

The Effect of Service Quality and Product Completeness on Customer Satisfaction at Alfamart Minimarkets in Jambi City

Amanda Aurelya Putri Rudyan^{1*}, Hafianti Pracita Sari²⁾, Shivani Nayla Putri³⁾, Dini Suci Dwi Angraini⁴⁾,
Tiara Nur Aulia Azhari⁵⁾, Nayla Felisa Maharani⁶⁾, Yossinomita Yossinomita⁷⁾

^{1*,2,3,4,5,6,7)} Faculty of Management and Business, Universitas Dinamika Bangsa
Corresponding author email: amandarudyan08@gmail.com

ABSTRACT

Customer satisfaction is one of the key determinants of success in the retail industry, particularly for modern minimarkets such as Alfamart. This study aims to examine the effect of service quality and product completeness on customer satisfaction at Alfamart minimarkets in Jambi City. A quantitative approach was employed using a survey method. Data were collected from 107 Alfamart customers through structured questionnaires and analyzed using SmartPLS version 4. The results indicate that both service quality and product completeness have a positive and significant effect on customer satisfaction. Service quality has a stronger influence on customer satisfaction than product completeness. These findings suggest that improving employee service quality and maintaining adequate product availability are essential strategies for enhancing customer satisfaction. This study contributes to the retail management literature by providing empirical evidence on the determinants of customer satisfaction in modern minimarkets and offers practical recommendations for improving customer experience at Alfamart.

Keywords: *Customer satisfaction, service quality, product completeness, SmartPLS, Alfamart, retail*

Received : 26-06-2026 | Revised Completed: 09-07-2026 | Published Online: 23-07-2026

INTRODUCTION

Retail is a vital part of the distribution chain for goods. Retail allows consumers to interact directly with products. In this context, retail is defined as the industry that sells goods and services with added value to meet the needs of individuals, families, groups, or end consumers. Household needs, including the nine basic necessities, account for the majority of products sold. Retail businesses sell goods in small quantities to end customers Chaniago (2021). In addition to providing a large workforce, Indonesia's retail industry makes a significant contribution to GDP. The growth of Indonesia's retail industry, as a developing nation, is driven by population growth, rising purchasing power, and the public's demand for consumer goods. The contemporary retail industry largely benefits from consumer shopping patterns, particularly among the middle and upper classes who prefer not to rush through conventional markets that are often disorganized and unclear. Although the modern retail industry is seen as potentially undermining conventional markets due to its many advantages, its growth is virtually unstoppable. Customer convenience is paramount for achieving instant satisfaction from the best products, which are easily and quickly accessible (Nurrofi, 2021).

The Indonesian retail industry is considered stable and attractive to business operators. The number of Alfamart minimarkets continues to grow every year. Customers are crucial to a business's survival. Customer satisfaction significantly and positively influences purchasing decisions for products available at retail minimarkets such as Alfamart. When a company can meet its customers' needs to the point where they are satisfied, there is a greater likelihood that the company will generate higher profits (Sihombing, Juliastuti and Ikatrinasari, 2024). Customer satisfaction at Alfamart minimarkets continues to evolve in line with the factors that influence it. This is because minimarkets provide a variety of products and services needed by various segments of society. There are various factors that can lead to increased customer satisfaction, such as service quality, pricing, ease of access, product availability, and cleanliness. Therefore, these factors play a significant role in fostering customer satisfaction. Customer loyalty is defined as a customer who repeatedly purchases specific goods or services based on specific considerations gathered during previous purchasing experiences Ramanta et al. (2021).

In addition, customer loyalty has become one of the main indicators of success in the retail business sector (Bariha, 2020). Loyal customers tend to make repeat purchases, recommend products or services to others, and

are less likely to switch to competitors (Budianto, 2019). In the context of minimarket retail such as Alfamart, customer loyalty can be built through positive shopping experiences, product completeness, competitive prices, and friendly service. Therefore, companies must continuously improve service quality and maintain good relationships with customers in order to sustain their loyalty in the long term.

Along with the rapid development of technology and changes in consumer behavior, the retail industry is also required to innovate in providing services. Modern consumers increasingly expect convenience, speed, and efficiency in shopping activities (Anggraini et al., 2025; Radyi et al., 2024). As a result, many retail businesses have begun implementing digital systems, such as cashless payments, membership applications, online promotions, and delivery services to enhance customer satisfaction. These innovations not only improve shopping convenience but also strengthen the competitiveness of retail businesses amid increasingly intense market competition.

Based on the growing competition in the retail industry and the importance of maintaining customer satisfaction, it is essential to identify the key factors that influence customers' shopping experiences. Previous studies have shown that service quality and product completeness are among the main determinants of customer satisfaction in modern retail stores. Therefore, this study aims to determine the effect of service quality and product completeness on customer satisfaction at Alfamart minimarkets in Jambi City using the SmartPLS approach. The findings are expected to provide practical recommendations for Alfamart management in improving customer satisfaction and strengthening its competitiveness in the retail industry.

METHOD

This study aims to compare the various factors influencing customer satisfaction at Alfamart and Indomart minimarkets in Jambi City. A quantitative approach with a comparative research design was employed. This comparative study will assess the extent to which factors such as price, service, cleanliness, product variety, and ease of access influence customer satisfaction levels at both minimarkets.

The primary objective of this study is to identify the differences and similarities in customers' perceptions of service quality and facilities at Indomart and Alfamart. Data were collected using quantitative methods through a survey distributed to customers who had shopped at both minimarkets. Respondents were asked to rate various factors considered important in determining their satisfaction.

Next, to establish priorities in managing customer satisfaction, a satisfaction level analysis will be conducted to identify the factors that most frequently influence the customer experience. In this context, it is important to understand the extent to which each factor contributes to customer satisfaction at Alfamart and Indomart. This analysis will also help management identify areas that need improvement to enhance service quality and boost customer loyalty.

This study also aims to provide data-driven recommendations to minimarket managers on how to better enhance customer satisfaction. Therefore, it is hoped that this study will offer deeper insights into the factors that influence customer satisfaction and help companies establish more effective policies in the future.

1. Sampling Techniques

This study aims to identify the factors influencing customer satisfaction at Alfamart stores in Jambi City. The study population consists of customers who have shopped at Alfamart, are at least 17 years old, and reside in Jambi City. The minimum age of 17 was chosen because individuals in this age group are capable of making independent purchasing decisions and can express their own opinions about what they buy.

a. Samples and Sample Selection

Regarding the sample size required for this study, the questionnaire consists of 20 items. Additionally, to ensure the reliability of the research results, a minimum of 100 respondents is required. To gain insights into the perspectives of customers from diverse backgrounds, the sample was randomly selected from residents of Jambi City who met the specified criteria.

Purposive sampling was used to collect a sample that was relevant and appropriate for the research objectives. This non-probability sampling method prioritizes the selection of respondents who possess specific characteristics relevant to the study. In this case, the selected sample consisted of consumers who had shopped at Alfamart, lived in the city of Jambi, and were at least 17 years old. This study focuses on customers who have firsthand experience shopping at Alfamart, as they are considered to provide more accurate information about the factors influencing customer satisfaction at this minimarket. The advantage of using a purposive sampling method is that it ensures the collected data

comes from respondents who truly have experience and knowledge of the goods and services offered by Alfamart.

b. Data Collection Process

Data was collected by distributing questionnaires directly to selected individuals in the city of Jambi. The questionnaire was designed to gauge respondents' opinions on various aspects of customer satisfaction at Alfamart, including pricing, service, store cleanliness, product availability, and ease of access. The questionnaire questions were formulated using a Likert scale to determine whether respondents agreed with the statements presented. With the aim of reaching a diverse range of customer groups, the questionnaires were distributed randomly at strategic locations in Jambi City, such as near shopping centers, Alfamart stores, and other public areas. Participants were asked to complete the questionnaire on their own and provide answers relevant to their shopping experiences at Alfamart. Before further analysis, the collected data was also reviewed to ensure its authenticity.

c. Data Analysis

After the data was collected, the SmartPLS version 4 statistical software was used to analyze it. Data processing was conducted to determine the extent to which factors such as price, service, cleanliness, and product availability contribute to customer satisfaction at Alfamart. The results of this analysis are expected to provide a clearer picture of how these components influence customer satisfaction and help management take steps to improve customer service. Overall, this study employs a systematic, data-driven methodology to identify the factors influencing Alfamart's customer satisfaction and provides evidence-based recommendations on how to develop future plans for improved customer service.

2. Analysis Model

This study utilized the statistical software SmartPLS version 4, a widely used tool for Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The SmartPLS analysis was conducted in two main stages: the outer model and the inner model, each of which was responsible for evaluating the relationships among variables and the validity of the research model.

a. Outer Model (Measurement Model)

Out-of-model testing is the first stage of this analysis. The goal is to determine how well the items or indicators used in the model represent the specified constructs or latent variables. At this stage, three key elements are evaluated.

- Convergent Validity: determines how well the indicators of a latent variable are interrelated and represent the same construct. The Average Variance Extracted (AVE) and factor loading values must be greater than 0.7. This indicates that more than 50% of the construct's variance can be explained by the indicators of the latent variable.
- Discriminant validity is a measure of how much each construct in the model differs from the others. This test is conducted by comparing the cross-loadings of the indicators with the factor loadings of the relevant constructs and using the Fornell-Larcker criterion to ensure that the square root of the AVE is greater than the correlation between constructs.
- Reliability: Reliability testing was conducted to ensure that the indicators used are comparable in measuring the construct. One measure of reliability used is Composite Reliability (CR), for which a value of more than 0.7 is expected.

b. Inner Model (Structural Model)

After testing the validity and reliability of the external model, an internal model test was conducted. The purpose of this test was to determine how the relationships between constructs were modeled. At this stage, various types of tests were conducted to ensure that the constructed model was structurally valid, including:

- R-Square (R^2) Test: Assesses the extent to which the variance is explained by the independent and dependent variables, respectively. A high R^2 value generally indicates that the model explains the data's variability well; for social or behavioral models, an R^2 value greater than 0.3 is considered sufficient.
- Significance Test (t-test and p-value): Uses bootstrapping techniques to test the significance of paths in the model. A significant path t-statistic is typically greater than 1.96 at a 5% significance level, and the p-value is less than 0.05.
- Path Coefficient Testing: Measures the strength of the relationship between constructs in the model. Larger path coefficients indicate that the independent variable has a stronger influence on

the dependent variable. Significant paths indicate a substantial relationship between the variables in the model.

- Effect Size (f^2): used to determine the magnitude of the effect caused by a change in one variable compared to other variables involved in the model. An f^2 value above 0.35 indicates a significant effect; a value between 0.15 and 0.35 indicates a moderate effect; a value below 0.15 indicates a small effect.

RESULTS

1. Respondent Characteristics

Based on the results of the questionnaire survey, a sample of 107 customers was obtained, broken down by gender and age group, all of whom had previously been customers of Alfamart in the city of Jambi.

Table 1. Respondent Characteristics

	Category	Total	Percentage
Gender	Men	27	26%
	Women	80	74%
	Total	107	100%
Age	17-25 th	73	68,5%
	26-35 th	10	9%
	36-45 th	13	12,5%
	> 45 th	11	10%
	Total	107	100%

As can be seen from the data above, women make up the majority, accounting for 74% of the 107 respondents. Next, respondents in the 17-25 age group make up the largest share, at 68.5% of the 107 respondents, while those in the 26-35 age group make up the smallest share, at 9% of the 107 respondents.

2. Operational Characteristics of Variables

Research variables, including service factors, price factors, and customer satisfaction, are referred to as "research variables." This analysis uses frequency distributions to calculate the number of values, or scores, obtained from the variables under study.

3. Service Factor (AFL)

Based on a survey of 107 customers or consumers at Alfamart minimarkets in the city of Jambi, the service factors are presented in the following table. Respondents' answers regarding the service factors are outlined below.

Table 2. Service Factors

No.	Question	Alternative Answers				Total	Category
		Sb/SI	B/L	Cb/CI	Tb/TI		
a	The friendliness of staff or employees when serving customers in the store	35	48	24	0	107	According to
b	Staff or employee response when serving customers at the cash register	34	50	23	0	107	According to
c	Do the staff or employees at the convenience store provide good assistance when needed?	40	49	18	0	107	According to

The table above shows how respondents perceive the Service Factors variable, based on how the majority of respondents answered the questionnaire. The classification range table indicates high scores for the service factors. The data above suggests that service factors can influence customer satisfaction, as

evidenced by the many responses that align with the questions regarding service factors among Alfamart customers in the city of Jambi.

4. Product Specifications (AFKP)

Based on a survey of 107 customers or consumers at Alfamart minimarkets in the city of Jambi, the variables related to product availability are presented in the following table. Respondents' answers regarding product availability are outlined below.

Table 3. Product Specifications

No	Question	Alternative Answers				Total	Category
		Sb/SI	B/L	Cb/CI	Tb/TI		
a	The required products are usually available	34	62	10	1	107	According to
b	What is the range of products offered?	26	48	32	1	107	According to

The table above shows how respondents view the product completeness variable, as well as how the majority of respondents responded positively to the questionnaire. The classification range table indicates that the product completeness factor is highly valued by Alfamart customers in Jambi. This is evidenced by the large number of responses to the question regarding the product completeness factor among Alfamart customers in Jambi.

5. Customer Satisfaction (CS)

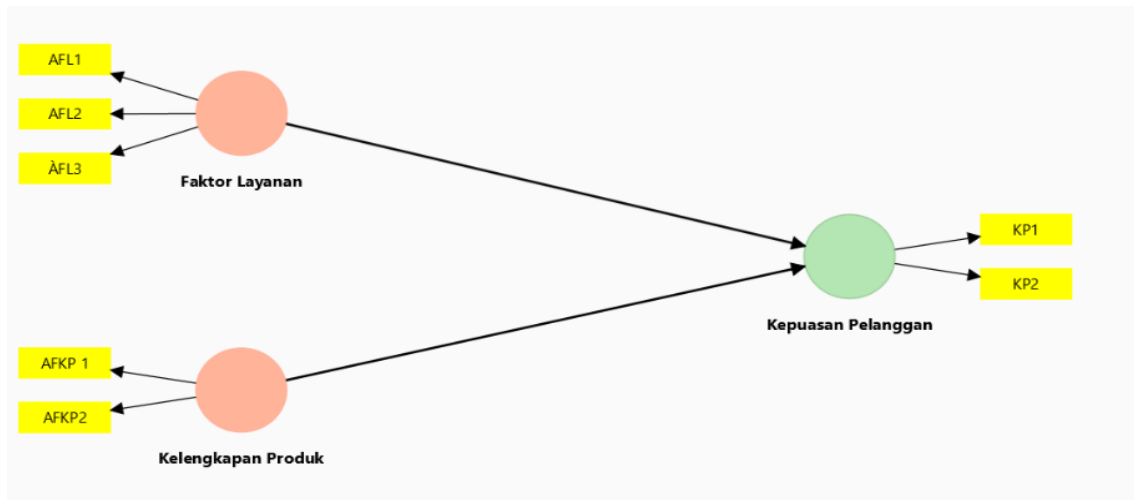
A total of 107 customers of the Alfamart minimarket in the city of Jambi were surveyed to assess customer satisfaction. The customers' responses regarding customer satisfaction are outlined in the following table.

Table 4. Customer Satisfaction

No	Question	Alternative Answers				Total	Category
		Sb/SI	B/L	Cb/CI	Tb/TI		
a	I feel that the quality of service can enhance my satisfaction when shopping at Alfamart	22	44	38	1	107	According to
b	The wide selection of products available at Alfamart makes my shopping experience very satisfying	36	39	27	4	107	According to

6. Smart PLS-4 Processing Results

All available research indicators were measured using the SmartPLS version 4 data analysis method, employing the following reflective latent variables for the research model in this study:



Source: Output Smart-PLS 4 (2026)

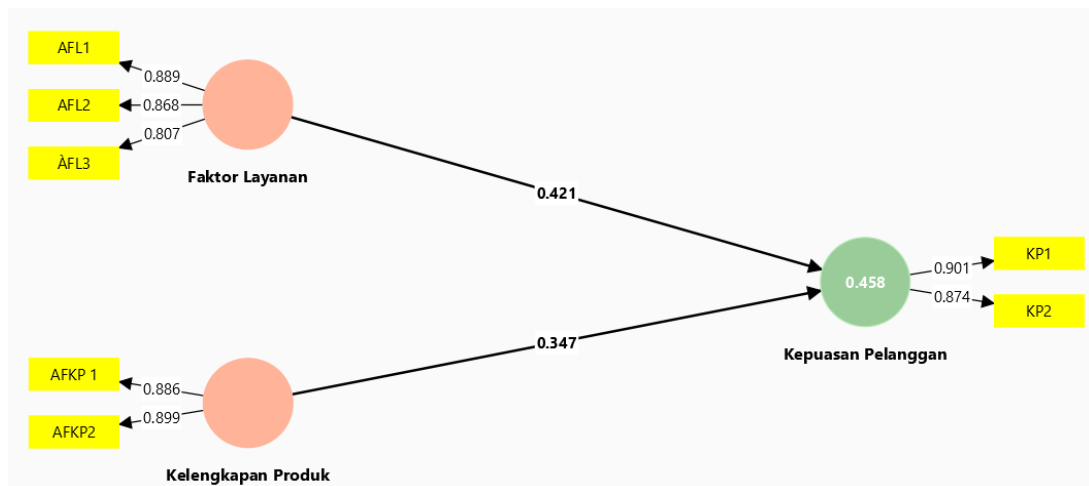
Figure 1. Test Model Image

7. Evaluation of the Measurement Model (Outer Model)

To evaluate the measurement model, four evaluation criteria were used.

a. Reflective indicator loading

The validity of the variable indicators in the research model was assessed through an analysis of the indicators' external loadings. If the external loading value is greater than 0.70, the research construct undergoes the following external loading examination:



Source: Output Smart-PLS 4 (2026)

Figure 2. Reflective Indicator Loading

The model maps the latent variables and their indicators to external load values, as shown in the figure above:

Table 5. Outer Loadingg

	Layanan (AFL)	Product Specifications (AFKP)	Customer Satisfaction (CS)	Description
AFL1	0,889			Valid
AFL2	0,868			Valid
AFL3	0,807			Valid
AFKP1		0,886		Valid
AFKP2		0,899		Valid
KP1			0,901	Valid
KP2			0,874	Valid

Source: Output Smart-PLS 4 (2026)

Based on the table above, each indicator related to the research variables has an external load factor greater than 0.70, indicating that the instrument is acceptable.

b. Convergent validity

One of the out-of-model tests is the convergent validity test. Convergent validity testing is used to determine how well a structure can explain the correlations of each indicator (Average Variance Extracted) within each construct. The minimum acceptable AVE value is above 0.50. The results of the convergent validity test are:

Table 6. Average Variance Extracted (AVE) Measure

	Average Variance Extracted (AVE)
Service Factor (AFL)	0,732
Product Specifications (AKP)	0,797
Customer satisfaction (CS)	0,789

Source: Output Smart-PLS 4 (2026)

According to the table above, the AVE values for product completeness, product satisfaction, and service factors are all above 0.50, as the research variables meet the Average Variance Extracted (AVE) criteria.

c. Discriminant validity

Discriminant validity testing was conducted to determine how different the structures are from one another within the research model.

Table 7. Assessment of Discriminant Validity

	Service Factors	Product Specifications	Customer Satisfaction
Service Factors	0.856		
Product Specifications	0.547	0.893	
Customer Satisfaction	0.611	0.578	0.888

Source: Output Smart-PLS 4 (2026)

From the table above, we can see the scores for each variable: the correlation between one construct and another, the service completeness score of 0.893, and the service factor score of 0.856. Therefore, it can be concluded that all variables are discriminantly valid.

d. Composite Reliability

To determine how responsive the respondents were to the research questions, a composite reliability test was conducted. The Cronbach's alpha results are as follows: Values between 0.60 and 0.70 are considered acceptable for this study, and values between 0.70 and 0.90 are considered satisfactory to good.

Table 8. Cronbach's Alpha Coefficient

	Crinbach's alpha	Composite reliability (rho_a)	Composite realibility (rho_c)	Average variance extraced (AVE)
Service Factors	0.817	0.821	0.891	0.732
Product Specifications	0.745	0.747	0.887	0.797
Customer Satisfaction	0.733	0.739	0.882	0.789

Source: Output Smart-PLS 4 (2026)

The table above shows that each variable in the research model has a Cronbach's alpha coefficient ranging from 0.70 to 0.90, indicating that the composite reliability test is acceptable and considered satisfactory for each construct.

8. Structural model (Inner Model)

The inner model, also known as the structural model, was tested using partial least squares. The R-squared value and hypothesis testing methods were used to determine the relationships between the variables tested in the inner model.

a. R-Square

To identify the coefficients used to determine the endogenous (dependent) structure, an R-Square analysis was conducted. The higher the value of the variable, the greater the effect. The results of the coefficient of determination test are:

Table 9. R-Square Estimate

	R-square	R-square adjusted
Customer Satisfaction	0.458	0.447

Source: Output Smart-PLS 4 (2026)

According to the table above, the R-Square value for the combined effects of AFL and AKP on KP is 0.458, with an adjusted R-Square value of 0.447. The influence of all exogenous constructs AFL and AKP on KP is moderate, as the adjusted R-Square value is less than 67% but greater than 33%. In other words, the combined determination coefficients of the service and product completeness factors can explain 44.7% of the variation in customer satisfaction. Additional variables not included in the independent variables of this study account for the remaining 55.3% of the variation.

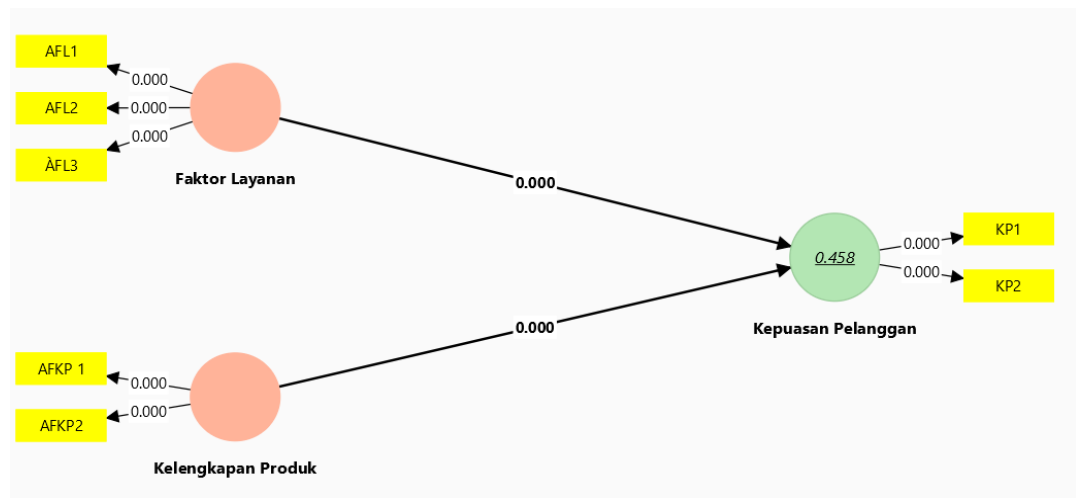
b. Model Fit

Table 10. Fit Model Results

	Saturated Model	Estimated Model
SRMR	0.996	0.096
d_ ULS	0.225	0.255
D_ G	0.188	0.188
Chi-square	132.535	132.535
NFI	0.627	0.627

Source: Output Smart-PLS 4 (2026)

The SRMR value (standardized root mean square root) of 0.096 is greater than 0.10, and the NFI value of 0.627 is less than 0.90, so neither meets the fit criteria, as shown above.



Source: Output Smart-PLS 4 (2026)

Figure 3. Path Coefficient Plot

c. Bootstrapping

Bootstrapping, also known as hypothesis testing, is used to determine the direct and indirect effects between variables in a pre-specified research model. The path coefficients for each hypothesis are calculated using t-values during the bootstrapping test.

Table 11. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Factors → Customer Satisfaction	0.421	0.424	0.088	4.791	0.000
Product Quality → Customer Satisfaction	0.347	0.348	0.088	3.953	0.000

Source: Output Smart-PLS 4 (2026)

The results of the path coefficient tests are as follows:

1. The effect of the service factor
As customer satisfaction increases gradually, hypothesis (H1) is accepted because the p-value of 0.000 is less than 0.50 and the coefficient is positive at 0.421. This indicates that the service factor variable has a positive impact of 42.1% on the customer satisfaction variable.
2. The impact of product completeness on customer satisfaction
The p-value is 0.000, which is below 0.50, and the coefficient is positive at 0.347. Thus, hypothesis (H2) is accepted: the product completeness variable has a positive impact of 0.347, or 34.7%, on the customer satisfaction variable.
3. The simultaneous effect of service and product quality on customer satisfaction
According to the p-value of 0.000, which is less than 0.05, or 5%, this indicates that service and product completeness influence customer satisfaction.

DISCUSSION

1. An Overview of Service Factors, Product Availability, and Customer Satisfaction

The results of the study indicate that service factors are highly valued by customers or consumers of Alfamart minimarkets in Jambi City and are categorized as very high. This is evidenced by the good, friendly, and

helpful service provided by Alfamart employees during the shopping process, which is able to create customer satisfaction. In addition, the findings also show that the products sold at Alfamart are of good quality and that the variety of products available is considered sufficiently complete to meet consumers' needs. With good service and quality products, customers tend to feel more satisfied when shopping at Alfamart minimarkets in Jambi City. However, the indicator related to product variety, particularly the range of product variants offered, received a relatively low score. This indicates that some consumers still feel that the available product variants have not fully met their needs and preferences, which may affect their level of satisfaction when shopping at Alfamart. The findings of this study are consistent with the research conducted by Poma (2025), which stated that service quality and product quality significantly influence customer satisfaction at Alfamart, and are further supported by the study of Nafisah et al. (2024), which found that responsive and friendly service increases customer satisfaction, as well as the research of Fauziah & Kusumawati (2023), which concluded that product completeness and service quality have a positive effect on customer satisfaction. Therefore, service quality and product variety are important factors that must continue to be improved by Alfamart in order to enhance customer satisfaction in Jambi City.

2. The Partial Effects of Service Factors on Customer Satisfaction

According to the research findings, service elements influence customer satisfaction in a gradual manner; in other words, the better the service provided by Alfamart employees or staff, the more satisfied customers are while shopping. This study is consistent with research conducted by Sari et al. (2024), which states that service quality has a significant impact on purchasing decisions. For customers or consumers, service quality is inseparable from staff or employees who demonstrate a positive response and polite demeanor (Al-haqam & Hamali, 2016; Suryani et al., 2023). Essentially, before purchasing a product, customers or consumers will inevitably ask questions and seek assistance from staff or employees who have a better understanding of the products available at Alfamart. Naturally, the positive response and polite demeanor provided by staff or employees will foster a sense of satisfaction among customers while shopping. Consequently, one of the components of customer satisfaction is the service provided at the Alfamart minimarket in the city of Jambi.

3. The Effect of Product Variety on Customer Satisfaction

The results of the study indicate that product variety influences customer satisfaction; in other words, the more varied the product selection, the more satisfied customers are during their shopping experience. However, customers are aware that some of the product variants they need are not available at Alfamart. This is indicated by low scores on the question "how are the variants offered" because customers believe that some of the products they need are not available at Alfamart. These results are supported by research conducted by Dahlia (2024) and Hasriati & Istikomah (2025) indicating that purchasing decisions are influenced by product variety.

4. The Simultaneous Effect of Service Factors and Product Availability on Customer Satisfaction

The test results indicate that service components and product completeness have a simultaneous effect on customer satisfaction. Furthermore, these findings suggest that these factors enhance customer satisfaction when shopping at Alfamart in Jambi City. Thus, it can be concluded that service factors and customer satisfaction are simultaneously influenced by product completeness. Oktaviyana et al. (2022) indicates that service quality, price, location, and product variety have significant impact on customer satisfaction; these findings are certainly consistent with previous research. In the study Hidayati & Oetarjo (2023) also states that these three factors influence customer satisfaction.

CONCLUSION

This study examined the effect of service quality and product completeness on customer satisfaction at Alfamart minimarkets in Jambi City using the SmartPLS approach. The findings indicate that both service quality and product completeness have a positive and significant effect on customer satisfaction. Among the two variables, service quality shows a stronger influence than product completeness. These results suggest that improving employee service quality while ensuring the availability and completeness of products can enhance customer satisfaction. Therefore, maintaining high service standards and providing complete product assortments should become key priorities for Alfamart in strengthening customer satisfaction and sustaining its competitiveness in the retail industry.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are proposed:

1. Improve service quality by enhancing employee responsiveness, friendliness, and professionalism to provide a better shopping experience for customers.
2. Maintain product completeness by ensuring the consistent availability of products and expanding product assortments that meet customer needs and preferences.
3. Conduct regular customer satisfaction evaluations to identify changing customer expectations and continuously improve service performance.
4. Future studies are encouraged to include additional variables, such as price, accessibility, store cleanliness, promotion, or store atmosphere, and involve larger samples from different regions to provide more comprehensive findings.

REFERENCES

- Al-haqam, R.F. and Hamali, A.Y. (2016) 'The Influence of Service Quality Toward Customer Loyalty : A Case Study at Alfamart Abdurahman Saleh Bandung', *Binus Business Review*, 7(2), pp. 203–212. Available at: <https://doi.org/10.21512/bbr.v7i2.1686>.
- Angraini, F.H. *et al.* (2025) 'The Influence of Generation Z ' s Social Media Activity in Jambi City on Stock Market Trends : A Statistical Analysis', *SCHOLARS: Jurnal Sosial Humaniora dan Pendidikan*, 03(02), pp. 48–59. Available at: <https://doi.org/10.31959/js.v3i2.3415>.
- Bariha, P.P. (2020) 'Customer Loyalty Program and Retention Relationship', *Psychology and Education*, 57(9), pp. 5069–5074. Available at: <https://doi.org/10.17762/pae.v58i1.2012>.
- Budianto, A. (2019) 'Customer Loyalty: Quality of Service', *Journal of Management Review*, 3(1), pp. 299–305. Available at: <https://doi.org/10.25157/jmr.v3i1.1808>.
- Chaniago, H. (2021) *Manajemen Ritel dan Implementasinya*. 1st edn. Edited by Y. Efawati. Edukasi Riset Digital.
- Fauziah, Z. and Kusumawati, F. (2023) 'The Influence of Service Quality and Product Completeness on Customer Satisfaction of Sociolla (Studi Case in Sociolla Mall Kota Kasablanka)', *Journal of Management and Energy Business*, 3(1), pp. 1–10. Available at: <https://doi.org/10.54595/jmeh.v3i1.57>.
- Hasriati and Istikomah, K. (2025) 'The Influence of Product Variety , Service Quality and Price on Purchasing Decisions (a Case Study on Customers of Miniso Central Park Mall Jakarta)', *Jurnal Multidisiplin Sahombu*, 5(06), pp. 1976–1984. Available at: <https://doi.org/10.58471/jms.v5i06>.
- Hidayati, A.I. and Oetarjo, M. (2023) 'Pengaruh Kualitas Pelayanan, Kelengkapan Produk dan Harga terhadap Keputusan Pembelian pada Toko Bangunan Sinar Mulyo Abadi', *Innovative Technologica: Methodical Research Journal*, 3(2), pp. 1–11. Available at: <https://doi.org/10.47134/innovative.v3i2.20>.
- Nafisah, F.R., Yunaidi, E. and Wahyudi, S. (2024) 'Research Horizon', *The Effect of Responsiveness and Perceived Service Quality on Customer Satisfaction in MSMEs Batik in Semarang City*, 04(06), pp. 9–16. Available at: <https://doi.org/10.54518/rh.4.6.2024.386>.
- Nurrofi, A. (2021) 'Analisis Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan di Indomaret Hayam Wuruk Purwodadi', *Jurnal Ilmiah Aset*, 23(2), pp. 97–107. Available at: <https://doi.org/10.37470/1.23.2.180>.
- Oktaviyana, N., Tarman, M. and Widjaya, S. (2022) 'Pengaruh Kualitas Pelayanan, Harga, Lokasi Dan Kelengkapan Produk Terhadap Kepuasan Konsumen Toko Istana 45 Kholil Kabupaten Bangkalan', *Jurnal Ilmiah Mandala Education*, 8(3), pp. 2083–2090. Available at: <https://doi.org/10.58258/jime.v8i3.3593>.
- Poma, S. (2025) 'The Impact of Service Quality , Product Quality , and Price on Customer Satisfaction at Alfamart Penfui Timur , in Kupang Regency , East Nusa Tenggara', *AKSIOMA: Jurnal Manajemen*, 4(1), pp. 10–25. Available at: <https://doi.org/10.30822/aksioma.v4i1.4417>.
- Radyi, S.A.M. *et al.* (2024) 'Influences on Generation Z ' s Purchasing Decision-Making on E-Commerce Platforms: Beyond Products and Website Design', *International Journal of Academic Research in Business and Social Sciences*, 14(12), pp. 2457–2469. Available at: <https://doi.org/10.6007/IJARBS/v14-i12/24203>.
- Ramanta, T.H., Massie, J.D.D. and Soepeno, D. (2021) 'Analisis Faktor-Faktor yang Mempengaruhi Loyalitas Pelanggan Produk Mebel di CV. Karunia Meubel Tuminting', *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 9(1), pp. 1018–1027. Available at:

<https://doi.org/10.35794/emba.v9i1.32670>.

- Sari, T.K., Akhmad, K.A. and Rahmawati, E.D. (2024) 'Pengaruh Kualitas Pelayanan, Kelengkapan Produk dan Harga Produk Terhadap Kepuasan Konsumen pada "Mitra Swalayan" Kartasura', *Journal of Management and Creative Business*, 2(3), pp. 324–340. Available at: <https://doi.org/10.30640/jmcbus.v2i3.2917>.
- Sihombing, R., Juliastuti, O.D. and Ikatrinasari, Z.F. (2024) 'Analisis Faktor yang Mempengaruhi Pemesanan Produk Oleh Pelanggan di Internal Perusahaan Manufaktur', *Jurnal Media Teknik dan Sistem Industri*, 8(1), p. 51. Available at: <https://doi.org/10.35194/jmtsi.v8i1.3970>.
- Suryani, R., Wijayanto, G. and Alwie, A.F. (2023) 'The Effect of Service Quality and Employee Performance on Customer Satisfaction', *DEVOTION Journal of Research and Community Service*, 4(1), pp. 119–126. Available at: <https://doi.org/10.36418/dev.v4i1.356>.