



## **FACTORS INFLUENCING CUSTOMER LOYALTY AND SATISFACTION: A STUDY OF PERCEIVED PRICE, QUALITY, AND EXPERIENCE IN FIXED BROADBAND INDUSTRY**

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**ABSTRACT**

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**keywords:**

internet fixed broadband services, customer experience, service quality, perceived price, customer loyalty, customer satisfaction

The internet is one of the important elements today, where the internet can connect the entire world. The purpose of this study is to ascertain how Perceived Price, service quality, and customer experience influence the Indonesian consumers fixed broadband internet services in terms of customer loyalty and satisfaction. A quantitative methodology applying a survey method to analyze the 435 data collected from fixed broadband subscribers. Then, SPSS software was used in this research. According to a recent research study, consumer satisfaction and loyalty are significantly impacted by perceived price, customer experience, and service quality. This research shows that perceived price, service quality, customer experience has a strong effect to consumers' satisfaction and customer loyalty; this research evidence can give insight for fixed broadband providers to design, develop and implement their strategy to retain customers. Based on the author's knowledge, not much research has been conducted, especially on fixed broadband internet services, to define more comprehensive factors like perceived price, service quality, customer experience on customer satisfaction and customer loyalty using quantitative research methods in Indonesia..

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### **INTRODUCTION**

Primary technological elements driving the current phases of globalization are computers and advanced ICTs (information and communications technologies). These technologies link the entire world into a unified communication network and establish a cohesive financial and information ecosystem (Limna et al., 2022). As of April 2024, there are 5.44 billion internet users in the entire world, or equal to 67.1% of the worldwide population. Number of social media users is 5.07 billion or 62.6% of the world's population (Feldmann et al., 2021). In terms of internet penetration, especially in Indonesia, the Indonesian Internet Service Providers Association (APJII) informs that the level of internet penetration or the ratio of internet connected population to domestic population in 2024 will reach 79.5%. Information obtained from We Are Social shows that internet users in Indonesia in the last ten years have grown rapidly. Compared to January 2014, the current number has increased by about 141.3 million users. In the last 10 years, the highest growth rate was recorded in January 2017, when the number of national internet users jumped 28.4% (Annur, 2024). As of 2023, approximately 87.09% of Indonesian households had used the internet in the last three months. This figure

signifies a consistent upward trend in internet adoption across the country (Yuliantoro et al., 2020).

The role of fixed broadband internet has emerged as a pivotal factor in driving national development and improving quality of life. For Indonesia, a country characterized by its diverse and expansive geography, the expansion of fixed broadband infrastructure presents a transformative opportunity. As Indonesia strives to enhance its economic growth, boost social connectivity, and improve overall living standards, the advancement of fixed broadband technology becomes increasingly crucial.

Fixed broadband internet offers reliable, high-speed connectivity that can significantly impact various sectors, including education, healthcare, and business. By providing consistent and fast internet access, fixed broadband enables greater access to online resources, facilitates remote work and learning, and supports the development of digital businesses. This connectivity is essential for bridging the digital divide, particularly in rural and underserved areas, thus fostering more inclusive economic growth and reducing regional disparities. Moreover, the integration of advanced broadband infrastructure can stimulate innovation, attract investment, and enhance Indonesia's global competitiveness. As the country embarks on its journey towards becoming a major player in the digital economy, investing in fixed broadband is not merely a technological upgrade but a strategic imperative for national progress. The internet permeates nearly every aspect of our lives, including education, social interactions, politics, economics, culture, and health. It has become a crucial tool for exchanging information, facilitating communication across time zones and geographical boundaries with ease. Moreover, the internet simplifies and streamlines various tasks, enabling us to broaden our knowledge and connect with others in our inherently social world. What was once considered a niche technology has now become an integral part of daily life, impacting nearly everyone regardless of their activities.

The advancement of broadband internet is essential for bolstering economic activities. Research shows that a 10% rise in broadband coverage boosts economic growth by 1.38% in low and middle income nations, while in high-income countries, the impact is slightly lower at 1.12%. By the year 2050, Indonesia is forecasted to improve from 8th to 4th place. Indonesia is making significant strides in e-commerce and needs to extend its focus to other areas of the digital economy, such as fintech. Moreover, Indonesia should prioritize developing a skilled workforce knowledgeable in digital economy aspects and consider adopting best practices by increasing the internet broadband (DI CINA, 2019).

Presidential Regulation No. 96 of 2014, which outlines Indonesia's Broadband Plan for 2014-2019, emphasizes the need to use information and communication technologies, particularly broadband, to achieve a vision of an independent, advanced, equitable, and prosperous Indonesian society. This vision aligns with the National Long-Term Development Plan for 2005-2025 and serves as a key component of the Economic Development Acceleration and Expansion Master Plan 2011-2025. The regulation highlights broadband as a crucial element in enhancing economic growth, national competitiveness, and overall quality of life in Indonesia. According to Article 1 of the regulation, broadband is defined as internet access that provides reliable and continuous connectivity, ensures the security and durability of information, and supports triple-play services with minimum speeds of 2 Mbps (Megabits per second) for fixed access and 1 Mbps for mobile access.

National broadband development is essential for boosting Indonesia's global competitiveness and enhancing the quality of life. A forward-thinking, all-encompassing approach is crucial for rapidly advancing Indonesia's broadband infrastructure and transforming its ICT development to align with global standards. According to the annex of Presidential Regulation No. 96 of 2014, the rollout and widespread adoption of broadband

technology are expected to significantly increase productivity and, consequently, drive economic growth (Audit Board of Indonesia, 2014).

In today's competitive market, customer loyalty and satisfaction are critical metrics for success, particularly in the rapidly evolving fixed broadband industry. The official inauguration of Starlink as one of the satellite internet providers in Indonesia in May 2024 will undoubtedly heighten the challenges faced by the internet business, particularly in the fixed broadband sector in Indonesia. One of the primary challenges for any company is maintaining customer satisfaction. In the rapidly shifting business environment, it is essential for businesses to attract and retain customers to remain competitive. Ultimately, an organization's success depends on offering unique products, best services and also providing significant value to its customers (Namin, 2017).

A churn rate of 30% in the aggressively competitive telecommunications industry can lead to severe repercussions (Gitonga et al., 2025) and In this situation, unhappy customers may go to rival businesses. Therefore, it is important to ensure that the factors influencing consumer satisfaction are still aligned. Delivering quality within an organization positively impacts its profitability and efficiency while also helping to retain more loyal customers. Service quality plays a significant role in retaining the customers (Alkhatib et al., 2022) so that offering high-quality service will be critical for businesses to survive and prosper (Satti et al., 2021). In Pricing perspective, fair pricing is essential for customer satisfaction and have significant impacts on their upcoming behavior (Carranza et al., 2018). Customer perspective about Customer satisfaction based on their experience needs to be considered. Customer experience aims to enhance a company's success by providing a distinctive consumer experience that sets it apart from competitors, with customers willing to pay for this unique differentiation (Jeaheng et al., 2020).

Customer satisfaction is a crucial thing that must be achieved before achieving customer loyalty. This in turn requires businesses to design services or experiences that match customer expectations regarding service quality (Ahmed et al., 2023). Consumer behavior is determined by how consumers make decisions. It analyzes how individuals distribute their time, money, and other resources when making decisions to purchase (Konuk, 2019). From the perspective of allocating money, (Feldmann et al., 2021) Higher satisfaction & loyalty from customers is impacted from positive customer perception of fair price. On the other hand, negative perceptions of unfair pricing may lead to anti-purchase behaviors and greater dissatisfaction. Customer satisfaction is essential for boosting the number of loyal customers. Based on data from (Nurbayti, 2024), internet users in Indonesia are predicted to experience minimal growth and remain relatively stagnant since 2024.

On the other hand, internet penetration is already quite high. Therefore, it is crucial to ensure that current consumers remain loyal to broadband internet services amidst the emergence of various alternative internet connection options. In the services industry, especially hospitality, Management believes that loyal customers are more valuable than ordinary customers (Jin et al., 2019), so that service oriented businesses tend to focus on maintaining loyal customer relationships rather than attracting new customers, because this approach is considered to have a more successful business strategy (Shahid Iqbal et al., 2018). Top of FormBottom of Form As technological advancements and service options proliferate, understanding the factors that influence these metrics becomes increasingly complex and vital. This research explores the dynamics of customer loyalty and customer satisfaction within Indonesia's fixed broadband sector, which is focusing on three crucial factors: perceived price, perceived quality, and customer experience using qualitative research methodology.

This study aims to provide a comprehensive analysis of how these factors (service quality, perceived price and customer experience) interplay to influence customer loyalty and satisfaction in Indonesia's fixed broadband industry. By investigating these dimensions, the

research seeks to offer insights that can help service providers enhance their strategies, improve customer retention, and achieve a competitive edge in a burgeoning market. This research adds to the existing literature on customer satisfaction and loyalty by highlighting the significance of service quality, customer experience and pricing fairness in shaping consumer perceptions. This paper research in Indonesia, especially focuses on the context of Java area that has 84,65% or highest percentage of population provinces who have ever accessed the Internet (Suhartanto et al., 2019), this shows a large potential market that represents internet broadband consumers in Indonesia.

## **METHOD**

### **Data collection and instrument**

Primary data on consumer satisfaction and loyalty towards Indonesian fixed broadband service was collected through an online survey using a convenience sampling method. Customer experience, service quality, and perceived price were identified as key predictors of these outcomes. A self-administered questionnaire containing 19 items was employed to measure the five constructs

Customer experience, the first research variable, comprised five items adapted from. They are (1) Staff fixed broadband competent and friendly, (2) I am happy to use Fixed Broadband services, (3) I am looking for information about Fixed Broadband providers, (4) Using Fixed Broadband suits my lifestyle, (5) I recommend using Fixed Broadband to others. The second variable is service quality that consists of also five items, (1) Fixed broadband has good customer service, (2) Overall fixed broadband services are reliable, (3) The services obtained from fixed broadband are in accordance with the costs incurred, (4) I am enjoy the fixed broadband service provided, (5) I am more at ease with fixed broadband internet service than with other types of internet service. These items were adapted from. The third research is perceived price which pertains to three items, (1) Fixed Broadband subscription prices are more competitive than mobile internet (price per Mbps), (2) Subscribing to Fixed Broadband might save me money, (3) Fixed Broadband provides discounted prices. These three items are adapted from. The fourth is consumer satisfaction which consists of three items, (1) The services offered by Fixed Broadband are in accordance with standards, (2) The service provided by Fixed Broadband is in accordance with my expectations, (3) I am satisfied using Fixed Broadband. These three items are adapted from (Edhie et al., 2021). The fifth variable is consumer loyalty which consists of three items, (1) I will continue to use the Fixed Broadband service, (2) I recommend Fixed Broadband services to others, (3) I am still using Fixed Broadband service even though my device recommends mobile internet service. These three items are adapted from (Edhie et al., 2021). All research variables were measured using a five-point Likert scale (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree).

A total of 466 questionnaires were electronically distributed to fixed broadband service consumers via Google Forms. Data was collected through email and WhatsApp, and we received 435 (93.3%) useful responses from professionals, students, self-employed individuals, government employees, and others aged 17-24, 25-34, and over 34. Subscriber experience included less than one year, one to two years, and more than two years across various fixed broadband providers.

### **Data analysis**

Statistical analyses were performed using SPSS Statistics version 26. Descriptive statistics were employed to characterize the respondent demographics, standard deviation, and mean value. Correlation analysis was conducted to assess the relationships between variables. Subsequently, exploratory factor analysis (EFA) was employed to examine the underlying structure of the data and establish construct validity. Multiple regression analysis was

conducted to assess the influence of independent variables on the dependent variable. The first regression independent variable is customer experience, service quality and perceived price with dependent variable customer satisfaction and second regression independent variable is customer experience, service quality, perceived price, and customer satisfaction with dependent variable Customer loyalty.

## RESULTS AND DISCUSSION

### Descriptive Analysis

Among the total 435 respondents, 52% were in the 17 – 24 years age group, 48% were professional and 58% were using Indihome as Fixed broadband service provider. Table 1 presents the detailed demographic characteristics of the respondents.

**Table 1.** Demographic Characteristics Of The Respondents

Description	Frequency	Percentage
<i>Age</i>		
17- 24 years	228	53
25 - 34 years	97	22
Above 34 Years	110	25
<i>Occupation</i>		
Student	57	13
Professional	207	48
Govt. Employee	102	23
Self-employed	58	13
Others	11	3
<i>Fixed broadband provider</i>		
Biznet	37	9
First Media	48	11
Indihome	254	58
My Republic	31	7
XL Home	32	7
Other	33	8

### Factor analysis results

Exploratory factor analysis (EFA) was conducted to assess the construct validity of the items by examining their alignment with the proposed variables. The Kaiser-Meyer-Olkin (KMO) measure was employed to assess the data's suitability for factor analysis, The Kaiser-Meyer-Olkin (KMO) measure exceeded 0.5, and Bartlett's Test of Sphericity was significant ( $p < .05$ ), indicating that the data were suitable for factor analysis. The present study, the KMO score was more than 0.777 and Bartlett's test value was more than 1151,4 with a significance level at 0.00 ( $p\text{-value} < 0.05$ ). The sample size was deemed sufficient for conducting factor analysis.

Consistent with, Factor loadings were employed to evaluate convergent validity, with a cutoff value of 0.5 used to determine significant factor loadings. According to the criteria, Five primary factors were identified, with factor loadings ranging from a robust 0.905 to 0.980. Factor scores exceeded the minimum acceptable threshold of 0.5. To assess the internal consistency of the items, Cronbach's alpha reliability analysis was conducted. Cronbach's alpha values ranged from 0.937 to 0.974, well exceeding the recommended threshold of 0.70

(Nunnally, 1978). As shown in Table 2, factor loadings and Cronbach's alpha values for all constructs indicate adequate validity and reliability.

<b>Table 2.</b> Factor Loadings and Cronbach's Alpha					
<b>Construct</b>	<b>Items</b>	<b>Factor Loading</b>	<b>KMO</b>	<b>Bartlett's</b>	<b>Cronbach's Alpha</b>
Customer Experience	CE1 Staff fixed broadband competent and friendly	.905	.913	2346,9	.956
	CE2 I am happy to use Fixed Broadband services	.939			
	CE3 I am looking for information about Fixed Broadband providers	.925			
	CE4 Using Fixed Broadband suits my lifestyle	.938			
	CE5 I recommend using Fixed Broadband to others	.910			
Service Quality	SQ1 Fixed broadband has good customer service	.946	.908	2897,6	.969
	SQ2 Overall fixed broadband services are reliable	.952			
	SQ3 The services obtained from fixed broadband are in accordance with the costs incurred	.944			
	SQ4 I am enjoy the fixed broadband service provided	.961			
	SQ5 I am more at ease with fixed broadband internet service than with other types of internet service	.913			

Factors Influencing Customer Loyalty and Satisfaction: A Study of Perceived Price, Quality, and Experience in Fixed Broadband Industry

Perceived Price	PP1 Fixed Broadband subscription prices are more competitive than mobile internet (price per Mbps)	.942	.762	1151,4	.937
	PP2 Subscribing to Fixed Broadband might save me money	.955			
	PP3 Fixed Broadband provides discounted prices	.933			
Customer Satisfaction	CS1 The services offered by Fixed Broadband are in accordance with standards	.972	.798	1825,2	.974
	CS2 The service provided by Fixed Broadband is in accordance with my expectations	.980			
	CS3 I am satisfied using Fixed Broadband	.974			
Customer Loyalty	CL1 I will continue to use the Fixed Broadband service	.954	.777	1384,7	.955
	CL2 I recommend Fixed Broadband services to others	.962			
	CL3 I am still using Fixed Broadband service even though my device recommends mobile internet service	.959			

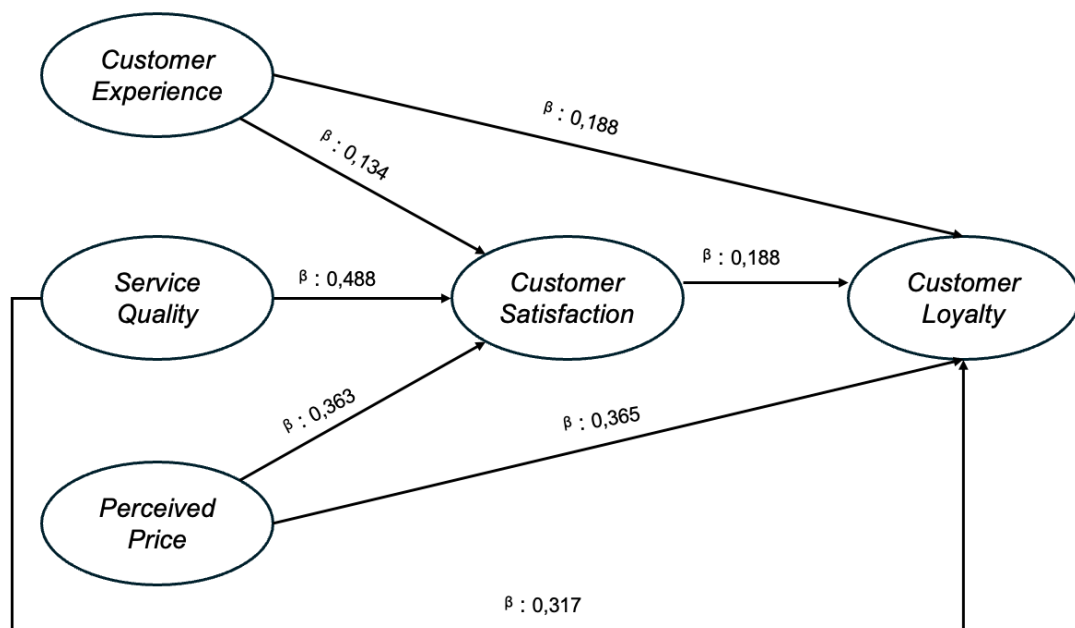
### Multiple regression analysis

Before performing regression analysis, it's important to check for multicollinearity to ensure the model's accuracy. Multicollinearity happens when independent variables are highly correlated with each other. To evaluate this, tolerance and the variance inflation factor (VIF) are commonly used, as outlined by Hair et al. (2014). Tolerance values should typically fall between 0.1 and 1.0. In this study, tolerance values ranged from 0.480 to 0.560, which is within the acceptable range. Another measure, the VIF, should be less than 10 to indicate that multicollinearity is not a significant issue. In this study, the VIF values ranged from 3.943 to 7.260

4.3.2 Testing for model fit. The prediction model was found to be statistically significant,  $F(4, 564) = 28.628$ ,  $p < 0.02$ , with adjusted  $R^2 = 0.839$ . This indicates that the independent variables—such as customer experience, service quality, and perceived price - account for 83.9% of the variance in the dependent variable, which includes customer satisfaction, and service quality. Autocorrelation was evaluated using the Durbin-Watson test, which yielded values of 1.874 and 2.041. Since these values fall within the acceptable range of 1.5 to 2.5, there is no indication of autocorrelation.

4.3.3 Estimation of model parameters and hypothesis testing. Multiple regression analysis was conducted to test the hypotheses and the influence of the perceived differences in customer experience, service quality, perceived price between customer satisfaction and customer loyalty in fixed broadband service providers. Standardized regression coefficients were utilized as parameter estimates due to the consistent measurement scale across all variables. All of the t-values were statistically significant ( $p\text{-value} < 0.05$ ) and are shown in Figure 2 and Table 3 .

All independent variables had a significant impact on both customer satisfaction and loyalty. Among them, service quality had the strongest effect on customer satisfaction for fixed broadband service providers, with a statistically significant coefficient of ( $b = 0.488$ ,  $p < 0.00$ ). This indicates that improvements in service quality have the greatest influence on customer satisfaction. The next most influential variable was perceived price, which significantly affected customer loyalty with a coefficient of ( $b = 0.365$ ,  $p < 0.01$ ). The variable of Customer experience produced the smallest impact on Customer loyalty, and it was also statistically significant ( $b = 0.134$ ,  $p < 0.024$ ). Based on these results, all of the hypotheses (H1–H7) are supported by data.



**Figure1. Path Coefficients**



**Table 3.** Results of standardized estimates of the structural model

	Path	Standardized coefficients (Beta)	t- values	p-values	Status
First Regression					
H1	Customer Experience - Customer Satisfaction	.134	3.642	.000	Supported
H2	Service Quality - Customer Satisfaction	.488	11.568	.000	Supported
H3	Perceived Price - Customer Satisfaction	.363	11.696	.000	Supported
Second Regression					
H4	Customer Satisfaction - Customer Loyalty	.118	2.947	.003	Supported
H5	Customer Experience - Customer Loyalty	.118	2.262	.024	Supported
H6	Service Quality - Customer Loyalty	.371	9.688	.000	Supported
H7	Perceived Price - Customer Loyalty	.365	7.039	.000	Supported

## Discussion

This study examined the influence of perceived price, service quality, and customer experience on customer satisfaction and loyalty within Indonesia's Fixed broadband internet sector. Results indicate that all three independent variables significantly impact both customer satisfaction and loyalty. In customer satisfaction, the highest parameter that influenced is service quality, while in customer loyalty, perceived price has the highest influenced parameter.

The quality of fixed broadband services is a paramount factor influencing customer satisfaction in Indonesia. Customers expect reliable, high-speed internet connections with minimal downtime. Factors such as network stability, download and upload speeds, latency, and the overall quality of service play a significant role in determining customer satisfaction. Additionally, efficient customer support services, including prompt response times and helpful assistance, contribute to positive customer experiences.

Pricing is a critical aspect of the fixed broadband market in Indonesia. Customers are sensitive to pricing and often compare offers from different providers. Competitive pricing strategies can attract new customers and retain existing ones. However, it is essential to balance pricing with the quality of service provided. Offering value-added services or bundled packages can help justify higher prices and enhance customer perception.

Customer satisfaction is a direct consequence of the quality of service and perceived value. Satisfied customers are more likely to remain loyal to their fixed broadband provider. They are less likely to switch to competitors and may even recommend the provider to others. Building customer satisfaction requires a consistent focus on delivering high-quality services, addressing customer concerns promptly, and exceeding customer expectations.

Customer loyalty is a valuable asset for fixed broadband providers. Loyal customers are less likely to churn and can generate recurring revenue. They are also more likely to tolerate occasional service disruptions or price increases. Cultivating customer loyalty involves building strong relationships, providing personalized service, and offering loyalty programs or rewards.

The digital divide, particularly in rural areas, remains a challenge in Indonesia. Ensuring equitable access to broadband services is essential for promoting economic development and social inclusion. Government initiatives and private sector investments are crucial for bridging the digital divide and expanding broadband coverage to underserved regions.

### ***Theoretical implications***

This study aims to extend the theoretical understanding of consumer behavior by examining the direct impacts of customer experience, service quality, and perceived price on customer satisfaction and loyalty within the growing fixed broadband industry. This research significantly contributes to the understanding of consumer behavior in developing nation contexts. Understanding consumer behaviour in developing countries is essential due to the pronounced differences in socioeconomic and cultural contexts compared to developed markets. The results validate the positive association between customer satisfaction and loyalty, along with providing support for the relationship between service quality, perceived price. Findings suggest that fostering customer satisfaction and loyalty requires a strong emphasis on perceived fairness in customer experiences.

### ***Practical implications***

This research contributes to the existing body of knowledge by examining the influence of customer experience, service quality, and perceived price on consumer satisfaction and loyalty within the fixed broadband industry. The findings underscore the significant impact of service quality on both customer satisfaction and loyalty, emphasizing its crucial role in customer retention. Additionally, because fixed broadband is service-oriented, prioritizing customer satisfaction is imperative for long-term business growth. Enhanced service quality substantially contributes to heightened consumer satisfaction, fostering customer loyalty in these industries. Fixed broadband providers should aim to enrich customer experiences and implement competitive pricing strategies to improve customer satisfaction and loyalty.

### ***Limitations and future research***

This study has several limitations that may affect the generalizability and accuracy of the findings. First, the research did not use a specific sampling method, and the sample was drawn only from major cities in Indonesia, limiting its ability to represent the broader population. Additionally, the use of self-reported data may introduce bias or inaccuracies in measuring customer satisfaction and loyalty, and the cross-sectional design restricts the ability to observe changes over time, making it difficult to establish cause-and-effect relationships. The study also focused only on perceived price, service quality, and customer experience, potentially overlooking other important factors that could influence customer loyalty and satisfaction.

To address these limitations and enhance the validity of future research, it is recommended to expand the geographic scope of the study by including a more diverse range of regions across Indonesia. Incorporating a longitudinal approach would allow for the observation of how customer perceptions and behaviors evolve over time, providing deeper insights into the factors influencing customer loyalty. Additionally, future studies should consider integrating external factors such as technological advancements, regulatory changes, and market competition to provide a more comprehensive understanding of customer satisfaction and loyalty. Adopting mixed methods by combining quantitative and qualitative approaches could also offer a richer analysis of customer experiences.

## **CONCLUSION**

This study shows that service quality, perceived price, and customer experience significantly influence customer satisfaction and loyalty in Indonesia's fixed broadband industry. Service quality is the main factor affecting customer satisfaction, while perceived

price has the greatest impact on customer loyalty. Service providers need to improve quality, offer competitive pricing, and enhance customer experience to retain customers and strengthen market competitiveness. This study is limited to major cities, so future research should cover a broader geographic scope and consider external factors for a more comprehensive understanding.

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