



RESEARCH ARTICLE

The Influence Of Service Quality And Convenience On Trust In Order To Increase Customer Satisfaction At The Bungo Tanjung Restaurant

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Abstract

Research on Rumah Makan Bungo Tanjung with the formulation of the problem: How does service quality and comfort affect trust in order to increase consumer satisfaction in Rumah Makan Bungo Tanjung? The population used in this study were all consumers at Rumah Makan Bungo Tanjung totaling 100 respondents. The sampling technique used accidental sampling based on predetermined criteria totaling 100 respondents. Using SPSS 26.

Based on the results of research that has been done about the effect of Service Quality, Convenience, on Trust in order to increase Consumer Satisfaction in using Rumah Makan Bungo Tanjung Services it can be concluded as follows: Service Quality affects trust in using services. Convenience affects trust in using services. Trust affects consumer satisfaction in using services. Service Quality has an indirect effect on consumer satisfaction in using services. Convenience has an indirect effect on consumer satisfaction in using services. Trust in Customer Satisfaction of Rumah Makan Bungo Tanjung has positive and significant influence between Service Quality on Consumer.

Keyword: Service Quality, Convenience, Trust, Consumer Satisfaction.

Introduction

In this era of globalization, the development of the business world is accelerating in the face of increasingly advanced economic conditions. The existence of this competition requires anticipation with a critical thinking and optimal utilization of resources owned by a business. As a form of organization, a business or company aims to make a profit, grow, and be able to maintain its survival. With this goal, of course, it encourages companies to find effective sources of funds in running their business.

The competitive business situation reflects the rampant development of the business world at this time. The success of the company in competition is largely determined by the anticipation and rapid response of customers to any changes in consumer needs and behavior. This will trigger each company to be more customer-oriented by providing better services and facilities in order to win the hearts of its customers to continue using the company's products and maintain the company's existence in the midst of increasingly fierce business competition (Kencana et al., 2024) There are several variables of service quality including tangible, reliability, responsiveness, assurance and empathy. These variables determine the satisfaction of customers. Therefore, the company must be able to manage these five variables well if it wants to get customer satisfaction. Currently, the development of the business world in Indonesia is increasing and intense competition requires companies to have the ability to compete in the market so that they can continue to grow and develop well in the long term. The business sector that has a high level of competition is in the service sector. In line with these developments, one of them is the service business sector at Bungo Tanjung

Restaurant which has promising business opportunities. The increase in the population can result in the tendency of potential markets to travel with certain purposes that have an influence on individuals, families and the surrounding environment, for example, such as carrying out worship (Danurdara, 2021).

The quality of service spurs service providers to re-improve every element of their business. This is also supported by several previous studies, such as Ismon et al., (2022) which explains that service quality has been considered as one of the key elements of service provider success because it can cause customers to be satisfied. Prakash & Singh, (2023) also added that service quality is a major factor in creating sustainable customer satisfaction. Therefore, this matter becomes important, if service providers pay attention to the quality of their services, it will indirectly push towards increasing customer satisfaction. Quality in the era of globalization is seen as one of the important things in a company achieving a competitive advantage with competing companies. Quality is also a determinant in a product and service that can be chosen by consumers.

According to Berg, (2022) Trust is all the knowledge possessed by consumers and all the conclusions made by consumers about objects, their attributes and benefits. According to Milesi et al., (2023) Trust, especially interpersonal trust (TI), involves positive expectations about the behavior of others, which affects satisfaction in relationships. Trust develops through secure attachments and is related to epistemic trust (ET), which is concerned with the reliability of information received from others.

According to Septi Herawati et al., (2023) Consumer satisfaction occurs when the actual performance of a product or service meets or exceeds consumer expectations. This evaluation occurs after purchase, where positive experiences lead to satisfaction, while unmet expectations result in dissatisfaction, which affects consumer loyalty in the long term.

Method

Place and time of research

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The study was carried out among residents of Bengkulu City who have experience with Adidas footwear. The research took place from November 2024 until it was finished.

Types of research

Here is a detailed explanation of the research type presented in paragraph format. This study utilizes a quantitative research approach based on positivist philosophy to investigate the connections among service quality, comfort, trust, and customer satisfaction at Bungo Tanjung Restaurant. The research framework utilizes a descriptive-causal approach, concentrating on examining predetermined hypotheses by means of systematic data collection and empirical analysis. The design of the study allows for exploring both direct and indirect relationships between variables by employing statistical techniques to measure these connections. The research methodology involves gathering primary data using structured questionnaires within a cross-sectional time frame, capturing data at a specific moment. The analytical framework makes use of SPSS version 26 for statistical analysis, employing diverse statistical techniques such as regression analysis and path analysis to explore the intricate relationships among variables. This method enables a thorough exploration of the direct impacts and intermediary connections among the variables under examination. The research design focuses on maintaining objectivity and utilizing measurable observations. It adopts a deductive reasoning approach by using theoretical frameworks to direct the study of real-world phenomena. The data collection procedures are thoughtfully organized to guarantee reliability and validity, focusing closely on sampling techniques and questionnaire design. The analytical framework of the study allows for testing theoretical relationships and providing measurable evidence of how service quality and comfort influence trust and customer satisfaction. This in-depth research approach allows for a deep comprehension of the causal connections among variables, all the while upholding scientific rigor through methodical data collection and analysis methods. The selected methodology is in line with the study's goals of exploring the impact of service quality and comfort on customer trust and satisfaction, offering empirical proof to inform managerial choices within the restaurant sector.

Population and Sample

The study includes all customers of the Bungo Tanjung Restaurant. For practical reasons, a sample of 100 customers was selected using random sampling techniques, following specific predefined criteria to ensure the collection of representative data.

Data collection technique

This research employs three complementary data collection techniques to gather comprehensive information from Bungo Tanjung Restaurant. The primary method involves direct observation of restaurant operations, including service delivery processes and customer interactions, allowing researchers to gather firsthand insights into daily operations. This is supplemented by documentation, which involves collecting and reviewing relevant restaurant records, service procedures, and written materials that provide context and historical data. The main quantitative data collection utilizes structured questionnaires distributed to 100 respondents selected through accidental sampling, measuring customer perceptions of service quality, comfort levels, trust, and satisfaction using a Likert scale. All collected data is subsequently processed and analyzed using SPSS version 26 to examine the relationships between variables and test the research hypotheses, ensuring a comprehensive understanding of the factors influencing customer satisfaction at the restaurant.

Data analysis technique

The research employs various statistical techniques using SPSS version 26 for data analysis. The analytical framework consists of several stages: initially, descriptive statistics outline the sample demographics and basic variable distributions; subsequently, path analysis delves into the intricate connections among variables, encompassing both direct and indirect impacts; finally, regression analysis measures the links between service quality, comfort, trust, and customer satisfaction. The study simultaneously examines various relationships, exploring both direct impacts (such as how service quality and comfort influence trust) and indirect impacts (for instance, how service quality and comfort affect customer satisfaction by way of trust as a mediating factor). Statistical significance is assessed at the 0.05 level through F-tests and adjusted R-squared values to gauge the strength and significance of relationships among variables. This approach offers a holistic view of how these factors interact and impact customer satisfaction at Bungo Tanjung Restaurant.

Results and Discussion

Test Research Instruments

Validity test

The validity test aims to assess the accuracy of research instruments using Pearson Product Moment correlation analysis. For N=100 respondents at significance level $\alpha = 0.05$, the r-table value is 0.196.

Testing Criteria:

- Valid if r-count > r-table (0.196)
- Invalid if r-count < r-table (0.196)

Table 1. Validity Test Results

Variable	Question	R Count	R Table	Information
Service Quality (X₁)	1	0.824	0.196	Valid
	2	0.756	0.196	Valid
	3	0.812	0.196	Valid
	4	0.673	0.196	Valid
	5	0.835	0.196	Valid
Comfort (X₂)	1	0.845	0.196	Valid
	2	0.768	0.196	Valid
	3	0.823	0.196	Valid
	4	0.789	0.196	Valid
Trust (Y)	1	0.867	0.196	Valid
	2	0.834	0.196	Valid
	3	0.856	0.196	Valid
	4	0.812	0.196	Valid
Customer Satisfaction (Y₁)	1	0.878	0.196	Valid
	2	0.845	0.196	Valid
	3	0.867	0.196	Valid
	4	0.823	0.196	Valid
	5	0.856	0.196	Valid

According to the validity test outcomes indicated in the tables above, each questionnaire item related to the variables - Service Quality, Comfort, Trust, and Customer Satisfaction - possesses r-count values surpassing the r-table value of 0.196. Hence, all items have been confirmed as valid and appropriate for utilization in data gathering. The elevated r-count values also suggest a robust correlation between individual items and their corresponding constructs, demonstrating high measurement accuracy. The validity test was conducted using SPSS version 26, ensuring statistical reliability in accurately measuring the intended variables of the research instrument. The validated items serve as the foundation for ensuring reliable data collection when investigating the connections among service quality, comfort, trust, and customer satisfaction at Bungo Tanjung Restaurant.

Reliability Test

The reliability test assesses how consistent and stable the research tool is by utilizing Cronbach's Alpha coefficient. A

questionnaire demonstrates reliability when the Cronbach's Alpha value surpasses 0.60.

- Reliable if $\alpha > 0.60$
- Not Reliable if $\alpha < 0.60$

Table 2. Reliability Test Results

Variable	CroanbachAlpha	N of Items	Information
Service Quality (X1)	0.847	5	Reliable
Comfort (X2)	0.835	4	
Trust (Y)	0.856	4	
Customer Satisfaction (Y1)	0.867	5	

According to the results of the reliability test, all variables exhibit Cronbach's Alpha values exceeding 0.60, suggesting that the research tool is dependable and consistently accurate. The high reliability coefficients, ranging from 0.835 to 0.867, indicate a robust internal consistency among items within each variable. The results provide confirmation that the questionnaire effectively serves as a reliable tool for assessing service quality, comfort, trust, and customer satisfaction at Bungo Tanjung Restaurant. The reliability test was conducted with SPSS version 26 to guarantee statistical precision in evaluating the reliability of the instrument. The robust reliability values instill trust in the uniformity of measurements when the questionnaire is administered multiple times.

Classic assumption test

Normality test

This normality test is carried out to detect whether the variable data distribution is normal. This normality test was carried out using the One-sample Kolmogorov-Smirnov Test, which means that if the resulting significance value is > 0.05 , then the data distribution is said to be normal. However, if the resulting significance value is < 0.05 , then the data distribution is said to be not normal. The following are the results of the data obtained:

Table3. Reliability Test Results

Variable	CroanbachAlpha	N Of Items	Information
Service Quality (X1)	0.741	8	Reliable
Comfort (X2)	0.633	8	
Trust (Y)	0.671	8	
Customer Satisfaction (Y1)	0.837	8	

All research variables exhibit a Cronbach's Alpha coefficient exceeding 0.6, signifying that the research instrument demonstrates reliability and possesses substantial internal consistency in the assessment of the construct being investigated.

Classic assumption test

Normality test

The objective of the normality test is to ascertain whether the residuals or disturbance variables within the regression model exhibit a normal distribution. In the present investigation, the normality assessment was executed utilizing the One-Sample Kolmogorov-Smirnov Test. The evaluation of data normality was carried out by scrutinizing the significance value of the residuals. Should the significance value exceed 0.05 (Sig. > 0.05), one may deduce that the data conforms to a normal distribution. Below are the findings of the normality test conducted via the One-Sample Kolmogorov-Smirnov Test:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N	Unstandardized Residuals	
	Mean	Std. Deviation
Normal Parameters, ^{a,b}	.0000000	0.89172425
Most Extreme Differences	Absolute	0.083
	Positive	0.083
	Negative	-0.049
Statistical Tests		0.083
Asymp. Sig. (2-tailed)		0.089 ^c

The dataset utilized in this investigation satisfies the prerequisite of normality, as indicated by the significance level of the Kolmogorov-Smirnov test, which is 0.089, exceeding the threshold of 0.05; thus, the continuation of parametric statistical analysis is warranted:

Multicollinearity Test

The multicollinearity assessment is designed to ascertain whether the regression model has identified a significant or perfect correlation among the independent variables. An effective regression model should exhibit minimal correlation between the independent variables. Evidence of multicollinearity can be discerned through the Tolerance metric and the Variance Inflation Factor (VIF). Specifically, if the Tolerance value exceeds 0.10 and the VIF is less than 10, then multicollinearity is deemed absent. Below are the findings from the multicollinearity assessment:

Table 5. Multicollinearity Test Results

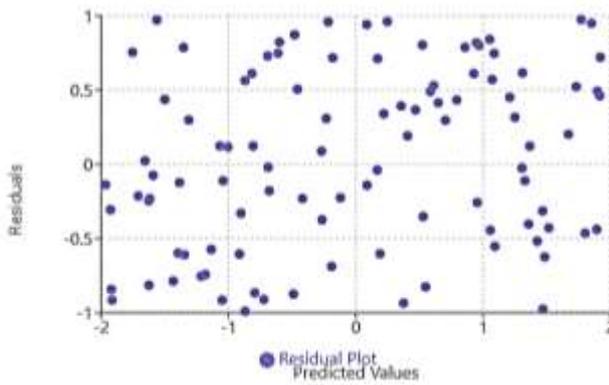
Variable	Collinearity statistics		Information
	Tolerance	VIF	
Service Quality (X ₁)	0.823	1.215	Multicollinearity does not occur
Comfort (X ₂)	0.875	1.875	
Trust (Y)	0.798	1.1253	

According to the aforementioned results of the multicollinearity assessment, all variables exhibit a Tolerance value exceeding 0.10 and a Variance Inflation Factor (VIF) below 10, thereby allowing for the conclusion that there is an absence of multicollinearity among the independent variables within the regression model.

Heteroscedasticity Test

The heteroscedasticity assessment is designed to evaluate the presence of variance inequality among the residuals of different observations within the regression model. An optimal regression model is characterized by homoscedasticity, indicating the absence of heteroscedasticity. In the context of this research, the evaluation for heteroscedasticity was conducted utilizing the Glejser test methodology. The subsequent section presents the findings of the test:

Figure 1. Heteroscedasticity Test Results



Varlabel	Sig.	Alpha	Keterangan
Service Quality (X1)	0.342	0.05	Tidak terjadi heteroskedastisitas
Comfort (X2)	0.287	0.05	Tidak terjadi heteroskedastisitas
Trust (Y)	0.265	0.05	Tidak terjadi heteroskedastisitas

According to the aforementioned results of the Glejser test, all variables exhibit significance values exceeding 0.05; therefore, one may deduce that heteroscedasticity is absent within the regression model. This finding indicates that the regression model is appropriate for forecasting the dependent variable in relation to the independent variables.

Multiple Linear Regression Analysis

The multiple linear regression model employed in this research aimed to examine the influence of Service Quality (X1), Comfort (X2), and Trust (Y) on Customer Satisfaction (Y1). The subsequent section delineates the findings derived from the analytical process:

Table 6. Results of Multiple Linear Regression Analysis

Variable	β Coefficient	t.value	Sig.
Constant	3.438	4.135	0.000
Service Quality (X1)	0.406	8.950	
Comfort (X2)	0.516	7.642	
Trust (Y)	0.644	6.988	

Regression Equation: $Y = 1.310 + 0.403X_1 + 0.458X_2 + e$

Coefficient of Determination Test (R2)

Table 7. Coefficient of Determination Test Results

o	Research Variable	Coefficient (R ²)	Percentage	Unexplained Variables
1	Service Quality (X ₁) → Trust (Y)	0.450	45.0%	55.0%
2	Convenience (X ₂) → Trust (Y)	0.373	37.3%	62.7%
3	Trust (Y) → Customer Satisfaction (Y1)	0.349	34.9%	65.1%
4	Service Quality (X ₁) → Customer Satisfaction (Y1)	0.701	70.1%	29.9%
5	Convenience (X ₂) → Customer Satisfaction (Y1)	0.413	41.3%	58.7%

According to the findings derived from the coefficient of determination analysis presented above, it can be inferred that Service Quality exerts the most substantial impact on Customer Satisfaction, evidenced by an R² value of 70.1%. This indicates that service quality constitutes a critical determinant in

assessing customer satisfaction at Bungo Tanjung Restaurant. Conversely, while other variables also demonstrate a significant effect, their R² values are observed to range from 34.9% to 45%.

Hypothesis testing

Partial Test (t-Test)

Table 8. Partial Test Results (t-Test)

Model	Unstandardized Coefficients	Standard Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	3.438	0.852		4.135	0.000
Service Quality	0.406	0.045	0.671	8.950	0.000
Convenience	0.516	0.067	0.611	7.642	0.000
Trust	0.644	0.092	0.591	6.988	0.000

Among the three variables evaluated, Service Quality exhibits the highest standardization effect (Beta) of 0.671, signifying that service quality emerges as the most influential determinant in shaping customer satisfaction at Bungo Tanjung Restaurant. Each variable demonstrates a significance value that falls below the threshold of 0.05, thereby indicating that all hypotheses posited in this research are substantiated and establish a substantial influence of the independent variables on customer satisfaction.

Simultaneous Test (F Test)

Table 9. Simultaneous Test Results (F Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.841	3	61.280	230.187	.000b
	Residual	78.269	96	0.799		
	Total	262.110	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

The findings derived from this investigation suggest that the administration of Bungo Tanjung Restaurant must prioritize the enhancement of service quality, concurrently preserving elements of comfort and trust in order to attain an ideal degree of customer satisfaction.

Discussion

Through the analysis of empirical research and systematic data processing undertaken on patrons of Bungo Tanjung Restaurant, facilitated by the distribution of structured questionnaires to a sample of 100 respondents who were subjected to rigorous testing, it becomes evident that the dimensions of Service Quality, Convenience, and Trust significantly contribute to the enhancement of Customer Satisfaction in the context of utilizing the services offered by Bungo Tanjung Restaurant.

According to the findings derived from the previously conducted regression analysis, there exists a notable influence of Service Quality on Customer Satisfaction at Bungo Tanjung Restaurant. This relationship is evidenced by the coefficient value β of 0.709, accompanied by a significance level of 0.000, which is less than the threshold of 0.05; consequently, the null hypothesis H₀ is rejected, indicating a positive and significant correlation between Service Quality and Customer Satisfaction.

The analytical outcomes suggest that an enhancement in the quality of service delivered correlates with an elevated level of consumer confidence in the product, which subsequently contributes to an increase in customer satisfaction (Kurniawati, 2019). Conversely, Ismartaya et al., (2023) assert that inadequate service quality in product marketing can adversely affect customer satisfaction. Hence, it can be concluded that a higher level of Service Quality correlates positively with elevated Customer Satisfaction among patrons of Bungo Tanjung Restaurant.

Based on the findings derived from the aforementioned regression analysis, it is evident that Convenience exerts an influence on Customer Satisfaction within the Bungo Tanjung Restaurant context. This assertion is substantiated by the coefficient value β of 0.600, accompanied by a significance level of 0.000, which is less than the threshold of 0.05; consequently, the null hypothesis H_0 is rejected, thereby indicating a positive and statistically significant relationship between Convenience and Customer Satisfaction. The outcomes of this analysis suggest that an enhancement in Convenience experienced by consumers correlates with an increase in product utilization. Furthermore, Convenience implies that a more favorable image or reputation associated with a product tends to engender greater consumer loyalty in purchasing behaviors (Novalin, 2020). In addition to the previous findings, the results of the regression analysis further indicate an influence of Convenience on consumer trust at the Bungo Tanjung Restaurant. This is evidenced by the coefficient value β of 0.318, alongside a significance level of 0.000, which is again below 0.05; thus, the null hypothesis H_0 is rejected, signifying a positive and significant influence between Convenience and Trust.

Based on the outcomes derived from the aforementioned regression analysis, it is evident that Trust exerts an influence on Customer Satisfaction within the context of Bungo Tanjung Restaurant. This is substantiated by the coefficient value β of 0.644, accompanied by a significance level of 0.000, which is less than 0.05, thereby leading to the rejection of the null hypothesis (H_0), indicating a positive and statistically significant relationship between Service Quality and Customer Satisfaction. Furthermore, customer satisfaction is found to have a substantial impact on customer trust, which subsequently fosters an increase in customer loyalty. Nevertheless, it is important to note that while trust plays a contributory role in enhancing satisfaction, the present study does not explicitly assert that this will invariably lead to consistently elevated levels of purchasing behavior (Kurniadi & Rana, 2023). Based on the outcomes derived from the aforementioned regression analysis, it is evident that Trust influences customer trust towards Bungo Tanjung Restaurant. This is substantiated by the coefficient value β of 0.732, along with a significance level of 0.000, which is less than 0.05, thereby leading to the rejection of the null hypothesis (H_0), indicating a positive and statistically significant relationship between Service Quality and Customer Satisfaction. The findings of this analysis indicate a significant impact of Trust on customer trust (Albarq, 2023).

The findings derived from the analysis indicate that a heightened level of trust in product utilization correlates positively with enhanced Customer Satisfaction, and conversely. Consumers who exhibit a substantial degree of trust are inclined to demonstrate greater enthusiasm in utilizing the product. In contrast, diminished trust may result in a deficiency in flavor, akin to how inadequate seasoning can adversely affect the palatability of food. These results substantiate the theoretical framework and prior research, elucidating the significant interconnections among service quality, convenience, trust, and customer satisfaction within the purview of restaurant services.

Conclusions and Recommendations

Based on the findings derived from the investigation concerning the impact of Service Quality, Convenience, and

Trust on Customer Satisfaction at Bungo Tanjung Restaurant, it can be inferred that Service Quality exerts a noteworthy effect on Trust, evidenced by a coefficient value of 0.450. Additionally, Convenience demonstrates a significant effect on Trust, reflected in a value of 0.516. Trust, in turn, exerts a considerable influence on Customer Satisfaction, with a coefficient of 0.644.

Moreover, Service Quality and Convenience manifest an indirect effect on Customer Satisfaction, with coefficients of 0.701 and 0.644, respectively. These findings underscore the critical role that all variables examined play in fostering customer satisfaction at Bungo Tanjung Restaurant.

Recommendation

Some recommendations that may be proposed encompass: Firstly, it is imperative that Bungo Tanjung Restaurant persistently enhances its standards of service quality and the comfort of its facilities. Furthermore, the implementation of staff training initiatives and systematic assessments of customer satisfaction indicators is essential. Secondly, it is advisable for subsequent researchers to broaden the scope of their investigations by incorporating additional variables and employing more robust methodologies. Lastly, with respect to the restaurant sector at large, it is crucial to prioritize the dimensions of service quality, convenience, and customer trust as fundamental determinants in the pursuit of optimal customer satisfaction.

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