



Determinants Customer Satisfaction and Implications of Interest in Buying Repeated Types of Buyers in Food Vendors Street Vendors (PMKL) in Tangerang Selatan-Banten

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ABSTRACT

This research to test determinan customer satisfaction and implications of interest in buying repeated types of buyers in food vendors street vendors (PMKL) in the Tangerang Selatan. The study is done at 200 people consumers who makes a purchase food in food vendors street vendors (PMKL) in Tangerang Selatan-Banten. Research test determinan customer satisfaction and implications of interest in buying repeated types of buyers in food vendors street vendors (PMKL) in Tangerang Selatan-Banten. Data analyzed to research this in a partial least square and used tools smartpls3. The research results show that all three variable the product quality, and in location of economic activities significant to customer satisfaction, while variable perception price has not been affecting the customer satisfaction. Variable customer satisfaction significant to interest in buying repeated consumers the food vendors the street vendors in the Tangerang Selatan-Banten.

Keywords: Product Quality, Perception of Price, Location of Business, Customer Satisfaction, Interest to Buying Repeated, Food Trader Sidewalk (PMKL)

JEL Classifications: M31, M21, M10

1. INTRODUCTION

Notes in the history of names street vendors in fact taken from the era of colonialism dutch colonial. Government regulations that time determined that every highway built should provides a means of pedestrians. Wide to pedestrian field is 5 ft or about one and a half meters. Forty years after it and when indonesia has independent, roads to pedestrians commonly used by traders to sell. Before his name is a overhang road, now become vendors (Abdurahman et al., 2016).

On his journey the development in the street vendors have turned the government on the condition of being dilematis, its existence side to create jobs, while on the other hand the existence of street vendors are not taken into account in landscape planning has to be a burden to the city. Street vendors do again their activities in public spaces city without concerning the public interest, so that the occurrence of distortion room was a function of. This condition

in the end would have required the arrangement of conformity its existence so that it will create the harmony of a city that is appropriate and deserved in line with what has been planned local government and the people aspirations (Sun, 2011).

The street vendors from economic terms that where a request there offer. It means street vendors is going to last and developing because the community membutuhkannya. For all time traders times five potentially to thrive. Street vendors is going to last, because the demand there always. The street vendors from the perspective of location, that during is no place to street vendors which can be used to trade, then street vendors is going to last (Andrés-Martínez et al., 2013).

Choice of location for strategic business is one factor the success of in an undertaking. Many considerations that must be a decision has been made a business players to choose a spot of the business to which staregis as the determinants of the success of their business

among other: (1) A population density of living in areas a business, (2) the people purchasing power for a product (3) an accessible with various transportation, (4) location is the establishment of an establishment that is densely inhabited various kinds of businesses, (5) the location of place of business standing have that environmentalists who support good the security aspect, comfort the environment (El-Adly and Eid, 2016).

Aside from the issue of mentioned above the dominant choice for in choosing its location was that is dipusat city and the center of commerce. Because the region that has the density of a having a greater opportunity consumer attention to attract them to look and finally arising desire membeli (Hjort et al., 2013).

Business food street vendors transformed into one of the trend that develops peoples especially the the middle class down. Uniqueness of the place to which it is offered by street vendors (street vendors) grown became a means or the media the interaction between the societies of the party supporters will use above the other in layers the companions (Cordell et al., 2009).

Services raised the concept of equality (equality) or similarity services to every buyers is the main force for this business. But moreover that, the trend is not able to overcome the threat to the existence of street vendors. It is because, negative image of instead the strengthen on street vendors because some the problem generated. The problem generated street vendors instead ever diseminarkan in international seminar initiated international development, about hawkers and vendor (McNally et al., 2011).

The quality of service have a close relation with satisfaction of service consumers. Increase the quality of services is that the whole of the characteristics of as well as of the nature of a product or the services of who is influential in its ability to satisfying the needs of of those who did not (Wah Yap et al., 2012) in Faiz et al. By the presence of the service that condemns the baiktentunya to increase the size of the satisfaction as accepted from the product which is have been sold out.

To compete and survive and developing so company are required to meet the needs and consumer advocacy by a gracious a better service for those so by itself consumers feel esteemed and will willing to become consumers fixed. Good governance which will put a value competitive for sustainability a business.

Competitive value of a venture can menggambarkan a these obtained the organization of a business in an effort. Value competitive also was described as through performance business with an indicator sales growth, growth capital, growth labor, growth the market and profit growth. Sustainability a business with competitiveness good is a concept multi dimensional. The relationship between orientation business and competitiveness can be hung on values competitive used to access business.

It is expected that companies will search for locations that increase revenues and reduce costs because high revenue and low cost will result in high profit (Wang et al., 2012).

Competition in an endeavor perceived greenback street vendors is challenges for them. To keep sustainability in its undertakings street vendors, need to an undertaking that hard in maintaining competitive values that they have. A mistake in taking a step in expand their business them through street vendors governance fatal consequences for expansion in the economic activities they (Matsa, 2011).

The study results indicate that both consumer inertia and satisfaction positively influence repeat-purchase intention, and that consumer inertia is more influential than satisfaction; moreover, positive word-of-mouth negatively moderates the relationship between consumer inertia and repeat-purchase intention, but positively moderates that between satisfaction and repeat-purchase intention; finally, alternative attraction does not moderate any of the above relationships significantly (Palma et al., 2011).

Tangerang Selatan-Banten is one of area that have the potential to PMKL is a good enough. Spread equally PMKL in line Tangerang Selatan-Banten. Central PMKL area is the most advanced rapidly at a lodge with Pondok Aren, Ciputat Pamulang, Bintaro and Ciputat.

As for the characteristics of street vendors (Seton-Rogers, 2011):

1. Business activities, not organized good
2. Do not have a business permit
3. Irregular in business activities, in terms of their place and working hours business
4. Congregate together in bunches on the sidewalk, or ditepi-tepi the way of protocol, dipusat-pusat where banyaj people crowded.
5. Their goods while screaming, sometimes running closer to consumers.

The research confirms close relations between customers' quality perception, their satisfaction and the level of fulfilment of their demands (Ali and Ndubisi, 2011). These customers will not only buy the product again later (in case that their expectations concerning the satisfaction with the product are met) but will also recom-mend other (prospective) customers to buy it (Agnihotri et al., 2016). The result showed that overall food quality attributes affect significantly towards customer satisfaction (Limakrisna and Ali, 2016).

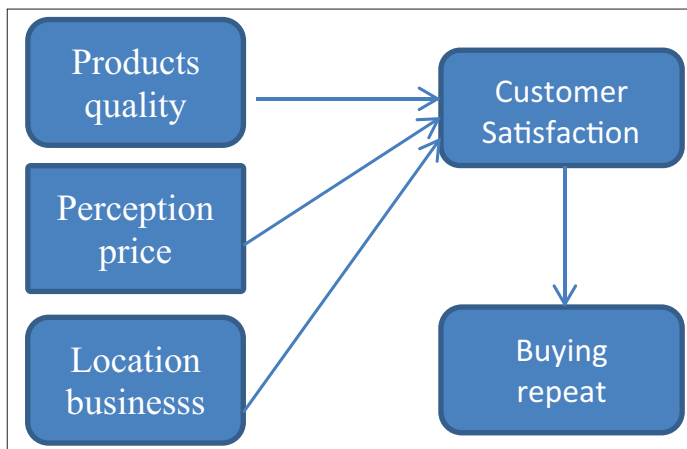
1.1. Hypothesis Research

Hypotheses of the study is based on research conceptual model presented in Figure 1.

From the above mentioned model the following hypotheses are developed:

- H₁: Product quality influences customer satisfaction in food trader sidewalk (PMKL) in Tangerang Selatan-Banten
- H₂: Perception price influences customer satisfaction in food trader sidewalk (PMKL) in Tangerang Selatan-Banten
- H₃: Location business influences customer satisfaction in food trader sidewalk (PMKL) in Tangerang Selatan-Banten
- H₄: Customer satisfaction influences interest in buying repeated consumers in food trader sidewalk (PMKL) in Tangerang Selatan-Banten.

Figure 1: Research conceptual framework



2. LITERATURE REVIEW

2.1. Marketing

The management of distribution is analysis, the implementation of the, and supervision but was later program-program which is aimed for something meaningful such as exchange in market wild price swings that gain at hand or with a view to reach organizational goals (Ashley et al., 2011). It is like this very well past a starting bid depending on volatile food prices of organization in meet the needs and desire and suffering and rebirth of the markets are as well as to determine the price of, tried to communicate, and distribution of who was the effective ruler to tell, encourage as well as served the market. Marketing is a social process for individuals and group get what they need and want to create, offers and freely interchanging products worth on the other hand (Sofiati and Limakrisna, 2017).

2.2. Marketing Mix

Marketing mix is a collection of tools marketing products tactical under control, the price of the place and promotion that make up the company to produce a response of that which is desirable in the market target (Cengiz, 2010).

2.3. Street Vendors

Street vendors defined as someone who offers barang-barangnya for sale to public without having a place permanent to sell (Andrés-Martínez et al., 2013). Hamblen (2011) added that street vendors are selling occupied sidewalk or area other public, and they will often berpindah-pindah place. Associated with it, street vendors is a kind of retail sales sells goods and services in the public as gang-gang and fringes main road (Heard et al., 2012).

2.4. Culinary Tourism

Culinary tourism is satau part of resources culture of the people. In other words in the culinary tourism is tourist activities that accentuates the culinary or a dish his mom used/food intake as various attractions such as tourism. Food or a dish his mom used it is important for various types of history and ancient of tourism (nature, culture, and my special area of interest) because it is gonna need to eat (Cabiddu et al., 2013).

2.5. Product Quality

The quality of the product is products and services which already meet or surpass customers had been predicted to increase. Based on definition according to the experts, it can be concluded that the quality of the product is a form of goods or services are measured in related to the reliability of the quality standard, additional features, the level of, a sense of, as well as the performance of function of these products can meet the expansion customers (Wagner, 2013). Indicators of the quality of the product quality according to (McNally et al., 2011):

1. The futur
2. The diversity of product
3. Product durability
4. The quality of the raw material
5. the technologies used.

2.6. Perception Price

“Price perception concern how price information is comprehended by consumers and made meaningful to them” (Jung et al., 2014). That means that how information is price can be understood by customers and make mean for customers. Indicators of the quality of the price of that will be used in this research according to Munnukka (2008):

1. Affordability of the price
2. Competitiion of the price
3. The consistency of the the price of with facilities
4. The consistency of the the price of with the services provided.

2.7. Location Business

The shop affected the profitability business and success in the long run (McNally et al., 2011). Retailing are accustomed to saying that the three keys to success are location, location, and location (Wang et al., 2012).

The location is the physical structure of a venture that constitutes the principal component that is visible in forming the impression a venture undertaken company in conducting the deployment of activity in their business and provide with a channel services needed by the consumer (Johnson, 2015). The location relating to the decision made by the company about where the operation will placed.

Location of a business should not be confused with the localization of a business. They are two different concepts. The location of a business simply refers to where a business is located. That is, where it carries out its operation (Eiselt and Marianov, 2015). Indicators of the quality of the location of (Wang et al., 2012):

1. The or position effort. Should in choosing the or position business, business people must could assess the situation about. Because this opportunity affected consumers, most consumers in addition to relax also want to enjoyed surrounding.
2. Access transport access they also affect for consumers, because consumers who come usually driving so access of transportation have to support.
3. Facilities in providing facilities must also be able to support, ranging from the toilet, parking lot, and lain-lain.
4. Security for this important that since the security of into consideration the beginning of consumers in determining the location of to be going.

2.8. Customer Satisfaction

Customer satisfaction is one of the success of indicators of an effort. This has been credibly in general because consumers are satisfied, so the organization can increase the rate of market shares by gaining it and get more all-embracing (Terpstra and Verbeeten, 2014; Thakur and Workman, 2016; Wah Yap et al., 2012).

Defined satisfaction as “an evaluation rendered that the consumption experience was at least as good as it was supposed to be” (Bodur et al., 2014). Based on previous theoretical and empirical evidence, Conceptualized satisfaction as “an evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative” (Wah Yap et al., 2012). These conceptualizations all suggest that customer satisfaction is an overall judgment process of the perceived discrepancy between prior expectation and actual consumption (Jung and Yoon, 2013).

Customer satisfaction has been defined in various ways, but the conceptualization, which appears to have achieved the widest acceptance, is that satisfaction is a post-choice evaluative judgment of a specific transaction (Terpstra and Verbeeten, 2014).

Customer satisfaction is the result of a customer’s perception of the value received in a transaction or relationship –where value equals perceived service quality relative to price and customer acquisition costs (Thakur and Workman, 2016).

The customer satisfaction expressed by Ren et al. (2016):

1. Consumers according to the quality of the services provided
2. Performance on the quality of the services provided
3. Responding to the quality of the services provided.

2.9. Interest in Buying Repeated

Interest in buying repeated is part of behavior its purchase consumers, who will form the act in consumers. In addition, customers are committed generally more receptive expansion of new products offered by the company. So customers who are committed will participate in developing a certain brand (Palma et al., 2011). According to Ashley et al. (2011), cannot be identified through interest in buying indicators as follows:

1. Transactional interest, namely person predisposition to purchase products
2. Refrains interest, namely person predisposition to refer products to others
3. A preferential interest, namely interests that describing the behavior of someone who has the main preference of these products. Preference could only be returned if anything happens to the product of preference
4. Explorative interest, such interest has describing the behavior of someone who always looking for information on diminutives products and to find information to support the properties of positive from that product.

3. RESEARCH METHODS

The method of analysis of the data used which is a method of descriptive analysis and partial least square (PLS). This analysis

used to describe the results of the spread of such so that it can be served an illustration of the factors that can affect loyalty respondents through descriptive statistics. Descriptive statistics is a help statistics to describe that was collected in research.

Analysis done with transform the raw data into the form of data that easily understandable and interpreted to then arranged, manipulated, and served in a form of information. In addition the data were analyzed using a method of PLS and used tools smartpls3. Sample size used in the study is done using several particular consideration to (Wah Yap et al., 2012), found that to model of them, sample size appropriate is between 200.

The total sample used in this research is 200 people visit. The technique of the sample used in this research is the method of sampling in terms of this is the accidental. Consumers who makes a purchase food in the areas surrounding the Tangerang Selatan-Banten.

4. RESULTS

Was used in the study analysis structural equation modelling with software SmartPLS3 (PLS). The value of pls path modeling there are 2 model that is much out of the model and the model of SHRM (2016).

4.1. Evaluation Outer Model

4.1.1. Convergent validity

Convergent validity of measurement model with indicators reflexive can be seen from the correlation between score items/ the indicator with the score construct. Indicators an individual regarded reliable if it has value correlation above 0.70.

However to research into stage scale development, loading 0.50 until 0.60 is still could be accepted (U.S. Department of Education, 2014). As for the result of the correlation between the indicator with konstruknya as seen in output loading factor as on a Table 1.

Based on Table 1 and Figure 2, it was discovered that the of each block an indicator having loading higher for every variable latent measured than with an indicator for latent other variables. It means, the following indicators are used in research that it already a good discriminant validity in preparing variabelnya each man for every other indicators having the value of the above 0.5.

These results strengthened by the analysis average variance extracted (AVE) in Table 2 the following.

4.1.2. Average variance extracted (AVE)

From the Table 2, note that the AVE > 0.5 there are four variable the product quality, satisfaction, interest in buying repeated, and perception prices, the meantime there are > 0.5. There are locations business. It means, the result is that every variable has discriminant validity good.

4.1.3. Composite reliability

Composite reliability, used to measure konstruk or internal consistency and the values must be above 0.70 (U.S. Department of

Table 1: Loading Factor

Variable	Indicators loading factor
Product quality	
Characteristics	0.722
The diversity of products	0.558
Product durability	0.903
Quality of raw materials	0.578
Technologies used	0.873
Perception price	
Affordability of the price	0.575
Kompetition the price	0.739
Conformity prices	0.857
Conformity the price of service	0.925
Location the business	
Business position	0.743
Transportation access	0.576
Infrastructure	0.688
Security	0.723

A source of primary: Data processed 2018

Table 2: Average variance extracted

Construct	Average variance extracted
Product quality	0.549
Customer satisfaction	0.703
Location business	0.470
Interest in buying repeated	0.590
Price perception	0.616

A source of primary: Data processed 2018

Education, 2014). The following the list view 3. About composite reliability.

Based on Table 3, known that the total amount of composite reliability research all the variables >0.7. These results show that all variable have met composite reliability so that it can be concluded that overall having internal variable level consistency reliability high. It means, in composite all variable having the consistency of internal are insufficient in measuring variable latent/construct measured so they could be used in the following analysis.

4.2. Evaluation Inner Model

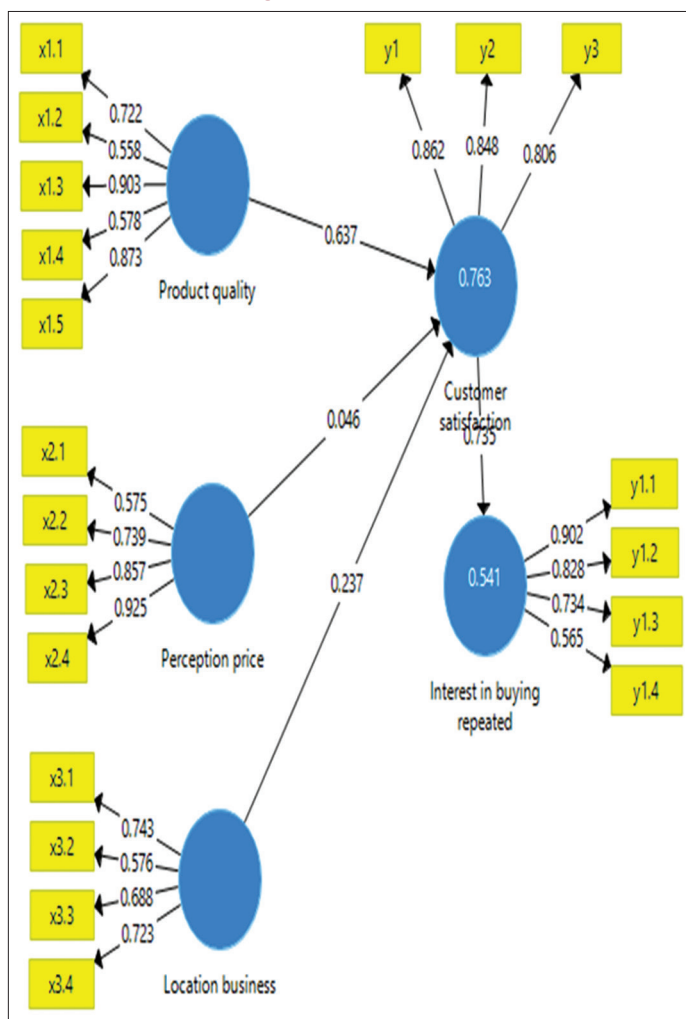
Based on Table 4, the following, for the evaluation of onto inner the model used in this research will be explained and those obtained from on the results of the path, goodness-of-fit test, and the hypothesis.

4.3. The Path of the the Fit and Proper Test Coefficient

The evaluation of the results of the path coefficient used to indicate how strong effects or influence to the independent variable dependent variable. The path coefficient more details are listed in the Table 4.

Based on Table 4, it can be explained above that: (1) The quality of the product (x_1) had a positive impact on satisfaction (y) path to the value of 0.637 and those obtained from as much as. (2) Location of business (x_2) had a positive impact on with a value of up the path of the as much as 0.237 coefficient. (3) Perception of the price of (x_3) has not been affecting the with a value of up the path

Figure 2: Outer model



of the as much as 0.046 coefficient. (4) Satisfaction against and inciting racial hatred by interest in buying (y_1) with a value of up the path of the as much as 0.737 coefficient. The path of the biggest value coefficient reflected the bank sound assets, traffics and consequently the price satisfaction of service consumers, the more one is improving the interest they would have to encourage traders to purchase the world largest from consumers.

4.4. Goodnes-of-Fit Test

Based on ouput smartpls3, testing goodnes-offit r-square value in terms of change. These changes can be used to judging of the influences of certain independent latent variable dependent on variables latent do have an substantive.

Based on Table 5, can be analyzed r-square for variables that the total amount of the product quality on variables non-competitive purchase will be 0.405 satisfaction. It means, the contribution given by the product quality variable on variables satisfaction as much as 40.5%.

The value of r^2 for variables in location of economic activities on variables non-competitive purchase will be 0.056 satisfaction. It means, the contribution given by variable in location of economic activities in clarifying the changes that have occurred on the

Table 3: Composite reliability

Variable	Composite reliability
Product quality	0.854
Customer satisfaction	0.877
Location business	0.779
Interest in buying repeated	0.848
Price perception	0.862

A source of primary: Data processed 2018

Table 4: Path coefficient

Variable	Path coefficient	Significant
Product quality (x_1)→ Customer satisfaction (y)	0.637	0.000
Location business (x_2)→ Customer satisfaction (y)	0.237	0.018
Price perception (x_3)→ Customer satisfaction (y)	0.046	0.765
Customer satisfaction (y)→ Interest in buying repeated (y_1)	0.737	0.000

A source of primary: Data processed 2018

Table 5: Path coefficient

Variable	Path coefficient (R2)	R2
Product quality (x_1)→ Customer satisfaction (y)	0.637	0.405
Location business (x_2)→ Customer satisfaction (y)	0.237	0.056
Price perception (x_3)→ Customer satisfaction (y)	0.046	0.002
Customer satisfaction (y)→ Interest in buying repeated (y_1)	0.737	0.543

A source of primary: Data processed 2018

variables of satisfaction as much as the 5.6%.

Next to value r^2 for the price perception on variables satisfaction was in 0.002. It means, the contribution given variable variable perception the price in clarifying the changes that have occurred on the variables of satisfaction 0.2%.

The value of r^2 for variables satisfaction on variables 0.543 interest in buying non-competitive purchase will be repeated. It means, the contribution given by variable satisfaction in clarifying the changes that have occurred on the variables of repeated 5.43% interest in buying as much as.

The assessment of goodness of fit making these things known from the value of square. The value of q^2 having the same meaning as the coefficients of determination (r^2) to an analysis in the regression, where is the higher q^2 , so a model it can be said that more and more fit with the data. As for the result of calculation of the value of the value of q^2 is as follows:

$$Q^2 = 1 - [(1-0.405) \times (1-0.056) \times (1-0.002) \times (1-0.543)] \\ = 1 - (0.595 \times 0.944 \times 0.998 \times 0.457) = 1 - 0.256 = 0.744$$

The calculation of the value of q^2 over with value 0.744, this shows that the predict interest in buying repeated consumers through satisfaction, quality products, perception price, and in location of

economic activities food vendors feet five is of 74.4%. Based on these results, so modeled on this research can be expressed have goodness of fit good because capable of producing the ability been predicted from in the model more than 50%.

5. DISCUSSION

Based on Table 6, it can be explained as follows:

1. Quality products have a positive influence and significantly to satisfaction with the value of t count of 3.775 and value of 0.000 P value, where the value of P value is under 0.05. With the conclusion that hypothesis h_1 rejected. It means product quality affect customer satisfaction
2. Perception prices have no influence of satisfaction with the value of t count of 0.229 and value of 0.765 P value, where the value of P value mentioned above 0.05. With the conclusion that hypothesis h_2 accepted. This means that perception prices are not affect customer satisfaction
3. In location of economic activities have a positive influence and significant impact on satisfaction with the value of t count as much as 2.379 P value 0.018 and that the value of as much as, where the value of P value under 0.05. By inference that hypothesis h_3 rejected. It means in location of economic activities affect customer satisfaction
4. The satisfaction of service consumers have a positive influence and significant impact on repeated interest in buying customers with the value of t count as much as 15.879 P value 0.000 and that the value of as much as, where the value of P value under 0.05. By inference that hypothesis h_4 rejected. It means the satisfaction of service consumers affect repeated consumers interest in buying.

The results of research conducted to the consumers who makes a purchase bar at food vendors of street vendors on Tangerang Selatan, Pondok Aren, Bintaro, and as many as 100 people Ciputat Pamulang consumers of the product quality they have an average point between 4.49% and 4.83%.

The highest score in the diversity of products and the technologies used in relation to equipment used, that means that consumers decided to buy food in the area food vendors a foot of five for reasons of diversity or variation on the menu many cooking and technology used in conformity with expectation/the consumer advocacy.

The results of research conducted to the consumers who makes a purchase bar at food vendors of street vendors on Tangerang Selatan region, Pondok Aren, Bintaro, Pamulang Ciputat and as many as 100 people visit into perception of the price they have an average point between the exam is 4.75–4.95%. The highest score in kompetitifan it is always traders food sidewalk had made consumers are satisfied that the/food what is happening to them in conformity with expectation/their desire to make they want to come back to buy the food.

The research conducted by to consumers which purchase dilokasi food trader sidewalk in the Tangerang Selatan, Bintaro, Ciputat and Pamulang as many as 100 people consumers of the an effort from

Table 6: t-test and P value

Hipotesis	Impact	t-test	P value
H ₁	Product quality (x ₁)→customer satisfaction (y)	3.775	0.000
H ₂	Location business (x ₂)→customer satisfaction (y)	0.229	0.765
H ₃	Price perception (x ₃)→customer satisfaction (y)	2.3790.018	
H ₄	Customer satisfaction (y)→Interest in buying repeated (y ₁)	15.8790.000	

A source of primary: data processed 2018

hold food on the sidewalk has rata-rata value of 4.61–5.10%. The highest score in facilities the provision of facilities must also be able to support, ranging from the toilet, parking lot, and lain-lain that should be provided the sword managers sidewalk was not make a hitch them to continue to buy repeated pproduksi the food.

The results of research conducted to the consumers who makes a purchase bar at food vendors of street vendors on Tangerang Selatan, Pondok Aren, Bintaro, and as many as 100 people Ciputat Pamulang consumers of customer satisfaction as the provision of services the food vendors in the area of street vendors have an average point between the 4.55–4.97%. The highest score in the hope of consumers according to quality for a value 4.97%. This means that consumers take pleasure so it was always want to buy the food products because the in conformity with expectation/tastes what they want.

The research conducted by to consumers which purchase dilokasi food trader sidewalk in the Tangerang Selatan, Bintaro, Ciputat and Pamulang as many as 100 people consumers of interest in buying them done consumer of food on the sidewalk has avarage value of 4.49–4.95%. The highest score in the interest of explorative, where interest it shows a person behavior this those who always looking for information on products diminatinya worth 4.95%. This means that consumers feel always wanted to buy repeated day for food sold street vendors because the in conformity with expectation/tastes what they want.

Based on the results of the product quality pengujiann hypothesis to have a positive influence and significant impact on satisfaction. The quality of a product at ranch market Pondok Indah, but there are still several things must be be increased again such as the preparation of products at a rack posted an interesting and easy to find showed variable testing shows the product quality have had a positive impact significantly to konsumen. Ricky interest in buying.

The perception of the price is not having the effect on satisfaction and what that means is consumers to consume of certain kinds of food are not related with evaluation will also be food prices are offered by reason can give satisfaction more so as to keep on will do purchases in online stores to the same food arising. The perception of the price can have negative effects of the decision of the buying and customer satisfaction. In location of economic activities have a positive influence and significantly to customer satisfaction have a positive influence and significantly to repeated interest in buying consumers. The influential positively and significantly to customer satisfaction customers restaurants Ayam Geprek Djogjakarta Semarang. The significant against satisfaction

customer. Customer satisfaction have a positive influence and significant impact on interest in buying repeated consumers. Customer satisfaction influential positively and significant impact on customer loyalty because with increasing customer satisfaction then consumers who survives is increased.

6. CONCLUSION

Based on the formulation problems and research, and drawing conclusions or research is as follows:

1. Quality products it has some positive effects significantly to customer satisfaction who buy food at the sidewalk.
2. Perception prices will not affect customer satisfaction but positive make consumers would always want to buy times in the food served vendors, this means that consumers are ignoring food prices.
3. In location of economic activities had a positive impact on customer satisfaction. It means the location related to the current positions of the street vendors must provide its own satisfaction sehingga make them have always wanted to try the purchase of repeated the food products.
4. Customer satisfaction influential positive and significantly to repeated interest in buying consumers. This means that consumers take pleasure of its own over the food served street vendors so as to make want to buy repeated day.

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