

THE INFLUENCE OF CUSTOMER EXPERIENCE AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN MICRO CULINARY BUSINESSES IN JAMBI CITY

Suci Ayu Lestari¹, Ade Octavia², Andang Fazri³

^{1, 2, 3}University of Jambi, Jl. Raya Jambi-Muara Bulian, Muaro Jambi, Jambi, Indonesia

Email: suciayulestari279@gmail.com

Article History

Received: 17-04-2026

Revision: 30-04-2026

Accepted: 03-05-2026

Published: 06-05-2026

Abstract. Service towards customer satisfaction in micro culinary businesses in Jambi City. This study uses a quantitative approach with a descriptive-verification design. The research population includes all micro culinary businesses in Jambi City, totaling 22,295 units in 2025, while the research sample consists of 100 customers selected using purposive sampling based on certain criteria. Data were collected through a questionnaire with a Likert scale. Data analysis was conducted through classical assumption tests to ensure model feasibility, followed by multiple linear regression analysis to examine the influence of each independent variable on the dependent variable. The research results indicate that customer experience has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer satisfaction. Simultaneously, customer experience and service quality have a significant effect on customer satisfaction ($F=50.937$; $p=0.000$) with a coefficient of determination of 51.20%. These findings indicate that improving customer experience and service quality can be important factors in increasing customer satisfaction in micro culinary businesses in Jambi City. This study recommends that micro culinary business operators consistently improve service quality and customer experience in order to optimize customer satisfaction and business sustainability.

Keywords: Customer Experience, Service Quality, Customer Satisfaction, Culinary Micro Business, SPSS

Abstrak. Penelitian ini bertujuan untuk mengetahui pengaruh pengalaman pelanggan dan kualitas pelayanan terhadap kepuasan pelanggan pada usaha mikro kuliner di Kota Jambi. Penelitian ini menggunakan pendekatan kuantitatif dengan desain deskriptif-verifikatif. Populasi penelitian adalah seluruh usaha mikro kuliner di Kota Jambi yang berjumlah 22.295 unit pada tahun 2025, sedangkan sampel penelitian terdiri atas 100 pelanggan yang dipilih menggunakan teknik *purposive sampling* berdasarkan kriteria tertentu. Data dikumpulkan melalui kuesioner dengan skala Likert. Analisis data dilakukan melalui uji asumsi klasik untuk memastikan kelayakan model, serta dilanjutkan dengan analisis regresi linier berganda untuk menguji pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa pengalaman pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara simultan pengalaman pelanggan dan kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan ($F=50,937$; $p=0,000$) dengan koefisien determinasi sebesar 51,20%. Temuan ini menunjukkan bahwa peningkatan pengalaman pelanggan dan kualitas layanan dapat menjadi faktor penting dalam meningkatkan kepuasan pelanggan pada usaha mikro kuliner di Kota Jambi. Penelitian ini merekomendasikan agar pelaku usaha mikro kuliner meningkatkan kualitas layanan dan pengalaman pelanggan secara konsisten guna mengoptimalkan kepuasan pelanggan dan keberlanjutan usaha.

Kata Kunci: Pengalaman Pelanggan, Kualitas Layanan, Kepuasan Pelanggan, Usaha Mikro Kuliner, SPSS

How to Cite: Lestari, S. A., Octavia, A., & Fazri, A. (2026). The Influence of Customer Experience and Service Quality on Customer Satisfaction in Micro Culinary Businesses in Jambi City. *HORIZON: Indonesian Journal of Multidisciplinary*, 4 (3), 263-274. <http://doi.org/10.54373/hijm.v4i3.5386>

INTRODUCTION

Micro-enterprises in the culinary sector are part of the SME industry that has experienced rapid growth in line with changes in people's lifestyles and increasing demand for ready-to-eat food. In the city of Jambi, the development of micro-culinary businesses shows a significant trend and has become one of the sectors most sought after by both business owners and consumers. Within the context of the creative economy, the culinary sector is also noted as one of the fastest-growing business sectors in Indonesia (Putri et al., 2025). The Jambi City Government supports SME development through various programs, such as training, access to low-interest financing, organizing culinary bazaars, and developing the Parto Jambe online sales app (Rosmeli et al., 2023).

From a broader perspective, SMEs play a crucial role in the economy, particularly in the provision of goods and services and the creation of jobs (Sarjana et al., 2021). In the culinary sector, SMEs also contribute to introducing regional specialty foods, driving product innovation, and supporting the development of the tourism sector. Data from the Jambi City Department of Labor, Cooperatives, and SMEs for 2025 indicates there are 23,690 SME units in the culinary sector, highlighting the sector's significant potential, particularly within the micro-business category the focus of this study.

However, amid this rapid growth, not all businesses are able to survive in the face of increasingly fierce competition. Some micro-food business owners face various challenges that threaten the sustainability of their businesses. These challenges include inconsistent and unresponsive service quality, suboptimal customer experiences due to limited service innovation, declining product quality in terms of taste, hygiene, and presentation, as well as weak business management leading to inefficiency and poor decision-making (Theresa et al., 2023; Andri et al., 2023; Surya, 2021). These conditions indicate that business success is determined not only by the product but also by management's ability to manage customer experiences and services.

On the other hand, there are also factors that enable SMEs to survive amidst competition. Adaptability to technological and market developments is a key factor, including the use of digital technology for marketing and transactions. Additionally, the ability to build customer trust through consistent service quality and continuous product improvement is also a determining factor in business sustainability (Hardilawati & Riau, 2020). Thus, the success of microenterprises is not solely determined by internal production factors but also by the ability to build long-term relationships with customers.

In this context, customer experience and service quality are the two primary factors that increasingly determine the level of customer satisfaction. Customer experience encompasses all consumer interactions with products and services that are directly perceived, making it a crucial aspect in shaping perceptions of a business (Fasya et al., 2024). Meanwhile, service quality—which encompasses the aspects of tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988)—plays a direct role in shaping customer satisfaction. Customer satisfaction itself is influenced not only by price and product quality but also by the experiences and services received during the consumption process (Harja, 2024; Handayani & Budiarta, 2024).

Changes in consumer behavior, which are becoming increasingly selective regarding product and service quality, require business operators to focus not only on taste and price but also on the experience provided to customers. A positive experience enhances satisfaction, fosters loyalty, and generates word-of-mouth promotion, whereas a negative experience can reduce the likelihood of repeat purchases and create a negative image of the business. In the context of increasingly fierce competition, the ability to create good experiences and services has become a determining factor in the sustainability of micro-culinary businesses. Based on a review of previous research, there remains a lack of studies that specifically examine the relationship between customer experience, service quality, and customer satisfaction in micro-food businesses, particularly in the city of Jambi. Most previous studies have focused more on large-scale businesses or the public sector, as well as on major urban areas such as Jakarta. Consequently, there is a research gap indicating a lack of empirical studies in the context of micro-culinary businesses in regional areas.

This study aims to analyze the influence of customer experience and service quality on customer satisfaction in micro-culinary businesses in Jambi City. Specifically, the novelty of this study lies in its focus on micro-food businesses in Jambi City as a local context that has not been extensively studied, as well as the integration of two main variables customer experience and service quality in explaining customer satisfaction at the micro-business level. This study is expected to provide not only theoretical contributions to the development of marketing science but also practical contributions for micro-business owners in continuously improving service quality and customer experience.

METHOD

This study uses a quantitative method with a descriptive verificative approach. A verificative method is a study conducted on a specific population or sample with the aim of testing a hypothesis that has been established (Sugiyono, 2013). In this study, the subjects are customers in Micro culinary businesses who have purchased culinary products, both food and beverages in Jambi City, so that they are expected to provide an assessment of the variables studied. The objects of this study are customer experience and service quality as independent variables, customer satisfaction as dependent variables. The sampling technique in this study uses non-probability sampling with the purposive sampling method. The number of Micro culinary enterprises in Jambi City in 2025 will be 22,295 units. Assuming that each Micro culinary enterprise has a total of 20 customers every day, then the total population of Micro culinary customers in Jambi City is 445,900 customers. So the sample calculation uses the Slovin formula using a margin of error of 10%, namely the number of samples in the research of culinary micro businesses in Jambi City is 100 samples.

The data sources used in this study are primary and secondary data. Primary data was obtained directly from the results of the distribution of questionnaires to customers of Micro culinary businesses in Jambi City as respondents. Secondary data was taken from the Manpower, Cooperatives and MSMEs Office in Jambi City and journals from previous research. The data measurement technique in this study uses the Likert scale. The Likert scale used consists of five points, namely: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree).

To address the research questions, data analysis was conducted in stages using SPSS version 27. The first stage involved descriptive statistical analysis to answer the research questions regarding the general overview of customer experience, service quality, and customer satisfaction. The second stage involved testing classical assumptions (normality, multicollinearity, heteroscedasticity, and autocorrelation) to ensure that the data met the requirements for regression modeling. Next, to address the main research question regarding the relationships among variables, multiple linear regression analysis was employed. This model was used to test the effects of customer experience (X1) and service quality (X2) on customer satisfaction (Y), both partially and simultaneously. The tests were conducted using the t-test to determine the effect of each independent variable, the F-test to examine the simultaneous effect, and the coefficient of determination (R^2) to measure the contribution of the independent variables in explaining the dependent variable.

Thus, each analytical technique used in this study is directly related to the research objectives, namely to describe the conditions of the variables, test the partial and simultaneous effects, and measure the magnitude of the contribution of the customer experience and service quality variables to customer satisfaction.

RESULTS AND DISCUSSION

Descriptive statistical measurement of variables needs to be carried out to see a general picture of data such as mean value, maximum value, minimum value and standard deviation of each variable of Customer experience (X1), Service quality (X2) and Customer satisfaction (Y).

Table 1. Descriptive statistical test results

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
Customer Experience	100	3.40	5.00	4.3500	0.42770
Service Quality	100	3.60	5.00	4.5460	0.40388
Customer Satisfaction	100	3.20	5.00	4.3820	0.50620
Valid N (listwise)	100	—	—	—	—

Based on the results of the Descriptive Test above, we can conclude that the distribution of data obtained by the researcher is:

- The customer experience (X1) variable of the data can be described as a minimum value of 3,40 while the maximum value is 5 and the average *customer experience* is 4,3500. The standard deviation of Customer experience data is 0,42770. This indicates that respondents assessed that the customer experience in Micro culinary businesses in Jambi City was in the good category.
- The service quality (X2) variable from the data can be described as a minimum value of 3,60 while the maximum value is 5 and the average *service quality* is 4,5460. The standard deviation of Service quality data is 0,40388. This indicates that the quality of services provided by culinary business owner is considered good by customers.
- The customer satisfaction (Y) variable from the data can be described as a minimum value of 3,20 while the maximum value is 5 and the average customer satisfaction is 4,3820. The standard deviation of Customer satisfaction data is 0,50620. This shows the high level of customer satisfaction with micro culinary businesses in Jambi City.

Classic Assumption Test

Normality Test

This test aims to ensure that the difference between the predicted value and the actual (residual) value spreads normally. In this study, a normality test was carried out with Skewness & Kurtosis. The data is distributed normally, if the Skewness & Kurtosis Ratio value is between -1.96 to +1.96 (statistical confidence level of 95% or $\alpha = 0.05$)

Table 2. Results of the Skewness & Kurtosis normality test

Skewness		Kurtosis	
Statistic	Std. Error	Statistic	Std. Error
-0,231	0,241	-0,143	0,478

In this study, it was obtained that:

Skewness Ratio: $-0.231/0.241 = -0.958$

Kurtosis Ratio: $-0.143/0.478 = -0.299$

The results of the calculation show that the Skewness ratio is -0.958 and the Kurtosis ratio is -0.299. This value is between -1.96 to +1.96. So it can be concluded that the data is distributed normally.

Multicollinearity Test

The multicollinearity test was used to test whether there is a correlation between independent variables in the regression model. Basically, a good regression model does not have a correlation between a variable, this can be seen from the value of the Variance Inflation Factor (VIF). If the Tolerance value > 0.100 and the Vif < 10.00 , then Multicolony Status does not occur.

Table 3. Multicollinearity test results

Variable	Collinearity Statistics		Remarks
	Tolerance	VIF	
Customer Experience	0.646	1.547	Non-occurrence of Multicollinearity
Service Quality	0.646	1.547	Non-occurrence of Multicollinearity

The test results show that the customer experience and service quality variables have a tolerance value of > 0.100 and Vif < 10.00 so that the results of the data test are declared not multicollinearity.

Autocorrelation Test

The Autocorrelation test was performed to find out if there was a correlation between variables from a series of observations sorted by time. If autocorrelation occurs, it can be said that the correlation coefficient is less accurate.

Table 4. Autocorrelation test results

dL	dU	4-dU	4-dL	dw count	Conclusion
1,6337	1,7152	2,2848	2,3663	1,894	No Autocorrelation occurs

The results of the analysis showed that the lower limit (dL) of Durbin Watson with the number of 100 respondents with the number of independent variables 2 was 1.6337 and the upper limit (dU) was 1.7152. From the results of the test, it was found that $\alpha = 5\%$ the calculated dw value was 1.894 so that it can be concluded that $dU < dw < 4-dU$, so there was no autocorrelation.

Heterocedasticity Test

The Heterocedasticity test was carried out to find out whether the processed data had a regression model that displayed variance inequality from residuals. To determine whether a research model has heterocedasticity, a test can be carried out by looking at a scatterplot graph between the prediction values of variables related to independent variables.

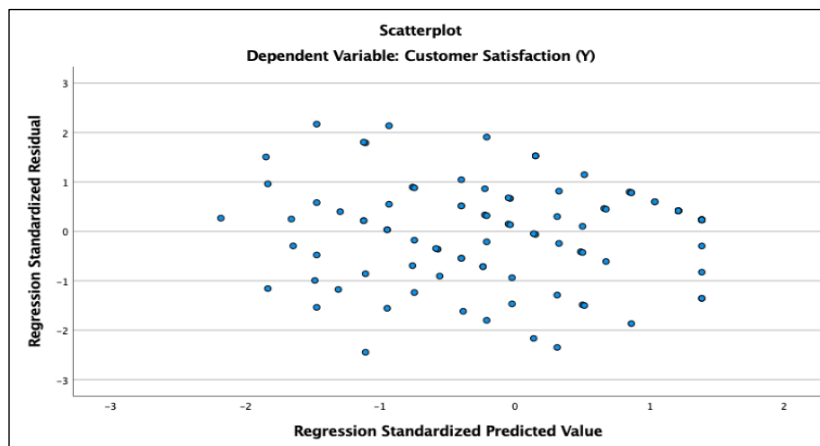


Figure 1. Heterocedasticity test results

Based on the results of the analysis of the graph above, it shows that there is no clear pattern such as random scattered points above and below the number 0 on the Y axis and does not form a specific pattern. This shows that the regression model in this study does not experience symptoms of heterocedasticity.

Multiple Linear Regression Test

Multiple linear regression analysis is carried out to measure the strength of the relationship between free variables and bound variables, and to find out whether or not there is an influence between these variables.

Table 5. Multiple linear regression test results

Models	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	0,081	2,171		0,038	0,970
X1	0,342	0,104	0,289	3,274	0,001
X2	0,633	0,111	0,505	5,729	0,000

The regression equation in this study is $Y = a + b_1X_1 + b_2X_2$ so that from table 6, the regression equation is produced as follows:

$$Y = 0.081 + 0.342X_1 + 0.633X_2$$

From the equation, it is stated that:

- The coefficient of the constant (a) has a positive value of 0.081, meaning that if X1 and X2 are zero, then Y is predicted to be 0.081
- The customer experience coefficient in the equation has a value of 0.342. This value expresses a positive influence between customer experience and customer satisfaction. This means that every 1 unit of X1 will increase Y by 0.342 assuming X2 is constant.
- The service quality coefficient in the equation has a value of 0.633. This value expresses the positive influence between service quality and customer satisfaction. This means that every 1 unit of X2 will increase Y by 0.633 assuming X1 is constant.

Hypothesis Test

F Test (Simultaneous)

The F test shows whether the independent variables together can have a significant effect on the dependent variables.

Table 6. Test results F (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324.866	2	162.433	50.937	.000 ^b
	Residual	309.324	97	3.189		
	Total	634.190	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Customer Experience

Based on the results of the analysis of the table above, the value of f calculated (50.937) > f of the table (3.939) and the value of sig. (0.000) < 0.05 so that it can be concluded that there is a positive and significant influence of the variables X1 and X2 simultaneously on the variable Y.

T test (Partial)

The t-test is used to determine the influence of each variable based on the partial that has a significant impact on the dependent variable.

Table 7. Results of the t-test (partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.081	2.171		.038	.970
	Customer Experience	.342	.104	.289	3.274	.001
	Service Quality	.633	.111	.505	5.729	.000
a. Dependent Variable: Customer Satisfaction						

- Based on the results of the analysis of the table above, the values of t calculated (3.274) > t of the table (1.985) and sig (0.001) < 0.05 were obtained, so it was concluded that Customer Experience had a positive effect. H_0 is rejected while H_1 is accepted. This explains the significant correlation of the bound variable (Y).
- Based on the results of the analysis of the table above, the value of t calculated (5.729) > t of the table (1.985) and sig (0.000) < 0.05 was obtained, so it was concluded that Service Quality had a positive effect. H_0 is rejected while H_2 is accepted. This explains the significant correlation of the bound variable (Y).

Coefficient of Determination

The coefficient of determination is used to indicate the extent to which independent variables contribute to explaining the variation in the dependent variable within the research model. The results of the coefficient of determination test are shown in Table 8, which indicates that the R^2 value is 0.512, or 51.20%.

Table 8. Determination coefficient test results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.512	.502	1.786
a. Predictors: (Constant), Service Quality, Customer Experience				

These results indicate that the variables customer experience (X1) and service quality (X2) are capable of simultaneously explaining 51.20% of the variation in customer satisfaction (Y). Meanwhile, 48.80% of the variation in customer satisfaction is explained by other variables outside the research model, such as price, location, promotions, as well as psychological and situational consumer factors not included in this study. This finding suggests that while customer experience and service quality play a significant role, customer satisfaction remains a multidimensional construct influenced by various other factors.

Theoretically, these findings are consistent with previous research indicating that customer satisfaction is determined not only by service quality but also by the customer experience formed during the consumption process (Fasya et al., 2024; Handayani & Budiarta, 2024). The study by Parasuraman et al. (1988) also confirms that service quality is an important determinant of satisfaction, but not the sole determining factor, as customer perceptions are subjective and influenced by various experiences of interaction with service providers. Thus, the coefficient of determination value of 51.20% in this study indicates a moderate level of explanatory power. This reinforces the findings of previous studies that the combination of customer experience and service quality contributes significantly to customer satisfaction, yet there remains room for other variables that need to be further examined in future research.

The implications of this study indicate that the enhancement of customer satisfaction in micro culinary businesses in Jambi City is greatly influenced by the entrepreneur's ability to manage customer experiences and service quality optimally. Based on the analysis results, service quality has a more dominant impact compared to customer experience, so entrepreneurs need to prioritize service consistency, such as response speed, friendliness, and service reliability. In addition, creating positive customer experiences through pleasant interactions and personalized service also becomes an important strategy to build customer loyalty. Practically, these findings encourage entrepreneurs not only to focus on the product but also on the aspects of service and overall experience in order to improve competitiveness and business sustainability.

CONCLUSION

Based on the results of a multiple linear regression analysis of the influence of customer experience and service quality on customer satisfaction in micro-food businesses in Jambi City, it can be concluded that both independent variables have a positive and significant influence on customer satisfaction, both partially and simultaneously. Customer experience (X1) has a positive and significant influence on customer satisfaction (Y). This indicates that the better

the experience customers perceive in terms of emotional aspects and service interactions, the higher the level of satisfaction formed. This finding aligns with Schmitt's (1999) theory, which emphasizes that customer satisfaction is formed from internal experiences generated through interactions with products or services, and reinforces previous research findings showing that positive customer experiences drive satisfaction and repeat purchases.

Service quality (X2) also has a positive and significant effect on customer satisfaction (Y). This indicates that improving service quality encompassing the dimensions of reliability, responsiveness, assurance, empathy, and tangibles will enhance customer satisfaction. Thus, service quality is a critical factor in shaping customers' positive perceptions of micro-culinary businesses. Customer experience and service quality simultaneously have a significant effect on customer satisfaction. The results of the coefficient of determination test indicate that these two variables account for 51.20% of the variation in customer satisfaction, while the remaining 48.80% is influenced by other variables outside the research model. These findings confirm that customer satisfaction in the micro-culinary business sector is not determined by a single factor but rather results from a combination of customer experience and the quality of service provided.

RECOMMENDATIONS

Based on the research findings, it is recommended that micro-food business owners in Jambi City focus more on enhancing the customer experience and service quality by improving service standards, responding to complaints, fostering a friendly and professional attitude among employees, and ensuring consistent product quality to meet customer expectations. Business owners are also advised to leverage digital technologies such as social media and online platforms to strengthen customer interactions and conduct periodic satisfaction surveys for evaluation purposes. Additionally, future research is advised to include other variables such as price, product quality, location, brand image, and customer loyalty to enrich the research model; employ more comprehensive analytical methods such as SEM; expand the scope of research to other sectors or regions; and consider a mixed-methods approach to gain a deeper understanding of customer behavior and perceptions.

REFERENCES

- Andri, W., Nengsih, T. A., & Sudharyati, N. (2023). Analisis Keberadaan Umkm Di Bidang Kuliner Dalam Meningkatkan Perekonomian Masyarakat Kecamatan Kuala Jambi Kabupaten Tanjung Jabung Timur. *Jurnal Ilmiah Manajemen, Bisnis Dan Kewirausahaan*, 3(3), 281–294. <https://doi.org/10.55606/jurimbik.v3i3.564>
- Daud, S., Dhani, A., Hartono, C. V., & Tarigan, N. K. (2025). Faktor yang Mempengaruhi Penjualan UMKM Kuliner (Studi Kasus pada “Pecel Cik Meri 99” di Kecamatan Metro Pusat, Kota Metro, Provinsi Lampung). *Jurnal EMT KITA*, 9(1), 307–315. <https://doi.org/10.35870/emt.v9i1.3546>
- Fasya, M., Tio, J., Manihuruk, W. D., Panjaitan, M. T., Gultom, R., Siregar, O. M., & Siregar, A. M. (2024). Pengaruh Costumer Experience Terhadap Brand Loyalty Pada Mie Gacoan Cabang Dr. Mansyur Medan. *Junal Ekonomi Dan Bisnis Digital*, 1(2)(04), 908–914.
- Handayani, F., & Budiarta, K. (2024). Pengaruh Kualitas Pelayanan dan Customer Experience Terhadap Kepuasan Konsumen di Restoran Barak Kota Subulussalam. *Jurnal Akuntansi Hukum Dan Edukasi*, 1(2), 419–425. <https://doi.org/10.57235/jahe.v1i2.3756>
- Hardilawati, W. L., & Riau, U. M. (2020). *Jurnal Akuntansi & Ekonomika*. 10(1).
- Harja, O. (2024a). *Mandalika Journal of Economics and Business (MJEB) Measuring Customer Satisfaction: The Impact of Price, Food Quality, and Service in the Culinary Industry Article Information* (Vol. 1, Number 2).
- Parasuraman et al. (1988). *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*.
- Putri, M., Ali, S., & Septiani, W. (2025). Customer Journey dalam Pembelian Produk UMKM Kuliner Makanan. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi*, 2(2), 97–105.
- Putri, N. T., & Sinaga, S. A. (2024). Pentingnya Kepuasan Dan Loyalitas Pelanggan Terhadap Keberlangsungan Bisnis Umkm. *Journal of Management and Innovation Entrepreneurship (JMIE)*, 1(3), 473–478. <https://doi.org/10.59407/jmie.v1i3.610>
- Rosmeli, R., Ekasari, N., Wiralestari, W., Friyani, R., & Achmad, E. (2023). Pemanfatan Aplikasi “Parto Jambe” Bagi Umkm Kuliner Di Kota Jambi. *Abdimas Galuh*, 5(2), 1678. <https://doi.org/10.25157/ag.v5i2.12036>
- Sarjana, S., Susandini, A., & Azmi, Z. (2021). Manajemen UMKM. In *Angewandte Chemie International Edition*, 6(11), 951–952. [http://repository.usahid.ac.id/2296/1/22-11-77-EBOOK-Manajemen UMKM.pdf](http://repository.usahid.ac.id/2296/1/22-11-77-EBOOK-Manajemen%20UMKM.pdf)
- Schmitt. (1999). *Marketing experiential: A New Framework for Design and Communications*. 10, 19–27.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*.
- Surya, A. (2021). Analisis Faktor Penghambat UMKM di Kecamatan Cileungsi. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, 11(2), 342–350. <https://doi.org/10.37932/j.e.v11i2.354>