Model of Increasing Income and Customer Satisfaction Through Product Quality and Digital Marketing in the MSME of Baduy Community

Soehardi Soehardi; Djuni Thamrin

Faculty of Economics and Business, Bhayangkara Jakarta Raya University, Indonesia

Abstract

The purpose of this study is to analyze the model of increasing income and costumer satisfaction through product quality and digital marketing in the Micro, Small and Medium Enterprises (MSME) of Baduy Community, Lebak Municipality, Banten Province, Indonesia. The population is all foreign and domestic tourists who visit the micro, small and medium enterprises of the Baduy community, Kanekes Village, Lewidamar District, Lebak Municipality, Banten Province, Indonesia. The research sample used was purposive sampling and distributed questionnaires to 125 respondents, but only 89 respondents returned the questionnaire. A quantitative method in this research with analysis of construct validity and reliability, path coefficients, R square and model fit. The results showed that there was a significant effect of product quality on income and product quality on customer satisfaction. The results of the study also prove that there is a significant effect of digital marketing on income and digital marketing on customer satisfaction. Customer satisfaction and income are influenced by good quality products with digital marketing. This increased satisfaction is evidenced by the many MSME products purchased by customer so to increase the income of the MSME of Baduy community.

Keywords: *Product Quality; Digital Marketing; Income; Consumer Satisfaction*

Introduction

This Baduy community nature tourism is located in Kanekes Village, Leuwidamar District, Lebak Municipality, Banten Province, 116.3 km from Soekarno – Hatta International Airport, 128.3 km from Halim Perdanakusuma International Airport and 40 km from Rangkasbitung Station. From Rangkasbitung station, you can find many rental cars that take domestic tourists or visitors. Domestic tourists can easily go to the location of Baduy community tourist destinations because of their easy accessibility and can be reached by 2, 3 and 4 wheeled vehicles.

Micro, small and medium enterprises (MSMEs) are one of the business partner that have an important role in developing the economy in the short, medium and long term development in Indonesia. MSMEs contribute greatly to creating jobs, marketing good quality products to consumers and increasing family, community and state income. MSMEs in selling products usually choose strategic locations such as tourist destinations such as natural tourism for the Baduy community. The population of Kanekes Village is 11,699 people (Badan Pusat Statistik Kabupaten Lebak, 2019).

Every tourist destination in Indonesia is always integrated with the marketing and sales of good quality local community MSME products such as palm sugar, honey and durians from the Baduy community which is the main attraction for domestic tourists to buy it. Durian from the Baduy community is widely known for its thick flesh, sweet, juicy, soft and pungent aroma. The palm sugar of the Baduy community is also known by the public with its natural sweet taste and can be stored for months. Consumers are satisfied with Baduy honey which comes from this natural forest honey which is far from pollution so that it is already known by the wider community with its sweet, legit taste, fragrant aroma and black and light brown color that inspires everyone to buy it from Banten Province, Jakarta, Bogor, Tangerang, Depok and Bekasi.

MSME products are traded by utilizing tourists who visit tourist destinations for the Baduy community, which is known for its stunning natural beauty and people who uphold the values of harmonization in the integration between humans, forests and their environment. The Baduy culture which is strong in upholding ancestral values is the main fortress of the outside world and does not have the power to intervene in its community. It is also known for its natural beauty which is still very clean and beautiful with rivers, hills and green trees blending with the friendly people. Tourist destinations that are often visited by tourists include: various souvenirs at Cibolegar Bus Terminal, Baduy Cultural Village, Baduy Cicakal Woven Fabrics, Cipondok Bamboo Bilik Weaving, 24 meters long Bamboo Bridge supported by 2 swan trees that are hundreds of years old stretching gracefully over the Cihujang river, Bamboo bridge over the Cidandang river, Cipaler Bamboo Park, Situ Dandang Ageung, Marengo Village, Gajeboh Bamboo Bridge,

MSME products combined with natural tourism for the Baduy community were increasingly recognized when President Jokowi Widodo wore the traditional pangsi or kampret clothes of the Baduy community in his speech at the Joint Annual Session of the People's Consulatative Assembly, House of Representative and Regional Consulatative Assembly in Jakarta on August 16, 2021 (Rahmadi, 2021). Even the Head of Kanekes Village, Leuwidamar Sub-district, Lebak Municipality, Banten Province, was proud of the use of the Baduy community's traditional clothing which had been carried out by President Joko Widodo and was expected to revive around 2,000 MSME of the Baduy communit (Harjanto et al., 2021)

E-commerce has recently begun to be favored by the Baduy MSMEs. To promote and sell products and services to customers to make it easier and more timely to use digital marketing with the internet. Transactions between sellers and buyers can be done easily and on time. The limited knowledge and skills possessed by the Baduy Community MSMEs regarding productivity can be seen from the selected raw materials processed using very simple traditional equipment and no touch of technology with a limited number of workers. In addition, the municipality government has not maximally organized training to increase productivity on product quality, income and digital marketing to MSME actors. Financial assistance is needed from the government and private companies to increase the quantity of products produced by MSMEs. The increased production volume will directly increase the income of MSMEs. Based on the identification of the problem above, it can be formulated that the problem from this research is a model of increasing income and consumer satisfaction through product quality and digital marketing of MSMEs in Baduy Community, Leuwidamar District, Lebak Municipality.

Research Methodology

This research uses a quantitative research design consisting of: problems, research objectives, theories and hypotheses, questionnaires distributed to respondents, data collected and analyzed, research results and discussion, conclusions and managerial implications. The population is all foreign and domestic tourists who visit the micro, small and medium enterprises of the Baduy community, Kanekes Village, Lewidamar District, Lebak Municipality, Banten Province, Indonesia. The research sample used

was purposive sampling and distributed questionnaires to 125 respondents, but only 89 respondents returned the questionnaire. 36 respondents did not return the questionnaire because they were busy and did not answer the questionnaire properly and correctly.

The research site is in Kanekes Village, Lewidamar District, Lebak Municipality, Banten Province, Indonesia for 6 months from April to September 2021. The two independent variables consist of product quality and digital marketing, while the two dependent variables consist of income and consumer satisfaction. The questionnaire instrument in this study used a Likert scale consisting of 1 meaning strongly disagree, 2 meaning disagree, 3 meaning sufficient, 4 meaning agree and 5 meaning strongly agree. This research uses construct validity and reliability analysis, external loading, collinearity statistics, path coefficients, R square and the fit model using SmartPLS software.

Literature Review

Micro, Small and Medium Enterprises

(Presiden Republik Indonesia, 2008) describes in more detail the Law of the Republic of Indonesia number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) which states that the criteria for micro enterprises are to have a net worth of at most Rp. 50,000,000.00; a small business is having a net worth of more than Rp. 50,000,000.00 up to a maximum of Rp. 500,000,000.00 and a medium business is to have a net worth of more than Rp. 500,000,000.00 up to a maximum of Rp. 10,000,000.00.

Product Quality on Income

(Wirawan et al., 2015) said that good product quality and an increase in product quantity can increase the income of MSMEs in Denpasar City. MSME income every month, the suitability of income with the amount of revolving fund assistance and the suitability of income with the amount of working capital are indicators of income. Several indicators to maintain good quality products start from the selection of raw materials and production processes to packaging, labeling and goods according to specifications and prices to consumers with timely delivery so that consumers are satisfied with the products they receive. Do not let consumers be disappointed with the quality of the goods sent do not match the specifications requested.

Product Quality on Consumer Satisfaction

(Tung, 2013) in doing business, of course, pay attention to market assessment by consumer satisfaction by paying attention to product quality and service quality (Wiid et al., 2016). the needs of consumers or customers are satisfied and rewarded with the appearance of high-quality products and services. This will provide a competitive advantage for SMEs. (Fourie, 2015) micro, small, medium and large businesses are very concerned about the importance of feedback on the level of customer satisfaction by identifying the level of customer satisfaction for the better.

Digital Marketing on Customer Satisfaction

(Mulyana & Sambas, 2021) said that the Lebak Regency Government has issued a Circular on marketing based on the use of digital or online information technology through Twitter, Facebook, Instagram, the Lebak Karya UMKM website and e-mail. The use of digital marketing meets customers in a timely manner so that consumers feel satisfied (Kotler & Keller, 2012). digital marketing describes the use of the internet can help sellers to communicate, promote, and sell products and services to buyers.

Digital marketing carried out by sellers to sell their products and services to buyers can also use other digital marketing such as Tokopedia, Lazada, Bukalapak, Shopee and others.

Digital Marketing on Income

(Bhayani & Vachhani, 2014), the basic phenomenon of every society is the marketing of goods and services. Making products available to consumers on demand is the goal of marketing. Consumers are becoming smarter in terms of purchasing goods and services. Therefore, innovation in digital marketing is needed along with the difference between conventional methods of product marketing and digital marketing of products and services that can increase business income in India.

Digital marketing is a process of planning, implementing, organizing, monitoring and evaluating using digital media or the internet. Consumers can quickly and precisely choose the desired products and services via the internet compared to conventional methods. Internet facilities are more convenient to use for 24 hours, 7 working days and 365 days a year.

The advantages of digital marketing are cost minimization and time savings. Digital marketing provides information on promotional offers for products and services. One example of digital marketing is social media. Micro and small businesses have a workforce that is less skilled in implementing online applications (Al-Weshah, 2018).

Digital marketing has now become a business trend used by MSMEs. to market products and services, share ideas and new product information through the internet. MSMEs can easily access the internet using PCs, laptops, 3G and 4G mobile phones. Internet needs for SMEs are very important as a means of marketing products and services. Defenition of income by (Team, 2021) is money that a person or a business receives in return for working, providing a product or service, or investing capital.

Result of Research

Based on table 1, domestic tourist visits to Baduy Community Tourism Destinations from April to September 2021 amounted to 3,362 people or 560 people per month. This shows that the tourist destinations of the Baduy community are still in demand by domestic tourists. Moreover, there was an increase in domestic tourists from July to August by 17.24% and August to September by 24,78% when President Joko Widodo wore pangsi clothes, the Baduy community became more popular tourist destinations by domestic tourists not only from Jakarta, Bogor, Tangerang, Depok and Bekasi, but also from West Java Province. Central Java, Yogyakarta and East Java.

Table 1 Domestic Tourists Visits Data at Baduy Community Tourism Destinations, Kanekes Village, Leuwidamar District, Lebak Municipality from April to September 2021

Months	Domestic Tourists	Percentage
April	328	19.51
Mei	392	25.00
Juni	490	13.67
Juli	525	7.14
Agustus	653	24.38
September	974	49.16
Jumlah	3,362	138.86
Rata-rata	560.33	23.14

Source: Research Data processed by the Author

Based on table 2 shows that MSME income is still below IDR 3 million per month by 52.81 and income of IDR 3 up to 6 million per month by 39.33% and more than IDR 6 million per month by 19.10%. MSME actors who have not used digital marketing are 29.21% and those who use digital marketing are between 1 and 3 times are 43.82% and those who use digital marketing are more than 3 times are 26.97%.

Table 2 Respondent Data

Respondent Characteristic	Frequency	Percentage
Sex		
Male	38	42.70
Female	51	57.30
Education		
Elementary School and High School	69	77.53
Bachelor Degree	20	22,47
Masteral and Dokctoral	0	0
Age		
< 30 years	46	51.69
31 – 50 years	27	30.34
> 51 years	15	7.97
Business Ownership		
Owe's Own	52	58.43
Owned by Someone Else	37	41.57
Number of Production per Month		
< 30 kgs	15	16.85
31 – 120 kgs	41	46.07
> 121 kgs	33	37.08
Income per Month		
< IDR 3 million	47	52.81
IDR 3 – 6 milllion	35	39.33
> IDR 6 milllion	17	19.10
Total Manpower		
< 3 people	52	58.42
4 – 6 people	21	23.60
> 7 people	16	17.98
Business Period		
< 2 years	27	30.34
2 – 5 years	36	40.45
> 5 years	26	29.21
Digital Marketing		
Never	26	29.21
1 – 3 times	39	43.82
> 3 times	24	26.97

Source: Research Data Processed by the Author

Based on table 3, the price of palm sugar products is Rp. 9,000 per bunch with the contents of 2 pieces and the size of 150 grams. The price of durian is between IDR 25,000 - 30,000 per fruit. The price of light brown honey is IDR 90,000 per bottle of 1,500 grams and the price of black honey is IDR 110,000 per bottle of 700 grams.

Table 3 Prices of Some Baduy Community MSME Products at Cibolegar Terminal, Lebak Regency, Banten Province June – August 2021

Baduy Products	Prices
Palm Sugar	IDR 9,000 per bunch with contents of 2 pieces and size 150 gram
Durian	IDR 25,000 up to 30,000 per fruit
Forest Honey	IDR 100.000 per bottle with size 1,500 gram and light brown color
	IDR 120.000 per bottle with size 700 gram and black color
Long sleeve shirt and pants	IDR 100,000 up to 150,000

Source: Baduy Community MSMEs

Construct Reliability and Validity

Overall Construct Reliability and Validity testing can be done using Cronbach's Alpha, Rho_A, Composite Reliability or Average Variance Extracted (AVE). In Partial Least Square (PLS) software data on product quality, digital marketing, income and consumer satisfaction variables, the following results are obtained: Cronbach's Alpha value > 0.690 or meets the criteria of a good model; rho_A value > 0.700 or meet the criteria of a good model; Composite Reliability value > 0.700 or meets the criteria of a good model and the average value of AVE > 0.500 or still meets the criteria or the model is still acceptable and the research can be continued at a later stage.

Table 4 Construct Reliability and Validity

Variable	Cronbcah's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.904	0.917	0.926	0.677
Digital Marketing	0.693	0.750	0.796	0.630
Income	0.827	0.845	0.871	0.531
Product Quality	0.836	0.878	0.873	0.536

Source: Data Processed by SmartPLS Version 3.0

Path Coefficients

Based on the path coefficients test, the t values and P values with SmartPLS software show the following results: The first hypothesis is t value (7.625) > t table (1.990) with P value (0.000) < 0.05, it can be interpreted that there is a significant effect of product quality on income; The second hypothesis is t value (4.609) > t table (1.990) with P value (0.00) < 0.05, it can be interpreted that there is a significant effect of product quality on costomer satisfaction; The third hypothesis is t value (5.201) > from t table (1.990) with P value (0.00) < 0.05, it can be interpreted that there is a significant effect of digital marketing on income; The fourth hypothesis is t value (4.336) > t table (1.990) with P value (0.00) < 0.05, it can be interpreted that there is a significant effect of digital marketing on customer satisfaction.

Table 5 Construct Reliability and Validity

| Variable	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistic (JO/STDEV)	P Values
Digital Marketing -> Customer Satisfaction	0.375	0.384	0.087	4.336	0.000
Digital Marketing -> Income	0.415	0.424	0.080	5.201	0.000
Product Quality -> Customer Satisfaction	0.431	0.439	0.093	4.609	0.000
Product Quality -> Income	0.556	0.553	0.073	7.625	0.000

Source: Data Processed by SmartPLS Version 3.0
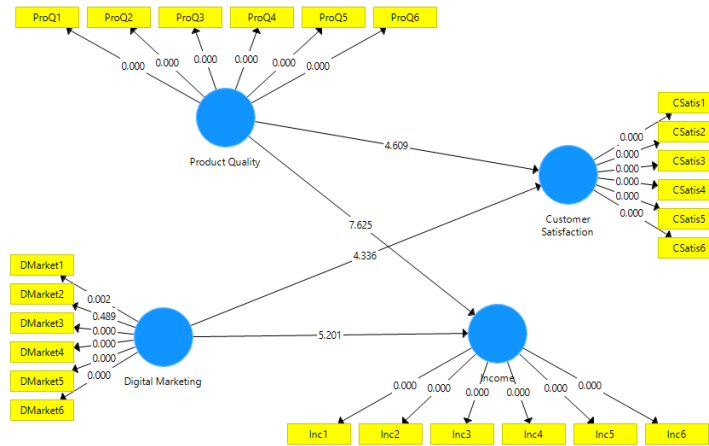
Figure 1. T Values and P Values

R Square

R square or determination coefficient for income is 0.641 or it can be interpreted that product quality and digital marketing affect income by 64.10% while 35.90% is influenced by other variables. R square or the coefficient of determination of consumer satisfaction is 0.438 or it can be interpreted that product quality and digital marketing affect customer satisfaction by 43.90% while 56.10% is influenced by other variables. This shows that income has a large influence compared to consumer satisfaction which has a moderate effect.

Table 6 R Square

	R Square	R Square Adjusted
Customer Satisfaction	0.438	0.425
Income	0.641	0.633

Source: Data Processed by SmartPLS Version 3.0

Model Fit

Model fit can be used in several ways, including: SRMR, d_ULS, d_G, Chi Square, NFI. Referring to the results of the analysis, the SRMR (Standardized Root Mean Residual) value is 0.120, so the model is declared fit. The model is declared invalid or not fit if the SRMR value is > 0.15. The d_ULS value of 4.331 and d_G of 1.949 can be said to be model fit. The NFI (Normed Fit Index) value was obtained at 0.519, indicating a fairly good model, because the range of NFI values < 0.90. From the results of the SRMR, d_ULS, d_G, Chi-square and NFI values, it can be said that the model in this study is fit.

Table 7 Model Fit

	R Square	R Square Adjusted
SRMR	0.120	0.126
d_ULS	4.331	4.750
d_G	1.949	1.984
Chi Square	799.455	811.087
NFI	0.519	0.512

Source: Data Processed by SmartPLS Version 3.0

Discussion

The first hypothesis is that the data t value greather than t table and a significance value less than 0.05, it can be interpreted that the quality of the product has a significant positive effect on income. The income of MSME actors will increase with better quality. This is because with good and guaranteed quality, consumers can pay for a product, so that it can increase the income of MSME actors. This study agrees with previous research conducted by (Wirawan et al., 2015) which analyzes the income of MSME actors influenced by positively and significantly by product quality. Likewise, this study agrees with previous research conducted by (Ajuwon et al., 2017) which describes in detail that quality product investment in micro and small business products can increase income and create jobs.

The second hypothesis obtained that the data t count > t table and a significance value < 0.05, it can be interpreted that product quality has a significant positive effect on customer satisfaction. The better the product quality of MSME actors, the more customer satisfaction will increase. This is because with good and guaranteed quality, consumers feel satisfaction. This study agrees with previous research conducted by (Tung, 2013) which describes perceived product quality as having a positive and significant influence on customer satisfaction. This study also agrees with previous research conducted by (Zhong & Moon, 2020) which analyzes the significant influence of food product quality on customer satisfaction.

The third hypothesis is that the data t value greater than t table and a significance value less than 0.05, it can be interpreted that digital marketing has a significant positive effect on income. The better the digital marketing carried out by MSMEs, the more MSMEs' income will increase. This is because with digital marketing that utilizes information technology internet networks, some MSME products can be accepted by consumers quickly, thereby increasing the income of MSME actors. This research is in accordance with previous research conducted by (Helmalia & Afrinawati, 2018) which analyzes the there is a significant effect of e-commerce on the income of MSMEs in the city of Padang. This research also supports previous research conducted by (Hardilawati, 2020) which analyzes survival strategies to increase MSME income such as doing e-commerce trading, doing digital marketing, conducting improving product quality and adding services as well as establishing and optimizing customer marketing relationships. This research was also approved by (Mulyana & Sambas, 2021) with the title "Even Baduy People are Now "Digitizing"" which explains that MSME actors in the Baduy community are currently using digitalization to market their products to increase the community's MSME income.

The fourth hypothesis is that the t value greater than t table and a significance value less than 0.05, it can be interpreted that digital marketing has a significant positive effect on customer satisfaction. The better digital marketing, the higher customer satisfaction. This is because with timely digital marketing, consumers feel satisfaction with MSME products. This research supports previous research conducted by (Fawzeea et al., 2019) community satisfaction is influenced by technology marketing carried out by SMEs. There is an influence of E-Marketing on Customer Satisfaction. This study also agrees with previous research conducted by (Liang et al., 2016) which says that customer satisfaction is influenced by digital marketing. This study also agrees with previous research conducted by (Adam et al., 2020) which said that marketing digital for the supply chain (online media) has a significant effect on consumer satisfaction.

Conclusion

There is a significant effect of product quality on income. The better the quality of the products produced by MSMEs, the higher the income of MSMEs in the Baduy community. There is a significant effect of product quality on customer satisfaction. The better the quality of the products produced by MSMEs, the more customer satisfaction will increase. There is a significant effect of digital marketing on income. The more MSMEs use digital marketing, the more the income of the Baduy MSMEs will

increase. There is a significant effect of digital marketing on customer satisfaction. The more MSMEs use digital marketing, the more they feel customer satisfaction.

This income is obtained from the sale of palm sugar, honey, durian and kampret or pangsi clothes. MSME income in the Baduy Community is still below IDR 3 million per month by 52.81 and income of IDR 3 up to 6 million per month by 39.33% and more than IDR 6 million per month by 19.10%. MSME actors who have not used digital marketing are 29.21% and those who use digital marketing are between 1 and 3 times are 43.82% and those who use digital marketing are more than 3 times are 26.97%.

Customer satisfaction is influenced by the quality of palm sugar, honey, durian and kampret clothes sold by digital marketing. Digital marketing that is often used by MSME actors is instagram and whatsApp groups compared to others such as twitter, facebook and email. Digital marketing in market places such as Shopee, Tokopedia, Lazada, Blibli and Bukalapak is also carried out by only a few MSMEs in the Baduy community. The municipality government has not maximally conducted intensive digital marketing training for MSME actors.

Implication

Based on the results of the study and the conclusions obtained from the results of this study, the managerial implications outlined are that the MSMEs of the Baduy community must continue to pay attention to product quality by supplying raw materials for honey, palm sugar, durian and pangsi clothes. The Banten Provincial Government should conduct periodic training for Baduy MSMEs on product quality and digital marketing in the market place.

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