



Comparison Of Consumer Preferences And Satisfaction Factors In Offline And Online Shopping At Missyshop Official

¹Hery Maulana Arif, ²Deddy Ibrahim Rauf

^{1,2}Universitas Negeri Makassar, Indonesia

¹herymaulana@unm.ac.id, ²deddyibrahim09@gmail.com

**Correspondence Email: herymaulana@unm.ac.id*

Abstract: This research aims to identify comparisons of consumer preferences between offline and online shopping at Missyshop Official and the factors that influence consumer satisfaction in both methods. Data collection was done through a questionnaire survey distributed to 90 Missyshop Official consumers in Makassar, Indonesia. The data obtained was analyzed using qualitative analysis. The research results show that consumer preference for offline shopping (69%) is higher than online shopping (31%). The factors that influence consumer satisfaction in offline and online shopping are product, price, and service. The level of consumer satisfaction when shopping offline (average score 3.40) and online (average score 3.08) is equally high. The most important factor in consumer satisfaction when shopping offline is service, followed by product, and then price. Meanwhile, when shopping online, product dimensions are the most important factor, followed by price and service.

Keywords: Consumer Satisfaction, Consumer Preferences, Online And Offline Shopping.

INTRODUCTION

In recent years, Indonesia has seen a significant increase in the number of internet users. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), it was revealed that the number of internet users in Indonesia in the 2022-2023 period has increased compared to the previous period, namely by 2.67%. In the 2022-2023 period reached 215 million, while in the previous period, there were 210 million users. This shows that internet users in Indonesia are equivalent to 78.19% of Indonesia's population of 275.77 million. With the rapid growth of internet users in Indonesia, public awareness of using the internet as a means of meeting their needs is also increasing (Mutia & Syafitri, 2018). First, people use the internet to get information (Sasmita, 2020). People can quickly obtain information about the latest news, learning information, tutorials, and various other topics. In addition, the internet has also developed into an entertainment center for most people (Maharani et al., 2021). The way individuals access movies, TV shows, music, and other entertainment content has changed due to streaming services such as Netflix, YouTube, and Spotify. Communication needs have also changed significantly. Many people now use instant messaging services such as WhatsApp, Telegram, and LINE to keep in



touch with friends and family, even if they live far apart. And finally, the need for transactions, in this case, online shopping, which is a trend among young and old people. Nowadays, shopping can be said to be one of the activities that are often carried out by the whole community. Over time, the buying trend has evolved in many ways. Where customers do not need to visit the store first to shop.

Nowadays, people have two options for shopping, viz, going to the store in person (offline shopping) or shopping online. Offline shopping can be defined as in-person buying and selling activities. That is, if consumers shop offline, they can directly see the type of goods, check the specifications and prices of goods, have the opportunity to negotiate directly, and then make a purchase decision (Hamzah et al., 2019). In contrast to offline shopping, online shopping can be said to be the process of making purchases from people who sell goods or services via the internet, without any face-to-face interaction between buyers and sellers (Indrajaya, 2016). In this case, the products offered can be accessed through the image display on the website or e-commerce. The presence of e-commerce makes it easier for consumers to do online shopping. Shopee, Tokopedia, Lazada, and the current trend, TikTok Shop, are e-commerce platforms in Indonesia. Both ways of purchasing, namely offline shopping and online shopping, have their own advantages and disadvantages. Offline shopping is an obstacle for some people who lack free time, as offline shopping requires consumers to come to the store. In contrast to online shopping, which only utilizes the internet to make purchases. This makes online shopping an alternative for some people who don't have time to do offline shopping. The difference between offline shopping and online shopping has a different impact in terms of customer satisfaction. Consumer satisfaction is related to the consumer experience during the buying process. If consumers feel satisfied with the online or offline purchase experience, consumers will determine their preference in the next purchase whether to buy online or offline.

Missyshop Official is a clothing store that also provides offline and online purchasing methods for its customers. Missyshop is a clothing store founded in 2016 by Mirnawati Lukman and her sister, Syerli Lukman. Located in Makassar city, precisely on Yusuf Daeng Ngawing street. Missyshop official provides a variety of casual clothes for everyday use, to luxurious party clothes. The store also keeps up to date with the latest models and presents products according to current styles and trends at prices that are quite affordable for all people. In this case, customers can find



a variety of clothing options, such as blouses, skirts, dresses, pants, jackets, as well as accessories such as bags, hats, necklaces, and so on. The store also strives to provide a convenient and engaging shopping experience. In addition to the offline store, the store also has online sales platforms that allow customers to shop virtually, such as Shopee and TikTok Shop. Thus, Missyshop Official can be said to be one of the destinations for women who want to shop for their fashion needs. In accordance with the results of interviews with several Missyshop Official consumers, they revealed that purchases made Offline and Online by consumers are based on product quality, price, and service. However, Missyshop Official still needs to assess, evaluate, and improve the quality of its products, prices, and services.

In a study conducted by (Suleman et al., 2020), the results show that consumer decisions in choosing a shopping method are influenced by education level and employment level. This suggests that these factors are influenced by generational differences. In the study, millennials and Generation X are still not fully adapted to the development of online shopping, so they tend to still use offline shopping methods. On the other hand, Generation Z is more likely to choose to shop online. Further research, namely research conducted by (Fauzi & Sisilia, 2020), shows the results that the average purchasing decisions by offline customers tend to be higher than online customers. Meanwhile, research conducted by (Butarbutar et al., 2021) shows the results that products, promotions, atmosphere, product prices, and employee services are factors that affect customer satisfaction. Where the atmosphere dimension is in the first rank order, the second is promotion, the third is price, the fourth is product, and the last is worker service.

Based on the information described above, researchers want to provide a comparative picture of whether consumers prefer to shop online or shop offline at Missyshop Official Makassar. In addition, the purpose of this study is also to determine what is behind consumer satisfaction in online and offline purchases at Missyshop Official Makassar. The benefit of this research is to help Missyshop Official know consumer preferences in order to improve business quality and profit.

LITERATURE REVIEW

1. Customer Satisfaction

(Zulkarnaen & Amin, 2018) define consumer satisfaction as positive feelings of consumers about a product or service when using it, both before and after using it. Consumers who are



satisfied with the quality of goods or services provided by producers are likely to remain loyal customers for a long period of time (Indrasari, 2019). According to (Paujiah et al., 2022), customer satisfaction is a measure of company performance on a certain scale, where the higher the company's rating, the more satisfied the customer. In marketing and consumer research, consumer satisfaction is the most important concept. It is a common belief that if consumers are satisfied with a particular product or brand, they will continue to buy and use it and share their positive experiences with others (Sutiani, 2023).

2. Consumer Behavior

According to David L. Loudon and Albert J. Della Bitta (in Syah, 2021), consumer behavior is the decision-making process and physical activities of each individual involved in the research process, acquisition, use, or ability to use products and services. Meanwhile, according to (Fahmi et al., 2023) consumer behavior is the process and actions taken by individuals when searching, determining, taking, using, and assessing goods and services to meet their needs and desires. (Nasution et al., 2018) also defines consumer behavior as an attitude or behavior that is directly involved in achieving, consuming, and spending goods or services, as well as the provisions that precede and follow these behaviors. Consumer behavior is the behavior that arises when consumers decide which products or services to buy and obtain (Irwansyah et al., 2021).

3. Consumer Preferences

Consumer preferences refer to the choices and inclinations that an individual or group of consumers has towards a particular product, service, or brand. This includes what consumers like and dislike, based on various factors such as price, quality, brand, lifestyle, personal preferences, and more. According to (Syam et al., 2022), preference is an individual's attitude in choosing something that is influenced by internal and external factors, which will then result in an attitude of acceptance or rejection, depending on the extent to which the individual understands the stimulus. (Pangestu et al., 2022) Assume that consumer preferences show how much consumers like the existence of various product choices, taking into account product attributes when deciding to buy a particular brand of the product. (Wahab & Andriyanty, 2019) define consumer preference as a subjective taste determined by how much a product or service is consumed/used, without linking it to income and price. In addition, it allows customers to place goods or services in a



certain ranking. Meanwhile, according to (Priyambodo et al., 2019), consumer preference can be interpreted as pleasure, choice, or goods preferred by consumers.

4. E-Commerce

E-commerce is a term used to refer to the use of the internet in making online purchases, as well as the implementation of transactions carried out digitally by transferring money (Mufarizzaturrizkiyah et al., 2020). E-commerce has changed the way people shop and do business, making it more convenient and accessible from anywhere. It includes various types of businesses, from small online stores to large corporations, and has become an important part of today's digital economy. According to (Yusuf et al., 2022), e-commerce is the development of the e-business concept that involves various aspects of trading goods and services through electronic platforms. (Irfan et al., 2023) Also defined e-Commerce as a place where producers and customers, as well as sellers and buyers, join forces to conduct online business through the Internet. Meanwhile, according to (Manurung & Heryana, 2023) e-commerce is the process of exchanging goods and services via the internet, which includes activities such as running an online store, making online payments, managing digital transactions, and planning product delivery. It can be concluded that e-commerce is the process of buying, offering, or exchanging products, services, or information via the internet or computer networks. It involves online transactions between buyers and sellers.

5. Customer Value

According to (Nurhalimah & KD, 2019), customer value is related to customer perceptions of how the product or company meets their needs or expectations. (Sari & Marljen, 2019) Also, define customer value as an assessment perceived by customers of product features, performance, and the extent to which the product fulfills their desires. Meanwhile, (Usvela et al., 2019) define customer value as a comparison between the benefits received by customers and the costs they incur. The more customers feel that the benefits they get from a product exceed the costs they incur to get it, the more their perception of the value of the product will increase, and this can result in a higher level of satisfaction for them (Andrian & Fadillah, 2021).

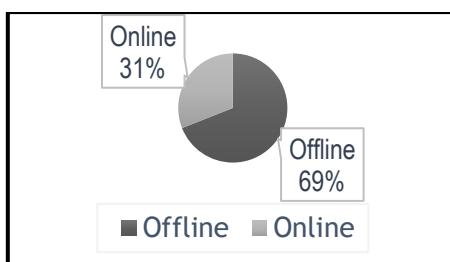
**METHOD**

The approach applied in this research is a qualitative approach. The type of data is primary data obtained through a survey method using a questionnaire. There are three dimensions used in the questionnaire instrument, namely product, price, and service. Product dimension indicators include: ease of finding products and product variations, Price dimension indicators include: price offered and price discounts. The service dimension includes: responsiveness and speed of delivery or receipt of products.

The population of this study were all Missyshop Official consumers. The sampling technique used is purposive sampling, namely by determining the characteristics of the research sample subject. 90 consumers of Missyshop Official Stores who live in Makassar became the sample of this study. Data analysis was carried out with qualitative analysis. This research model is similar to research conducted by (Butarbutar et al., 2021).

RESULT AND DISCUSSION**Result**

Based on the data obtained, the characteristics of the social status of 90 respondents are divided into three categories, namely 90% students, 9% workers, and 1% housewives. With an average age of 20-21 years, as many as 65.56% of respondents. This shows that the majority of consumers who shop at Missyshop Official are teenagers with a social status of Students.

**Chart 1. Consumer Preferences in Offline and Online Shopping**

Source: processed data 2025

Chart 1 data above shows the percentage of consumer preferences for shopping offline at Missyshop Official is 69%, while for shopping Online it is 31%. In this case, the average Missyshop Official consumer prefers to shop offline compared to shopping online.



To measure the factors behind consumer satisfaction in shopping offline and Online at Missyshop Official, the authors use a Likert scale with a score of 1 to 4. Where the range for the Likert scale is as follows:

Score	Intervals	Description
4	3,26 – 4,00	Very High
3	2,51 – 3,25	High
2	1,76 – 2,50	Not Satisfied
1	1,00 – 1,75	Very Dissatisfied

Table 1. Respondent Response Categories

Source: processed data (2023)

The dimensions used by the author to measure the factors behind consumer satisfaction in shopping Offline and Online include the dimensions of product, price, and service. These dimensions are taken from existing theoretical concepts. The following is a tabulation of respondents' responses regarding the factors behind their satisfaction in shopping Offline and Online.

No	Dimensions and Indicators	Average Score	Notes
1	Product (ease of finding products, product variety)	3,44	Very High
2	Price (price offered, price discount)	3,22	High
3	Service (responsiveness, speed of product delivery/receipt)	3,53	Very High
Average		3,40	

Table 2. Tabulation of Respondents' Responses (Offline Shopping Satisfaction)

Source: processed data (2023)

The data in Table 2 shows that overall, the level of consumer satisfaction in shopping offline at Missyshop is very high, with an average score of 3,40. This refers to the category of respondents' responses contained in table 1, where the value range of 3,26 – 4,00 is in the very high category.

The product dimension shows that the level of customer satisfaction in shopping offline is in the interval 3,26 – 4,00, with a very high category, namely with a score of 3,44. The price dimension shows that the level of customer satisfaction in shopping offline is in the interval 2,51 – 3,25, with a high category, namely with a score of 3,22. As for the service dimension, it shows that the level of customer satisfaction in shopping offline is in the interval 3,26 – 4,00 with a very high category, namely with a score of 3,53.

Based on the dimensional analysis of the factors behind consumer satisfaction when shopping directly (Offline) at Missyshop Official, it can be seen that, in the first place, service is



the most important factor in the level of consumer satisfaction, then in the second place is the product factor, and the last order is, the price factor.

No	Dimensions and Indicators	Average Score	Notes
1	Product (ease of finding products, product variety)	3,15	High
2	Price (price offered, price discount)	3,12	High
3	Service (responsiveness, speed of product delivery/receipt)	2,98	High
Average		3,08	

Table 3. Tabulation of Respondents' Responses (Online Shopping Satisfaction)

Source: processed data (2023)

The data from table 3 shows that overall, the level of consumer satisfaction in shopping online at Missyshop is high with an average score of 3,08. This refers to the category of respondents' responses contained in table 1, where the value range of 2,51 – 3,25 is in the high category.

The product dimension shows that the level of consumer satisfaction in shopping online is in the interval 2,51 – 3,25, with a high category, namely with a score of 3,15. The price dimension shows that the level of customer satisfaction in shopping online is in the interval 2,51 – 3,25, with a high category, namely with a score of 3,12. Likewise, the service dimension shows that the level of customer satisfaction in shopping online is in the interval 2,51 – 3,25 with a high category, namely with a score of 2,98.

Based on the dimensional analysis of the factors behind consumer satisfaction when shopping online at Missyshop Official, it can be seen that, in the first place, the product is the most important factor in the level of consumer satisfaction, then, in the second place, is the price factor, and the last place is the service factor.

Discussion

Based on the results of the analysis, consumer preferences for shopping methods at Missyshop Official Offline have a higher percentage compared to online shopping methods. This shows that the average Missyshop Official consumer prefers to shop directly (Offline) compared to shopping online. The factors behind consumer satisfaction in shopping offline and online are the dimensions of product, price, and service. The level of consumer satisfaction in shopping offline is in a very high category, with an average value of 3.40, while in shopping Online is in the



high category, namely 3.08. However, each dimension and indicator for customer satisfaction in offline and online shopping shows a different category.

In the Offline shopping method, the product dimension, with an indicator of the ease of finding products, consumers are very satisfied. This is due to the strategic location of Offline stores. Likewise, in the product variety indicator, consumers also feel very satisfied. This is because the products offered by Missyshop Official at the Offline store are very diverse. Then, in the price dimension, with the price indicator offered, consumers are satisfied. This is because the price offered by Missyshop Official is in accordance with the quality of the products provided. In addition, these prices can also be reached by various groups. Likewise, in the product discount indicator, consumers are also satisfied. This is because the Missyshop Official Offline store offers product discounts on certain days, such as Kartini Day, Ramadan, and so on. And in the dimension of service in Offline shopping, with the responsiveness indicator, consumers are very satisfied. This is due to the speed of Missyshop's service in dealing with questions and complaints by its consumers. Likewise, in the indicator of the speed of delivery or receipt of products, consumers also feel very satisfied. This is because after making a transaction, the purchased product is immediately received by consumers without any intermediaries.

Whereas in the online shopping method, the product dimension, with the indicator of ease of finding products, consumers are satisfied. This is because Missyshop uses two e-commerce platforms, namely Shopee and TikTokshop, where consumers are free to choose their favorite e-commerce platform. Likewise, in the product variety indicator, consumers are also satisfied. This is because the products offered by Missyshop Official on the e-commerce platform are quite diverse. Then, in the price dimension, with the price indicator offered, consumers are satisfied. This is because the prices offered by Missyshop Official on the e-commerce platform are quite affordable. Likewise, in the product discount indicator, consumers are also satisfied. This is due to the discount vouchers provided on each e-commerce platform, such as free shipping vouchers and discount vouchers, where the price will certainly be lower (cheaper) than the price previously offered. And in the service dimension, with the responsiveness indicator, consumers are satisfied. This is because the Missyshop Official admin is quick to reply to or answer questions and complaints on the e-commerce platform. Likewise, in the indicator of the speed of delivery or



receipt of products, consumers are also satisfied. This is due to the speed of packaging goods carried out by Missyshop, so that the goods quickly reach consumers.

The level of satisfaction that lies in each indicator in shopping Offline and Online at Missyshop Official shows that there is no significant difference. This means that in each indicator, consumers feel equally satisfied when shopping offline or online. However, Missyshop Official is expected to maintain and optimize the factors behind consumer satisfaction. This is because there are differences in the rank order for the dimensions of consumer satisfaction factors when shopping Offline and Online at Missyshop Official.

In the Offline shopping method, the service dimension ranks first as the most important factor in customer satisfaction, while in the Online shopping method, the service dimension ranks last. Thus, the service dimension on the Missyshop e-commerce platform still needs to be improved. Efforts that can be made are by increasing the number of e-commerce admins and the number of employees to package consumer products. Then, for the product dimension in the Offline shopping method is in second place as the most important factor in customer satisfaction, while in the Online shopping method, the product dimension is in first place. Thus, the product dimension in Offline stores still needs to be improved. Efforts that can be made are by paying attention to product availability at Offline stores and adding variations or the latest fashion models by following existing trends. And finally, the price dimension in the Offline shopping method is in last place as the most important factor in customer satisfaction, while in the Online shopping method, the price dimension is in second place. Thus, the price dimension in Offline and Online stores still needs to be improved. Efforts can be made by offering bundled products or by offering special gifts or discounts for loyal customers, which aims to increase consumer loyalty and also attract new consumer buying interest. By implementing these efforts, Missyshop Official can optimize customer satisfaction in two shopping methods (Offline and Online) and can increase its competitiveness.

The results of this study indicate that there are differences from the results of previous research conducted by (Suleman et al., 2020). In research conducted (Suleman et al., 2020) shows that Generation Z is more likely to choose to shop online. Meanwhile, this study shows that students with an average age of 20-21, who are included in Generation Z, prefer to shop offline. This is in line with research conducted by (Fauzi & Sisilia, 2020), which shows that the average



purchase decision by offline customers tends to be higher than online customers. Meanwhile, research conducted by (Butarbutar et al., 2021) shows the results that products, promotions, atmosphere, product prices, and worker services are factors that affect customer satisfaction. Meanwhile, in this study, the factors that influence customer satisfaction are product, price, and service factors.

CONCLUSION

From the explanation above, it can be concluded that the average Missyshop Official consumer prefers or prefers to shop offline compared to shopping online. The factors behind consumer satisfaction in shopping Offline and Online include product, price, and service dimensions and indicators. There are differences in the factors that underlie consumer satisfaction at Missyshop Official. When shopping directly (Offline) based on the highest to lowest level of satisfaction, starting from service, product, to price. However, when shopping online, the highest level of consumer satisfaction starts from product, price, to service.

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