



Product Competitiveness based on Consumer Perception: A Case Study of the Tahu Bakso Miwiti MSME in Bogor Raya

Alifia Wardahesa Syaniah*, Safira Arafiah Alviani, Rezani Siregar, Siti Fauziah, Tifani Yazid Zidane, Rasidin Karo Karo Sitepu

IPB University

DOI:

<https://doi.org/10.47134/umkm.v2i1.695>

*Correspondence: Alifia Wardahesa Syaniah

Email: wardahesa.alifia@apps.ipb.ac.id

Received: 18-05-2025

Accepted: 25-05-2025

Published: 31-07-2025



Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: This study aims to analyze the competitiveness of the Tahu Bakso Miwiti product owned by PT. Nasa Boga Bogor based on consumer perceptions in the Bogor Raya area. The product competitiveness is evaluated through five main dimensions: quality, price, service, innovation, and distribution. The research employs a quantitative descriptive method with data collected via online questionnaires completed by 101 consumer respondents. The results indicate that the majority of consumers have a positive perception of the product's quality, affordable and competitive pricing, fast service, and product flexibility that meets consumer needs. Tahu Bakso Miwiti holds a strong position in the local market with higher consumer preference compared to main competitors. These findings provide a foundation for developing adaptive marketing strategies oriented towards consumer needs to enhance product competitiveness in the local processed food market.

Keywords: Tofu Meatball, Competitiveness, Consumer Perception, MSMEs

Introduction

Competitiveness is one of the important indicators in assessing the ability of a product or business entity to maintain its existence, capture market share, and meet consumer expectations amidst increasingly tight competition. In the context of modern marketing, competitiveness is not only seen from the functional advantages of a product, but also from how consumers perceive the value offered—both in terms of quality, price, service, and innovation. This shows that consumer perception plays a central role in shaping a product's competitive position in the market. Previous studies have shown that product competitiveness is greatly influenced by various key dimensions. Wowor, Kindangen, and Pondaag (2020) stated that quality, price, service, distribution, and innovation are the main elements in shaping consumer purchasing decisions. Likewise, Mubarokah and Tamami (2019) emphasized the importance of consistent quality, competitive prices, and responsive service as the foundation for building competitive advantage, especially in the local market. Furthermore, Wang et al. (2022) emphasized that competitiveness should be measured from the consumer's perspective, including how they assess the convenience, comfort, and added value of a product. Therefore, optimizing elements such as packaging, innovative features,

and distribution efficiency are important aspects that cannot be ignored. On the other hand, the increasing number of micro and small business actors also strengthens the competitive dynamics at the local level. In the Bogor Raya area—which includes the City and Regency of Bogor—the number of micro and small business units continues to increase. BPS data recorded significant growth in the 2020–2022 period, indicating that competition between MSME actors is increasing. This situation requires business actors to be more adaptive and able to develop marketing strategies that are oriented towards consumer needs and perceptions. As part of an effort to understand these dynamics, this study takes a case study on one of the processed food UMKM in Bogor Raya, namely Tahu Bakso Miwiti owned by PT. Nasa Boga Bogor. This study aims to analyze the competitiveness of Tahu Bakso Miwiti products based on consumer perceptions, by examining five main dimensions: quality, price, service, innovation, and distribution. This is very important to explore the factors that influence the competitive position of products in the local market.

This study aims to analyze the competitiveness of Tahu Bakso Miwiti products based on consumer perceptions in the Bogor Raya area. The results of this study are expected to be the basis for strengthening marketing strategies and developing more adaptive businesses based on consumer needs, in order to improve the competitive position of products in the local market

Literature Review

A. Customer Perceived Value Theory

The theory of customer perceived value explains that consumer decisions in choosing a product are based on considerations of the relative benefits obtained compared to the sacrifices made, such as price, time, and effort (Zeithaml, 1988). In the context of processed products such as tofu meatballs, consumer perceptions of quality, taste, packaging, service and price are the main components of perceived value. A study by Wang et al. (2020) emphasized that high perceived value will encourage consumer loyalty and increase product competitiveness in the local market. Therefore, understanding how consumers assess and feel the benefits of a product is a central aspect in formulating MSME marketing strategies.

B. Processing industry

The food processing industry is a sector that continues to grow along with increasing consumer demand for ready-to-eat and processed products. According to the Indonesian Ministry of Industry (2023), the food and beverage industry contributes more than 38% to the GDP of the non-oil and gas industry, making it one of the strategic sectors in the national

economy. In this context, MSMEs have an important role in driving innovation and economic equality, especially in urban areas such as Bogor Raya (BPS, 2023).

C. Products and Consumer Perception

Consumer perception of a product is the main key in determining marketing success. This perception includes an assessment of the quality, benefits, price, and consumer experience of the product (Kotler & Keller, 2020). A study by Rahmawati et al. (2021) showed that positive consumer perception significantly increased loyalty to local culinary products. In the processed food industry, consumer perceptions of taste, texture, packaging, and service are important indicators in forming purchasing decisions (Wandhasari et al., 2022).

D. Concept and Dimensions of Competitiveness

A product can compete by maintaining and improving quality, price, and innovation (Putra and Nasito 2022). A study by Wibowo and Handayani (2020) identified five main dimensions of product competitiveness in the processed food sector: product quality, cost efficiency, competitive price, distribution reliability, and flexibility to market demand. These dimensions are the basis for evaluating consumer perceptions in the context of MSMEs, including tofu meatball products which are the focus of this study.

E. Previous Research

Research by Sulistiyani et al. (2020) highlights the importance of production efficiency and business flexibility in adjusting products to market dynamics as crucial factors in shaping competitiveness, especially for processed food MSMEs. This adaptive strategy allows small businesses to survive and thrive in a competitive business environment. Tsani (2023) in his research on the Bakso Papa Teuku Semarang industry found that consistent product and service quality forms a positive perception among consumers. This perception contributes to increased satisfaction, which indirectly strengthens the brand's competitive position in the local market. Rismanda and Elsandra (2025) suggest that product innovation that suits consumer tastes and the use of social media creates a strong brand perception. This has an impact on the competitive advantage of culinary MSMEs, especially in building emotional connections and consumer trust in products. Meanwhile, a study by Wowor, Kindangen, and Pondaag (2022) in the case of MSMEs The Mango Manado shows that consumer perceptions of quality, price, and smooth distribution significantly affect product competitiveness. This finding reinforces the importance of integrating understanding of consumer preferences and assessments into market position strengthening strategies.

Methodology

A. Research approach

This research is a descriptive research quantitative research aimed to determine the competitiveness of Tahu Bakso Miwiti products based on consumer perceptions in the Bogor Raya area. The quantitative approach is used to measure consumer perceptions of various product attributes using a survey instrument with a three-point Likert scale, namely: Agree, Neutral and Disagree.

B. Place and Time of Research

This research was conducted at the Miwiti Tofu Bakso Micro and Medium Enterprise in Bogor City. The research was conducted from March to April 2025.

C. Data Collection Techniques

Data collection in this study was conducted to obtain the information needed to achieve the research objectives. Data were collected through the distribution of online questionnaires to every consumer who made a purchase at all Tahu Bakso Miwiti outlets. Consumers were directed to fill out the questionnaire by scanning the QR (Quick Response) code provided in the cashier area or service desk. This method was chosen to ensure that the data obtained was actual, relevant, and reflected the consumer's direct experience of the products and services.

D. Population/Sample and Sampling Techniques

The population in this study are potential consumers and loyal consumers of Tahu Bakso Miwiti products. According to Sugiyono in Wulandari A. (2024) population is a generalization area consisting of subjects with certain characteristics determined by the researcher. The sampling technique uses non-probability sampling with the accidental sampling method, namely determining the sample based on anyone who is accidentally met and in accordance with the criteria (Sugiyono, in Kambey et al. 2022). The sample size was determined using the Lemeshow formula, which is used when the population size is not known with certainty. Based on the calculation, the sample size in this study was 101 respondents.

E. Analysis Techniques

This study uses descriptive statistical techniques with the help of Microsoft Excel software to analyze the data. Descriptive statistics function to describe the characteristics of the collected data, both through measures of centralization and data distribution. According

to Sugiyono (2018), descriptive statistics are used to present data systematically and clearly without making broad generalizations.

Results and Discussion

A. Research Object Overview

Tahu Bakso Miwiti is an MSME engaged in food processing since 2011. This business produces various types of processed fish, chicken, and beef that can be served frozen or ready to eat. The products offered continue to be developed in order to be able to compete in the increasingly diverse processed food market.

This business is also actively utilizing digital platforms such as GoFood and GrabFood to expand its marketing reach. In addition, the promotional strategy is carried out through Instagram which is considered effective in reaching various groups. Based on the researcher's observation, the products sold at Tahu Bakso Miwiti include Steamed Chicken Meatball Tofu, Steamed Beef Meatball Tofu, Steamed Beef Special Meatball Tofu, Fried Chicken Meatball Tofu, Fried Beef 5 Meatball Tofu, Fried Special Meatball Tofu, Meatball Tofu with Chili Sauce, Soy Sauce Meatball Tofu, Fried Batagor, Soup Batagor, Fried Pempek, Steamed Siomay, and Steamed Dimsum. For frozen products, there are Frozen Chicken Meatball Tofu, Frozen Beef Meatball Tofu, Frozen Fish Meatball Tofu, Mackerel Fish Batagor, Chicken Siomay, Mackerel Fish Siomay, Chicken Dimsum, Mackerel Fish Dimsum, Mackerel Fish Pempek, Chicken Nuggets, and Mackerel Fish Nuggets.

B. Description of Research Results

The Competitiveness of Tofu Meatball Products Begins Based on the observations conducted by researchers in the Bogor Raya area, Tahu Bakso Miwiti is one of the active and growing business actors in the tofu meatball processing industry. This product competes directly with several other brands that also market tofu meatballs with similar characteristics. To describe the position and competitiveness of Tahu Bakso Miwiti in the market, researchers compared this product with three main competitors in the Bogor area. The competitors used as references in this comparison are Tahu Bakso Mas Baskara, Tahu Bakso Jeng Evie, and Tahu Bakso Bamer.

C. Research Survey Results Consumer Intentions Towards Basko Tofu Products Begin

The survey was conducted to determine consumer preferences for several brands of tofu meatballs circulating in the Bogor Raya area. These results are used to see the position of Miwiti Tofu Meatballs amidst market competition for similar products.

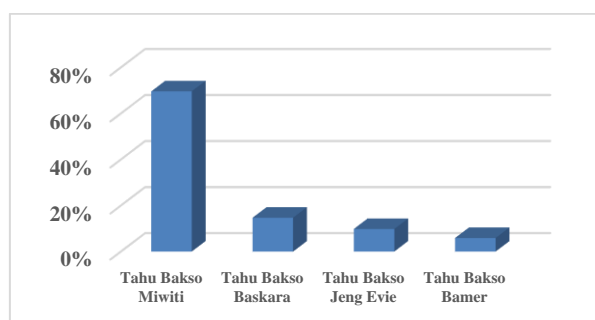


Figure 1. Consumer Preferences for Tofu Meatball Products

Source: Processed data, 2025

Based on Figure 1, it is known that out of 102 respondents who gave their opinions, 71 people chose Tahu Bakso Miwiti products. A total of 15 people chose Tahu Bakso Mas Baskara, 10 people chose Tahu Bakso Jeng Evie, and 6 people chose Tahu Bakso Bamer. These results indicate that consumers have a very high preference for Tahu Bakso Miwiti products compared to other competitors in the Bogor Raya area. After obtaining an overview of the position of Tahu Bakso Miwiti based on consumer intentions towards various brands of similar products in the Bogor Raya area, the next step in this study is to design a measurement instrument to evaluate the dimensions of competitiveness based on consumer perceptions. The dimensions used include product quality, cost efficiency, price level, distribution accuracy, and flexibility in meeting consumer needs. The selection of the five dimensions refers to the studies of Haming (2011:57–59) and Muhardiin Wowet al. 2020, which emphasizes that these aspects are the main indicators in assessing the level of competitiveness of a product, especially in the processed food industry sector. Evaluation of these dimensions allows the identification of strategic areas that need to be strengthened to maintain a competitive position in a dynamic market.

D. Dimensions of Product Competitiveness

1. Product Quality of Tofu Bakso Miti

a. Utilities

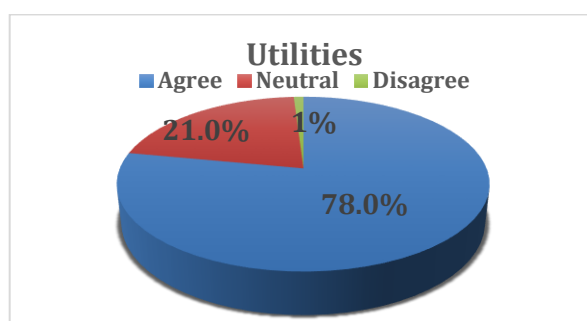


Figure 2. Utilities

Source: Processed data, 2025

As many as 78% agreed that Tahu Baso Miwiti provided benefits according to expectations. As many as 21% were neutral and 1% disagreed. This finding shows that the majority of consumers have a positive perception of the product's utility, indicating that the product has been able to meet general market expectations.

b. Feature

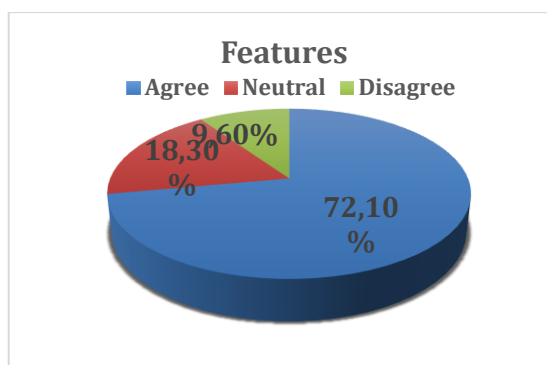


Figure 3. Features

Source: Processed data, 2025

Based on the survey results of 102 respondents, 72.1% agreed that the features offered by Tahu Bakso Miwiti products were in accordance with their needs. 18.3% of respondents stated that they were neutral, and 9.6% disagreed. These results indicate that the majority of consumers feel that this product has relevant features and is able to meet consumer preferences, such as flavor variants, ease of serving, and availability in ready-to-eat or frozen forms. This indicates that Tahu Bakso Miwiti is able to adapt to dynamic market needs.

c. Aesthetics

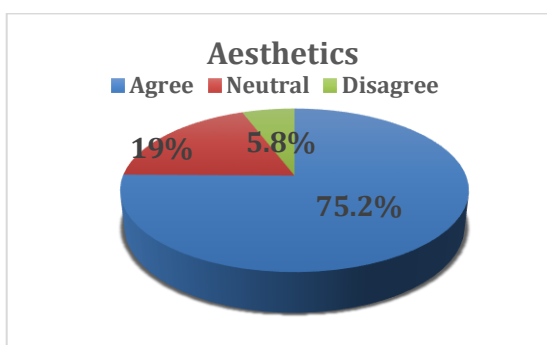


Figure 4. Aesthetics

Source: Processed data, 2025

As many as 75.2% of respondents agreed that the visual appearance of Tahu Bakso Miwiti was attractive, while 19% of respondents were neutral and 5.8% disagreed. The assessment of the aesthetic aspect includes packaging design, physical appearance of the product, and product arrangement when served. These results

indicate that the visual aspect has become one of the advantages of Tahu Bakso Miwiti in attracting consumer attention, especially in sales channels online where product appearance greatly influences purchasing decisions.

d. Reliability

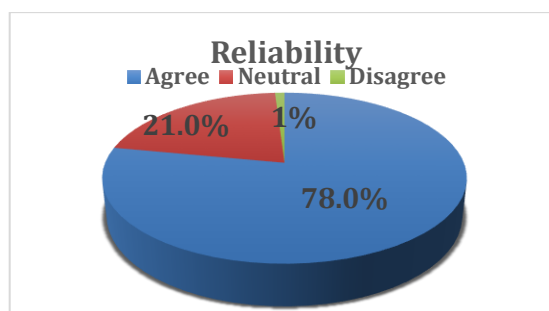


Figure 5. Reliability

Source: Processed data, 2025

As many as 77.9% of respondents agreed that the packaging of Tahu Bakso Miwiti products is practical and not easily damaged. As many as 19.2% of respondents were neutral and 3% disagreed. Perceptions of product reliability include the durability of the packaging during shipping, ease of opening the packaging, and the durability of the product during storage. This finding reinforces that Tahu Bakso Miwiti has paid attention to functional aspects in packaging, which supports consumer confidence in product quality and safety.

2. Cost and Profitability of Miwiti Meatball Tofu Product

The cost calculation and profitability

The cost calculation and profitability of Tahu Bakso Miwiti indicate the total monthly operational cost reaches Rp25.200.000. This number of amount consists of raw material costs, labor cost, and overhead expenses. The cost of raw material includes the purchase of tofu at Rp5.000.000, beef at Rp7.000.000 and seasonings with other ingredients at Rp2.000.000. Labor cost are allocated for 7 employees. The employees total monthly wage is Rp11.000.000 cover the roles from production, packaging, and to distribute. Overhead costs includes electricity, transportation, and water costing to Rp1.200.000. Tahu Baso Miwiti sold two variants: steamed and frozen packs priced around Rp28.000 each and ready-to-eat version packs at Rp30.000. Based on the data, Tahu Baso Miwiti earns an average of Rp35,000.000 in revenue per month. From that one portion unit is estimated to gain Rp6.000.000 in net profit monthly. Tahu baso miwiti has 3 active units, the combined monthly profit is around Rp18.000.000 or in

annually Rp216.000.000. Tahu baso miwiti also takes into account a 0.05% VAT (Value Added Tax), which calculate monthly Rp17.500 per month. Even after factoring in taxes and operating costs, Tahu Baso Miwiti continues show strong profitability. Maintaining efficiency and stay consistent in their product quality because the product is the key focus in order to stay competitive and sustainable in the market.

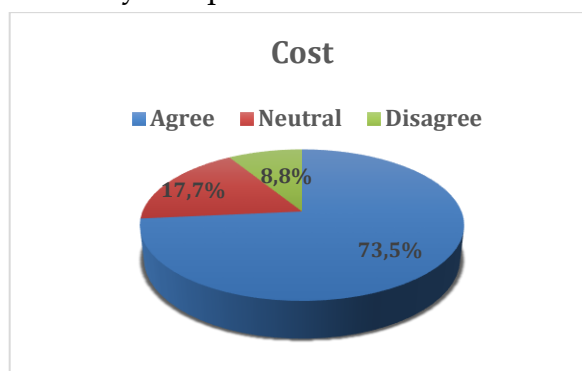


Figure 6. Cost

Source: Processed data, 2025

As many as 69.6% of respondents agreed that the cost incurred to obtain Tahu Bakso Miwiti felt efficient. Some others were neutral and only a few disagreed. This finding shows that consumers consider the costs paid to be quite rational and in line with expectations. Cost efficiency is one of the important factors in strengthening product competitiveness, especially in the midst of competition in the processed food market.

3. Prices of Tofu Meatballs Starting

a. Affordable Price

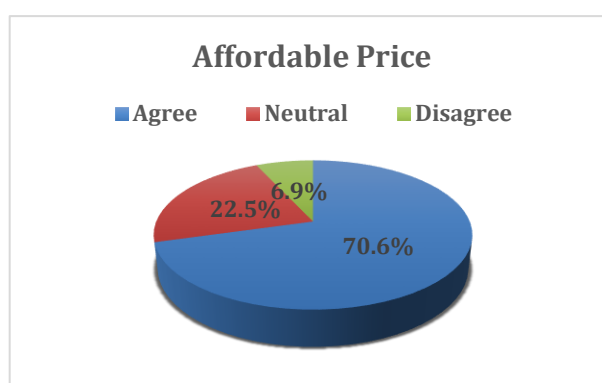


Figure 7. Affordable Price

Source: Processed data, 2025

As many as 70.6% of respondents agreed that the price of Tahu Bakso Miwiti is affordable for them. As many as 22.5% stated neutral, and 6.9% disagreed. These

results indicate that this product has a price positioning that is in accordance with people's purchasing power, which is important to reach a wider market and strengthen customer loyalty.

b. Competitive Prices

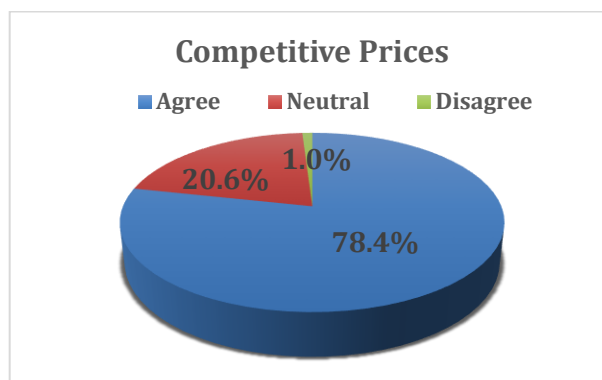


Figure 8. Competitive Prices

Source: Processed data, 2025

As many as 78.4% of respondents agreed that the price of Tahu Bakso Miwiti is competitive with similar products. As many as 20.6% were neutral and 1.0% disagreed. This finding shows that consumers view the price of this product as quite competitive compared to other brands, which is an important factor in facing competition in the tahu bakso market.

c. Price According to Quality

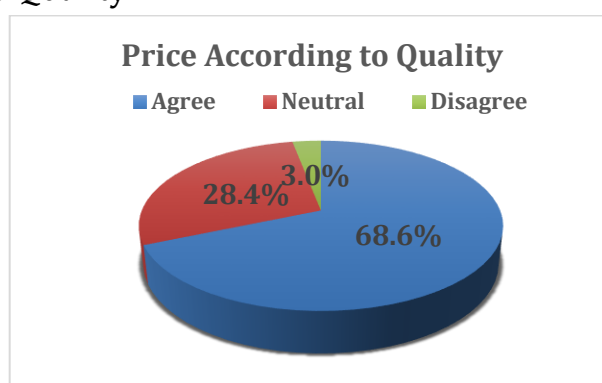


Figure 9. Price According to Quality

Source: Processed data, 2025

As many as 72.5% of respondents agreed that the price of Tahu Bakso Miwiti was in accordance with the quality they received. As many as 21.6% stated neutral and 5.9% disagreed. This finding reflects that consumers consider the price set to reflect the quality of the product proportionally. This conformity strengthens the perception that the price paid is right for the quality obtained.

d. Price According to Benefits

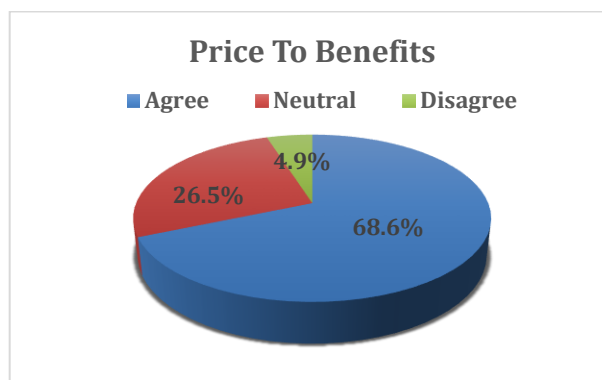


Figure 10. Price to Benefits

Source: Processed data, 2025

As many as 68.6% of respondents stated that the price of Tahu Bakso Miwiti is in accordance with the benefits they feel. As many as 26.5% were neutral and 4.9% disagreed. This shows that consumers consider the price of the product to be commensurate with the benefits received, both in terms of ease of access, convenience of consumption, and overall experience. This perception plays an important role in shaping price competitiveness in the minds of consumers.

4. Consumer Perception Regarding Miwiti Tofu Meatball Product Time

a. Order Waiting Time

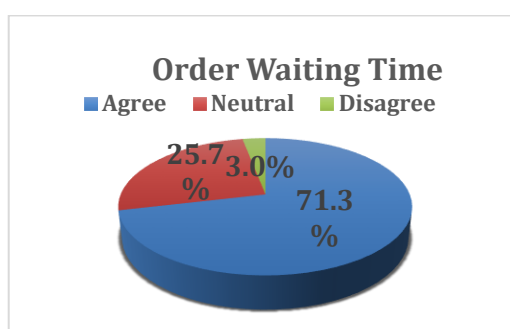


Figure 11. Order Waiting Time

Source: Processed data, 2025

As many as 71.3% of respondents agreed that ordering Tahu Bakso Miwiti did not take long. As many as 25.7% were neutral and 3.0% disagreed. This finding shows that the ordering process is considered fast and easy to access. This efficiency is a distinct advantage that supports competitiveness, especially when consumers expect a concise and timesaving transaction process.

b. Waiting Time for Delivery

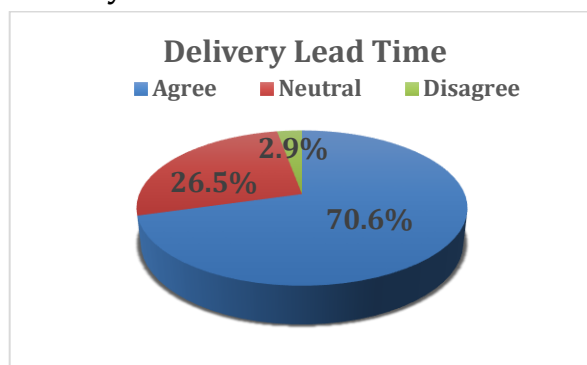


Figure 12. Delivery Lead Time

Source: Processed data, 2025

As many as 70.6% of respondents agreed that Tahu Bakso Miwiti products were received quickly after ordering. As many as 26.5% were neutral and 2.9% disagreed. This finding shows that the delivery process is considered efficient and timely. Delivery speed is an advantage that strengthens competitiveness, especially when consumers increasingly prioritize fast and practical services

5. Consumer Perception Regarding the Flexibility of Miwiti Bakso Tofu Products

a. Product Variants

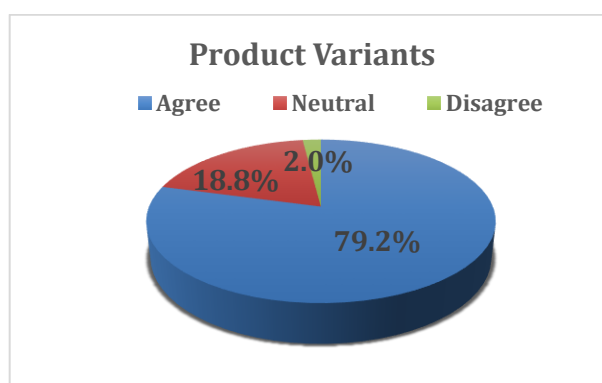


Figure 13. Product Variants

Source: Processed data, 2025

As many as 79.2% of respondents agreed that Tahu Bakso Miwiti has a variety of product variants. As many as 18.8% of respondents were neutral, and only 2.0% disagreed. This finding shows that the diversity of product variants is considered capable of meeting different consumer preferences. This variation reflects the ability of businesses to respond adaptively to market needs. This product diversity is a form of flexibility that strengthens competitiveness, because consumers tend to be more interested in brands that offer a wider choice of products and according to taste.

b. Customization

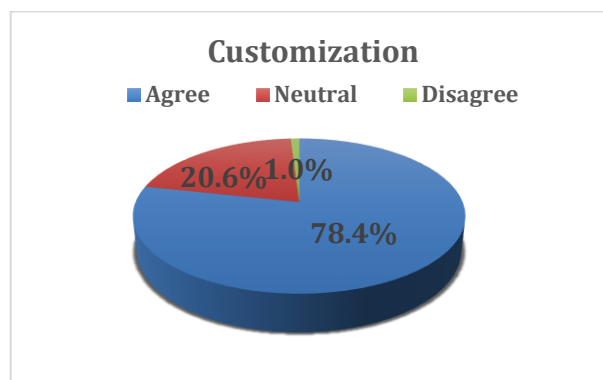


Figure 14. Customization

Source: Processed data, 2025

As many as 78.4% of respondents agreed that Tahu Bakso Miwiti can be customized to consumer preferences, such as in terms of taste, design, or size. As many as 20.6% were neutral and 1.0% disagreed. These results indicate that most consumers feel there is room for flexibility in customizing products to suit their needs. The product's ability to be customized is an added value that drives consumer loyalty, while creating a competitive advantage in a market that increasingly demands product personalization.

Conclusion

Based on the results of the study on the competitiveness of Tahu Bakso Miwiti products in the Bogor area, it can be seen that this product has a superior position in local market competition. Of the total 102 respondents, the majority of 71 people showed their preference for Tahu Bakso Miwiti compared to three other competing brands, namely Tahu Bakso Mas Baskara, Jeng Evie, and Tahu Bakso Bamer. This shows that the Tahu Bakso Miwiti brand has more advantages in the minds of consumers. The quality of the product is considered high by the majority of respondents, especially in terms of utility, features, aesthetics, and reliability. Tahu Bakso Miwiti products are considered capable of meeting consumer expectations, both in terms of taste, appearance, and practical and safe packaging. In addition, respondents considered that the product price is affordable, competitive, and commensurate with the quality and benefits obtained. This is a strength in strengthening competitiveness. Speed in delivery is also a superior point because the majority of consumers expressed satisfaction with the short waiting time and ease of making transactions. Aspects of product flexibility, such as the diversity of variants and customization options, are important added values in dealing with changes in consumer preferences. Overall, Tahu Bakso Miwiti is considered to have good competitiveness based

on consumer perceptions of the dimensions of quality, price, cost efficiency, distribution accuracy, and product flexibility.

Suggestion

Based on the results of this study, there are several strategic suggestions that can be implemented by Tahu Bakso Miwiti to increase the competitiveness of its business in the local market:

- a. Maintain and improve product quality consistently Tahu Bakso Miwiti needs to continue to maintain the quality standards of its products to remain in accordance with consumer desires. Aspects such as taste, texture, cleanliness, and product safety must continue to be top priorities. In addition, it is important for Tahu Bakso Miwiti to innovate in flavor variants or serving methods so that consumers do not get bored and have a strong reason to buy again.
- b. Strengthening digital marketing and branding strategies Tahu Bakso Miwiti is advised to increase activity on platforms such as Instagram, TikTok, WhatsApp Business, and Facebook with interesting content and collaborate with food vloggers to expand marketing reach.
- c. Improve operational efficiency and cost control In maintaining price competitiveness without compromising quality, efficiency is the most important aspect. Efforts to use raw materials from trusted local suppliers, optimize production processes, and manage logistics more efficiently can help reduce production costs.
- d. Providing customized services to customers Personalization services such as choosing the size of the package, and choosing the level of spiciness can provide a more satisfying experience for customers. Personalization can create added value and uniqueness in a competitive market.
- e. Conduct regular consumer evaluations and surveys Changes in consumer tastes and behavior are something that must be monitored. Simple online surveys, customer reviews, or social media polls can be tools to gather feedback from the market. The information received can be used to make strategic decisions and help businesses stay relevant and responsive to market dynamics.

References

- Badan Pusat Statistik Kabupaten Bogor. (n.d.). Number of micro and small enterprises by regency/municipality and legal form (unit), 2020–2022 – Statistical Table. <https://bogorkab.bps.go.id>
- Badan Pusat Statistik. (2023). Statistics of MSMEs in Indonesia. Jakarta: BPS.

- Kambey, F., Kindangen, P., & Pondaag, J. (2022). The effect of product quality and price on customer satisfaction in MSME The Mango Manado. *Jurnal EMBA*, 10(1), 123–134.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Pearson.
- Ministry of Industry of the Republic of Indonesia. (2023). Supporting the national economy, the food and beverage industry is accelerating digital transformation. Kemenperin. <https://ikmbpsjisby.kemenperin.go.id/index.php/web/newsDetail/749>
- Mubarokah, D., & Tamami, N. D. B. (2019). Competitiveness measurement and consumer perceptions of Tasikmadu starfruit in Tuban Regency, East Java. *Jurnal Litbang Kebijakan*, 13(2). <https://doi.org/10.32781/cakrawala.v13i2.310>
- Putra, D. P., & Nasito, M. (2022). The effect of technology utilization on operational performance with process innovation as a mediator (A study on silver craft MSMEs in the Special Region of Yogyakarta). *Indonesian Journal of Economics, Business, Accounting, and Management*, 1(2), 41–53.
- Rahmawati, A. A., & Mulyo Aji, J. M. (2021). Consumer perceptions of instant tiwul products by “KWT Kenanga” in Ponorogo Regency. *Jurnal Sosial Ekonomi Pertanian dan Agribisnis*, 15(1), 45–52.
- Rismanda, R., & Elsandra, Y. (2025). The influence of social media and product innovation as marketing tools on purchasing decisions in MSMEs selling trending snacks, with brand awareness as a mediating variable. *Journal of Business Economics and Management*, 1(3), 626–634.
- Rubiyanti, R., Sri, T., & Wibowo, A. (2020). Entrepreneurship strategy and digital marketing of binahong tea products in Tawang, Tasikmalaya, West Java. *DIKEMAS (Journal of Community Service)*, 4(1), 1–7.
- Sugiyono. (2018). *Statistics for research*. Bandung, Indonesia: Alfabeta.
- Sugiyono. (2022). *Quantitative, qualitative, and R&D research methods*. Bandung, Indonesia: Alfabeta.
- Sulistiyani, Pratama, A., & Setiyanto. (2020). Marketing strategy analysis in an effort to improve MSME competitiveness. *Jurnal Pemasaran*, 3(1), 31–39.
- Tambunan, T. (2012). *The role of small and medium enterprises in the Indonesian economy*. Jakarta, Indonesia: LP3ES.
- Tsani, F. H. (2023). The influence of product quality, service, and price on customer satisfaction at Bakso Papa Teuku, Semarang. *Jurnal Impresi Indonesia (JII)*, 2(10), 1–12.
- Wandhasari, N. A., Harisudin, M., & Setyowati. (2022). The influence of product quality, price, and service quality on customer satisfaction. *AGRISTA*, 10(2), 1–12.

-
- Wang, M., Liu, Y., Huang, D., & Wang, Y. (2020). How do service quality, value, pleasure, and satisfaction create loyalty to smart dockless bike-sharing systems? *Revista Brasileira de Gestão de Negócios*, 22(3), 705–728.
- Wowor, B. M. E., Kindangen, P., & Pondaag, J. J. (2020). Product competitiveness analysis in the small and medium enterprise The Mango Manado. *Jurnal EMBA*, 8(4), 1–10. <https://doi.org/10.35794/emba.v8i4.30899>
- Wulandari, A., & Kuntari, W. (2025). Analysis of the relationship between brand awareness and branding through Instagram on buying interest at CV Subang Aqiqah. *JIMU: Jurnal Ilmiah Multi Disiplin*, 3(2), 848–857.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.