Enrichment: Journal of Management, 13 (2) (2023)

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www.enrichment.iocspublisher.org

The effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi

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ARTICLE INFO

Article history:

Received May 18, 2023
Revised May 30, 2023
Accepted Jun 09, 2023

Keywords:

Customer satisfaction;
Product innovation;
Product quality.

ABSTRACT

Consumer satisfaction is a major milestone in the success of a company, therefore, in an effort to fulfill customer satisfaction, companies must be observant in knowing shifting consumer needs and desires which change at any time. The purpose of this study was to determine and analyze the effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi. The research method used is exploratory research, where variables are measured using a Likert scale. Methods of data collection is done by interview (*interview*), with a list of questions (*questionnaire*) and study documentation. The population in this study were all consumers at UD Rohaya Tani Brastagi, totaling 92 people. Sampling using saturated sampling method or better known as a census. In this study, the population was relatively small, namely 92 people. Processing data using SPSS software version 23, with descriptive analysis and hypothesis testing multiple regression analysis. The results showed that: (1) partially product quality variables affect customer satisfaction at UD Rohaya Tani Brastagi. (2)partially product innovation variables affect customer satisfaction at UD Rohaya Tani Brastagi ; (3) simultaneously there is a positive and significant influence between product quality and work product innovation variables on customer satisfaction at UD Rohaya Tani Brastagi.

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INTRODUCTION

Since the beginning of the fertilizer business there was no stopping, in this business the company's marketing would work hard, alias selling fertilizer is not easy, especially those that sell liquid fertilizer and are produced by companies whose focus is not on fertilizer production, to convince a farmer to want to use the product (Ellitan et al., 2023). For fertilizers, marketing must be aware that they face market share with farmer consumers (Fahira & Moh. Djemdjem Djamaludin, 2023). Marketing must know that farmers are not ordinary consumers who want to try a fertilizer product for free without knowing more about the product (Ginting, P., & Situmorang, 2008; Shrestha, 2021).

Fertilizer is a nutrient needed by plants for growth and development. Fertilizers are generally divided into two, namely inorganic fertilizers and organic fertilizers (Wardaya

Puspokusumo et al., 2022). Inorganic fertilizers are fertilizers made from active chemicals such as pesticides which are produced by chemical factories on the market (Ayodele et al., 2019). While organic fertilizers are fertilizers made from decaying plant or animal organisms (Tarmidi & Salsabila, 2023). There are two kinds of organic fertilizers, namely solid organic fertilizers and liquid organic fertilizers (Erlina, 2011). Solid organic fertilizer is organic fertilizer derived from plant residues, animal waste, and human waste in solid form, while liquid organic fertilizer is a solution derived from the decomposition of organic matter (Alhamad & Mabkhot, 2023). The advantage of liquid organic fertilizer is that it is able to provide nutrients to plants without destroying nutrients in the soil and is more easily absorbed by plants (Echdar, 2013).

From the description above, the researcher is interested in researching one of the fertilizer businesses, which is a nutrient needed by plants for growth and development, to find out and analyze the effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi. Therefore the researchers took the initiative to conduct an initial survey conducted by the author at UD Rohaya Tani. One company that has liquid fertilizer products is UD Rohaya Tani which is located in Brastagi, which sells various brands of liquid fertilizers that have been around since the 1960s and until now has 2 branches throughout Tanah Karo, and one of them is in Brastagi and each in Brastagi has at least a large number of farmers as customers (Kuntawicaksono, 2012). To market fertilizers, marketing usually does door to door to a number of villages (Halbert Kurniadi, 2022). However, in the midst of the Covid-19 pandemic and the quiet planting season between January and June, fertilizer marketing has dropped dramatically (Tirtayasa & Rahmadana, 2023). This was due to a decrease in purchases of l agriculture. The decline in agricultural output was due to the decline in people's purchasing power as a result of they lost a lot of jobs (Notoatmojo, 2013).

In the initial survey conducted by the author at UD Rohaya Tani, information was obtained that there was a decline in sales of the fertilizer being sold. The decline occurred due to several things, including the lack of product quality owned by products owned by UD Rohaya which made it able to increase customer satisfaction. Customers feel that even though they have subscribed to the company for a long time, the quality of their products has not been consistent, especially for organic fertilizers. Even though organic fertilizer is produced by UD Rohaya himself. The fertilizer provided is still the same old type of fertilizer, not keeping up with developments in agricultural technology that has developed (Noor, 2017).

Based on the description of the background above, the researcher took the research title The Effect of Product Quality and Product Innovation on Customer Satisfaction at UD Rohaya Tani.

Based on the background above, there are several problems that will be studied in this study. The problems are formulated as follows: does product quality affect customer satisfaction at UD Rohaya Tani?, does product innovation affect customer satisfaction at UD Rohaya Tani?, does product quality *and* product innovation affect customer satisfaction at UD Rohaya Tani?

From the formulation of the problem above, the objectives to be achieved in this study are as follows: to determine the effect of product quality on customer satisfaction at UD Rohaya Tani, to determine the effect of product innovation on customer satisfaction at UD Rohaya Tani and to determine the effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani.

The results of this study are expected to provide benefits, namely: for academics, the results of this research are expected to be input for the development of literature related to marketing management, the results of this study are expected to encourage similar marketing management research and serve as a reference for future research. For Researchers: Knowing the results of empirical testing regarding the effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani. In addition, the results of this study are expected to be useful for researchers, add experience and open new insights, because a science is not only to be learned but after that it must also be practiced (Cashmere, 2016).

For companies: The results of this research are expected to be able to contribute ideas or research results that can be used as input to better understand the effect of product quality and product innovation on customer satisfaction after UD Rohaya Tani (Machfoedz, M., & Mas'ud, 2016)

RESEARCH METHOD

This type of research is correlational, the aim is to understand the relationship between variables, for example research that wants to find out whether weight has a relationship with height. Here it is not necessary to know which is the cause and which is the effect.

Population And Sample

Population

The population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. It is known that the population object to be studied by the author is that the consumer population of UD Rohaya Tani on Jl Veteran No: 111 Tambak Lau Mulgap I, Brastagi District, Tanah Karo Regency, North Sumatra for the period January 2022 - April 2022 is 1176 people. .(Selected population who have purchased more than three times from January 2022 to April 2022 period) (Noor, 2017)

Sample

The sample is part of the amount owned by the population. If the population is large, and it is not possible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population (Umar, 2018). In this study using random sampling technique because the collection of members of the population is done randomly without regard to strata in the population (Suharsimi, 2012). According to Slovin to determine the size of the sample is searched by the formula:

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

Where:

n: number of samples
N: total population
e: error tolerance limit (*error tolerance*)
sampling that can still be tolerated, namely (0.05)

If it is known that the number of consumers who shop at UD Rohaya Tani on Jl Veteran No: 111 Tambak Lau Mulgap I, Brastagi District, Tanah Karo Regency, North Sumatra for the period January 2022 to April 2022 is 1176 consumers, then the number of samples can be calculated as follows:

n = N / (1 + N e^2) = 1176 / (1 + 1176 x 0.1^2) = 92.2 = 92

from the calculation of the formula above the sample size is 92.2 and rounded up to 92 respondents.

RESULTS AND DISCUSSIONS

Classic assumption test

Data Normality Test

The data normality test aims to test whether in the regression model the independent variables and the dependent variable have a normal distribution or not by using the Kolmogorof

Smirnov test . The test was carried out to find out whether the data distribution was normal or not. (a) If the Asymp sig value > 0.5 then the data is normally distributed, (b) If the Asymp sig value < 0.5 then the data is not normal

Table 1. One-sample kolmogorov-smirnov test

		Unstandardized Residuals
N		89
Normal Parameters [a,b]	Means	.0000000
	std. Deviation	1.42379271
Most Extreme Differences	absolute	.134
	Positive	059
	Negative	-.134
Test Statistics		.134
asymp. Sig. (2-tailed)		.081 [c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data processed, 2023

In Table 4.12 it can be seen that the *Asymp. Sig. (2-tailed)* is 0.080 and above the significance value (0.05) this means that the residual data variables are normally distributed.

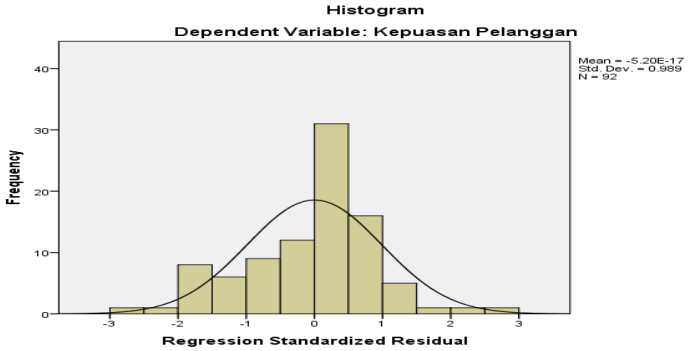

Figure 1. Histogram graph

Based on the picture Figure 4.2. above the histogram above shows that the data is normally distributed because the shape of the curve has a slope that tends to be balanced and the curve resembles a bell. So it can be concluded that the data is normal. *Normality Probability Plot* Graph , the conditions used are: (a) If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption. (b) If the data spreads away from the diagonal and/or does not follow the direction of the diagonal line, the regression model does not meet the normality assumption.

The results of the normality test using the *normality probability plot* graph can be seen in the figure below :

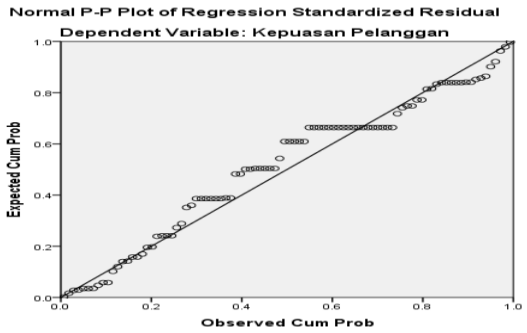

Figure 2. Normal probability graph

The picture above shows that *the probability plot* has a normal distribution pattern because the scatter of the data is around the diagonal line and follows the diagonal line. Thus, it can be said that this research fulfills the assumption of normality.

Heteroscedasticity Test

This method is used to test whether in a regression model there is a similar variance from the residuals from one observation to another. If the variance from one residual from one observation to another is fixed, then homoscedasticity occurs, but if the variance is different, then it is called heteroscedasticity . A good regression model is one that does not have heteroscedasticity . "To find out whether there is a symptom of heteroscedasticity is to see whether there is a certain pattern on the *Scatterplot graph* , if there is a certain pattern then heteroscedasticity has occurred in the regression model (Priyanto, 2009).

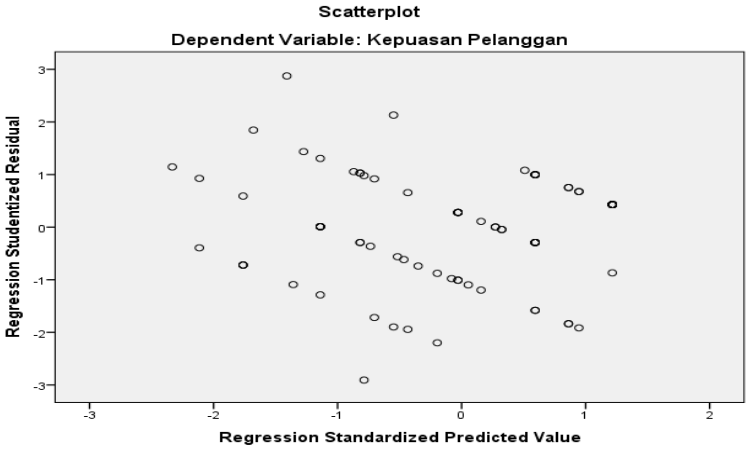

Figure 3. Heteroscedasticity test scatterplot

In Figure 3 . In the 4 *scatterplot* graphs , it can be seen that the dots spread randomly and do not form a clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model is suitable for predicting satisfaction. customers based on product quality variable input and product innovation. (Sugiyono, 2013).

Multicollinearity Test

A good regression model is if the model does not contain symptoms of multicollinearity, namely the correlation (near perfect) between the independent variables. To find out whether or not multicollinearity exists between variables, it can be seen from the *VIF (Variance Inflated Factor) value*

where if the VIF value is > 10, it can be said that there are symptoms of multicollinearity (Sugiyono, 2018). (Ranto, 2017)

Table 2. Multicollinearity test results

Model		Collinearity Statistics tolerance	VIF
1	(Constant)		
	Product quality	.693	1,443
	Product Innovation	.693	1,443

From Table 3 it can be seen that all independent variables have VIF values <10 so that it can be concluded that there is no multicollinearity problem (there is no very high linear relationship between the independent variables). It can also be seen from the Tolerance column which shows all tolerance values > 0.1, this means that there are no symptoms of multicollinearity.

Multiple Linear Regression Models

Multiple linear regression models were carried out to find out how much influence the independent variables (product quality and product innovation have) *on* the dependent variable customer satisfaction at UD Rohaya Tani Brastagi . The analysis was carried out with the help of *the SPSS Statistics 23.0 for windows program* (Ranto, 2017). The multiple linear regression equation used is:

$$Y = a + \beta 1\ X_{1\_} + \beta 2 X_2 + e \quad (1)$$

Where :

Y = Customer satisfaction
a = Constant
β_1 , β_2 , = Regression coefficient
X_1 = product quality
X_2 = product innovation
e = *Standard error*

Based on testing using the *SPSS Statistics 23.0 program for windows* , the results of the research's multiple linear regression equation can be seen in Table 3.

Table 3. Standardized coefficients

Model		Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	t	Sig.
1	(Constant)	4,068	1.136		3,580	001
	Product quality	096	.030	.304	3,242	002
	Product Innovation	.251	051	.461	4,920	.000

Source: Data processed, 2023

Based on Table 4, the multiple linear regression equation model obtained in this study is:

$$Y = 4.068 + 0.096\ X_1 + 0.251\ X_2 + e$$

Based on these equations can be described as follows: (a) A constant value of **4.068** indicates that if there is no influence from the independent variables (X_1 , X_2) then customer satisfaction (Y) will be worth **4.068**, (b) The coefficient X_1 (β_1) = 0.096, this shows that every time there is an increase in the product quality variable by one unit, it will increase customer satisfaction by 9.6%. If other variables are considered constant. (c) The coefficient X_2 (β_2) = 0.251, this shows that every time there is an increase in the product innovation variable by one unit, it will increase customer satisfaction by 25.1%. If other variables are considered constant

Determination Coefficient Test (R^2)

The Determinant Coefficient Test is used to measure how much the contribution of the independent variables (product quality (X_1) and product innovation) is (X_2)) to the dependent variable (customer satisfaction). The coefficient of determination ranges from zero to one ($0 < R^2 < 1$). If R^2 is getting bigger (closer to one), then it can be said that the influence of the independent variable is large on the dependent variable (Y) (Suharsimi, 2012). Conversely, if R^2 is smaller (close to zero), then it can be said that the effect of the independent variable is small on the dependent variable (Y) (Sarwono, 2012).

The results of testing the coefficient of determination using the *SPSS Statistics 23.0 program for windows* can be seen in Table 4.

Table 4. Test results for the coefficient of determination

Summary Model [b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.678 [a]	.459	.447	.78125

a. Predictors: (Constant), Product Innovation, Product Quality
b. Dependent Variable: Purchase Decision

Based on Table 4.15 it can be interpreted that the R number of 0.459 indicates that the level of correlation or relationship between product quality, product innovation and customer satisfaction have a fairly close relationship.

The results of this study indicate that the *adjusted value* (R^2) is 0.447 or 44.7%. This means that customer satisfaction at UD Rohaya Tani Brastagi can be explained by product quality and innovation variables [product, While the remaining 55.3% is explained by other reasons not examined in this study, for example price, promotion and others.

Hypothesis testing

1F test (serious test)

The F test was carried out to see together (simultaneously) the effect of the variables namely (X_1, X_2) in the form of product quality and product innovation variables on customer satisfaction at UD Rohaya Tani Brastagi (Y)(Ginting, P., & Situmorang, 2008) .

Hypothesis model:

Ho : $\beta 1 = \beta 2 = 0$

There is no effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi.

Ha : $\beta 1 \neq \beta 2 \neq 0$

There is an influence of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi Criteria for decision making:

Ho is accepted if $F_{count} < F_{table}$ at $\alpha = 5\%$

Ha is accepted if $F_{count} > F_{table}$ on $\alpha = 5\%$

Error rate (α) = 5% and degrees of freedom (df) = (nk);(k-1)

Degrees of freedom quantifier = k - 1 = 3 - 1 = 2

Denominator degrees of freedom = n - k = 92 - 3 = 89

Then F_{table} 0.05 (2; 89) = 3.15

The results of the F test (simultaneous test) using the *SPSS Statistics 23.0 program for windows* can be seen in Table 5.

Table 5. ANOVA

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	46,157	2	23,079	37,813	.000 [b]
	residual	54,321	89	.610		
	Total	100,478	91			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Product Innovation, Product Quality

Based on ANOVA (Table 4.16), the calculated F value is 37,813 with a significant level (Sig.) of 0,000 [a] . So $F_{count} > F_{table}$ (37,813 > 3.15) or significance (Sig.) < 5% (0,000 < 0.05) means that the variable product quality and product innovation have a positive and significant effect on customer satisfaction at UD Rohaya Tani Brastagi, which means that Ho is rejected Ha is accepted.

Thus there is an influence of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi (the fourth hypothesis is accepted).

t test (Partial Test)

The t test (partial test) was carried out to see individually the effect of the independent variables (X_1 , X_2) in the form of product quality and product innovation partially having a positive and significant effect on customer satisfaction at UD Rohaya Tani Brastagi (Sarwono, 2012)
Hypothesis model:
Ho : βi = 0

There is no effect of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi
Ha : βi ≠ 0
There is an influence of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi Decision Criteria:
Ho is accepted if $t_{count} < t_{table}$ at α = 5%
Ha is accepted if $t_{count} > t_{table}$ on α = 5%

Error rate (α) = 5% and degrees of freedom (df) = (nk)
n = number of samples, n = 01
k = number of variables used, k = 3
So: degrees of freedom = nk = 92 - 3 = 89

$_{arithmetic}$ t test that is carried out is a two-way test, so t_{table} is used t 1/2 or t (0.025; 54) so that the value of t_{table} = 1,999 is obtained

The test results of the t test (partial test) using the *SPSS Statistics 23.0 program for windows* can be seen in Table 6.

Table 6. t test

Model		Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas	t	Sig.
1	(Constant)	4,068	1.136		3,580	001
	Product quality	096	.030	.304	3,242	002
	Product Innovation	.251	051	.461	4,920	.000

In Table 6 (t test results) it can be seen that : (a) t value of $_{the}$ product quality variable is 3.242 and the t_{table} is 1.999 so that $t_{count} > t_{table}$ (3.242 > 1.999) and a significant value (sig) (0.0 2 < 0.05) so it can be concluded that the product quality variable has a positive and significant effect on customer satisfaction UD Rohaya Tani Brastagi (first hypothesis accepted) (Zimmerer, WT, & Scarborough, n.d.). (b) Value of t_{count} product innovation variable is 4.920 and t_{table} is worth 1.999 so $t_{count} > t_{table}$ (4.920 > 1.999) and significant value (0.0 0 < 0.05) so that it can be concluded that the product innovation variable has a positive and significant effect on customer satisfaction at UD Rohaya Tani Brastagi (the second hypothesis is accepted) (Machfoedz, 2005).

Discussion

Based on Data Normality Test it can be seen that the *Asymp. Sig. (2-tailed)* is 0.080 and above the significance value (0.05) this means that the residual data variables are normally distributed.

Based on Heteroscedasticity Test it can be seen that the dots spread randomly and do not form a clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model is suitable for predicting satisfaction. customers based on product quality variable input and product innovation.

Based on Multicollinearity Test it can be seen that all independent variables have VIF values <10 so that it can be concluded that there is no multicollinearity problem (there is no very high linear relationship between the independent variables). It can also be seen from the Tolerance column which shows all tolerance values > 0.1, this means that there are no symptoms of multicollinearity.

Based on Multiple Linear Regression Models shows that every time there is an increase in the product innovation variable by one unit, it will increase customer satisfaction by 25.1%. If other variables are considered constant

Based on Determination Coefficient Test (R^2) indicate that the *adjusted value* (R^2) is 0.447 or 44.7%. This means that customer satisfaction at UD Rohaya Tani Brastagi can be explained by product quality and innovation variables [product, While the remaining 55.3% is explained by other reasons not examined in this study, for example price, promotion and others.

Hypothesis testing 1F test (serious test) Based on ANOVA, the calculated F value is 37,813 with a significant level (Sig.) of 0,000 [a] . So $F_{count} > F_{table}$ (37,813 > 3.15) or significance (Sig.) < 5% (0,000 < 0.05) means that the variable product quality and product innovation have a positive and significant effect on customer satisfaction at UD Rohaya Tani Brastagi, which means that Ho is rejected Ha is accepted. Thus there is an influence of product quality and product innovation on customer satisfaction at UD Rohaya Tani Brastagi (the fourth hypothesis is accepted).

t test (Partial Test) it can be seen that : (a) t value of $_{the}$ product quality variable is 3.242 and the t_{table} is 1.999 so that $t_{count} > t_{table}$ (3.242 > 1.999) and a significant value (sig) (0.0 2 < 0.05) so it can be concluded that the product quality variable has a positive and significant effect on customer satisfaction UD Rohaya Tani Brastagi (first hypothesis accepted). (b) Value of t_{count} product innovation variable is 4.920 and t_{table} is worth 1.999 so $t_{count} > t_{table}$ (4.920 > 1.999) and significant value (0.0 0 < 0.05) so that it can be concluded that the product innovation variable has a positive and significant effect on customer satisfaction at UD Rohaya Tani Brastagi (the second hypothesis is accepted).

CONCLUSION

Based on the results of the analysis discussed in the previous chapter, the following conclusions can be drawn that partially product quality variables affect customer satisfaction at UD Rohaya Tani Brastagi, the results showed that partially product innovation variables affect customer satisfaction at UD Rohaya Tani Brastagi, the results of the study indicate that there is a positive and significant influence between product quality and product innovation variables on customer satisfaction at UD Rohaya Tani Brastagi. For further research, it is expected to be able to use other variables that have not been disclosed in this study in order to be able to explain other factors that can also influence consumer repurchase intention; it should be done with a larger number of respondents and more varied characteristics in order to increase the generalization and diversity of the research results; and it is advisable to supervise and provide information directly on filling out the answers to the questionnaire, so that the answers from respondents can reflect the actual situation.

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