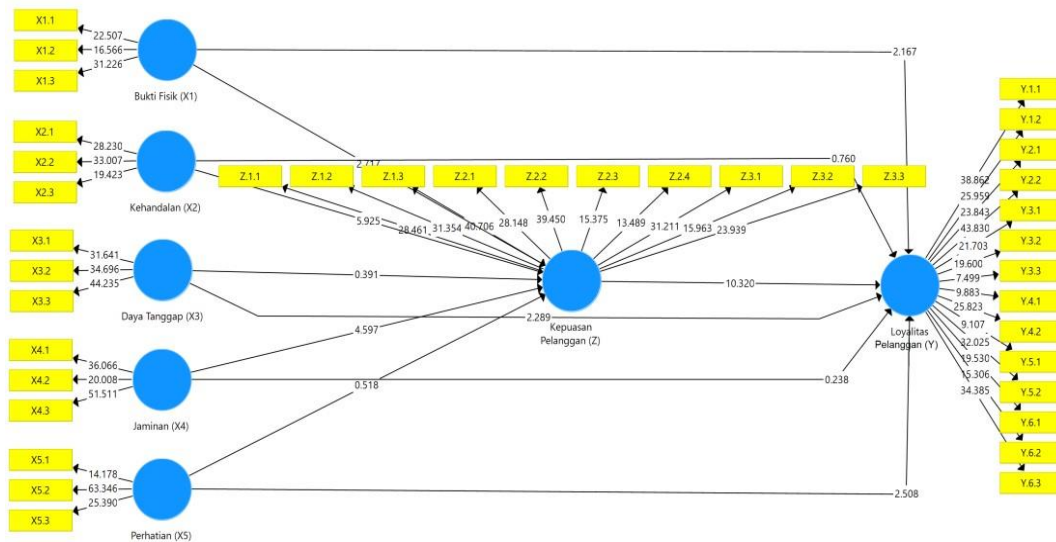


Figure 2. Model Structural Partial Least Squares

Based on the figure above, it is known that customer satisfaction (Z) is influenced by physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and attention (X5). In addition, customer loyalty (Y) is also influenced by physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), attention (X5) and customer satisfaction (Z) shown in the following equation:

$$Z = 0,148 X_1 + 0,457 X_2 + 0,030 X_3 + 0,336 X_4 + 0,049 X_5$$

$$Y = 0,110 X_1 + 0,064 X_2 + 0,114 X_3 + 0,017 X_4 + 0,191 X_5 + 0,662 Z$$

In assessing a model with PLS start by looking at the R-Square for each dependent latent variable. Changes in the value of R-Square can be used to assess the effect of a particular independent latent variable to the dependent latent variable whether it has a substantive effect. For endogenous latent variables in structural models that have results R² of 0.75 indicates that the model is “good”, R² of 0.50 indicates that the model is “moderate”, R² of 0.25 indicates that the model is “weak” (Ghozali, 2014). The PLS output as described in Table 6. here:

Table 6. R-Square

	R Square
Customer Satisfaction (Z)	0.745
Customer Loyalty (Y)	0.813

Source: Appendix 4, Processed Data

Based on Table 6, physical evidence variables (X1), reliability (X2), responsiveness (X3), assurance (X4) and attention (X5) that affect customer satisfaction (Z) has a value of R² of 0.745 which has an influence value of 74.5% which is included in the moderate category. While the variables of physical evidence (X1),

reliability (X2), responsiveness (X3), assurance (X4) and attention (X5) and customer satisfaction (Z) that affect customer loyalty (Y) has a value of R² of 0.813 which has an influence value of 81.3% which is included in The Good category. The suitability of the structural model can be seen from R², as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R1) * (1 - R2)] \\
 &= 1 - [(1 - 0,745) * (1 - 0,813)] \\
 &= 1 - [(0,255) * (0,187)] \\
 &= 0,953
 \end{aligned}$$

It can be concluded that the structural Model shows a good relationship.

c. Hypothesis Test

To answer the hypothesis of the study can be seen t-statistic in Table 7 below:

Table 7. Relationship between constructs

Variable Relationships	Original Sample (O)	T Statistics (O/STDEV)	P Values	Explanation
Physical Evidence (X1) → Customer Satisfaction (Z)	0,148	2,717	0,007	Significant
Reliability (X2) → Customer Satisfaction (Z)	0,457	5,925	0,000	Significant
Responsiveness (X3) → Customer Satisfaction (Z)	0,030	0,391	0,696	Not Significant
Assurance (X4) → Customer Satisfaction (Z)	0,336	4,597	0,000	Significant
Empathy (X5) → Customer Satisfaction (Z)	0,049	0,518	0,605	Not Significant
Physical Evidence (X1) → Customer Loyalty (Y)	0,110	2,167	0,031	Significant
Reliability (X2) → Customer Loyalty (Y)	0,064	0,760	0,447	Not Significant
Responsiveness (X3) → Customer Loyalty (Y)	0,114	2,289	0,023	Significant
Assurance (X4) → Customer Loyalty (Y)	0,017	0,238	0,812	Not Significant
Empathy (X5) → Customer Loyalty (Y)	0,191	2,508	0,012	Significant
Customer Satisfaction (Z) → Customer Loyalty (Y)	0,662	10,320	0,000	Significant

Source: Processed Data

Based on the above table of hypothesis testing can be explained that:

1. Effect of physical evidence (X1) on customer satisfaction (Z)

Physical evidence has a significant influence on customer satisfaction, because the T-statistic value of 2.717 which means greater than 1.96 and the P Value of 0.007 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.148 then the variable relationship is positive.

2. Effect of reliability (X2) on customer satisfaction (Z)

Reliability has a significant effect on customer satisfaction, because the T - statistic value of 5.925 which means greater than 1.96 and the P Value of 0.000 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.457 then the relationship is negative variables.

3. Effect of responsiveness (X3) on customer satisfaction (Z)

Responsiveness has no significant effect on

- satisfaction Customers, because the T-statistic value of 0.391 which means smaller than 1.96 and the p Value of 0.696 which is greater than 0.05. Then from the value of the Original Sample shows a positive value of 0.030 then the positive variable relationship.
4. Effect of guarantee (X4) on customer satisfaction (Z)

Guarantee has a significant effect on customer satisfaction, because the T-statistic value of 4.597 which means greater than 1.96 and the P Value of 0.000 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.336 then the positive variable relationship.
 5. Effect of attention (X5) on customer satisfaction (Z)

Attention does not have a significant effect on customer satisfaction, because the T - statistic value of 0.518 which means smaller than 1.96 and the P Value of 0.605 which is greater than 0.05. Then from the value of the Original Sample shows a positive value of 0.030 then the positive variable relationship.
 6. Effect of physical evidence (X1) on customer loyalty (Y)

Physical evidence has a significant influence on customer loyalty, because the T-statistic value of 2.167 which means greater than 1.96 and the P Value of 0.031 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.110 then
 7. Effect of reliability (X2) on customer loyalty (Y)

Reliability does not have a significant effect on customer loyalty, because the T - statistic value of 0.760 which means smaller than 1.96 and the p Value of 0.447 which is greater than 0.05. Then from the value of the Original Sample shows a positive value of 0.064 then the variable relationship is positive.
 8. Effect of responsiveness (X3) on customer loyalty (Y)

Responsiveness has a significant effect on customer loyalty, because the T-statistic value of 2.289 which means greater than 1.96 and the P Value of 0.023 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.114 then the variable relationship is positive.
 9. Effect of guarantee (X4) on customer loyalty (Y)

Guarantee does not have a significant effect on customer loyalty, because the T-statistic value of 0.238 which means smaller than 1.96 as well as the value of P Value of 0.812 which is greater than 0.05. Then from the value of the Original Sample shows a positive value of 0.017 then the relationship is positive variables.
 10. Effect of attention (X5) on customer loyalty (Y)

Attention has a significant effect on customer loyalty, because the T - statistic value of 2.508 which

means greater than 1.96 and the P Value of 0.012 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.191 then the variable relationship is positive. 11. Effect of Customer Satisfaction (Z) on customer loyalty (Y) Customer satisfaction has a significant influence on loyalty Customers, because the T-statistic value of 10.320 which means greater than 1.96 and the p Value of 0.000 which is smaller than 0.05. Then from the value of the Original Sample shows a positive value of 0.662 then the variable relationship is positive.

4.2 Discussion

a. On The Effect of Physical Evidence on Customer Satisfaction

Based on the hypothesis, it is known that physical evidence variables have a significant effect on customer satisfaction, where the relationship is evidenced from the T-statistic value of 2.717 which is greater than 1.96. Then the research hypothesis that states "allegedly physical evidence of a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar", is proven true. The value of the Original Sample is positive 0.148 which means the better the physical evidence will increase customer satisfaction at Richeese Factory in Denpasar

Physical evidence is a real thing that also influences the consumer's decision to buy and use the product or service offered ([15]. Consumers tend to be interested in finding a place that has the means or physical evidence (physical evidence) that they think is unique, comfortable, and Instagram able.

Cafe managers are certainly aware that the design and arrangement of business premises (interior) will affect the attention and mood of visitors so as to create a sense of comfort and fun.

The results of the study stated that physical evidence has an effect on customer satisfaction Richeese Factory in Denpasar. This is in line with research by [16]stating that physical evidence has a significant effect on Surf Cafe customer satisfaction. Then also in line with [17]research where there is a significant influence of physical evidence on customer satisfaction.

b. Effect of Reliability on Customer Satisfaction

Based on the results of the hypothesis known that the reliability variable has a significant effect on customer satisfaction, where the relationship is evidenced from the T-statistic value of 5.925 which is greater than 1.96. Then the research hypothesis that states "allegedly reliability positive and significant effect on customer satisfaction at Richeese Factory in Denpasar", is proven true. The value of the Original Sample is positive 0.457 which means the better the reliability will increase customer satisfaction at Richeese Factory in Denpasar.

Reliability is the ability of a company to provide services in accordance with what is promised accurately and reliably [5]. Reliability relates to the possibility of a product functioning successfully in a given period of time under certain conditions. Reliability provides professional service as well as accurate and satisfactory for customer satisfaction.

The results of the study stated that reliability affects customer satisfaction Richeese Factory in Denpasar. This is in line with the research of [18]stated that physical

evidence has a significant effect on customer satisfaction. Then also in line with the research of [19] where there is a significant influence of reliability on customer satisfaction.

c. The Effect of Responsiveness on Customer Satisfaction

Based on the results of the hypothesis, it is known that the responsiveness variable has no significant effect on customer satisfaction, where the relationship is evidenced by the T-statistic value of 0.391 which is smaller than 1.96. So the research hypothesis that states "allegedly responsiveness positive and significant effect on customer satisfaction at Richeese Factory in Denpasar", is not proven true. The value of the Original Sample is positive 0.030 which means the better responsiveness will increase customer satisfaction at Richeese Factory in Denpasar with little effect.

Responsiveness is the ability of a company that is carried out directly by employees to provide services quickly and responsively [20]. Responsiveness can foster a positive perception of the quality of services provided. If the company is not responsive then the company can not meet customer needs and can not have the competitiveness to continue to innovate and improve the quality of the company.

The results stated responsiveness has no effect on customer satisfaction Richeese Factory in Denpasar. This is in line with the research of [21] stating that responsiveness does not have a significant effect on customer satisfaction. Then it is also in line with research [22] where there is an insignificant effect of responsiveness on customer satisfaction. This is due to the occurrence of several gaps, namely the gap between the specification of service quality and service delivery, as well as the gap

between the services experienced or the perception of the expected services.

d. Effect of Guarantee on Customer Satisfaction

Based on the results of the hypothesis known that the guarantee variable has a significant effect on customer satisfaction, where the relationship is evidenced from the T-statistic value of 4.597 which is greater than 1.96. So the research hypothesis that states "allegedly guarantee a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar", is proven true. The value of the Original Sample is positive 0.000 which means the better the guarantee will increase customer satisfaction at Richeese Factory in Denpasar.

Assurance is the behavior shown by company employees to customers both in terms of knowledge and polite attitude which will later Foster a sense of confidence that customers will get service quickly [15]. The guarantee is the knowledge and courtesy of the employee as well as the ability to demonstrate trust and confidence. With the trust given to customers with a guarantee of security, customers will be satisfied with the company's services.

The results of the study stated guarantee effect on customer satisfaction Richeese Factory in Denpasar. This is in line with the research of [19] States guarantees have a significant effect on customer satisfaction. Then also in line with [23] research where there is a significant influence of reliability on customer satisfaction.

e. Effect of Attention on Customer Satisfaction

Based on the results of the hypothesis is known that the variable attention has no significant effect on customer satisfaction, where the

relationship is evidenced from the T-statistical value of 0.518 which is smaller than 1.96. So the research hypothesis that states “allegedly attention has a positive and significant effect on customer satisfaction at Richeese Factory in Denpasar”, is not proven true. The value of the Original Sample is positive 0.049 which means the better the attention will increase customer satisfaction at Richeese Factory in Denpasar with little effect.

Mindfulness is the individual care and attention given to the customer [24]. Mindfulness or empathy is a means that can be used effectively to increase customer satisfaction. By taking the time to understand the needs and feelings of customers, businesses can create more personalized experiences that customers can experience more deeply. Empathy allows service providers to better understand and feel the feelings and needs of customers, so they can provide better service and in accordance with customer expectations.

The results of the study stated that attention has no effect on customer satisfaction Richeese Factory in Denpasar. This is in line with the research of [25] states attention has no significant effect on customer satisfaction. Then also in line with the research of [26] where there is no significant effect of attention on customer satisfaction. This is due to the presence of officers who are less fair daam serve customers, sertapara officers less polite and less knowledgeable about customer service who complain, so it takes serious handling so that customers feel cared for.

f. The Effect of Physical Evidence on Customer Loyalty

Based on the results of the hypothesis, it is known that physical evidence variables have a significant

effect on Customer Loyalty, where the relationship is evidenced from the T-statistic value of 2.167 which is greater than 1.96. So the research hypothesis that states “allegedly physical evidence of a positive and significant effect on customer loyalty at Richeese Factory in Denpasar”, is proven true. The value of the Original Sample is positive 0.110 which means the better the physical evidence will increase customer loyalty at Richeese Factory in Denpasar.

Physical evidence is the physical environment of the company where the service is to be created as a place for customer service providers to interact, plus any tangible elements used to communicate or support the role of the service. Physical evidence that can be felt physically gives positive and negative responses and assessments for customers whether customers are satisfied or not with the physical facilities offered by Kopi kenangan in pasar baru tangerang,. The elements included in the physical evidence include the physical environment, in this case the physical building, equipment, supplies, logos, colors and other items that are united with the services provided such as tickets, covers, labels, and others sebagainya.

The results of the study stated that physical evidence has an effect on customer loyalty Richeese Factory in Denpasar. This is in line with Fuad's (2021) research stating that physical evidence has a significant effect on customer loyalty. Then also in line with [27] where there is a significant influence of physical evidence on customer loyalty.

g. Influence of Reliability on Customer Loyalty

Based on the results of the hypothesis known that the reliability variable does not significantly affect customer loyalty, where the

relationship is evidenced from the T-statistic value of 0.760 which is smaller than 1.96. So the research hypothesis that states "allegedly reliability positive and significant effect on customer loyalty at Richeese Factory in Denpasar", is not proven true. The value of the Original Sample is positive 0.064 which means the better the reliability will increase customer loyalty at Richeese Factory in Denpasar with little effect.

Reliability is the ability to perform the promised service reliably and accurately [28]. Reliability is the ability to provide services that will be reliable, accurate and consistent, in other words the ability of a company to provide services as promised accurately and reliably, performance must be in accordance with customer expectations which means timeliness, equal service, for all customers without errors, sympathetic attitude, and with high accuracy [29]. Reliability (reliability) is the ability to provide the promised service immediately, accurately and satisfactorily.

The results stated that reliability does not affect customer loyalty Richeese Factory in Denpasar. This is in line with the research of [19] States reliability has no significant effect on customer loyalty. Then also in line with [30] where there is no significant effect of reliability on customer loyalty.

h. Effect of Responsiveness on Customer Loyalty

Based on the hypothesis, it is known that the responsiveness variable has a significant effect on Customer Loyalty, where the relationship is proven from the T-statistic value of 2.289 which is greater than 1.96. Then the research hypothesis that states "allegedly responsiveness positive and significant effect on customer loyalty at Richeese Factory in Denpasar", is

proven true. The value of the Original Sample is positive 0.114 which means the better the responsiveness will increase customer loyalty at Richeese Factory in Denpasar.

Responsiveness is the willingness and ability of employees to help customers and respond to customer requests promptly and responsively. Responsiveness, is the willingness of employees to respond to complaints experienced by customers, and provide fast and responsive service so as not to disappoint customers. With the attitude of maximum responsiveness by employees to get satisfied and loyal customers to the company.

The results showed that responsiveness affects customer loyalty Richeese Factory in Denpasar. This is in line with [31] research stating responsiveness has a significant effect on customer loyalty. Then also in line with the research of [32] where there is a significant influence of responsiveness on customer loyalty.

i. The Effect of Guarantees on Customer Loyalty

Based on the hypothesis, it is known that the guarantee variable has no significant effect on Customer Loyalty, where the relationship is proven from the T-statistic value of 0.238 which is smaller than 1.96. So the research hypothesis that states "allegedly guarantee a positive and significant effect on customer loyalty at Richeese Factory in Denpasar", is not proven true. The value of the Original Sample is positive 0.017 which means the better the guarantee will increase customer loyalty at Richeese Factory in Denpasar City with little effect.

Assurance is the knowledge and courtesy of employees in dealing with customers, and can foster a sense of trust. Assurance measures the ability and decency of employees

as well as the trustworthy nature that employees have [15]. Guarantee is the knowledge, politeness and ability of company employees to foster consumer trust in the company which includes: knowledge, ability, politeness and trustworthiness of staff, free from danger, risk and doubt [33].

The results stated that the guarantee does not affect customer loyalty Richeese Factory in Denpasar. This is in line with [34] stating that guarantees do not have a significant effect on customer loyalty. Then it is also in line with research where there is an insignificant effect of guarantees on customer loyalty.

j. Effect of Attention on Customer Loyalty

Based on the hypothesis, it is known that the attention variable has a significant effect on Customer Loyalty, where the relationship is evidenced by the T-statistic value of 2.508 which is greater than 1.96. So the research hypothesis that states "allegedly attention has a positive and significant effect on customer loyalty at Richeese Factory in Denpasar", is proven true. The value of the Original Sample is positive 0.191 which means the better the attention will increase customer loyalty at Richeese Factory in Denpasar.

Attention is the individual care and attention that a company gives to its customers such as treating customers as individuals. Employees who show a good attitude in providing service and attention to customers so that satisfaction is achieved, customers will show loyalty to the company. According [35], empathy is about customer service by giving attention to each desire problem and addressing the problem correctly and effectively addressing the needs and concerns and ultimately solving them.

Employee attention such as employees knowing what customers need and can help overcome problems can affect after-sales so that consumers will be more satisfied and more interested in returning to use the service.

The results of the study expressed concern about the effect on customer loyalty Richeese Factory in Denpasar. This is in line with research by [36] stating that attention has a significant effect on customer loyalty. Then also in line with [37] where there is a significant influence of attention on customer loyalty.

k. Effect of Customer Satisfaction on Customer Loyalty

Based on the hypothesis, it is known that the variable customer satisfaction has a significant effect on Customer Loyalty, where the relationship is evidenced by the T-statistic value of 10.320 which is greater than 1.96. Then the research hypothesis that states "allegedly positive and significant effect on customer satisfaction customer loyalty at Richeese Factory in Denpasar", is proven true. The value of the Original Sample is positive 0.662 which means the better customer satisfaction will increase customer loyalty at Richeese Factory in Denpasar.

Customer satisfaction with the company can arise because there is a transaction experience with the company so that it gives a positive reaction from customers [38]v. Customer satisfaction will affect the attitude of subsequent customers after using or feeling the products and services offered, therefore customers who feel satisfied will repeat using the services offered. The higher customer satisfaction owned by the company in managing the business unit will increase customer loyalty, because with high credibility and supported by the honesty of the

company, will affect and increase customer loyalty.

The results stated that customer satisfaction affects customer loyalty Richeese Factory in Denpasar. This is in line with the research of [39] stated that customer satisfaction has a significant effect on customer loyalty. Then also in line with the research of [40] where there is a significant influence of customer satisfaction on customer loyalty.

5. CONCLUSION

5.1 Conclusions

Based on the results of data analysis and discussion that has been done obtained some conclusions in this study, namely:

1. Physical evidence significantly positive effect on customer satisfaction at Richeese Factory in Denpasar.
2. Reliability significantly positive effect on customer satisfaction at Richeese Factory in Denpasar.
3. Responsiveness has no significant positive effect on customer satisfaction at Richeese Factory in Denpasar.
4. Guarantee significantly positive effect on customer satisfaction at Richeese Factory in Denpasar.
5. Attention does not have a significant positive effect on customer satisfaction at Richeese Factory in Denpasar.
6. Physical evidence significantly positive effect on customer loyalty at Richeese Factory in Denpasar.
7. Reliability has no significant positive effect on customer loyalty at Richeese Factory in Denpasar.
8. Responsiveness has a significant positive effect on customer loyalty at Richeese Factory in Denpasar.
9. Guarantee has no significant positive effect on customer

loyalty at Richeese Factory in Denpasar.

10. Attention has a significant positive effect on customer loyalty at Richeese Factory in Denpasar.

11. Customer satisfaction has a significant positive effect on customer loyalty at Richeese Factory in Denpasar.

5.2 Suggestions

Here are some suggestions given by researchers from the results of this study, among others:

1. It is recommended at Richeese Factory Denpasar to pay attention to physical evidence factors by increasing the comfort and availability of Richeese Factory facilities.
2. It is recommended at Richeese Factory Denpasar to pay attention to the reliability factor by conducting training for employees periodically in order to provide optimal service.
3. It is recommended that Richeese Factory in Denpasar pay attention to the responsiveness factor by forming a Service SOP that focuses on meeting customer needs.
4. It is recommended at Richeese Factory Denpasar to pay attention to the guarantee factor by evaluating the taste of food made periodically
5. It is recommended at Richeese Factory Denpasar to pay attention to the attention/empathy factor by providing a Reward system for employees who have high attention to customers
6. It is recommended that Richeese Factory in Denpasar pay attention to customer satisfaction factors by evaluating the services and food and beverage products provided to customers periodically
7. It is recommended for further research to be able to add other variables that affect customer satisfaction and customer loyalty such as trust and promotion

variables that aim to improve the results of this study.

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