

CHAPTER 11

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

(Case Study: Mamboo Bakery Kletek – Sepanjang, Sidoarjo)

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1. Introduction

The culinary business is one of the many service businesses that are multiplying at this time that have emerged along with creative and innovative ideas that make the marketing concept of the culinary business more developed and right on target. The marketing concept has begun to focus on providing satisfaction to consumers to generate high profits and make the culinary business a basic necessity for everyone. Other factors encourage entrepreneurs to establish culinary businesses, namely changes in people's consumption patterns.

The community's consumption pattern has changed to start to be open to buying food instead of making the food itself; buying food is considered more efficient than making it yourself, which still requires several complicated processes, including collecting materials and processing them—many entrepreneurs or owners of capital use this business opportunity. To compete in providing products or services, UD. Mamboo Bakery Delicio also takes advantage of this opportunity with its development, namely Mamboo Bakery