



The influence of price, registration process, and network quality on subscription renewal intentions with perceived ease as a mediating variable at Indibiz Pangkalpinang

Deli^{1*}, Suhardi²

^{1,2}Fakultas Ekonomika dan Bisnis, Universitas Pertiba, Pangkalpinang, Indonesia

ARTICLE INFO

Article history:

Received Nov 01, 2025

Revised Nov 14, 2025

Accepted Nov 21, 2025

Keywords:

Customer Satisfaction;
Customer Trust;
Network Quality;
Registration Process;
Service Price.

ABSTRACT

This study analyses the effects of service price, registration process, and network quality on IndiBiz customer satisfaction in Pangkalpinang, with customer trust as a mediating variable. IndiBiz services, designed for Micro, Small, and Medium Enterprises (MSMEs), face challenges related to service fees, administrative requirements, and network stability, which influence subscription continuity decisions among business users. A quantitative approach with the Structural Equation Modelling (SEM) method was applied to examine the relationship between variables. The results show that service price and network quality significantly influence customer trust, while registration requirements do not directly affect satisfaction. Customer trust is proven to be a strong mediator that bridges the influence of independent variables on satisfaction. This research contributes to the development of a customer-trust-based service satisfaction model specifically for digital business internet services serving MSMEs. The findings highlight the urgency of strengthening trust through transparent pricing, improved network performance, and simplified administrative procedures, particularly in regions such as Pangkalpinang where digital adoption among MSMEs is still growing.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

*Deli,
Faculty of Economics and Business,
Universitas Pertiba,
Pangkalpinang, Indonesia,
Email: delicantik789@gmail.com

1. INTRODUCTION

The rapid development of information and communication technology has increased the demand for reliable, high-speed internet services to support digital business activities in Indonesia. As a response, PT Telkom presents IndiBiz—an internet and digital solutions product focused on the Micro, Small, and Medium Enterprises (MSMEs) segment. IndiBiz is designed to support business digitalisation by offering enterprise-level connectivity tailored to MSME needs. However, its implementation in specific regions reveals challenges that may affect service satisfaction and sustainability.

In Pangkalpinang, MSMEs represent a dominant sector in the regional economy, yet their adoption of formal digital requirements remains relatively limited. Internal

reports show that customer complaints frequently arise from three aspects: unstable network performance, the obligation to submit a Tax Identification Number (NPWP), and technical installation limitations such as maximum cable length requirements. Many local MSMEs do not own NPWP, and several business areas are located far from main network routes, making Pangkalpinang's case relatively unique compared to urban business clusters with more mature administrative and infrastructure readiness. These characteristics indicate that satisfaction with IndiBiz in Pangkalpinang is formed not only by network quality, but also by administrative feasibility aligned with the business profile in the region.

Previous studies have widely discussed customer satisfaction in telecommunications services, emphasising reliability, pricing transparency, service responsiveness, and network performance as major determinants (Adeyemo, 2018); Finley et al., 2017; Hendeniya & Fernando, 2022). In digital service contexts, trust is recognised as a core psychological mechanism that links service performance and consumer behavioural outcomes such as satisfaction and loyalty (Kurniadi & Rana, 2023; Nugraheni & Rimadias, 2023). However, most studies focus on consumer mobile services or e-commerce platforms; very few address enterprise-oriented internet services for MSMEs whose digital readiness varies by region. Therefore, selecting literature more relevant to telecommunications and enterprise-level digital services clarifies that the determinants of satisfaction in this market cannot be simplified to network quality alone but must account for pricing fairness and administrative accessibility.

The relationship between service quality and customer satisfaction is an important field of study in various sectors, including food services, banking, education, and healthcare. High service quality is directly correlated with increased customer satisfaction, as customer expectations are met or exceeded. This relationship is supported by several studies that highlight dimensions of service quality, such as reliability, responsiveness, assurance, and empathy, which significantly influence customer satisfaction levels. The ability to reliably and accurately deliver promised services, which is particularly important in sectors such as banking and education (Ahmed, 2020; Yadav & Rai, 2015). Willingness to assist customers and provide prompt service, which impacts satisfaction in food service and healthcare (Budianto et al., 2022; Nuriyah & Erdkhadifa, 2023). Employee knowledge and politeness, which foster trust and satisfaction, are particularly noted in the automotive and banking industries (Kurniawan et al., 2025; Yadav & Rai, 2015). Providing caring and individual attention to customers, which increases satisfaction in the context of service delivery (Budianto et al., 2022; Nuriyah & Erdkhadifa, 2023).

High service quality not only increases customer satisfaction but also increases loyalty and repeat business. Satisfied customers are more likely to recommend services to others, as evidenced in the pharmaceutical sector (Budianto et al., 2022). Studies show that businesses with superior service quality can achieve a competitive advantage, leading to increased profitability and growth (Kurniawan et al., 2025).

The relationship between registration requirements and customer satisfaction varies, covering aspects such as waiting time, service efficiency, and overall customer experience. An effective registration process can significantly improve customer satisfaction by minimizing delays and streamlining interactions. This relationship can be explored through several key dimensions. Research shows that long waiting times during registration can lead to decreased customer satisfaction. For example, one study found that most patients expressed dissatisfaction due to prolonged waiting times during outpatient registration, highlighting the need for timely service delivery (Samura et al., 2022). The p-value of 0.022 in this study indicates a statistically significant relationship between waiting time and patient satisfaction, emphasizing the importance of an efficient registration process.

Innovative registration methods, such as SMS-based product registration, can increase customer satisfaction by simplifying the process. This system allows customers to register products easily, which can lead to improved management and customer satisfaction (Sun & Liu, 2023). The direct feedback and management capabilities provided by the system can help organizations respond quickly to customer needs, further increasing satisfaction levels (Nedelcu et al., 2010). Relationship marketing plays an important role in customer satisfaction by focusing on personalized service and building trust. This approach fosters long-term relationships, which are important for retaining satisfied customers (Rosário & Casaca, 2023). A systematic review of the literature shows that personalized interactions significantly contribute to customer satisfaction, indicating that the registration process should be tailored to individual customer needs.

Trust is defined as customer confidence in the reliability and integrity of the provider (Suebsaiaun & Pimolsathean, 2019). When customers feel that a business is acting in their best interests, their satisfaction levels increase, leading to stronger emotional bonds. For example, in the banking sector, customer trust is found to be a dominant factor influencing customer loyalty, alongside satisfaction (Nugraheni & Rimadias, 2023). Customer satisfaction serves as a precursor to trust; satisfied customers are more likely to view a brand as trustworthy (Leninkumar, 2017). A study in Indonesian e-commerce revealed that consumer satisfaction significantly explains variations in consumer trust, highlighting its role as a mediator in building loyalty. The correlation between satisfaction and trust is evident, with satisfaction increasing the likelihood of repeat business and positive word-of-mouth (Umami & Darma, 2021).

While prior research has established that network quality and pricing influence satisfaction, there is limited empirical evidence on how administrative registration requirements interact with customers' behavioural perceptions in enterprise Internet services for MSMEs. Moreover, existing studies have not sufficiently examined whether customer trust mediates the relationship between service attributes and satisfaction—especially in regions where MSME administrative readiness remains low, such as Pangkalpinang. Thus, there is a need to explore the mediating role of customer trust to understand how technical, pricing, and procedural aspects jointly shape satisfaction in such contexts.

This study aims to analyse the influence of service price, registration requirements, and network quality on IndiBiz customer satisfaction in Pangkalpinang, with customer trust as a mediating variable. The findings are expected to offer recommendations for strengthening customer satisfaction strategies and subscription continuity within the MSME segment.

2. RESEARCH METHOD

This study employs a quantitative approach with a causal explanatory design to analyse the direct and indirect effects of network quality, service price, and registration requirements on customer satisfaction with IndiBiz services, mediated by customer trust in Pangkalpinang. The population in this research includes all active IndiBiz business internet users registered at the IndiBiz Pangkalpinang branch. Based on internal provider records, more than 600 active MSME-based IndiBiz customers are currently recorded across the Pangkalpinang service area, indicating a population with diverse administrative readiness and usage characteristics. To ensure adequate representation of this population, a total of 200 respondents were selected following sampling adequacy rules for SEM analysis, which require 5–10 respondents per indicator. With 25 indicators measured, the minimum number required was 125, and 200 respondents were chosen to increase statistical power, reduce sampling error, and more accurately reflect the diversity of customer experience.

Purposive sampling was applied with inclusion criteria ensuring that respondents had subscribed for at least six months, experienced the registration process, and interacted with customer service as well as pricing systems. This approach was considered appropriate because not all registered customers have sufficient user experience to evaluate the constructs studied, particularly satisfaction and trust. By selecting informed respondents, the data obtained better reflects behavioural perceptions rather than incidental usage impressions. To maintain respondent objectivity, questionnaires were anonymised, responses were collected without intervention from IndiBiz officers, and items were structured using neutral, non-leading wording on a five-point Likert scale.

Data were analysed using the Generalized Structured Component Analysis (GSCA) method, which was selected because it is robust for moderate sample sizes, can estimate hierarchical models, and is insensitive to data non-normality, making it highly suitable for business service research involving behavioural variables. Although GSCA does not require normality, normality distribution was still tested to detect outliers that might bias estimation. Invalid or missing data were handled using listwise deletion, ensuring that only respondents with complete and consistent responses were included in the analysis. Instrument reliability and validity were assessed through Cronbach's Alpha and Composite Reliability values greater than 0.70. The study determined a factor loading threshold of >0.70 to meet advanced measurement standards in behavioural service studies, ensuring that every indicator strongly explains its respective latent variable.

3. RESULTS AND DISCUSSIONS

Based on the image shown, this model illustrates the causal relationship between several latent variables, namely Network Quality, Service Price, and Registration Requirements, on Customer Trust, which in turn affects Customer Satisfaction. Each relationship between variables is supported by a significance value (p-value) and path coefficient, which indicate the strength and direction of the relationship.

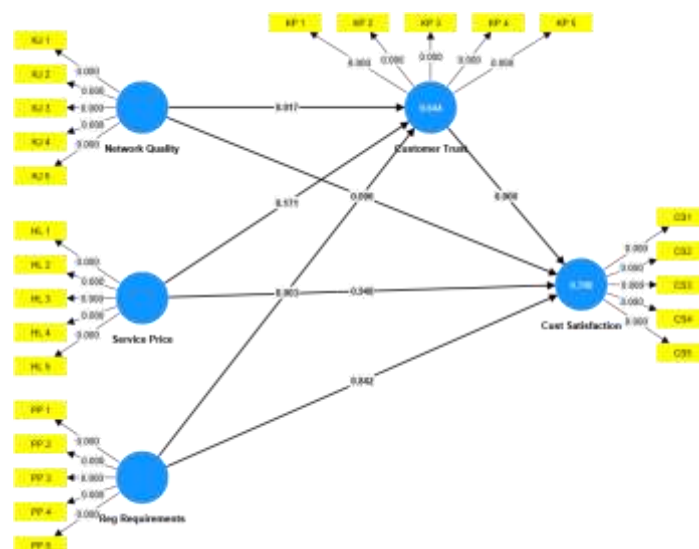


Figure 1. PLS Bootstrapping

The bootstrapping test results in Figure 1 show that Service Price (PP), Network Quality (KJ), and Registration Requirements (PP) have different roles in influencing Customer Trust (HL) and Customer Satisfaction (CS). It can be seen that only Service Price and Registration Requirements have a significant effect on Customer Trust, as

indicated by strong path values and p-values below 0.05. This indicates that fair pricing and ease of administrative procedures increase customer trust in IndiBiz. Meanwhile, the Network Quality variable does not have a significant direct effect on satisfaction, but only influences the formation of trust, so that network quality is assessed by customers as a minimum requirement (basic expectation), not a primary source of satisfaction.

In addition, the influence of Customer Trust on Customer Satisfaction appears to be very dominant with the highest loading value in the model (loading 0.708), confirming that customer satisfaction is formed primarily through the belief that service providers are responsible, transparent, and reliable. This can be seen from several significant indirect paths, such as the influence of price and requirements through trust, so that satisfaction is not formed directly from technical or financial aspects. Thus, this model confirms that IndiBiz's customer satisfaction improvement strategy should focus on strengthening trust through price transparency, simplification of procedures, proactive communication, and service consistency, rather than simply improving the network or adjusting rates.

Table 1. The Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Price -> Customer Trust	0.332	0.334	0.122	2.716	0.007
Service Price -> Cust Satisfaction	0.076	0.078	0.128	0.592	0.554
Customer Trust -> Cust Satisfaction	0.705	0.708	0.142	4.969	0.000
Network Quality -> Cust Trust	0.214	0.206	0.105	2.034	0.042
Network Quality -> Cust Satisfaction	0.157	0.151	0.115	1.367	0.172
Reg Requirements -> Customer Trust	0.357	0.366	0.100	3.552	0.000
Reg Requirements -> Cust Satisfaction	-0.060	-0.060	0.097	0.613	0.540
Service Price -> Customer Trust -> Cust satisfaction	0.234	0.240	0.107	2.191	0.028
Network Quality -> Customer Trust -> Cust Satisfaction	0.151	0.143	0.078	1.933	0.053
Reg Requirements -> Customer Trust -> Cust Satisfaction	0.252	0.259	0.090	2.801	0.005

The results of the analysis are shown in Table 1. The Path Coefficients indicate that the relationships between variables in the model have different dynamics in influencing customer trust and satisfaction with IndiBiz services in Pangkalpinang. First, the service price variable was found to have a significant effect on customer trust with a coefficient of 0.332 ($p = 0.007$), indicating that the more fair, transparent, and in line with customer expectations the benefits received are, the higher the level of customer trust in IndiBiz. However, the effect of price on satisfaction is not significant, with a coefficient of 0.076 ($p = 0.554$). This finding confirms that IndiBiz customers are not necessarily satisfied simply because the price is affordable; rather, they first need to feel confident that the price they pay reflects the integrity and commitment of the service. Thus, price perception does not directly affect satisfaction, but forms the foundation of trust that ultimately fosters satisfaction.

Furthermore, customer trust is a very strong factor in shaping satisfaction, as evidenced by a coefficient of 0.705 ($p = 0.000$), the highest value in the model. This shows that IndiBiz customer satisfaction is not solely influenced by technical services, but rather depends heavily on the belief that IndiBiz is consistent, credible, and looks after the interests of its customers. On the other hand, network quality has a significant influence on customer trust (0.214, $p = 0.042$), but does not have a direct influence on satisfaction (0.157, $p = 0.172$). This indicates that customers consider network stability

to be a "must-have", so that it is no longer a source of satisfaction, but rather a minimum standard that only has an impact when it affects perceptions of trust in the service provider.

The registration requirement variable makes a unique contribution to this study. Registration requirements have a significant effect on trust (0.357, $p = 0.000$) but no significant effect on satisfaction (-0.060, $p = 0.540$). This condition shows that customers do not consider the smoothness of the registration process as a factor that makes them satisfied, but a clear, transparent, and non-discriminatory process actually builds the perception that IndiBiz is a professional and trustworthy service. Administrative requirements—for example, the obligation to have an NPWP—can weaken trust if they are considered difficult, but in the context of this study, transparency and assistance during the registration process have a greater influence on perceptions of trust than user satisfaction.

Mediation analysis reinforces the central role of trust in the model. Price has an indirect effect on satisfaction through trust with a mediation value of 0.234 ($p = 0.028$), indicating that price perception only contributes to satisfaction if customers first believe in the integrity of the service provider. Similarly, registration requirements have a significant indirect effect on satisfaction through trust (0.252, $p = 0.005$), emphasising that initial administrative experiences affect satisfaction only if the procedures successfully build service credibility. Meanwhile, the indirect effect of network quality through trust is almost significant (0.151, $p = 0.053$), showing that trust can strengthen the contribution of technical quality to satisfaction, although in this condition the statistical evidence is not yet fully robust. With these overall findings, the research model shows that in digital business service markets such as IndiBiz, customer satisfaction is not directly shaped by technical aspects, but by trust, which acts as a psychological bridge between service quality, procedures, and price value in the satisfaction experience.

The findings of this study indicate that the dynamics of IndiBiz customer satisfaction in Pangkalpinang are not only influenced by technical elements such as price and network quality, but are strongly shaped by psychological mechanisms through customer trust. From the perspective of SERVQUAL theory (Parasuraman et al., 1988), the dimensions of reliability and responsiveness should be the main factors driving satisfaction with telecommunications services, especially business internet services. However, the results of this study show a shift in orientation whereby network quality is no longer considered a source of satisfaction for IndiBiz customers, but rather an expected standard. This indicates that improving network quality does not result in additional satisfaction if customers consider it a "must", in line with the concept of basic expected performance in SERVQUAL. In other words, IndiBiz customers view the network only as a basic prerequisite, so that technical quality only has an impact when it serves as the basis for building trust, not as a direct trigger for satisfaction.

This finding is further reinforced when linked to Expectation Confirmation Theory (Oliver, 1980), which states that satisfaction is formed when service performance meets or exceeds initial expectations. In the context of IndiBiz, customers in Pangkalpinang already have basic expectations that business internet should be stable, high quality, and uninterrupted. When these basic expectations are met, customers do not experience increased satisfaction, but rather only feel confirmation without delight. Conversely, satisfaction arises more when non-technical elements such as the registration process and price clarity form a positive perception of service integrity. This condition explains why price and registration requirements do not directly affect satisfaction, but become significant when converted into trust-based satisfaction. Thus, this study confirms that in digital B2B services, satisfaction does not solely rely on the confirmation of technical expectations, but through the mechanism of trust formation.

The Trust Theory perspective (Gefen, 2000; McKnight et al., 2002) further clarifies these findings. Trust functions as a psychological mediator that bridges customers'

perceptions of service characteristics and their ultimate satisfaction experience. In this study, fair pricing, administrative transparency, and a clear registration experience build perceptions of service provider integrity. When customers believe that service providers act on the basis of honesty, professionalism, and data security, this trust reduces risk perceptions, increases tolerance for technical disruptions, and builds relational rather than transactional satisfaction. Specifically, for IndiBiz customers who are MSME players in Pangkalpinang, trust is a crucial element given that most customers have administrative limitations (e.g., NPWP ownership) and are highly dependent on services to maintain business continuity. It is this trust that is the basis for why customers remain satisfied even though prices are not cheap or there are certain technical obstacles.

This finding contributes to the development of literature on B2B telecommunications services in Indonesia, showing that customer satisfaction with business internet services cannot be adequately explained through technical quality (SERVQUAL) or expectation fulfilment (ECT) frameworks alone. Digital B2B services require strategic trust-building mechanisms, not merely operational ones. IndiBiz Pangkalpinang shows that in the MSME market, with its limitations in administration and digital literacy, satisfaction must be managed through price transparency policies, simplified procedures, and communication that reinforces the perception of corporate integrity. Thus, satisfaction is formed not only through good service, but through the belief that the service provider is trustworthy, long-term oriented, and focused on the needs of business customers.

The findings confirm that IndiBiz customer satisfaction is not directly influenced by technical factors or price, but rather depends predominantly on customer trust in the credibility of the service provider. Therefore, IndiBiz's management strategy must shift its focus from simply promoting its network and tariffs to an operational strategy that emphasises transparency, administrative assistance and service consistency. First, IndiBiz needs to establish a price transparency policy based on price-benefit communication. Information about tariffs, price adjustments, and service limitations must be explained through digital media and field officers in a format that is simple, unambiguous, and easy to analyse by MSMEs with limited administrative capabilities. This transparency will convert price perceptions into trust, rather than just numbers compared with competitors.

Secondly, the registration process should be focused as a strategic stage for building early trust. IndiBiz can implement an assisted registration protocol, which is a registration assistance system with field staff or digital onboarding assistants who help prospective customers without complicated communication requirements. For MSMEs that do not yet have an NPWP or formal business documents, IndiBiz can offer a progressive compliance scheme—registration can still be carried out, but customers are given a deadline and support to complete the documents after the service is running. This approach not only simplifies registration but also builds IndiBiz's reputation as a pro-digitalisation service for MSMEs, rather than a barrier to business growth.

Thirdly, improving network quality should be positioned not merely as a technical improvement, but as a trust reinforcement strategy. IndiBiz can implement predictive maintenance and public uptime reporting, which are network maintenance programmes based on predicted disruptions and regular publication of network stability levels through an open dashboard. This publication will strengthen the perception of integrity, as customers will not only rely on technical promises, but also on measurable and accessible performance evidence.

Fourth, customer service must shift to a trust-centric approach. IndiBiz can implement a proactive communication policy by providing early notification of disruptions, measurable compensation for specific downtime, and consistent responses to complaints. Clear and automatic compensation will be seen as a form of service accountability, which not only resolves technical issues but also strengthens customers'

emotional connection to the IndiBiz brand. In addition, service staff training needs to emphasise empathetic and educational communication, rather than merely resolving technical complaints.

3 CONCLUSION

This study demonstrates that customer satisfaction with IndiBiz in Pangkalpinang is not formed directly by service price, network quality, or registration requirements, but instead occurs through a strong mediating mechanism of customer trust, as indicated by the significant indirect effects and the dominant path of trust on satisfaction. Price and registration requirements influence satisfaction only after they first build trust, while network quality—although expected as a basic requirement—contributes to satisfaction only when it strengthens customer confidence in the reliability of the service. These results extend service behavior literature by confirming that satisfaction in B2B telecommunications is relational rather than merely transactional, thereby enriching SERVQUAL and Expectation Confirmation Theory with a trust-based perspective. Practically, the findings underscore that IndiBiz must prioritise trust-building strategies such as transparent pricing, assisted and fair registration procedures, proactive communication, and measurable accountability in network performance to generate sustainable satisfaction among MSME users. Therefore, customer trust should be positioned as a strategic driver of satisfaction and not a secondary outcome of service delivery.

REFERENCES

- Adeyemo, F. S. (2018). An Empirical Assessment of Mobile Service Performance Using Network Quality/Availability, Billing, Validity Period and Customer Care Services. *Advances in Multidisciplinary & Scientific Research Journal Publication*, 4(3), 73–87. <https://doi.org/10.22624/aims/aims/v4n3p9>
- Ahmed, S. H. (2020). Association of Service Quality with Customer Satisfaction. *Journal of Marketing Strategies*, 2(2), 48–68. <https://doi.org/10.52633/jms.v2i2.29>
- Black, W., & Babin, B. J. (2019). Multivariate Data Analysis: Its Approach, Evolution, and Impact. In *The Great Facilitator* (pp. 121–130). Springer International Publishing. https://doi.org/10.1007/978-3-030-06031-2_16
- Budianto, A., Pradani, D. Y., Rachmania, N., Widiatoro, E., Damanik, A. D., & Cahyono, D. (2022). The relationship between service quality and customer satisfaction: a case study at Nh Beji Pharmacy. *Pharmacy Reports*, 2(1), 6. <https://doi.org/10.51511/pr.6>
- Finley, B., Boz, E., Kilkki, K., Manner, J., Oulasvirta, A., & Hämmäinen, H. (2017). Does network quality matter? A field study of mobile user satisfaction. *Pervasive and Mobile Computing*, 39, 80–99. <https://doi.org/10.1016/j.pmcj.2016.08.014>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. In *Classroom Companion: Business*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hendeniya, H. M. U. S., & Fernando, A. L. (2022). Impact of Internet Service Quality on Customer Satisfaction Special Reference to Internet Service Providers During COVID – 19 Period. *Sri Lanka Journal of Marketing*, 8, 61–91. <https://doi.org/10.4038/sljmuok.v8i0.95>
- Klebel, T. (2018). jstor: Read Data from JSTOR/DfR. In *CRAN: Contributed Packages*. The R Foundation. <https://doi.org/10.32614/cran.package.jstor>
- Kurniadi, H., & Ali Saeed Rana, J. (2023). The power of trust: How does consumer trust impact satisfaction and loyalty in Indonesian digital business? *Innovative Marketing*, 19(2), 236–249. [https://doi.org/10.21511/im.19\(2\).2023.19](https://doi.org/10.21511/im.19(2).2023.19)
- Kurniawan, A., Hidayatun, U. S., Tasrim, Jayanti, A., Septyarini, E., & Sudibyo, T. D. (2025). Enhancing Customer Loyalty: The Role Of Service Quality In Customer Satisfaction. *Journal of Lifestyle and SDGs Review*, 5(2), e04412. <https://doi.org/10.47172/2965-730x.sdgsreview.v5.n02.pe04412>
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*,

- 7(4). <https://doi.org/10.6007/ijarbss/v7-i4/2821>
- Mishra, A. K., & Park, T. A. (2005). An Empirical Analysis of Internet Use by U.S. Farmers. *Agricultural and Resource Economics Review*, 34(2), 253–264. <https://doi.org/10.1017/s1068280500008406>
- Nedelcu, A., Adela-Eliza, D., & Cristea, L. (2010). The Method Used for Measuring the Customers' Satisfaction. *International Conference on Education and Educational Technologies - Proceedings*.
- Nugraheni, S., & Rimadias, S. (2023). Customer Trust sebagai Penentu Utama Loyalitas pada Bank Garansi di PT Bank Mandiri (Persero) Tbk. *Jurnal Keuangan Dan Perbankan*, 19(2), 105–118. <https://doi.org/10.35384/jkp.v19i2.393>
- Nuriyah, F. D., & Erdkhadifa, R. (2023). ANALISIS KORELASI KANONIK KUALITAS PELAYANAN DAN KEPUASAN KONSUMEN PADA MIE MIELIADER BANDUNG. *Juremi: Jurnal Riset Ekonomi*, 2(5), 595–604. <https://doi.org/10.53625/juremi.v2i5.5178>
- O. D. Safi, D. F., & S. Alagha, D. M. (2020). The Relationship Between Service Quality And Customer Satisfaction. *International Journal of Scientific and Research Publications (IJSRP)*, 10(8), 767–787. <https://doi.org/10.29322/ijsrp.10.08.2020.p10497>
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL Instrument. In *PsycTESTS Dataset*. American Psychological Association (APA). <https://doi.org/10.1037/t09264-000>
- Rosário, A. T., & Casaca, J. A. (2023). Relational Marketing and Customer Satisfaction: A Systematic Literature Review. *Estudios Gerenciales*, 516–532. <https://doi.org/10.18046/j.estger.2023.169.6218>
- Samura, J. A. P., Wasliati, B., & Fadillah, R. S. (2022). THE RELATIONSHIP OF REGISTRATION WAITING TIME WITH PATIENT SATISFACTION AT THE OUTSTANDING PATIENT REGISTRATION PLACE. *JURNAL KESMAS DAN GIZI (JKG)*, 4(2), 111–115. <https://doi.org/10.35451/jkg.v4i2.1069>
- Suebsaiaun, A., & Pimolsathean, T. (2019). Antecedents of Thai Home Improvement Retailer Customer Satisfaction. *Asia-Pacific Social Science Review*, 19(1). <https://doi.org/10.59588/2350-8329.1210>
- Sun, H., & Liu, T. (2023). Teacher Professional Development. In *Professional Development of Outstanding Physics Teachers* (pp. 2–10). B P International (a part of SCIENCEDOMAIN International). <https://doi.org/10.9734/bpi/mono/978-81-966449-1-8/ch1>
- Umami, Z., & Darma, G. S. (2021). DIGITAL MARKETING: ENGAGING CONSUMERS WITH SMART DIGITAL MARKETING CONTENT. *Jurnal Manajemen Dan Kewirausahaan*, 23(2), 94–103. <https://doi.org/10.9744/jmk.23.2.94-103>
- Wijaya, V. S., & Susanto, E. H. (2022). Efektivitas Pelayanan E-Commerce Shopee sebagai Upaya Menciptakan Kepuasan Konsumen Berbelanja Online. *Prologia*, 6(1), 54. <https://doi.org/10.24912/pr.v6i1.10269>
- Yadav, M. K., & Rai, D. A. K. (2015). Exploring the Relational Impact of Service Quality on Customer Satisfaction. *Ushus - Journal of Business Management*, 14(4), 17–31. <https://doi.org/10.12725/ujbm.33.2>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>