



Analysis of Atmosphere Momentum, Price Perception and Brand Image on Sales Customer Satisfaction Batik in Central Lombok

Ryan Hidayatullah¹, Raodatul Jannah^{2*}, Olyvia Wahyuningsih³

¹Ibnu Khaldun Islamic School, Cirebon, West Java, Indonesia

²Master's Program in Educational Management, Universitas Agama Islam Bunga Bangsa Cirebon, Cirebon, West Java, Indonesia

³Politeknik Siber Cerdika Internasional, Cirebon, West Java, Indonesia

Email: raodatuljannah73@gmail.com^{1,2*}, olyviawahyuningsih4@gmail.com³

ABSTRACT

This study aims to explore the influence of atmosphere momentum analysis, price perception, and brand image on customer satisfaction with batik in Central Lombok. This research involved 200 respondents selected through a purposive sampling procedure. The analytical method used is descriptive qualitative. The population of this study were visitors to Kisaran batik in the last 5 months. The research results show that the analysis variables of atmosphere momentum, price perception, and brand image have a significant impact on customer satisfaction with the batik range as a whole. These findings are consistent with the models and colors offered by Kisaran batik. This research provides a deeper understanding of the factors that influence customer satisfaction in the context of batik in Central Lombok. Thus, this research provides an important contribution to the understanding of the relationship between atmosphere momentum, price perception, brand image, and customer satisfaction in the context of batik. The practical implications of these findings can help stakeholders in developing more effective marketing strategies to increase customer satisfaction in the batik industry in Central Lombok. Additionally, this research also highlights the importance of considering these factors in designing satisfying customer experiences and strengthening brand image.

Keywords: Principal Leadership, Education Quality, Teacher Performance.

INTRODUCTION

Batik has been part of Indonesian culture for a long time and has an important role in the community's economy, especially in Central Lombok district, NTB (Febriani et al., 2023; Kusumawati et al., 2021; Poon, 2020). Modern developments have brought changes in lifestyle and increased people's welfare, which in turn has encouraged an increase in the use of batik in Central Lombok. This has had a positive impact on business development in Indonesia, especially the tourism business on the coast of Central Lombok.

The people's passion for gathering is one of the factors driving the increase in batik sales, especially in Central Lombok. This can be seen from the popularity of batik which provides various colors that can be enjoyed by the public. Apart from wearing batik sarongs, they are often used for traditional events, community culture and wedding gatherings, or cultural gatherings for catching fish in the sea, which is usually called BAU NYALE, because batik has the potential to improve the appearance and trend of the people of Lombok, especially in central Lombok. The distinctive colored batik also creates an attractive appearance, which makes many visitors spend a long time shopping on the beach. This beach, which sells batik, has a beautiful interior design in addition to presenting unique and attractive colored batik. Batik with an attractive interior design is very popular with young people. In the midst of intense competition between batik in Indonesia, especially in big cities such as the city of Mataram, West Nusa Tenggara, Kisaran Batik has become a fashion that is famous among the people of Central Lombok district.

The high-selling Batik range understands the need to increase customer satisfaction in order to encourage positive customer emotions that will encourage repeat visits. If a product meets or exceeds customer expectations, they will all be happy, but if it fails to meet these expectations, someone will be disappointed and dissatisfied. Another opinion was expressed by Berman et al (2019) The successful fulfillment of client needs and desires is the definition of customer satisfaction (Liu & Kao, 2022; Misischia et al., 2022).

The coastal atmosphere plays an important role in increasing customer happiness by having a major impact on consumer emotions. The atmosphere of the beach is important for business because a more attractive interior and exterior design means that customers will continue to come and visit on trips to the beach (Egan et al., 2022; Kontoghiorghes & Kontoghiorghes, 2016; Parsons et al., 2020). This batik price range wins competition by creating product differentiation. A comfortable atmosphere is one way to differentiate Kisaran batik from other sellers. This is necessary because these batik products are basically similar (Featherman et al., 2021; Singh & Rosengren, 2020). The research results of Sihombing et al (2022) show that the atmosphere has a positive effect on the environment and is significant on customer satisfaction (Aniqoh et al., 2022).

People's views on prices must be paid close attention to in order to increase customer satisfaction in the range of batik sold (Lee, 2020; Miao et al., 2022). Perceived price is a product or service that customers believe will cost them in relation to the benefits they will receive (Dorce et al., 2021; Uzir et al., 2021). Offering good prices will create loyalty in customers thereby creating satisfaction for future customers. This is in line with the research results of Silvia & Arifiansyah (2023) that price perceptions have a positive and significant effect on customer satisfaction.

The importance of brand image in growing consumer or customer satisfaction and differentiating it from competitors (Sahi et al., 2022). A unique brand image will be easy to

remember and challenge competitors to imitate it . S Brand image is the result of combining names, expressions, symbols and models. The purpose of brand image is to differentiate it from other brands (Lim & Guzmán, 2022). The image of a brand or brand image consists of characteristics such as names, logos and images that are easily remembered by customers (Zameer et al., 2020). Often referred to as “Brand Image”, brand image is very important for establishing credibility. Once they try to use a product or service to create a positive experience, customers can use this as a guide (Windasari et al., 2022). Based on the research results of (Zhong et al., 2021), brand image has a positive and significant effect on customer satisfaction and Batik is one of Indonesia's cultural heritages which has high artistic value and is one of the superior products in the creative industry of Central Lombok, as one of the regions in Indonesia that rich in culture and art, it also has great potential in batik sales. However, customer satisfaction is a key factor that can influence the success of batik sales in local and international markets, especially in Central Lombok district. Therefore, this research aims to analyze the analysis of atmosphere momentum, price perception and brand image on customer satisfaction with batik sales in Central Lombok, West Nusa Tenggara.

The aim of this research is to determine the analysis of atmosphere momentum, price perception and brand image on customer satisfaction at Kisaran batik in Central Lombok. Atmosphere Momentum Analysis: Atmosphere momentum or what is usually called "atmospheric momentum" refers to how the atmosphere or environment of a shop or place of sale influences consumer behavior. In the context of batik sales in Central Lombok, this analysis might consider how the atmosphere of the store or sales premises, including decoration, lighting, music, and other elements, influences the customer's shopping experience and possibly influences their purchasing decisions.

Price Perception: Price perception is the way consumers judge the price of a product or service based on quality, value, and other factors. In the context of batik sales, price perception can be an important factor influencing customer purchasing decisions. Positive price perceptions can increase the value consumers place on batik and encourage purchases, while negative price perceptions can inhibit sales.

Brand Image: Brand image includes the overall impression a brand has in the eyes of consumers, including reputation, product quality, value, and other elements. In the context of batik sales, a strong brand image can be an important factor influencing customer purchasing preferences and brand loyalty. Efforts to build and maintain a positive brand image can help increase batik sales.

Customer Satisfaction: Customer satisfaction is the level of consumer satisfaction or satisfaction after making a purchase or using a product or service. In the context of batik sales, customer satisfaction can be influenced by various factors, including product quality, price, customer service, and overall shopping experience. High customer satisfaction can contribute to customer retention, positive recommendations, and increased overall sales.

By conducting a comprehensive analysis of these elements and how they interact with each other, research can provide valuable insight into the fine analysis of the factors influencing batik sales in Central Lombok and assist in the development of effective marketing strategies.

(Nanu & Rahman, 2023) Using physical store design to convey mood and attract customers. Another opinion was expressed by (Pillai et al., 2020). Atmosphere is the overall result of the emotional effects produced by the physical characteristics of a shop, which is expected to satisfy both the sellers and the customers involved. Berman et al (2018) stated that there are four atmosphere indicators, namely: Exterior, General interior, Store layout, Interior display.

A pleasant store atmosphere increases customer satisfaction scores directly by helping achieve goals and creating a positive mood. (Roberts & David, 2020) Defines satisfaction as a function of the impression resulting from the expected performance. Sholihah's (2020) research results show that price has a positive impact and has a significant effect on customer satisfaction (Hahm et al., 2022).

H1: There is an influence of atmosphere on customer satisfaction.

According to Peter & Olson (2014) Price perception is information that is considered valuable to customers. Perception is a process in which information is collected, organized, processed, and interpreted by people who have different perspectives. The value of goods or services measured in money is called price (Limakrisna et al., 2017). Another opinion expressed by Qiana & Lego (2021) The perception of the price of a product or service is how much consumers feel it will cost them in terms of the benefits they will gain.

According to Kotler & Armstrong (2018) there are four indicators of price perception, namely: price affordability, price according to quality, price competition, price according to benefits. Offering good prices according to customer perception will increase loyalty and satisfaction. Sudaryono (2014) argues that satisfaction is a customer's perception of how satisfied they are with a product or service. This is in line with the research results of Palelu et al (2022). Customer satisfaction is positively and significantly influenced by price perceptions.

H2: There is an influence of price perception on customer satisfaction.

Brand views are the understanding that customers have about a product, which is formed through their personal experiences with the product and the information they receive (Keller, 2013). The name, expression, or symbol of a company that differentiates it from similar competitors is known as its brand image (Rangkuti, 2002). The images or words on each item to differentiate them from each other are called brands (Alma, 2018).

Keller (2013) states that there are 3 steps to forming a brand image, including: Brand strength, Brand Favorability, Brand Uniqueness. Brand image is a concept that includes views in the form of beliefs and choices related to a brand. According to the results of the study by Wijaya & Hidayati (2020), brand image has a significant effect on customer satisfaction.

Based on several opinions, several results from the momentum analysis of Brand Image on Customer Satisfaction, batik in Lombok is experiencing a drastic increase in sales. Brand image is also a representation of the overall perception of a brand and is formed from information and past experiences with that brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand.

Berman et al (2018) define customer satisfaction as a situation provided by a place in an effort to fulfill customer needs and desires (Lina, 2022). Another opinion is by Tjiptono (2017) who defines customer satisfaction as the most important aspect for customers and is carried out well according to expectations (Gelbrich et al., 2021). Customer satisfaction arises as a result of an individual's assessment of the level of satisfaction provided by a service, with this level of fulfillment being subject to change (Hsu & Lin, 2023)

According to Irawan (2003) there are five indicators of tourist satisfaction: product or service quality, service quality, emotional factors, price, ease of access (Tabaeian et al., 2023). Specifically, customers will feel satisfied if the place they are going to has a supportive atmosphere, offers a price that is comparable to what they will get there and also has a positive image of the place itself.

RESEARCH METHODS

This research uses a qualitative approach through a questionnaire distributed to 200 respondents who are batik customers in Central Lombok. The collected data was analyzed using the cauldron method distributed to informants to identify significant factors in customer satisfaction.

This study applies a descriptive qualitative approach. The population or survey respondents include all customers of Kisaran batik in Central Lombok, with the interview process consisting of those who have visited the place more than three times. Qualitative method where researchers determine special characteristics to be taken as respondents or as informants, with a total of 200 people. The research was carried out in the period December 2023 to January 2024, the location was on Jl. Mount Arba, Jango village, Central Lombok district.

This research analysis will be useful for determining the extent of the variable analysis used in the form of interviews and questionnaires on variables X and Y. Questionnaires using questionnaires are the tools used in this research to collect data. Individual knowledge, understanding and perceptions of social issues are evaluated using a Likert scale (Sugiono, 2013). Where there are 5 answer options consisting of First, strongly disagree; second, disagree; third, neutral; fourth, agree; and fifth, strongly agree.

RESULTS AND DISCUSSION

Characteristics of Respondents

To find out the characteristics of respondents, the presentation of respondent profiles in terms of customer satisfaction has been how many times they have visited batik sales places on the coast of central Lombok. The following is the presentation of the characteristics of respondents / informants in the form of tables:

Table 1. Results of the analysis used in the study

No	Activities	Month/year	Place	Results of activities / program achievements
1	Visit the right sales on the coast	December 2023	Tourist coastline	Preliminary observations have already been made The activity was attended by all visitors who came
2	Demonstration of langug batik making	December 2023	Tourist coastline	Explanation of how to make batik Explanation of demonstrations carried out by all sellers on the coast
3	Filling in questionnaire satisfaction to customers	December 2023	Head office of the village jango central lombok	Delivery of materials used in making pattern-colored batik to improve the skills of the local community
4	Providing education to customers on the benefits of using batik	December 2023	Head office of the village jango central lombok	Explanation of how to make colored batik and Explanation of demonstration carried out by the sellers and then the visitors tried with various colors
5	Input the number of people who visit batik sales	December 2023	Tourist coastline	Conduct evaluations to increase sales
6	The practice of making patterned and plain-colored batik	January 2024	Tourist coastline Visitors to the local community	The satisfaction of buying batik both from women and men

The results of the analysis show that there are several significant factors in the analysis of atmosphere momentum, price perception and brand image on customer satisfaction of batik sales in Central Lombok, West Nusa Tenggara.

Product Quality: The quality of batik is the main factor that affects customer satisfaction. Customers tend to be more satisfied if the batik products they buy have high quality both in terms of materials, manufacturing techniques, and designs. **Price:** Price also has a significant influence on customer satisfaction. Although batik is a traditional art product, its affordable price remains an important consideration for customers in making purchasing decisions.

Customer Service: Friendly, fast, and professional service also contributes significantly to customer satisfaction. Customers tend to be more satisfied if they get a pleasant shopping

experience and are well served by the seller. Brand image: The brand image of batik also has a significant influence on customer satisfaction. A reputable brand known for quality products can increase customer trust and satisfaction.

The results of research findings for qualitative research variables have a drastic sales rate. This shows that respondent results are allowed in cases where the impact of atmosphere on customer satisfaction is quite large. Thus, if the atmosphere is applied according to customer needs, customers will be more satisfied. This study is in line with the results of the Arif & Ekasari study (2020) stating that the analysis carried out experienced customer satisfaction that came to visitor satisfaction.

Research findings for Price Perception variables Significant values of $0.000 < 0.05$ were found for research findings based on informants on price perception variables. In this case Price Perception affects the satisfaction of tourists who come. Customer perception of price has a significant impact on the way they choose, evaluate, and decide to buy batik to visit. The results of this study are supported by research conducted by Prasetyo (2022) which states that Price Perception affects customer or visitor satisfaction.

The significance value of customer satisfaction was achieved for the tourist image variable in the research findings using informant case studies and the results of interviews conducted. This shows that informants where Brand Image experienced a significant increase in customer satisfaction were received. from the description above in accordance with research conducted by Haryono & Octavia (2020) which suggests that Tourism Image has a significant effect on tourist satisfaction. The large number of customers who come because it is affected by the strong image of the tour.

The findings of this study stated that the variable Visitor Satisfaction obtained a significant value of 80%. This shows that visitor satisfaction where Visitor Satisfaction has a significant effect together with Atmosphere, Price Perception and Brand Image. from the description above in accordance with research conducted by Satria & Anggrainie (2023) which suggests that Visitor Satisfaction has a Simultaneous effect on Atmosphere, Price Perception and Brand Image. The large number of customers who come because it is affected by the atmosphere and strong image of the brand.

Batik is a traditional textile art that involves the process of dyeing fabrics using wax to prevent the absorption of color in certain parts, thus creating certain patterns or images. Here are some definitions of batik according to experts:

Ir. Ida Bagus Alit, an artist and fine art expert from Indonesia, defines batik as an art that consists of the process of dyeing cloth by using night (wax) to cover certain parts of the fabric so as to form a certain pattern.

Professor Gittinger, a textile expert from the United States, describes batik as "*seni mewarnai tekstil dengan menggunakan malam sebagai penutup di bagian tertentu kain, kemudian memberikan warna pada bagian yang terbuka tersebut.*"

Dr. Haryadi Suyuti, a cultural observer from Indonesia, stated that batik is *"seni tekstil yang khusus dipraktikkan di beberapa daerah di Indonesia, yang proses pembuatannya menggunakan teknik tertentu dengan mengaplikasikan malam (lilin) sebagai resisten, sehingga mampu menciptakan pola-pola khas."*

Suharto Tjoa, an Indonesian culturalist, explained that batik is *"seni rupa kain tradisional yang digunakan sebagai penanda identitas budaya suatu masyarakat. Proses pembuatannya melibatkan teknik pewarnaan kain dengan menggunakan malam sebagai resisten."*

Riyanti Sofyan, a batik designer, describes batik as *"seni mewarnai kain dengan menggunakan teknik tertentu yang melibatkan proses menutupi bagian tertentu kain dengan malam, sehingga pola yang diinginkan terbentuk setelah proses pewarnaan."*

From these definitions, it can be concluded that batik is a traditional textile art that involves the process of dyeing cloth using night (wax) to create certain patterns or images. Analysis of atmosphere, price perception, and brand image on customer satisfaction is discussed in this study. The goals set by the authors are discussed in this study.

It can be concluded that the atmosphere on the coast around Central Lombok has experienced a drastic increase in customer satisfaction. Customer satisfaction is influenced by the environment offered to them. Based on research, customer satisfaction with the traditional batik brand Kisaran in the city of Mataram increases along with the improvement of brand image (Rooroh et al., 2020). A study at Surabaya State University (Sholihah, 2020) shows that atmosphere plays a significant role in increasing customer satisfaction. The same thing was shown by (Darmanto et al., 2020), in research conducted on Bakso Boedjangan Bintara. Therefore, it can be concluded that the improvement of the atmosphere will increase the level of consumer satisfaction. This is possible due to the popularity of batik brands in the city of Mataram and its surroundings. Brand or brand image Kisaran Mataram city and around central Lombok in particular is a place that displays contemporary design with a touch of comfort. In order to keep visitors happy, the management used prioritizes maintaining a high standard of atmosphere.

Customer satisfaction is positively and significantly influenced by brand image. This shows that consumer satisfaction is positively influenced significantly by brand image. This result is in line with research (Abdillah, 2015), stating that brand image has a significant effect on customer satisfaction. Meanwhile, research (Andrian et al., 2021) from the Bogor Unity Institute of Business and Informatics, improving brand image is very important to increase customer satisfaction. In a study on (Nisa, 2023). shows that a positive and significant brand image affects customer satisfaction. Based on research, client satisfaction with customers selling batik in Kisaran Lombok is increasing along with the improvement of brand image. This is possible because people's perception of the brand is still strong. When customers receive consistent service, they will always have a positive view of the brand. This will motivate him to increase his brand satisfaction level.

According to this study, visitor satisfaction is structurally influenced by price perception. The same findings from previous studies suggest that visitor satisfaction is significantly influenced by price perception (Payne, 1903). Studies at the Kestuan Bogor Institute of Business and Informatics show significant results between Price Perception and Customer Satisfaction (F. Wijaya et al., 2020). This means that Price Perception plays an important role in increasing customer satisfaction. As a result, if customers choose to visit the same place or store again, they will prefer a place that exceeds their expectations.

In this study which states that 'no analysis found that Visitor Satisfaction with Atmosphere, Price Perception and Brand Image. Previous studies have also shown similar results, where customer satisfaction is simultaneous with atmosphere, price perception and brand image (Satria et al., 2023). This means that customer satisfaction is obtained when the supporting factors of each research variable are always crowded.

CONCLUSION

This research shows that product quality analysis, price, customer service, and brand image are important factors in customer satisfaction in batik sales in Central Lombok. Therefore, batik business people in this area need to pay attention and improve these aspects in order to increase customer satisfaction and expand local and international batik market prices. This research shows that atmosphere, price perception, and brand image have a significant relationship with batik customer satisfaction in central Lombok district. The price range of batik fabric buyers can increase customer satisfaction by focusing on three main factors: atmosphere, price perception, and brand image. By creating a comfortable and pleasant atmosphere, offering competitive prices, and building a positive brand image, an attractive range of batik is sold among the people of Central Lombok and retains loyal customers. This research has several important implications for the price range of batik in Central Lombok: The importance of creating a comfortable and pleasant atmosphere for customers. Set competitive prices and in line with product quality. Build a strong and positive brand image. Provide training to staff on the importance of good customer service. This research only provides an overview of the influence of atmosphere, price perception, and brand image on customer satisfaction in Central Lombok Mataram City. Further research is needed to study other factors that can be found in customer satisfaction analysis, such as product quality, customer service, and customer values.

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First publication right:

Asian Journal of Engineering, Social and Health (AJESH)

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