

## **THE INFLUENCE OF SERVICE QUALITY, CUSTOMER TRUST, AND PERCEIVED VALUE ON CUSTOMER SATISFACTION PT BINTANG MITRA SEJATI JEMBER**

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**Abstract:** PT Bintang Mitra Sejati (BMS) is a company that distributes snacks in the Jember area. Based on the results of interviews with the Marketing Manager of BMS Jember, it can be seen that the company faces four problems: service quality, customer trust, perceived value, and customer satisfaction. This study aims to determine the factors influencing customer satisfaction at PT Bintang Mitra Sejati (BMS) Jember. The number of samples in this study uses the Slovin formula. Based on these calculations, the sample that can be used in this study is 124 people. Researchers used a non-probability sampling technique. The type of non-probability sampling in question is purposive sampling. In this study, data testing will be carried out using multiple linear regression. The research will first be tested through validity, reliability, and classical assumption tests. This research recapitulates Google form data to be analyzed using SPSS. The results obtained are that service quality has an effect on customer satisfaction, customer trust has an effect on customer satisfaction, and perceived value has an effect on customer satisfaction.

**Keywords:** Service Quality, Customer Trust, Perceived Value, Customer Satisfaction

*Abstrak:* PT Bintang Mitra Sejati (BMS) merupakan perusahaan yang bergerak dalam distributor makanan ringan yang bergerak di daerah Jember. Berdasarkan hasil wawancara dengan Manajer Pemasaran BMS Jember dari hasil tersebut dapat diketahui bahwa ada empat hal yang ditemui sebagai permasalahan yang dihadapi perusahaan yaitu pada service quality, customer trust, perceived value, customer satisfaction. Tujuan dari penelitian ini yaitu untuk mengetahui faktor-faktor yang mempengaruhi customer satisfaction di PT Bintang Mitra Sejati (BMS) Jember. Jumlah sampel pada penelitian ini menggunakan rumus Slovin. Berdasarkan perhitungan tersebut, maka sampel yang dapat digunakan pada penelitian ini adalah sebanyak 124 orang. Peneliti menggunakan teknik pengambilan sampel non-probability sampling. Jenis non-probability sampling yang dimaksud adalah purposive sampling. Dalam penelitian ini pengujian data akan dilakukan dengan menggunakan regresi linear berganda. Penelitian akan terlebih dahulu diuji melalui uji validitas dan uji reliabilitas serta uji asumsi klasik. Penelitian ini melakukan rekapitulasi data isian google form untuk dianalisis menggunakan SPSS. Hasil yang diperoleh bahwa service quality berpengaruh terhadap customer satisfaction, customer trust berpengaruh terhadap customer satisfaction, dan perceived value berpengaruh terhadap customer satisfaction.

**Kata kunci:** Service Quality, Customer Trust, Perceived Value, Customer Satisfaction

### **INTRODUCTION**

Consumer behavior in Asia towards food products is influenced by two main factors, namely factors related to targeting specific consumer groups (consumer-driven) and regional economic growth (macroeconomic-driven). As PricewaterhouseCoopers (PWC, 2021) reported that consumer behavior in Asia, including China, Japan, South Korea and ASEAN during 2020, was influenced by 2.4% consumer-driven

factors, while macroeconomic-driven led to a 2% increase in the amount of food product consumption compared to 2019.

Asians tend to be more cautious about spending money on food products, despite having better economic conditions than the majority of countries in Southeast Asia. Purchases tend to be made on higher quality products or those with better additional health benefits. Unlike the region, food consumption trends are influenced by perceived freshness value and perceived price. About 55 percent (US\$2.4 trillion) of food spending beyond basic necessities is directly driven by perceived value and product freshness, particularly in Indonesia, Thailand, Myanmar and Singapore (PWC 2021).

In Indonesia, consumers of snack products according to Statista Global Consumer Survey during 2020 (Databoks, 2021) vary in age from 18 to 64 years old. According to Databoks (2021), the majority of consumers of snack products are 25-34 years old (30.8%), followed by consumers aged 35-44 years (28%), consumers aged 18-24 years (23.6%), and consumers aged 45-54 years (16.6%), while the other 2% are consumers aged 55-64 years. The average consumer consumes about 4.9 kg of snacks, with the market value of food products reaching USD 6.7 million during 2021. This suggests that marketing snack products has excellent potential in the future, as they can be consumed during the morning, afternoon or evening (Databoks, 2021).

PT Bintang Mitra Sejati (BMS) is a company engaged in snack distributors engaged in the Jember area. BMS was established in 2006. BMS is a family company that is currently in its third generation. In the beginning, BMS was just a snack shop in Jember. However, over time PT Mitra Sejati expanded its business by opening a company to become a distributor and establishing cooperation with various companies, one of which is a snack manufacturer in the form of candy, namely, PT Yupi Indo Jelly Gum. Based on the results of interviews with the Marketing Manager of BMS Jember, from these results it can be seen that there are four things that can be used as variables that are encountered as problems faced by the company, namely service quality, customer trust, perceived value, customer satisfaction.

This research aims to analyze the factors that influence customer satisfaction. Customer Satisfaction certainly has an influence in business, especially at BMS. This is in accordance with the research of Uzir et al., (2021) which found that service quality, customer trust and perceived value have an influence on customer satisfaction, where these three variables have an ability of 62.4% in shaping customer satisfaction. In this study, researchers want to conduct research with the title "The Effect of Service Quality, Customer Trust and Perceived Value on Customer Satisfaction of PT Bintang Mitra Sejati Jember.

## **LITERATURE REVIEW**

### **Theoretical Foundations**

#### **Service Quality**

Service quality can be defined as the company's ability to be able to provide customer experiences, both functionally and technically, that exceed customer expectations (Hirata, 2019). Service quality is the company's ability to provide a high level of service, exceeding the expectations expected by the customer (Zai et al., 2023). The service quality variable in this study was measured using five indicators put forward by Uzir et al. (2020), namely: packaging quality, delivery time, employee friendliness, compliance with orders, friendly employees.

#### **Perceived Value**

Perceived value can be defined as the customer's perception of the comparison between the perceived benefits and the costs incurred to obtain a product or service (Laukkanen and Tura, 2022). Perceived value is related to the comparison between the benefits and costs incurred by the customer, or between quality and price (Fernandes et al., 2020). The perceived value variable in this study was measured using four indicators put forward by Zibarzani et al. (2022), namely: price match with service, price match with product, competitive price, and overall price appropriateness.

### **Customer Trust**

Customer trust can be defined as the trust, confidence, sentiment, or expectation of the customer to make or the possibility of the customer to make a purchase (Rita et al., 2019). Customer trust is a psychological picture of customers who feel that companies can make them trust and feel safe when making transactions with companies (Cardoso et al., 2022). The customer trust variable in this study is measured using four indicators put forward by Uzir et al. (2021), namely: trustworthy company, transaction security, product quality assurance, and trust in the brand.

### **Customer Satisfaction**

Customer satisfaction can be defined as the customer's assessment of the perceived purchase experience with the experience while consuming the product (Yi et al., 2021). Customer satisfaction is a feeling of satisfaction that customers feel after consuming a company's product or service (Ong et al., 2023). The customer satisfaction variable in this study is measured using three indicators put forward by Konuk (2019), namely: satisfied with the product purchased, satisfied with the service provided, and the first choice to get the product.

### **Previous Research**

The first research was conducted by Uzir et al. (2021). The purpose of the study was to investigate the effect of service quality from delivery service personnel and perceived value on customer satisfaction, with trust as an intervening variable. The research was conducted in Dhaka, Bangladesh, a developing country with a very rapidly growing digital sector. Data was collected from questionnaires distributed to respondents who use delivery services. The research model was analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of the SmartPLS application. This research has similarities, namely the influence of service quality, customer trust and perceived value on customer satisfaction.

The second research was conducted by Uzir et al. (2020). The study intends to investigate the effect of Product Quality (PQ), Service Quality (SQ) and Customer Perceived Value (CPV) on Customer Satisfaction (CS). In addition, the study was also conducted to find the relationship formed by Customer Perceived Value (CPV) as a mediator in the interaction of companies and consumers through social media. The sample used consisted of people from the city of Dhaka, Bangladesh. The data was then analyzed using CB-SEM with the help of AMOS-v24 and SPSS applications. This research is a supporting reference to determine the effect of service quality and perceived value on customer satisfaction.

The third study was conducted by Zibarzani et al. (2022). The study aims to explore the level of customer satisfaction and consumer preferences for product, service, value and atmosphere of restaurants during the COVID-19 pandemic, using the moderating variables of COVID-19 preventive safety measures on restaurant service and atmosphere. At this stage, the Partial Least Squares (PLS) technique is used on review data collected from 1358 customers from 50 restaurants on the TripAdvisor application. This research is a supporting reference to determine the effect of service quality, customer trust and perceived value on customer satisfaction.

The fourth study was conducted by Konuk (2019). The study used the approaches of cue utilization theory, stimulus-organism-response (S-O-R) theory, equity theory and the principle of multiple rights, to investigate the role of perceived food quality (PFQ), price fairness (PF), perceived value (PV) and customer satisfaction (CS) on customer revisit intention and word of mouth (WOM) in organic food restaurants. The research data were collected through a survey using a written questionnaire to people in Istanbul Turkey, who had previously visited an organic food restaurant. Hypotheses were analyzed by maximum-likelihood estimation using the SmartPLS application. This research is a supporting reference to determine the effect of customer perceived value on customer satisfaction.

The fifth research was conducted by Widjaja and Araufi (2020). The study aims to determine the effect of perceived value and customer trust on customer satisfaction of CV Putra Wangi Sumedang Tour & Travel. A quantitative method approach with a descriptive-verification approach was used in the study. From the population of CV Putra Wangi Sumedang, the study used customers as research samples. The results of questionnaire data collection were then analyzed using multiple linear regression analysis. this research as a supporting reference to determine the effect of customer perceived value and customer trust on customer

satisfaction.

The sixth research was conducted by Rahmawati et al. (2023). The study aims to determine how much influence perceived value, customer trust, and service quality have on customer satisfaction of Lazada e-commerce customers in Bekasi. The basis of the research was collected from Lazada consumers. The data analysis technique in this study uses Partial Least Square (PLS) and Hypothesis Testing. Data processing in this study used the SmartPLS 3.0 software program. This research is a supporting reference to determine the effect of service quality, customer trust and perceived value on customer satisfaction.

The seventh study was conducted by Ikhsan et al. (2019). The purpose of this study was to determine and examine the effect of Service Quality and Trust on Patient Satisfaction BPJS Isna Medika Clinic in Cilegon City. This study used a sample from the BPJS Isna Medika Clinic in Cilegon City. this research is a supporting reference to determine the effect of service quality and customer trust on customer satisfaction.

### **Relationship between Variables and Hypotheses**

#### **Relationship between Service Quality and Customer Satisfaction**

Service quality can be defined as the company's ability to provide customer experiences, both functionally and technically, that exceed customer expectations (Hirata, 2019). In other words, service quality is the customer's evaluation of the services provided by the company and how the company meets the customer's expectations (Li et al., 2023). Service quality has a very important role in increasing customer satisfaction (Zibarzani et al., 2022).

**H<sub>1</sub>: Service quality affects the customer satisfaction of PT Bintang Mitra Sejati Jember.**

#### **Relationship between Customer Trust and Customer Satisfaction**

Perceived value can be defined as the customer's perception of the comparison between the perceived benefits and the costs incurred to obtain a product or service (Laukkanen and Tura, 2022). Perceived value can also be interpreted as a comparison of values that develop in the minds of customers, either from the point of view of financial value, functional value or emotional values (Zethaml et al., 2020). As research by Ikhsan et al. (2019) also found that the company's inability to increase customer trust will make customers feel dissatisfied.

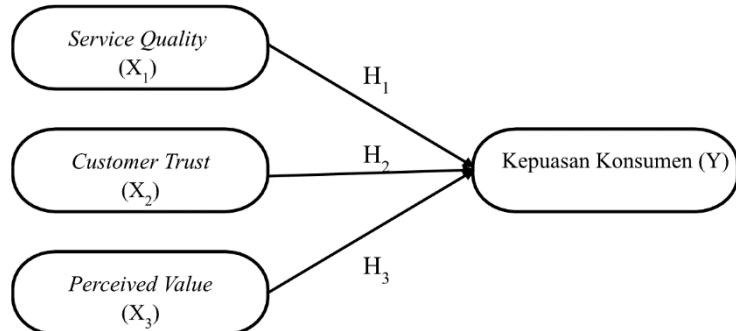
**H<sub>2</sub>: Customer Trust affects the customer satisfaction of PT Bintang Mitra Sejati Jember.**

#### **Relationship between Perceived Value and Customer Satisfaction**

Customer trust can be defined as the trust, confidence, sentiment, or expectation of the customer to make or the possibility of the customer to make a purchase (Rita et al., 2019). In other words, customer trust is something that is perceived by the customer, which tends to lead to negative values, thus making the customer feel wary of the consistency and seriousness of the company to be able to provide products or services as promised to him (Alzaidi and Agag, 2022). This is in accordance with Konuk's research (2019) which found that the higher the values perceived by the customer, the more customer satisfaction will also increase.

**H<sub>3</sub>: Perceived value affects the customer satisfaction of PT Bintang Mitra Sejati Jember.**

### **Conceptual Framework**



Source: Data processed, 2023

## RESEARCH METHODOLOGY

The type of research used in this study is quantitative with a descriptive approach. The population in this study were customers of PT Bintang Mitra Sejati Jember who were in the Jember area. The population in this study used customers in the Jember area because Jember was the largest contributor to turnover at PT Bintang Mitra Sejati and due to limited supervisory staff in distributing questionnaires, Jember area customers were determined as samples in this study. The population used is 180 outlets that are customers of PT Bintang Mitra Sejati Jember located in the Jember area, so the calculation of the number of samples in this study using the Slovin formula. Based on these calculations, the sample that can be used in this study is 124 people. Researchers used non-probability sampling techniques. The type of non-probability sampling in question is purposive sampling. The sampling criteria are (1). Customer of PT Bintang Mitra Sejati Jember. (2). Located in the Jember area. (3). Have ordered a product at least 1x during the last month. (4). The customer is a sessional customer and inactive customer. (5). Filling out the questionnaire is done by the person who is responsible and has the authority at the outlet (Owner, Store Head, and Admin). When viewed from the data collection technique, research data can be collected through interviews (interviews), questionnaires (questionnaires) and observation (observation). The type of data used in this study is primary data and the data source is obtained from the results of filling out the questionnaire by the selected respondents. the questionnaire used in this study was measured using a Likert scale. The Likert scale used in this study consists of five answer choices, namely: (1) Strongly Disagree; (2) Disagree; (3) Moderately Agree; (4) Agree; and (5) Strongly Agree.

### Data Analysis Method

This study was conducted to analyze the relationship between the independent variable and the dependent variable. The independent variables in question are service quality, perceived value, and customer trust. The dependent variable in this study is customer satisfaction. In this study, data testing will be carried out using multiple linear regression. The research will first be tested through the validity test and reliability test along with the classical assumption test. This research recapitulates google form data to be analyzed using SPSS.

## DATA ANALYSIS AND DISCUSSION

### Respondent Profile

This research uses quantitative methods using primary data obtained from distributing questionnaires through Google Form. The questionnaire contains statements related to service quality, customer trust, perceived value, and customer satisfaction. The number of respondents collected in this study was 124 people from all respondent data collected according to the characteristics. The majority of PT Bintang Mitra Sejati

customers are 27-36 years old (44%). The majority of PT Bintang Mitra Sejati customers are male (73%). The majority of customers have made purchases at PT Bintang Mitra Sejati Jember since the last 7-9 years (40%). The majority of customers who have made purchases at PT Bintang Mitra Sejati Jember are 1-2 times / month (98%).

#### Validity Test and Reliability Test

**Table 1. Validity Test and Reliability Test**

Variable	Indicator	Pearson	Sig	C.Alpha
Service Quality	Quality 1	0,890	0,000	0,953
	Quality 2	0,881	0,000	
	Quality 3	0,844	0,000	
	Quality 4	0,722	0,000	
	Quality 5	0,872	0,000	
	Quality 6	0,863	0,000	
	Quality 7	0,875	0,000	
	Quality 8	0,857	0,000	
	Quality 9	0,867	0,000	
Perceived Value	Value1	0,901	0,000	0,931
	Value2	0,811	0,000	
	Value3	0,888	0,000	
	Value4	0,858	0,000	
	Value5	0,904	0,000	
	Value6	0,817	0,000	
Customer Trust	Trust1	0,834	0,000	0,924
	Trust2	0,909	0,000	
	Trust3	0,822	0,000	
	Trust4	0,866	0,000	

	Trust5	0,886	0,00 0	
	Trust6	0,823	0,00 0	
Customer Satisfaction	Satisfactio n1	0,845	0,00 0	0,923
	Satisfactio n2	0,870	0,00 0	
	Satisfactio n3	0,874	0,00 0	
	Satisfactio n4	0,841	0,00 0	
	Satisfactio n5	0,889	0,00 0	
	Satisfactio n6	0,823	0,00 0	

Source: Data processed, 2023

#### Test of Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)

Table 2. Test of Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)

Mo del	R	R Squar e	Adjusted R Square	Std. Error of the Estimate
1 2 5 <sup>a</sup>	.9 .2 .5 <sup>a</sup>	.856	.852	.31849

Source: Data processed, 2023

Tabel 2. correlation coefficient (R), which shows a measure of how strong the linear relationship between the two variables is, while the coefficient of determination (R Square) shows the percentage of variance ability of each independent variable in explaining the dependent variable. R value obtained from the research model is 0.925, so that service quality, customer trust and perceived value have a strong relationship with customer satisfaction PT Bintang Mitra Sejati Jember. Furthermore, the R<sup>2</sup> value of 0.856 indicates that the three independent variables are able to form 85.6% of the variance of customer satisfaction of PT Bintang Mitra Sejati Jember, where 14.4% of the other variance is formed by other variables besides service quality, perceived value and customer trust.

### Discussion

#### Relationship between Service Quality and Customer Satisfaction

Service quality can be defined as the company's ability to be able to provide customer experiences, both functionally and technically, that exceed customer expectations (Hirata, 2019). In other words, service quality is the customer's evaluation of the services provided by the company and how the company meets these customer expectations (Li et al., 2023). The t test results of this study indicate a significant influence between service quality and customer satisfaction, so the first hypothesis states: "Service quality affects the customer satisfaction of PT Bintang Mitra Sejati Jember," is accepted. The findings of this study support research conducted by Rahmawati et al. (2023) which found a significant effect of service quality on customer satisfaction.

### **Relationship between Customer Trust and Customer Satisfaction**

Perceived value can be defined as customer perceptions of the comparison between perceived benefits and costs incurred to obtain a product or service (Laukkanen and Tura, 2022). Perceived value can also be interpreted as a comparison of values that develop in the minds of customers, either from the point of view of financial value, functional value or emotional values (Zethaml et al., 2020). The t test results of this study indicate a significant influence between customer trust and customer satisfaction, so the second hypothesis states: "Customer Trust affects the customer satisfaction of PT Bintang Mitra Sejati Jember," is accepted. The findings of this study support research conducted by Ikhsan et al. (2019) who found that the company's inability to increase customer trust will make customers feel dissatisfied.

### **Relationship between Perceived Value and Customer Satisfaction**

Customer trust can be defined as the trust, confidence, sentiment, or expectations of customers to make or the possibility of customers to make purchases (Rita et al., 2019). The t test results of this study indicate a significant influence between perceived value and customer satisfaction, so the third hypothesis states: "Perceived value affects the customer satisfaction of PT Bintang Mitra Sejati Jember," is accepted. The findings of this study support research conducted by Konuk (2019) which found that the higher the values perceived by customers, the more customer satisfaction will increase.

### **Research Implications**

**Table 3. Research Implications**

<b>Variable</b>	<b>Research Implications</b>
<b>Service Quality</b>	The strategy that can be used by the management of PT Bintang Mitra Sejati Jember to improve service quality is to ensure that the products ordered are delivered on time, additional packaging boxes are provided for each product sent, the packaging used by the company makes the product able to withstand extreme weather conditions, the company's salesmen serve customers politely, friendly, establish good relations with me as a customer both individually and as a whole, send products according to the quantity ordered, and send all products ordered by customers without any errors.
<b>Customer Trust</b>	The strategy that can be used by the management of PT Bintang Mitra Sejati Jember to increase customer trust is to ensure that customers feel safe transacting with salesmen, providing quality snack products, recruiting salesmen who can be trusted. Some customers feel the price offered.
<b>Perceived Value</b>	Salesmen are considered unable to maintain the product so that it is always in perfect condition, but after researching the perceived values of customers can be increased by ensuring that the price of the product offered by the company is in accordance with the ability of salesmen to provide the ordered product, in accordance with the ability of salesmen to serve customers, in accordance with the quality of the product received, in accordance with the condition of the product received, cheaper than the price of the same product from other companies, and in accordance with the performance of the product that the customer wants.

Source: Data processed, 2023

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

The results of hypothesis testing proposed in this study found a significant influence between service quality and customer satisfaction, so the first hypothesis which states: "Service quality affects the customer satisfaction of PT Bintang Mitra Sejati Jember," is accepted. And found a significant influence between

customer trust and customer satisfaction, so the second hypothesis which states: "Customer Trust affects the customer satisfaction of PT Bintang Mitra Sejati Jember," is accepted and there is a significant influence between perceived value and customer satisfaction, so the third hypothesis which states: "Perceived value affects the customer satisfaction of PT Bintang Mitra Sejati Jember," is accepted.

### **Suggestions and Limitations**

1. For PT Bintang Mitra Sejati Jember: Company management is expected to ensure that the ordered products are delivered on time, additional packaging boxes are provided for each product sent, the packaging used by the company makes the product able to withstand extreme weather conditions, the company's salesmen serve customers politely, friendly, establish good relations with me as a customer both individually and as a whole, send products according to the amount ordered, and send all products ordered by customers without any errors. Increasing customer trust is by ensuring that customers feel safe transacting with salesmen, providing quality snack products, recruiting salesmen who can be trusted. Ensuring that the price of the product offered by the company is in accordance with the salesman's ability to provide the ordered product, in accordance with the salesman's ability to serve the customer, in accordance with the quality of the product received, in accordance with the condition of the product received, cheaper than the price of the same product from other companies, and in accordance with the product performance desired by the customer.
2. Future researchers: This research was conducted using a descriptive statistical approach, so that future researchers can use a qualitative approach to get more in-depth information related to the influence of service quality, customer trust and customer perceived values, so that the specific ability of the three variables to influence customer satisfaction of PT Bintang Mitra Sejati Jember can be known.

### **Research Limitations**

The limitation of this research lies in the object used in the research. Therefore, the results of this study only apply to the context of the company PT Bintang Mitra Sejati Jember. The results of this non-generalizable study make similar research in different companies will produce different results.

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