

# The Influence Of Service Quality, Price, And Marketing Strategy On Consumer Satisfaction At Rezky Car Spare Parts In North Labuhanbatu

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## Abstract.

*This study aims to analyze the influence of service quality, price, and marketing strategy on customer satisfaction at Rezky Car Spare Parts in North Labuhanbatu. The background of this study is the importance of understanding the factors that influence customer satisfaction as a basis for increasing loyalty and business competitiveness. The research method used is a quantitative method with a survey approach. Data were collected through questionnaires distributed to consumers, then analyzed using multiple linear regression analysis. The results of the study indicate that partially and simultaneously, service quality, price, and marketing strategy have a positive and significant effect on customer satisfaction. Among the three variables, marketing strategy has the most dominant influence on the level of customer satisfaction. This finding indicates that the company needs to redesign its strategies, run attractive promotions, and improve service quality to achieve optimal customer satisfaction.*

**Keywords:** Service Quality; Price; Marketing Strategy and Consumer Satisfaction.

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## I. INTRODUCTION

The automotive industry in Indonesia has experienced rapid progress year after year, particularly in the automotive sector. Car companies worldwide consistently produce large numbers of cars for the market. Indonesian consumers have responded positively to the demand for cars for transportation and daily activities. The increasing number of Indonesians purchasing cars has created new business opportunities, such as providing car maintenance services (car repair shops). Competition in the car repair business in North Labuhanbatu Regency is increasingly fierce, as they compete to attract customers to ensure the smooth operation of their car repair shops. Customer service and satisfaction are at the heart of any business; excellent service leads to customer satisfaction with the repair shop's performance. Companies must also strive to learn and understand their customers' needs and desires. Understanding customer needs, desires, and demands provides crucial input for companies in designing marketing strategies to create customer satisfaction (Wibowo, 2012). Companies must prioritize customer satisfaction as their primary goal. This is reflected in the increasing number of companies that include their commitment to customer satisfaction in their mission statements, advertising, and public relations releases. The key to winning the competition is providing value and satisfaction to customers by delivering quality products and services at competitive prices. Basically, an organization or company that has a good strategy in carrying out its business activities, both in terms of service, employee empowerment, and marketing, will achieve customer satisfaction. In this case, when a business has achieved customer satisfaction, the business will continue to grow progressively and have high productivity.

According to Kotler and Keller in Donni Juni Priansah (2017), a person will feel happy or disappointed after comparing the expected product, which is what constitutes customer satisfaction. Consumers are dissatisfied when performance falls short of expectations. If the exhibition meets expectations, the client is satisfied. When performance meets or exceeds expectations, the client is very happy. Rezky's Car Spare Parts business was founded in 2014. Competition in the car spare parts service market in North Labuhanbatu Regency is currently fierce. Therefore, to improve its business and maintain its competitiveness in the car maintenance sector, Rezky's Car Spare Parts needs to conduct a customer satisfaction assessment. The basis for creating customer satisfaction in a company is the interrelationship of

one variable with another, which encourages these variables to influence the company, creating conditions in which consumers are satisfied with what the company offers. The related variables in question are service quality, price, and marketing strategy. These three variables are independent and each has the potential to influence customer satisfaction. Based on the results of observations conducted at Rezky Car Spare Parts, there is a quality of service for the services that have been provided by spare parts employees to consumers is not optimal. Among them is the punctuality of workshop employees in carrying out work, consumers often wait too long so that some consumers complain because they have to give too much time in using the services of Rezky car spare parts.

This also affects the productivity of the workshop, where if employees are slow in handling the work given, Rezky car spare parts will experience a decrease in income because the number of consumers served will decrease due to the use of time that is not optimal. Satisfactory service quality is one of the factors that determine the success and quality of a business. Quoted from an article written by Yamit (2005), it explains that satisfactory service quality has a positive impact on business because customers remain loyal to the service provided and choose to purchase continuously. The level of service is only one of many variables that influence customer satisfaction. In Tjiptono and Chandra (2016), Parasuraman, Zeithaml, and Berry included their servqual model, which emphasizes five aspects of service quality: dependability, responsiveness, assurance, and empathy. When companies provide extraordinary and satisfactory service, customers will be happy and will generate more profits. To increase business competitiveness, companies must prioritize service quality. The key to corporate success in facing increasingly fierce competition lies in considering customer interests, with a focus on customer requirements and service satisfaction. Therefore, businesses must be able to create a lasting impression by offering value to their customers and performing according to the level of service received. Strategies to attract new customers, retain existing customers, prevent customer churn, and develop a competitive advantage. Customer satisfaction is influenced by companies that prioritize excellent service quality. According to a study by Tombeng (2019), customer satisfaction is significantly and positively influenced by service quality. Good service makes customers feel valued and comfortable, making them more likely to visit the restaurant again.

The purpose of defining service quality is to provide timely service that meets customer standards. Service encompasses all offerings a company makes to its customers during their stay (Arianto, 2018). A company's ability to satisfy its customers depends on service quality, which is one component of the company's success. The stated or agreed-upon price of a good or service is another factor influencing pricing. Price is influenced by customer opinion and is related to price assessments, which determine whether a product is too expensive or too cheap (Peter and Olson, 2008). In addition to these two factors, price also influences customer satisfaction and retention (Novianti, 2016). Many customers focus on price before making a purchase. Cost, a significant component for both buyers and sellers, as a benchmark for the exchange of a product or service, will not be realized until the price is agreed upon by the seller and buyer. Many businesses fail due to inappropriate pricing. To attract customers to purchase a company's products, the company must set prices according to market demand. Price is a crucial factor when customers choose a product. Customer perceptions of a product, whether goods or services, are influenced by its price. According to Kotler (2009), price is the amount of money set by a product to be paid by consumers or customers to cover the costs of production, distribution, and basic sales, including the return that marks the effort and risk. In this case, the service business, every business entity certainly continues to strive to maintain consumer or customer trust and even continues to strive to increase the number of consumers. The pricing method can be approached by selecting the final price by adding factors including psychological pricing, where consumers use price as an indicator of quality and pricing policy to salespeople to be given to consumers and for company profitability (Kotler, 2012).

Another observation made at Rezky Car Spare Parts concerns the prices offered to consumers. Prices influence consumer satisfaction with Rezky Car Spare Parts' services. Some consumers frequently compare Rezky Car Spare Parts' prices with those of other repair shops. Some even purchase parts from e-commerce platforms, seeking discounts or other attractive promotions, even though they want to use Rezky Car Spare Parts' services. To achieve company success, selecting and designing a marketing strategy is crucial for

meeting consumer needs. By developing a marketing strategy, business owners must consider not only meeting consumer needs but also their business's position. Business owners must be able to design a competitive marketing strategy that aligns with their position and continuously adapt their strategy to the constantly changing competition to achieve their goals. The key to winning the competition is providing customer satisfaction. This is because customer satisfaction positively impacts company performance and can maintain business continuity. This is the primary reason why every company strives to attract and retain customers. The established marketing strategy must be reviewed and developed in accordance with market developments and the market environment. A marketing strategy should provide a clear and focused picture of what the company will do to exploit every opportunity in the target market. A good marketing strategy can influence consumer responses, leading to satisfaction for the selected market segment.

Rezky Car Spare Parts' current marketing strategy hasn't been effective in increasing the number of workshop users. Rezky Car Spare Parts still employs outdated strategies of offering discounts for repeat customers and advertising exclusively on social media. This needs to be addressed and a redesigned strategy developed to be more effective in increasing the number of customers using the workshop. In this study, the author used previous research as a benchmark for writing and analyzing the research. However, these studies still had weaknesses, including the lack of supporting data that could support preliminary assumptions about the phenomena. Therefore, in this study, the author attempted to clearly explain the phenomena based on the supporting data presented, so that this study could address the weaknesses of previous research. Research conducted by Rizky Maulana and Marheni Eka Saputri (2024) indicates that service quality, price perception, and marketing strategy influence customer satisfaction. However, research conducted by Titik Efnita (2017) indicates a negative effect of price on customer satisfaction. This prompted the authors to explore this topic as a research topic. Service quality, price, and marketing strategies at the business will be examined in depth to determine whether they have a positive effect on customer satisfaction. Based on these problems, this study aims to analyze the influence of service quality, price and marketing strategy on consumer satisfaction at Rezky Labuhanbatu Utara Car Spare Parts.

## II. LITERATURE REVIEW

### Customer Satisfaction

Consumer satisfaction is essentially the goal of a business, which is to create satisfied consumers. Creating consumer satisfaction can provide several benefits, including a harmonious relationship between the company and consumers, providing a good basis for repeat purchases and creating consumer loyalty, and forming word-of-mouth recommendations that are beneficial for the company. According to Kotler (2012), consumer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) to their expectations. According to Tjiptono and Chandra (2012), customer satisfaction is a central concept in business management discourse. Meanwhile, according to Kotler and Keller (2022), indicators of customer satisfaction consist of product quality, availability of product variety, ease of shopping, and *after-sales service* (After Sales Service).

### Quality of Service

According to Tjiptono and Chandra (2012), in order to create customer satisfaction, the products offered by the organization must be of high quality. The term quality itself has various interpretations, because quality has a number of levels: 1. Universal (the same everywhere) 2. Cultural (depending on the cultural value system) 3. Social (formed by socio-economic class, ethnic groups, family, friends) 4. Personal (depending on the preferences or tastes of each individual) Customer service is crucial to the life of a company, as without customers, no sales transactions would occur. Therefore, a company's service activities must be oriented toward customer satisfaction. According to Tjiptono and Chandra (2012), the indicators of service quality are: 1. Reliability (ability to provide services) 2. Responsiveness 3. Assurance 4. Empathy 5. Physical evidence. Customer service is crucial to the life of a company, as without customers, no sales transactions would occur. Therefore, a company's service activities must be oriented toward customer satisfaction.

### Price

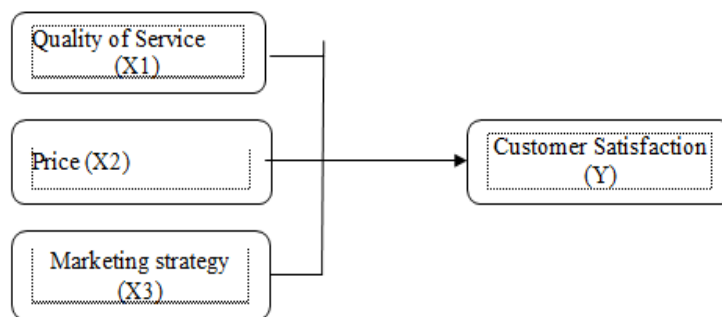
Price is an exchange value that can be equated with money or goods. According to Tjiptono and Chandra (2012), price is the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a product. A pricing program is a choice made by a company regarding the general price level that applies to a particular product, relative to the price levels of competitors. Pricing objectives can support a primary demand-oriented marketing strategy if the company believes that lower prices can increase the number of users or the level of use or repeat purchases in a product form or category. Tjiptono and Chandra (2012) stated that the price indicators according to Farhan (2014) are affordability, suitability of price to product quality, suitability of price to benefits, price competitiveness, and price cuts or discounts.

### Marketing strategy

A marketing strategy serves as a framework for divisions and business units to develop their strategic plans. A company's ability to satisfy customers depends on its marketing strategy. A marketing strategy is a comprehensive plan for implementing actions aimed at meeting the needs of a specific company operating within a specific environment. Sometimes environmental factors can be changed, and sometimes they cannot. Marketing strategy is the marketing logic implemented with the expectation that a business unit will achieve its marketing objectives. This marketing strategy consists of specific strategies for the target market, product positioning, marketing mix, and marketing expenditure levels.

### Conceptual Framework

Syahputri (2023) defines a conceptual framework as a conceptual model that describes the relationship between theory and aspects that have been recognized as significant problems.



**Fig 1.** Conceptual Framework

### Hypothesis

Based on the limitations, problem formulation and conceptual framework that have been put forward previously, the research hypothesis is:

1. Quality of service has a positive and significant effect on Consumer satisfaction at Rezky Car Spare Parts North Labuhanbatu
2. Price has a positive and significant effect on Consumer satisfaction at Rezky Car Spare Parts North Labuhanbatu
3. Marketing strategy has a positive and significant effect on Consumer satisfaction at Rezky Car Spare Parts North Labuhanbatu
4. Service quality, price and marketing strategy simultaneously has a positive and significant effect on Consumer satisfaction at Rezky Car Spare Parts North Labuhanbatu

## III. METHODS

This kind of quantitative study is being conducted at Rezky North Labuhanbatu Car Spare Parts. Consumers who use the services at Rezky North Labuhanbatu Car Spare Parts are the research population, namely 130 respondents based on the number of customers who visited in March 2025. The sample size in this study was determined using the Slovin formula with a random sampling technique, where sampling provides an equal opportunity for each element (member) of the population to be selected as a sample member.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{130}{1 + 130 (0,05)^2}$$

$$n = 98$$

The total number of respondents was 98 people, who were consumers of Rezky Car Spare Parts in North Labuhanbatu. This study used observation, documentation, and a Likert-scale questionnaire as data collection methods. This study used classical assumption tests such as multicollinearity, heteroscedasticity, and data normality tests. The coefficient of determination test, partial (t) test, and simultaneous (F) test were used to test the multiple linear regression analysis.

#### IV. RESULTS AND DISCUSSION

##### a. Research Instrument Test Results

The results of the research validity test are seen in the following table.

**Table 4.** Validity Test Results

Variables	Questionnaire	r-count	Sig	Results
Quality of Service	Item 1	0.734	0,000	Valid
	Point 2	0.846	0,000	Valid
	Point 3	0.804	0,000	Valid
	Item 4	0.751	0,000	Valid
	Item 5	0.789	0,000	Valid
Price	Item 6	0.799	0,000	Valid
	Item 7	0.886	0,000	Valid
	Article 8	0.853	0,000	Valid
	Article 9	0.749	0,000	Valid
	Article 10	0.901	0,000	Valid
Marketing strategy	Article 11	0.869	0,000	Valid
	Article 12	0.852	0,000	Valid
	Article 13	0.781	0,000	Valid
	Article 14	0.785	0,000	Valid
	Article 15	0.782	0,000	Valid
Customer Satisfaction	Article 16	0.818	0,000	Valid
	Article 17	0.780	0,000	Valid
	Article 18	0.820	0,000	Valid
	Article 19	0.911	0,000	Valid
	Article 20	0.811	0,000	Valid

*Source: Processed Primary Data, 2025*

Based on the validity test of the research instrument in the table above, it can be understood that all statement items are declared valid with a significant value comparison of less than 0.05. Therefore, the research instrument in this study can be used as a whole in subsequent tests.

##### b. Reliability Test Results

From the analysis carried out with the help of the computer program SPSS version 26.0, the following results were obtained:

**Table 5.** Reliability Statistics

Research Variables	Conbrach's Alpha	Results
Service Quality (X1)	0.891	Reliable
Price (X2)	0.947	Reliable
Marketing Strategy (X3)	0.925	Reliable
Consumer Satisfaction (Y)	0.934	Reliable

*Source: Processed Primary Data, 2025*

The instrument reliability value above indicates that the research instrument's reliability level is adequate, approaching 1 ( $>0.6$ ). It can be concluded that the questions for each variable adequately explain or provide a picture of the variables being studied.

**c. Data Normality Test Results**

**Table 6.** One-Sample Kolmogorov-Smirnov Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		98
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Standard Deviation	2.90351102
Most Extreme Differences	Absolute	.249
	Positive	.140
	Negative	-.249
Test Statistics		.249
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>

a. Test distribution is Normal.

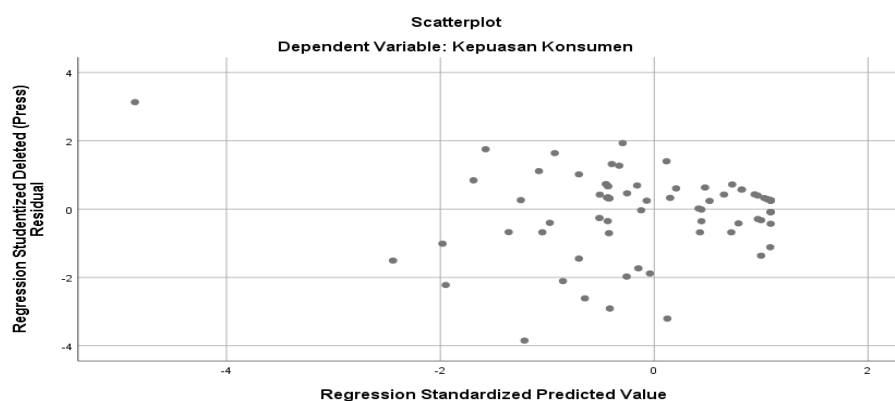
b. Calculated from data.

c. Lilliefors Significance Correction.

*Source: Research Results, 2025*

Based on Table 6, it is known that Asymp. Sig. (2 tailed) is 0.000 and above the significant value (0.05), thus the residual variable is normally distributed.

**d. Heteroscedasticity Test Results**



*Source: Research Results, 2025*

Based on the results of the heteroscedasticity test above, it can be seen that the points are randomly distributed, and the points are spread above and below the zero point. Therefore, it can be concluded that there is no heteroscedasticity in this study.

**e. Multicollinearity Test Results**

**Table 7.** Multicollinearity Test Results

		Coefficients <sup>a</sup>	
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Quality of Service	.519	1,928
	Price	.506	1,975
	Marketing strategy	.526	1,901

a. Dependent Variable: Consumer Satisfaction

*Source: SPSS Research Results, 2025*

From Table 7 it can be seen that the VIF value Quality of Service (X1) is 1.928, Price (X2) is 1.975 and Marketing Strategy (X3) is 1.901  $< 10$ , then there is no multicollinearity. From the tolerance value Service Quality (X1) is 0.519, Price (X2) is 0.506 and Marketing Strategy (X3) is 0.526  $> 0.1$  then multicollinearity does not occur.



**f. Multiple Regression Results****Table 8.** Results of Multiple Linear Regression Analysis  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,892	2,624		1,721	.073
Quality of Service	.014	.155	.008	2,089	.030
Price	.103	.093	.104	4.106	.022
Marketing strategy	.930	.124	.689	7,499	.000

a. Dependent Variable: Consumer Satisfaction

*Source: SPSS Research Results, 2025*

Based on table 8 The results of the multiple linear regression analysis obtained multiple linear equations, namely:

$$Y = 1.892 + 0.014X_1 + 0.103X_2 + 0.930X_3$$

This equation can be explained as follows:

1. The constant value of 1.892 means that if the media quality of service, price and marketing strategy studied are constant, then consumer satisfaction is 1.892.
2. The service quality regression coefficient value is 0.014, meaning that every increase in service quality will increase consumer satisfaction by 0.014.
3. The price regression coefficient value is 0.103, meaning that every increase in price will increase consumer satisfaction by 0.103.
4. The marketing strategy regression coefficient value is 0.930, meaning that every increase in marketing strategy will increase consumer satisfaction by 0.930.

**g. Partial Significance Test (t-Test)****Table 9.** Partial Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,892	2,624		1,721	.073
Quality of Service	.014	.155	.008	2,089	.030
Price	.103	.093	.104	4.106	.022
Marketing strategy	.930	.124	.689	7,499	.000

a. Dependent Variable: Consumer Satisfaction

*Source: Research Results, 2025*

Based on Table 9, it can be seen that the calculated t value for the variable Quality of Service (X<sub>1</sub>) is 2,089, Price (X<sub>2</sub>) is 4.106 and Marketing Strategy (X<sub>3</sub>) of 7,499 with a significant value for each independent variable < 0.05. Because  $t_{hitung} > t_{tabel}$  (1.986) it means that the variables Service Quality (X<sub>1</sub>), Price (X<sub>2</sub>) and Marketing Strategy (X<sub>3</sub>) have a positive influence on consumer satisfaction.

**h. Simultaneous Significance Test (F-Test)****Table 10.** Results Simultaneous Test (F Test)

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1142,713	3	380,904	43,785	.000b
	Residual	817,746	94	8,699		
	Total	1960.459	97			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Marketing Strategy, Service Quality, Price

*Source: Research Results, 2025*

Based on Table 10 it shows that the result of the F test is 43,785 with a significance level of 0.000. Because  $F_{count} > F_{table}$  (43,785 > 2.698) and the significance level (0.000 < 0.05). So it can be concluded that Service Quality (X<sub>1</sub>), Price (X<sub>2</sub>) and Marketing Strategy (X<sub>3</sub>) together have a positive and significant effect on consumer satisfaction. So H<sub>a</sub> is accepted and H<sub>0</sub> is rejected.

### i. Results of the Coefficient of Determination (R<sup>2</sup>)

**Table 11.** Results of the Coefficient of Determination (R<sup>2</sup>)

**Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.763a	.583	.570	2.94948

a. Predictors: (Constant), Marketing Strategy, Service Quality, Price

b. Dependent Variable: Consumer Satisfaction

Table 8 shows that:

$R = 0,763$  means the relationship between variables Service Quality (X1), Price (X2) and Marketing Strategy (X3) on consumer satisfaction amounted to 76.3%. This shows that the percentage contribution of the influence of the independent variable Service Quality (X1), Price (X2) and Marketing Strategy (X3) on the dependent variable of consumer satisfaction of 76.3% or the independent variables used in the model are able to explain the variance in the Consumer Satisfaction variable of 76.3%, while the remaining 23.7% is influenced by other variables not included in the research model.

### Discussion

#### 1. The influence of service quality on consumer satisfaction

H1: The service quality variable has a positive and significant effect on consumer satisfaction. Based on the results of data processing using SPSS software, it is known that the service quality variable on consumer satisfaction has a t-statistics value of  $2.089 > 1.986$  and a p-value of  $0.030 < 0.05$ , so it can be stated that the service quality variable has a significant effect on consumer satisfaction.

#### 2. The effect of price on consumer satisfaction

H2: The price variable has a positive and significant effect on consumer satisfaction. Based on the research results, it can be seen that the influence of the price variable on consumer satisfaction has a t-statistic value of  $4.106 > 1.986$  and a p-value of  $0.022 < 0.05$ , so it can be stated that the price variable has a significant effect on consumer satisfaction.

#### 3. The influence of marketing strategy on consumer satisfaction

H3: Marketing strategy variables have a positive and significant effect on consumer satisfaction. Based on the research results, it can be seen that the influence of marketing strategy variables on consumer satisfaction has a t-statistic value of  $7.499 > 1.986$  and a p-value of  $0.000 < 0.05$ , so it can be stated that marketing strategy variables have a significant effect on consumer satisfaction.

#### 4. The influence of service quality, price and marketing strategy on consumer satisfaction

Based on the research results of the simultaneous test, it can be seen that together variables, Service Quality (X1), price (X2) and Marketing Strategy (X3) have a positive and significant influence on customer satisfaction (Y) with the F statistic results showing the calculated F value ( $43,785 > F_{table} (2,698)$ ).

## V. CONCLUSION

The conclusion of this study proves that

1. Service quality has a positive and significant impact on customer satisfaction. Customers are satisfied when workshop staff handle repairs carefully and quickly.
2. Price has a positive and significant impact on customer satisfaction. Prices are competitive with other repair shops and e-commerce platforms, saving consumers the hassle of purchasing spare parts elsewhere.
3. Marketing strategies influence consumer satisfaction, especially when promotions are perceived as engaging, relevant, and provide added value. However, their impact can be less than other variables if not supported by an effective communication strategy.



## VI. SUGGESTION

1. Service quality plays a crucial role in achieving customer satisfaction. Therefore, effective communication with customers is essential to achieving good service. Price is also crucial for customers, as affordable prices and services will encourage repeat customers. Furthermore, an appropriate marketing strategy will help a company increase customer retention.
2. Suggestions for further research include addressing the shortcomings of this study regarding customer satisfaction by adding additional variables, such as location, digital marketing, and so on. Further research is expected to expand the research object and sample size to allow for more accurate hypothesis testing.

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