

TOURIST SATISFACTION ON UNIQUE SELLING POINTS AND ITS IMPACT ON LOYALTY (CASE STUDY OF TRADITIONAL BALINESE BEVERAGES MARKETING)

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Abstract

All products face competition in the market, including traditional products. Consumers are savvy and willing to spend time browsing and evaluating their options before making a purchase decision. A product must stand out in the minds of consumers to gain their choice. This article aims to determine the effect of unique selling points on customer satisfaction and loyalty of traditional beverages. The relationship between variables was tested by applying the structural equation modeling procedure. The model was tested with a sample of 100 tourists who had drunk the traditional drink Arak at the time the study was conducted. The result of the analysis are that the unique selling point has a positive significant effect on customer satisfaction, but an insignificant positive effect on customer loyalty. Other results show that tourist satisfaction has a significant positive effect on loyalty. The most important finding is that satisfaction plays a role in mediating the unique selling point relationship with loyalty. This article is very important for beverage managers in creating more unique selling points in providing traditional drinks and fulfilling customer tastes to gain customer loyalty in the beverage business.

Keywords: *Unique Selling Point, Satisfaction, Loyalty, Traditional Beverages*

Introduction

Tourism in Bali attracts domestic and international tourists to visit Bali, which shows an increase every year. Accommodation facilities developed rapidly, especially before the economic crisis. The local community is used to interacting with tourists and being directly involved in tourism activities is an additional force that greatly supports tourism activities. However, the crowds of tourists visiting Bali are not in line with the popularity of local traditional products. For example, tourists while in Bali consume imported beverages more than local ones. Actually, in Bali there is a traditional spirit called Arak produced by local people since ancient times, but this product is not widely known by tourists.

Arak is a typical Balinese alcoholic drink made from fermented palm wine. These alcoholic drinks are legally produced and consumed in Bali. The making of Arak is carried out through a long process hygienically in order to obtain good quality. It starts with tapping palm sap which is then fermented. After that, the palm sap undergoes a distillation process by boiling it in the traditional way using a fire from a wood-burning stove. The steam from the distillation process then undergoes condensation which produces an alcoholic liquid called Arak. At the

end is the aging process by storing the alcoholic liquid to make it taste and smell good.

The quality of Arak is actually the same as whiskey, gin, rum, vodka, brandy and tequila. This drink can be consumed straight or mixed with other ingredients to make a cocktail. In marketing, this traditional product is packaged in attractive bottles or jars and is available in restaurants, bars, hotels and beverage store in Bali and even other cities where the sale of alcohol is legal. The government has supported the production and marketing of Arak to support tourism. The popularity of traditional beverages produced by local communities is expected to boost the community's economy while preserving cultural heritage.

Tourism business in Bali should be in line with the popularity of the local products or local brands. However, this has not fully happened in Bali. According to the Bali Food & Beverage Managers Association (2022) drinks provided by bars and restaurants in Bali are still dominated by imported beverages to meet the needs of tourists in Bali. Arak as a traditional beverages has not been widely consumed by tourists in Bali. These products are only purchased by tourists as local products that are tried to fulfill the desire to know traditional products. This product is not as popular as other spirits such as whiskey, vodka, gin, rum, brand, and tequila. In fact, this product is still less popular than sake, which is a traditional alcoholic drink from Japan, or seju from Korea.

How to make Arak popular with tourists is a matter that must be seriously considered. The existence of Arak as a traditional Balinese drink in the tourism business provides positive hope for the Balinese people in absorbing local resources, especially product ingredients produced by local farmers, as well as the involvement of local people in processing these products. The dominance of imported alcoholic beverages in the restaurant and bar business in Bali shows that these traditional products are less popular than other products. Restaurants and bars are less interested in selling Arak because of the risk that visitors won't buy this traditional product. During this time, arak was usually served as a welcome cocktail simply to showcase the uniqueness of the local culture in service.

The existence of a product in business is inseparable from customer loyalty which is a goal in marketing and a measure of business performance (Lovelock and Wright, 2007; Gaskil and Winzar, 2013; Pappas *et al.*, 2014). The real behavior of customer loyalty is repurchasing (Moraga *et al.*, 2008; Fang *et al.*, 2011). Creating customer loyalty can refer to a consumer behavior model consisting of input, process, and outcome components (Milner and Rosenstreich, 2013). Products as inputs can stimulate consumers in the process of making purchasing decisions, and can generate a variety of consumer responses related to customer loyalty (Kotler and Armstrong, 2007: 199). Creating customer loyalty can refer to a consumer behavior model consisting of input, process, and outcome components (Milner and Rosenstreich, 2013). Products as inputs can stimulate consumers in the process of making purchasing decisions, and can generate a variety of consumer responses related to customer loyalty (Kotler and Armstrong, 2007: 199). The creation of a unique product is expected to be able to stimulate tourists to buy Arak, as well as generate repurchasing responses.

Product uniqueness can be an attraction for consumers to know the product in detail (Borseková et al., 2015). Empirically, various attributes regarding product or brand knowledge have been shown to have a strong influence on customer loyalty (Qin and Prybutok, 2008; Alegre and Cladera, 2009; Marinkovic et al., 2014). However, contradictory findings show that product and brand knowledge has no significant effect on customer loyalty (Yu et al., 2013). These inconsistent empirical findings indicate that there is a research gap that can be filled by analyzing the effect of unique selling points as part of product knowledge on loyalty. The analysis aims to identify the factors that influence customer loyalty to increase the popularity of Arak as a traditional product in the Bali tourism business.

Empirically satisfaction also has a significant effect on customer loyalty (Hsu et al., 2010; Kitapci et al., 2013; Marinkovic et al., 2014; Pappas et al., 2014), so that tourist satisfaction with Arak will also be tested for its relationship with their loyalty to the product. This study aims to identify predictor variables of customer loyalty in order to increase the popularity of Arak as a traditional drink in the tourism business in Bali. The results of this study are very important in creating marketing strategies for traditional products in international markets. The following discussion will review literature on loyalty, satisfaction, and unique selling points, as well as conceptual models and hypotheses. In the next section, the research methods and results will be explained, and will end with conclusions.

Literature Review

Customer Loyalty

In a marketing strategy, customer loyalty is a target and a measure of business performance (Gaskil and Winzar, 2013). Loyalty is distinguished as a behavior and mental condition (Soderlund, 2006). Loyalty as a behavior can be in the form of share of customers, frequency of customer's visits, level of customers cross-purchasing, and duration of relationship with consumers, while loyalty as a mental condition involves attitudes, preferences, commitment and intentions. Loyalty intentions can be in the form of repeated support intentions and word of mouth communication. According to Moraga et al. (2008) loyalty can be conceptualized as a process so that loyalty is divided into attitudes and behaviors. The attitude reflects the aspects of cognitive, affective, and conative as prerequisites for ongoing relationships that can shape customer commitment to a company or its brand. The behavior of loyalty involves actions supporting a brand or company. The true loyalty are attitudes and behavior to a brand or company. According to Tsoukatos and Rand (2006), loyalty is described as a customer's willingness to keep a relationship with a product provider which is the result of customer trust. In this concept loyalty can be expressed emotionally by communicating word of mouth, and loyalty is expressed as behavior with actions to survive / retention.

Unique Selling Point (USP)

The uniqueness is an important factor that every product must have in order to stand out from competitors. The USP is a factor or consideration of the seller as a reason that their product or service is better than competitors. Uniqueness (differentiation) is described as the consumer's feelings on the difference between

a product or brand and other competitors (Anselmsson et al., 2007). In the literature on marketing, uniqueness is often associated with product differentiation and develops into the concept of unique selling propositions. Uniqueness can be felt in one or a combination of attributes in a product that develops into a unique brand, and the characteristics of these attributes can be tangible or intangible.

Every consumer who is going to buy something will certainly compare several products before finally making a choice (Tarman et al., 2019). The unique selling point of the product is partly different from other competitors and brings a unique position for this product in the market (Borseková et al., 2015). There are several things that are definitely a consideration for consumers before choosing a product, such as price, benefits offered, and its popularity. So that consumers can immediately choose a product, of course there must be specific things offered to them. The product uniqueness depends on the feeling of consumers to the features of the product from others (Kemp et al., 2012). Aspects of a product that are perceived as unique will influence customer preferences and are often associated as superior value with good quality. For products in the food and beverage category, their uniqueness can be identified in taste, aroma, texture, appearance, function, as well as packaging and material composition. (Petek et al., 2021; Pickering et al, 2022; Szolnoki and Tafel, 2022). In previous studies it is known that product knowledge including its uniqueness can affect customer loyalty (Qin and Prybutok, 2008; Alegre and Cladera, 2009; Marinkovic et al., 2014), so the hypothesis is proposed:

H1. The USP has a significant positive impact on loyalty

Satisfaction

Many experts define consumer satisfaction based on their respective perspectives, even though there is no single definition that is a common reference for consumer satisfaction, but in essence they state the same substance regarding customer satisfaction. Satisfaction describes feelings from the process of assessing what is received compared to what is expected, or the fulfillment of needs and desires (Parker and Mathews, 2001). Satisfaction can be understood as a result and process of an individual's experience in consuming a product. Satisfaction as a result is a feeling of pleasure or disappointment that arises as a result of comparing perceived product performance with expected performance (Kotler and Keller, 2009). This feeling can be in the form of an emotional state as a post-purchase reaction, namely anger, dissatisfaction, irritation, neutrality, joy, or pleasure (Lovelock and Wright, 2007). This emotional state is an affective response of customers to their perceptions of a series of attributes that build the performance of a product (Yu and Dean, 2001). This emotion can be explained positively which is a feeling of pleasure in the product and negatively expressed by feeling disappointed in the product.

Satisfaction as a process is a cognitive approach, namely the level at which the perceived performance is the same as the customer's expectations (Kotler and Armstrong, 2007). The cognitive meaning of satisfaction is often explained as the perception of product performance that meets or exceeds customer expectations (Parker and Mathews, 2001; Kotler and Armstrong, 2007). Customer satisfaction is also described as an overall attitude towards the product as a result of a thorough

evaluation of the product (Powers and Valentine, 2009; Yap et al., 2012). Attitudes towards the product have an affective component, namely the customer's feelings towards the evaluation results of the product (Assael, 1995). This evaluation results in customer satisfaction (Oliver, 1980), so that satisfaction can predict behavioral intentions. Thus, it is hypothesized that:

H2. Satisfaction has a positive and significant impact on loyalty

Based on the theory of expectation-disconfirmation, satisfaction is the customer's perception of differences in product expectations and performance, where positive disconfirmation can increase satisfaction and negative disconfirmation has the opposite effect (Oliver, 1980). If the perceived product performance is in line with the product expectations, the customer will be satisfied, and conversely if the product performance is perceived to be below expectations, the customer will be disappointed (Schiffman and Kanuk, 1997). So it is hypothesized that:

H3. The USP has a positive and significant impact on satisfaction

Research Methodology

Sampling Method

Primary data was collected by conducting field surveys in popular tourist destinations in Bali, namely Kuta, Seminyak and Canggu. The target sample are tourists visiting the destination during the research period in 2022. Valid and reliable questionnaires were distributed by purposive sampling method at a number of restaurants and bars spread across the three destinations. Visitors at restaurants or bars who have bought Arak to drink straight or in cocktails were asked to fill out the research questionnaire. The number of questionnaires distributed was 175 and 119 samples were usable, resulting in a response rate of 68 percent. Visitors agreed to participate in the study. In the research model (Figure 1) it is assumed that the relationship between the variables to be analyzed in traditional beverage products has never been studied empirically.

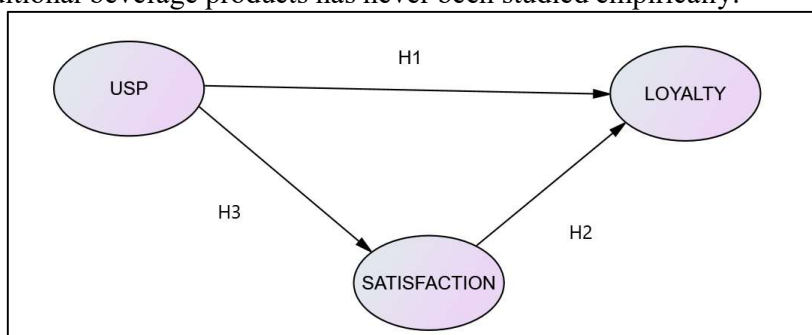


Figure 1: Research Model

Research Instrument

A questionnaire designed to measure each of the variables in the research model. Three latent variables (USP, satisfaction, and loyalty) are measured using several indicators. The designed questionnaire consists of two parts which include demographic data and research variables. Demographic characteristics identified six items, namely the respondent's origin, gender, age, their last education,

purpose of visiting Bali, and frequency of consuming Arak. The results of the descriptive demographic analysis of the respondents are in Table I.

The latent variable of USP measured by three indicators adapted from the studies of Pickering et al, (2022) and Szolnoki and Tafel, (2022) and modified for the context of alcoholic beverages, respondents were asked about the uniqueness of Arak. The variables of satisfaction (three items) were adopted from the study of Powers and Valentine (2009) and Yap et al. (2012). The latent variable of loyalty is measured by four indicators adopted from the study by Moraga et al. (2008) and Soderlund (2006). A seven-point Likert scale from 1 describing strongly disagree to 7 describing strongly agree was used to measure all indicator items. Before being used to collect primary data, the questionnaire was tested on 30 people to determine its validity and reliability. The results of the Pearson Correlation analysis showed a score above 0.403 and a Cronbach Alpha score above 0.60. This means that the questionnaire is valid and reliable to be used to measure indicators.

Table 1
Characteristic of Respondent
[Source: the results analysis, 2022]

Characteristic	Frequency	%	Cumulative (%)
Origin			
Domestic	42	42	42
International	58	58	100
Gender			
Male	13	13	13
Female	87	87	100
Age			
Under 25	8	8	8
25 – 35	24	24	32
36 – 45	39	39	71
46 – 55	15	15	86
More than 55	14	14	100
Education			
Senior School	3	3	3
Diploma / Bachelor's Degree	52	52	55
Postgraduate	45	45	100
Purpose of the visit			
Pleasure / Vacation	83	83	83
Business	6	6	89
Other	11	11	100
Number of Previous Arak Consumption			
Never	33	33	33
One time	11	11	44
Two times	9	9	53
More than two times	47	47	100

Measurement

The USP is the consumer's feeling that Arak is different from other competitors' products. The variable is measured by USP1 (Arak's unique taste); USP2 (Arak's unique flavor); and USP3 (Arak's unique presentation). Satisfaction is consumer's feelings about the process of evaluating perception against expectation of the Arak as traditional beverages. It is measured by SAT1 (the uniqueness of beverage products meets consumer expectations), SAT2 (consumers' feelings in consuming beverage products), and SAT3 (overall satisfaction). Loyalty is defined as the intention to support the existence of Arak as measured by LOY1 (repurchase intention), LOY2 (WOM intention), LOY3 (recommendation intention), and LOY4 (consumption intention).

Results and Discussions

Testing of the Reliability and Validity of the Measurement Scale

Table 2 shows the results of the validity and reliability tests for the measurement scale of each latent variable.

Table 2
Testing Construct Validity and Reliability
[Source: analysis results, 2022]

Construct	Items	Loading Factor	Cronbach's Alpha	AVE	CR
Unique Selling Point	USP1	0.755	0.843	0.590	0.815
	USP2	0.735	0.854		
	USP3	0.843	0.844		
Satisfaction	SAT1	0.828	0.845	0.631	0.838
	SAT2	0.844	0.862		
	SAT3	0.731	0.858		
Customer Loyalty	LOY1	0.765	0.845	0.630	0.873
	LOY2	0.839	0.841		
	LOY3	0.762	0.835		
	LOY4	0.768	0.851		

$$\chi^2 (32) = 36.412 \quad p = 0.114 \quad \text{CMIN/DF} = 1.150 \quad \text{GFI} = 0.922 \quad \text{RMSEA} = 0.031 \quad \text{TLI} = 0.985 \quad \text{CFI} = 0.979 \quad \text{AGFI} = 0.815$$

The first step in SEM analysis is examining the goodness of fit indices to determine the feasibility of the research model. The results in Table 2 show that all the criteria for goodness of fit indices meet the cut of value, namely Chi-square (χ^2) ≤ 36.412 and $p \geq 0.05$. Then the criteria for $\text{CMIN/DF} \leq 2.0$, $\text{GFI} \geq 0.90$, $\text{RMSEA} \leq 0.08$, $\text{TLI} \geq 0.95$, $\text{CFI} \geq 0.94$ have also met the eligibility threshold. The Cronbach's Alpha score ranges from 0.835 to 0.862 greater than 0.6 so that all constructs are reliable. Convergent validity can be assessed from the Average Variance Extracted (AVE) and Composite Reliability (CR) scores. All variables met the criteria with an AVE score > 0.5 and $\text{CR} > 0.6$. The score loading factor for all indicators is greater than 0.7, so that all indicators can measure latent variables well. Furthermore, in Table 3 it is shown that the results of the squared

correlation test are smaller than the AVE, so that all constructs are different from each other so that the discriminant validity is good.

Table 3

Discriminant Validity

[Source: analysis results, 2022]

	USP	Satisfaction	Customer Loyalty
USP	0.590		
Satisfaction	0.552 (0.305)	0.631	
Customer Loyalty	0.413 (0.171)	0.708 (0.501)	0.630

Testing of Hypotheses

In the research model proposed 3 causality hypotheses. According to Hair et al (2010) the criteria for accepting the hypothesis are that it meets $CR > t$ -table and $p < 0.05$, and has a positive value. In this research model, df is 32 and the t -table value at a significance level of 0.05 is 1.694. Thus the value of C.R must be greater than 1.694 for acceptance of the hypothesis. Table 4 shows the results of hypothesis testing that is rejected the hypothesis 1 and accepted hypothesis 2 and 3.

Table 4

Hypothesis Test

[Source: analysis results, 2022]

Causality Relationship	Regression Weight (β)	C.R	p	
USP \rightarrow Loyalty	0.029	0.245	0.788	NS
Satisfaction \rightarrow Loyalty	0.679	4.723	***	S
USP \rightarrow Satisfaction	0.572	4.462	***	S

Another result is the mediating role of satisfaction as in the relationship of USP and loyalty. The direct effect is 0.029 (not significant), but the indirect effect through satisfaction is 0.388 (significant), so that satisfaction can mediate fully in association of USP and loyalty.

Discussion

This study examined the effect of unique selling points on satisfaction and loyalty. The results of analysis show that the effect of unique selling point on satisfaction is significant, but insignificant effect on loyalty. These findings indicate that Arak as a traditional Balinese drink can meet the expectations of tourists to feel the uniqueness of the traditional product. The uniqueness of taste, flavor and presentation are in accordance with the tastes of tourists visiting restaurants and bars in Bali. This has proven that Arak can be an alcoholic drink that can satisfy tourists in Bali. To meet the needs of spirit for tourists in Bali, Arak can be equated with imported spirits, such as whiskey, gin, vodka, rum, brandy and tequila.

Furthermore, this study has also confirm that the effect of tourist satisfaction on loyalty is significant. The results indicate that tourists who are satisfied with drinking Arak will intend to be loyal to the drink. Their loyalty to the drink will be expressed by the repurchase intention, consume continuously, share positive stories, and recommend it to friends or family. The loyalty will support the Arak marketing in the hotel, bar, and restaurant in Bali, where satisfied tourists will become potential sales agents by promoting arak to others. They will also continue to buy and consume it in the future.

The mediating role of satisfaction in the unique selling point relationship with customer loyalty is interpreted to mean that creating unique traditional products must match consumer tastes if customer loyalty is expected. The mediating role of satisfaction in the unique selling point relationship with customer loyalty is interpreted to mean that creating unique traditional products must match consumer tastes if customer loyalty is expected. Arak farmers are not allowed to make arak from a unique origin, but they must also understand the tastes of tourists so that their products are in demand in a sustainable manner.

Conclusions

Based on the analysis and discussion, conclusions were obtained that answered the problems and objectives of this study. First, USP has no significant effect on customer loyalty. This shows that the uniqueness of traditional products does not automatically make customers loyal. To make customers loyal to the product requires a more complex marketing strategy. Second, satisfaction has a significant effect on loyalty, so that the more satisfied consumers are with traditional products, the more loyal customers will be to the product. Therefore it is important to satisfy consumers so that they are loyal to the product. Third, USP has a significant effect on satisfaction so that the more unique the traditional product, the more satisfied consumers are with the product. Therefore, the marketing strategy for traditional products must understand consumer expectations. Fourth, consumer satisfaction plays a role in mediating the influence of USP on consumer loyalty. This shows that customer satisfaction is central to the marketing strategy for traditional products. Consumer satisfaction is a very important factor in creating unique products so that products can be liked by customers in a sustainable manner.

This research provides managerial implications in the local product business, such as Arak. The uniqueness of local products must meet consumer expectations in order to obtain customer support. Theoretically, customer loyalty is necessary in creating a sustainable business.

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