

ASSESSMENT OF CUSTOMER RELATIONSHIP MANAGEMENT LEVEL BASED ON CUSTOMER SATISFACTION INDEX PERCEPTION OF TEA DRINKS

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Abstrak, Tea may be served hot or cold, which makes it quite popular among the Indonesians. Teh Kota is one of the most well-known tea franchise companies. The competition from other franchisees has produced swings in client numbers at Teh Kota franchise. Research has been conducted on the impact of item quality on client fulfillment utilizing the CSI approach and identifying the components that influence customer satisfaction in the context of CRM. In a sample of 100 respondents, individuals encountered by the researcher were included based on suitability, using a non-probability sampling strategy with a random sampling approach. With a correlation value of 0.696, which shows a strong association between the independent and dependent variables, the study discovered a considerable impact of product quality on customer satisfaction. Service quality influences 48.5% of customer happiness, according to the R² value of 0.485. The overall customer satisfaction level at the Tulis and Kandeman branches of Teh Kota is considered very satisfactory, with a percentage value of 86.32%. The findings suggest that product quality is crucial in enhancing customer satisfaction at Teh Kota franchises in Batang Regency.

Keywords : product quality; customer satisfaction index; franchise; customer relationship management, tea

INTRODUCTION

Modern franchise popularity is regarded as the most important business model of the twenty-first century, allowing franchisors to expand quickly and franchisees to achieve great success. A franchise is a legal contract in which the franchisor offers trademarks, technology, and assistance to the (Li & Xia, 2019). The franchise sector in Indonesia has grown substantially because of stable economic circumstances and expanding buying power, but it confronts issues such as severe competition and restrictions from regulators (Ramdhani et al., 2021).

In the Indonesian food and beverage franchise industry, customer happiness has a significant impact on loyalty. Through customer satisfaction, service quality positively affects client loyalty, suggesting that improved service quality results in higher customer satisfaction (Apriliyanto, Alim, et al., 2024). Research findings support this connection by showing that customer loyalty is positively impacted by service quality (Ariffin et al., 2021) (Julianto, 2020). When starting out as a franchise business actor, the business being operated will receive business and brand usage instructions from the actor. This coaching will concentrate on developing and maintaining

excellent client connections, often called customer relationship management (CRM).

Implementing efficient CRM tactics may help franchise businesses boost customer happiness, loyalty, and retention. For example, a fast-food restaurant may employ CRM software to track client preferences and order history, allowing them to provide tailored specials and recommendations. Additionally, companies might utilize CRM data to locate and contact lapsed consumers, re-engaging them with unique offers or incentives (Chaplot et al., 2024). This will result in improved revenue and long-term success for the franchise. The tea drink franchise is a popular one, with extremely competitive costs. Tea may be served hot or cold, which makes it quite popular among the Indonesians. Teh Kota is one of the most well-known tea franchise companies. The competition from other franchisees has produced swings in client numbers at Teh Kota franchise. The key reason is the staff's expertise in making tea, since the variable flavor and broken packaging cause customers to be unhappy and eventually migrate to other tea franchisees. As a result, "teh kota" franchise must increase the quality of its service and build its client ties. This may be accomplished by implementing customer relationship management (CRM), enabling the

city tea franchise to handle client interactions more effectively and efficiently.

Increasingly intense competition in the business world, especially with similar or identical organizations, might force a company or business actor to capture and maintain client attention and interest while maximizing sales methods (Pulumbara & Latief, Ilham, 2023). Based on what happened in the Teh Kota franchise, it is clear that a franchise's success is determined not only by product quality but also by good customer relationships. Using the CSI technique, research was conducted on how product quality affects consumer happiness and the components that influence consumer satisfaction in the context of CRM (Daryanto et al., 2022). With increased market competition, organizations must comprehend the link between product quality and consumer pleasure.

Companies may use the CSI approach to assess how well their products match consumer expectations and find areas for development to increase customer satisfaction. Thus, this study aims to provide useful information for companies that want to improve the quality of their products in order to strengthen relationships with customers .

METHOD

Types of Research

A mixed-methods strategy was used in the research study, which included both quantitative and qualitative data. Quantitative data was gained with surveys and CRM system usage statistics, while staff and client interviews were used to get qualitative data. This technique enabled a thorough knowledge

of how CRM systems affect employee engagement and customer satisfaction in tea franchise businesses.

Data Collection

The research included questionnaires, system-use data, and interviews to analyze CRM systems' effectiveness in increasing staff engagement and customer satisfaction. Included a combination of online surveys distributed to employees and customers, as well as tracking and analyzing system usage data to understand how staff interacted with the CRM system daily. Frontline employees and management were interviewed to learn more about their perspectives on how the CRM system affected their job and relationships with customers. Triangulating these many data sources allowed us to offer a thorough examination of the function of CRM systems. in enhancing employee engagement and customer satisfaction within the tea franchise industry. In the questionnaire or list of questions, there are several indicators proposed to the resource person, starting from the dimensions of customer satisfaction and production quality. Question indicators can be seen in Table 1.

Customer relationships, repurchase intentions, and brand loyalty are the primary goals of customer relationship marketing, or CRM. Many CRM tactics are designed to increase repurchase intentions from a managerial perspective. Have large sales figures, which are related to satisfaction and repurchase interest from customers and potential customers. (Ernantyo & Febry, 2022).

Table 1. Research Questionnaire Indicators

Dimensions	Code	Variable
Product Quality	X1	The product display on the menu matches the product received by the consumer.
	X2	The taste of the tea purchased is according to the consumer's wishes
	X3	Kota tea products have met quality standards (halal MUI)
	X4	Kota Tea products are served hygienically
	X5	Teh Kota provides products with various menus
Customer Satisfaction	Y1	I am satisfied with the menu served by Teh Kota
	Y2	I am satisfied with the service provided by Teh Kota
	Y3	I will buy products from Teh Kota again
	Y4	I would recommend Teh Kota to others
	Y5	I feel that the price of Teh Kota products is in accordance with the products and services provided.

In a sample of 100 respondents, individuals encountered by the researcher were included based on suitability, using a non-probability sampling strategy with a random sampling approach. There were fifty individuals used as samples in this study in the "The Kota" branch of Beji Village, Tulis District and 50 people in Ujungnegoro Village, Kandeman District, Batang Regency. With a sample size of 100 people. The Lameshow formula was used to determine the number of samples because the population size was not known. Here's the Lameshow formula:

$$n = \frac{z^2 p (1-p)}{d^2} \quad (1)$$

Notes :

- n = number of samples
- z = z score on trust 95% : 1,96
- p = maximum estimate : 0,5
- d = sampling error : 10%

Data Analysis

Processing stages to reveal a strong positive correlation between CRM system implementation and staff engagement and customer satisfaction.

Validity Test

A validity check is a procedure used to assess a measuring device's accuracy. If every question in the questionnaire can be utilized as a bridge to expose and learn something that the questionnaire is intended to assess, then the validity test of the questionnaire may be deemed valid. Then, if the correlation test value or computed r value is higher than the r table, the questionnaire might be deemed genuine (Rosita et al., 2021). The following is the validity test calculation formula :

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}} \quad (2)$$

Notes:

- n = quantity of respondents and observations
- x = total score derived from each variable x item
- y = total score derived from each variable y item

Reliability Test

If the response statements are steady or constant, the questionnaire is considered dependable (Shidik et al., 2024). If the reliability coefficient is higher, it means the reliability of the questionnaire is getting better.

A questionnaire's reliability is considered low if its alpha is less than 0.50, moderate if it is between 0.50 and 0.70, and sufficient if it is greater than 0.70. After the validity test, the reliability test is conducted to determine whether or not the measuring device is usable. The formula used in reliability testing is Cronbach's Alpha :

$$r = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_{t^2}}{\sigma_{t^2}} \right] \quad (3)$$

Notes:

- k = The quantity of inquiries
- $\sum \sigma^2$ = The total quantity of inquiries
- σ_{t^2} = The quantity of variations

Customer Satisfaction Index (CSI)

Examining the degree of performance and significance of characteristics that consumers evaluate in relation to a service is how the total level of customer satisfaction is calculated. Table 2 shows the level of criteria for each percentage value.

Table 2. Satisfaction Index Criteria

No	CSI Value	CSI Criteria
1	81 - 100%	Very happy
2	66 - 80%	Contented
3	51 - 65%	Suitable
4	35 - 50%	Not enough
5	0 - 34%	Unsatisfied

The steps for determining the CSI score are:

- a. Determining the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS). The average number of weight values is used to calculate MIS and MSS. The weight used in this research is the sum of the scores for each item on the questionnaire (Apriliyanto, Khasanah, et al., 2024) (Kumenap et al., 2023). MIS is the average attribute importance score. Meanwhile, MSS is the average score for the level of satisfaction that comes from service performance perceived by users.

$$MIS = \left[\frac{\sum_{i=1}^n X_i}{n} \right] \quad (4)$$

$$MSS = \left[\frac{\sum_{i=1}^n Y_i}{n} \right] \quad (5)$$

Notes:

- X_i = Important Values of Attributes X to i
- Y_i = Important Values of Attributes Y to i
- n = number of respondents

- b. Determining the weighted importance factor (WIF).

$$WIF = \left[\frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\% \right] \quad (6)$$

Notes:

MIS_i = Average interest rate to i

$\sum_{i=1}^p MIS_i$ = Average importance from i to p

- c. Calculating the Weight Score (WS) or score-weighted.

$$WS = WIF_i \times MSS \quad (7)$$

Notes:

WIF_i = Weighted factor

- d. Determining the customer satisfaction index (CSI).

$$CSI = \left[\frac{\sum_{i=1}^m WS_i}{HS} \times 100\% \right] \quad (8)$$

Notes:

$\sum_{i=1}^m WS_i$ = Total weighted score from i to p

HS = Maximum scale

Classical Assumption Test

Classical assumption tests are widely used in statistical analysis to guarantee that data meets specific requirements for the proper interpretation of results. By conducting these tests, researchers can increase their confidence in the validity of their findings and make better judgments based on the results.

- a. Normality Test

To ascertain whether or not the independent variables, dependent variables, and regression models are normally distributed, one might apply the normality test. With a level (sig) of 0.05, the Kolmogorov-Smirnov Test is used to determine whether or not the data is normally distributed. If the significant value is more than 0.05, the data distribution is considered normal; if it is less than 0.05, it is considered non-normal.

- b. Linearity Test

The purpose of the linearity test is to determine whether or not there is a linear relationship between two or more variables under investigation. Typically, correlation or linear regression analysis uses this test as a condition.

- The connection between variables (X) and (Y) is linear if the deviation value from linearity is Sig. > 0.05.
- Value of the deviation from linearity If the significance level is less than 0.05, the correlation between variables (X) and (Y) is nonlinear.

- c. Simple Linear Regression Test

There is simply one independent variable and one dependent variable in simple linear regression. By using this strategy, the value of the dependent variable that is impacted by the independent variable is predicted or estimated (Dalai, 2023). Linear regression has the following basic equation :

$$Y = a + bx \quad (9)$$

Notes :

Y : Dependent or Bound Variable (Response Variable or Effect Variable)

x : Independent or Free Variables (Predictor Variables or Causal Factor Variables)

a : constant

b : regression coefficient (slope)

- d. T-Test

To ascertain if the independent variable (X) has a separate impact on the dependent variable (Y), individual partial regression coefficient testing is utilized. The steps for using the t-test are :

- Determine the significance level α using $\alpha = 5\%$
- Establish the standards by which the hypothesis will be accepted or rejected. Either H_0 is rejected or H_a is accepted if the probability value (sig) is less than 0.05. H_0 is approved or H_a is rejected if the probability value (sig) is greater than 0.05.

- e. Coefficient of Determination Test

One measure of the size of the independent variable's proportion is the determinant coefficient (R). The more well the independent variable explains the dependent variable, the higher the coefficient of determination.

RESULTS AND DISCUSSION

The Lemeshow formula is employed to calculate the sample size in this investigation because the population size is unknown.

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1-0,5)}{0,1^2}$$

$$n = 96,04 \text{ rounded up to } 100$$

The sample used was 100 respondents who were then given a questionnaire about the influence of product quality on customer satisfaction in Table 3. The following are the statements :

Table 3. Questionnaire Statement

Product Quality	Code	Customer Satisfaction
The product display on the menu matches the product received by the consumer.	P01	I am satisfied with the menu served by Teh Kota
The taste of the tea purchased is according to the consumer's wishes	P02	I am satisfied with the service provided by Teh Kota
Kota tea products have met quality standards (halal MUI)	P03	I will buy products from Teh Kota again
Kota Tea products are served hygienically	P04	I would recommend Teh Kota to others
Teh Kota provides products with various menus	P05	I feel that the price of Teh Kota products is in accordance with the products and services provided.

Validity & Reliability Test

The correlation analysis approach is used for validity assessment. The SPSS software is used to assist with the calculations. If the computed r value is higher than the table r , it is considered legitimate. In this study, the Cronbach Alpha formula was used for reliability assessment.

The following are the results of reliability testing for product quality and consumer satisfaction variables, which can be seen in Table 4 and Table 5. Sufficient reliability of the questionnaire is shown by an alpha value more than 0.7.

Table 4. Product Quality Validity Test

		P01	P02	P03	P04	P05	Total
P01	Pearson Correlation	1	.601**	.546**	.508**	.483**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
P02	Pearson Correlation	.601**	1	.548**	.503**	.588**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
P03	Pearson Correlation	.546**	.548**	1	.816**	.660**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
P04	Pearson Correlation	.508**	.503**	.816**	1	.672**	.853**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
P05	Pearson Correlation	.483**	.588**	.660**	.672**	1	.830**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.768**	.790**	.864**	.853**	.830**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
**.The correlation is significant at the 2-tailed 0.01 level.							
Statistics on Reliability							
Cronbach's Alpha		N of Items					
.877		5					

Table 5. Customer Satisfaction Reliability Test

		P01	P02	P03	P04	P05	Total
P01	Pearson Correlation	1	.759**	.785**	.620**	.590**	.865**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
P02	Pearson Correlation	.759**	1	.817**	.778**	.605**	.915**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
P03	Pearson Correlation	.785**	.817**	1	.730**	.566**	.900**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
P04	Pearson Correlation	.620**	.778**	.730**	1	.616**	.871**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
P05	Pearson Correlation	.590**	.605**	.566**	.616**	1	.777**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.865**	.915**	.900**	.871**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).							
Reliability Statistics							
Cronbach's Alpha		N of Items					
.916		5					

The data in Table 6 and Table 7 shows that the variables related to customer happiness and product quality are valid since $r_{count} > r_{table}$. The r_{table} value is 0.195 when the number of correspondents, or $n=100$, is set at a significance level of 5%.

Table 6. Product Quality Validity Test

Statement	r Count	r Table	Information
P01	0,768	0,195	Valid
P02	0,79	0,195	Valid
P03	0,864	0,195	Valid
P04	0,853	0,195	Valid
P05	0,83	0,195	Valid

Table 7. Customer Satisfaction Validity Test

Statement	r Count	r Table	Information
P01	0,865	0,195	Valid
P02	0,915	0,195	Valid
P03	0,9	0,195	Valid
P04	0,871	0,195	Valid
P05	0,777	0,195	Valid

Classical Assumption Test

a. Normality Test

The Kolmogorov-Smirnov test is used in the normality test. It can be seen that Monte Carlo data. signature. (2-tailed) is $0.13 >$

0.05 (5%), so it can be said that the data in this study is normally distributed.

b. Linearity Test

Linearity test using SPSS. The SPSS output results, namely Deviation from Linearity Sig. The Sig. Value for Deviation from Linearity is $0.88 > 0.05$. Thus, a substantial linear link between customer happiness and product quality characteristics may be inferred.

c. Simple Linear Regression Test

The results of the calculations that have been carried out produce an equation that shows the value of X which is the regression that will be estimated. The table of simple linear regression test results, the linear regression equation that follows can be created :

$$Y = 3.363 + 0.826 X$$

- The constant value (β_0) of 3.363 means that if the independent variable of product quality (X) is constant or (0), then the customer satisfaction value (Y) is 3.363. This means that if there is no product quality, customers will not be satisfied.
- The service quality regression coefficient (β_1) is 0.826, meaning that for every one

increase in the product quality variable (X), the value of the customer satisfaction variable (Y) will increase by 0.826, meaning that if the product quality is not good, Teh Kota customers will not feel satisfied. Conversely, if the product quality is good, Teh Kota customers will feel satisfied.

d. Test of Significance of Partial Effects (T-Test)

If the significance threshold is less than α (0.05), the t-test can be employed to ascertain if the independent variable (X) has a partial impact on the dependent variable (Y).

Table 8. Coefficient Value

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	3.363	1.910		1.761	.081
	Product Quality	.826	.086	.696	9.599	.000

For the results of testing customer relationship management variables on product quality $t_{count} 9,599 > t_{table} 1,984$.

The t-test findings indicate a significant value of 0.000, as indicated by Table 8. The significance value's size determines whether a hypothesis is accepted or rejected. According to the research findings, which had a significance value of $0.000 < 0.05$, Ha asserts that Teh Kota's customer happiness is significantly impacted by product quality.

e. Coefficient of Determination Test

The amount of the contribution or contributions of an independent variable (X) to the dependent variable (Y) may be ascertained via coefficient determination. to determine the coefficient value's magnitude. By using SPSS to analyze the data, this conclusion may be observed from the R Square value (Widodo, 2021)

Table 9. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.696 ^a	.485	.479	216.146

The correlation coefficient (R) is 0.696, as shown in Table 9, indicating a substantial association between the independent and dependent variables because the R-value is near 1. With a R-square value of 0.485, service quality factors have an impact on 48.5% of customer satisfaction. The remaining 51.5% is affected by additional factors not included in the study.

f. Customer Satisfaction Index (CSI)

The application of this method is carried out to determine the level of satisfaction with as a whole and look at the reality of the 5 variables as indicators to be measured (Ningrum et al., 2024). The data in Table 10 shows that calculating the value based on the customer satisfaction index and product quality, to determine the CSI value, you can use formula .

Based on the results of the computations, the final number is 86.23% which is the average number of WSS divided by five. So this shows that the customer satisfaction level is between 81% and 100%. This instance demonstrates that Kota Tea goods are generally highly well-received by customers, which is consistent with their expectations.

Table 10. Customer Satisfaction Index Test Results

No	MIS		MSS		WF	WSS
1	X1	4,4	Y1	4,38	19,95	87,40
2	X2	4,37	Y2	4,29	19,82	85,02
3	X3	4,47	Y3	4,32	20,27	87,58
4	X4	4,36	Y4	4,26	19,77	84,23
5	X5	4,45	Y5	4,33	20,18	87,39
Total		22,05		21,58		431,62

CONCLUSION

According to the study, consumer happiness at the Teh Kota Franchise in Batang Regency is greatly impacted by product quality, specifically at the Tulis and Kandeman branches. With a correlation value of 0.696, indicating a strong relationship between the independent and dependent variables, this study found a significant impact of product quality on

customer satisfaction. Service quality affects 48.5% of customer happiness, according to the R^2 value of 0.485. The overall customer satisfaction level at the Tulis and Kandeman branches of Teh Kota is considered very satisfactory, with a percentage value of 86.32%. The findings suggest that product quality is crucial in enhancing customer satisfaction at Teh Kota franchises in Batang Regency.

Based on previous research findings (Annahli et al., 2024), customer satisfaction is significantly influenced by customer relationship management. These results are consistent with previous research showing that factors related to customer relationship management have a significant impact on customer satisfaction. Customer satisfaction can be improved by implementing better customer relationship management.

To ensure customer satisfaction remains high, the Kota Tea franchise must maintain and improve service quality in all indicators and attributes, such as cleanliness, availability of parking spaces, friendliness of service, and so on.

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