Exploring the consumer satisfaction and loyalty of moringa tea in Madura

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Abstract. Improving customer satisfaction is an essential component of the long-term survival of a business. The increasing number of similar businesses is challenging for business actors to survive in the industrial world. Every business needs to keep its customers satisfied and loyal. This study analyzes consumer satisfaction and loyalty to one of CV Nurul Jannah's processed products, moringa tea. This study uses the IPA-CSI method and Pearson correlation with quantitative research type. The sampling technique was non-random sampling. The results of this study indicate that in the analysis of each attribute with the IPA method, three attributes are in quadrant I to be the owner's top priority in making improvements, namely price comparison with other products, efficacy, and ease of obtaining moringa tea. The CSI value table is known to be 76.43%; this value based on the CSI criteria is between (66.00% - 80.99%) which states that consumers are satisfied. The correlation results show a strong and positive relationship between satisfaction and consumer loyalty of 0.786. CV. Nurul Jannah is expected to add organic compositions, such as honey, etc., to add more efficacy so that consumers feel free to buy at the price offered by the manufacturer. This will create satisfied consumers who will become loyal.

1 Introduction

Micro, small, and medium enterprises (MSMEs) contribute to the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs in 2020, the number of MSMEs in Indonesia currently reaches 64.2 million, with a Gross Domestic Product (GDP) contribution of 61.07% or equivalent to 8,574 trillion rupiahs [1]. MSMEs contribute to the economy by absorbing 97% of the workforce and raising to 60.4% of total investment. The Human Development Index (HDI) of the Sumenep district is 66.2 [2]. According to data from the Sumenep District Cooperative and Micro Business Office in 2021, Sumenep Regency is one of the districts in East Java that has a small industry of 2,356 units and has been awarded as an active local government in managing MSMEs by the Minister of Finance in 2021. This is very influential for MSMEs in carrying out business development and encouraging them to continue to innovate and become more advanced. The contribution of MSMEs in Sumenep Regency cannot be separated from processing agricultural products, one of which is moringa leaves [3].

Moringa leaves are an agricultural product often consumed by people as vegetables and are often used as medicine [4]. People in Ethiopia consume moringa as an herbal medicine to prevent asthma, malaria, skin, digestive/stomach problems, diabetes, and hypertension, and it is perfect for women who are breastfeeding [5]. Moringa leaves, which contain a myriad of benefits, were nicknamed by WHO a miracle tree and mother's best friend after the research conducted, then concluded that moringa leaves, which are low in price, have become a meritorious plant for human life (Resia, 2022). According to data from the Ministry of Agriculture, in 2022, the government collaborated with the Indonesian Beyond Moringa Association to hold Business Matching to develop the moringa market in Indonesia due to the increasing demand for moringa in foreign markets (Minister of Agriculture, 2022). East Java Province is one of the producers of moringa in Indonesia.   In 2019, East Java exported 55.8 tons of moringa to South Korea with a total export value of USD 155,247.90. Moringa is also one of the agricultural products successfully exported up to 200 tons from Sumenep district in July 2022 [3].

Moringa leaves are a business idea with high prospects [6], processed into products such as moringa sticks, multipurpose flour, herbal tea, herbal pills, etc. CV Nurul Jannah is one of the businesses that utilize moringa leaves in herbal tea. The marketing of CV Nurul Jannah's Moringa tea has been circulating in the regional market. Moringa tea has undergone laboratory testing, and this product has penetrated international markets such as India, Thailand, Germany, and Malaysia. The export quantity of Moringa tea to

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Malaysia is higher than that of the three countries; this impacts the turnover received by CV Nurul Jannah.

The success of the business will bring challenges to the owner. The challenges of crop failure caused by climate and disasters that befall farmers directly impact production failure 4 to 5 times a month. This event resulted in a decrease in the quality of CV Nurul Jannah's Moringa tea products, supported by a continuous decrease in turnover received by the owner from 2019 to the present. This challenge is a gap for similar business competitors to enter the regional and international market competition. This is a challenge for the owner of CV, Nurul Jannah, who must continue to develop products to win business competition [7].

The first step in product development activities is to evaluate consumer satisfaction with Moringa tea products. According to Tjiptono (2012) and [7,] the discrepancy between expectations and performance is interpreted as satisfaction. Consumer satisfaction is always based on efforts to eliminate or reduce the gap between expectations and performance. Kuantari et al. (2016n [8] state customer satisfaction affects loyalty.

Consumers who respond positively will buy products continuously and become loyal consumers. [9] found a favorable relationship between satisfaction and loyalty. *Consumer loyalty* is defined as the willingness of consumers to continue to commit to a product in the long term, the higher the satisfaction felt by consumers, fostering a sense of loyalty to a product and, in turn, encouraging consumers to buy products continuously and recommend to others [10]. This affects revenue, creates product value, and encourages MSMEs to develop product products [11].

CV Nurul Jannah has never evaluated customer satisfaction and loyalty, and if this continues to happen, consumers will choose competing products that are more attractive. Judging from the realization of moringa tea, product sales at CV Nurul Jannah have decreased dramatically in 2019, compared to the previous year (2012 - 2018), which has continuously increased. It is hoped that the results of this study can contribute by mapping the attributes that are the top priority as a guide for business owners to carry out product development to create long-term success because producers' primary goal is to obtain high revenue by creating value in their products. After all, consumers do not depend on producers, but producers depend on consumers [15]. The problem description above is the basis for researchers to analyze the level of customer satisfaction with Moringa tea and the relationship between customer satisfaction and loyalty to Moringa tea CV. Nurul Jannah.

2 Research method

This research took place at Cv. Nurul Jannah, Sabedung Hamlet, Pakandangan Sangra Village, Bluto District, Sumnep Regency, East Java. The research location was selected by purposive sampling (intentionally) by considering several things, such as the absence of the same topic and research location regarding customer

satisfaction and loyalty at CV. Nurul Jannah and this business unit have been established for over five years. Data sampling is done by purposive (intentional). According to [3], purposive sampling is one of the methods of non-randomized sampling, where the research sampling technique is based on the researcher's consideration. Sekaran 2006 [36] says the number of feasible samples in research ranges from 30 to 500 respondents. This is the basis for researchers to involve 37 respondents with the criteria of consumers who have bought and consumed Moringa tea CV. Nurut Jannah more than once. The purpose of sampling is to evaluate consumer satisfaction and loyalty.

Research data sources are from primary and secondary data, and primary data is obtained from interview techniques and distributing questionnaires. The questionnaire is given directly and openly to respondents so that they get a detailed explanation of the questions. The interview between filling out the questionnaire aims to enable researchers to obtain additional data and information from consumers and producers [37]. Secondary data is obtained from relevant research journals, the Ministry, and other literacy sources to support this research.

The research method is descriptive quantitative, with the measurement scale used being the linkert scale. The Linkert scale helps researchers measure respondents' opinions, perceptions, and attitudes. This study uses the Linkert scale to determine consumers' satisfaction with Moringa tea products Cv. Nurul Jannah, which consists of five points: 1 = Very Dissatisfied; 2 = Dissatisfied; 3 = Neutral; 4 = Satisfied; and 5 = Very Satisfied. Five points are selected on a Likert scale so researchers can get respondents' subjective answers [38].

The analytical tools used to answer the problem formulation are the Importance of Performance Analysis, Customer Satisfaction Index, and Pearson correlation [16]. The following is an explanation of the analysis tool:

2.1 Importance Performance Analysis (IPA)

In [4] and [5] state that Importance Performance Analysis is a technique for measuring services where the data used is data on the level of importance, also known as the level of expectations from consumers and the level of performance, which is the level of reality felt by consumers. Determination of the final average value, the results of each performance value, and the importance of the following attribute will be averaged [5].

IPA analysis will show a tabulation diagram by plotting each attribute spread across four quadrants [6]. Each assessment attribute is distributed among the four quadrants of the Importance-Performance Analysis (IPA) chart, as can be seen. The X-axis = level of importance, and the Y-axis = level of satisfaction for all attributes [7]. An overview of how the four quadrants of Importance Performance Analysis distribute the four assessment criteria can be seen in Fig. 1.
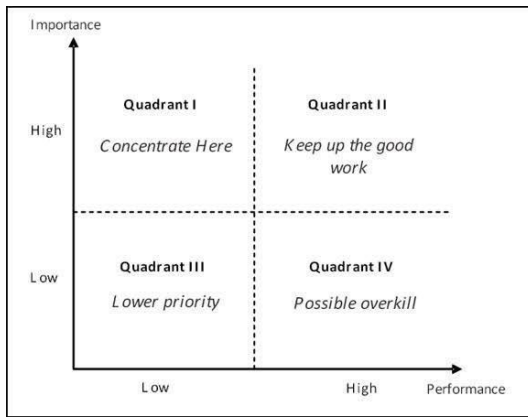
Fig. 1. Diagram importance performance analysis I.

1. Top priority, where this quadrant has several factors considered essential and expected by consumers. The company's performance is considered unsatisfactory, so the company needs to contribute to improving resources to improve the performance included in the quadrant.
2. Maintain achievements: This quadrant has factors considered essential and expected by consumers, which support consumer satisfaction, so the company is obliged to maintain these performance achievements.
3. Low priority: This quadrant has several factors considered to have a low level of perception and are not expected by consumers, so companies do not need to prioritize and pay more attention to these factors.
4. Excessive, a quadrant considered not too important and not too expected by consumers, so companies are more advised to improve related resources on other factors with a higher priority level in production.

2.2 Customer Satisfaction Index (CSI)

In [18] states that the Customer Satisfaction Index is an analytical tool to measure overall customer satisfaction in the form of a percentage so that it can be used to assess the quality of service offered by the company to its customers [18]. Customer Satisfaction Index (CSI) analysis is constructive for the company's survival through product attributes as an illustration of measuring the level of customer satisfaction and inspiring employees through suggestions given by consumers [8].

Table 1. CustomerSatisfactionio index value I.

Index Value (%)	Customer Satisfaction Index Criteria
81,00 – 100,00	Very satisfied
66,00 – 80,99	Satisfied
51,00 – 65,99	Moderately satisfied
35,00 – 50,99	Not satisfied
0,00 – 34,99	Very dissatisfied

Source: [8].

For a company that wants to calculate the performance level of a product attribute, the CSI formula is needed to calculate the average value of the attribute's importance [9]. Starting from mapping the MIS (Mean Importance Score) and MSS (Mean Satisfaction Score) values, then calculating the Weight Factor (WF) value by dividing the average level of relevance of each aspect by the total level of importance of all attributes. The following calculation is the Weight Score by multiplying each attribute's MSS and WF values. The WS value of each attribute is summed and then divided by five (the number of scales used) to get a customer satisfaction index, then multiplied by 100 percent [20].

2.3 Pearson correlation

Pearson Correlation aims to determine whether there is a relationship between two or more variables and determine the level of relationship between variables expressed by the correlation coefficient (r). This aligns with the research objectives to determine the relationship between satisfaction and consumer loyalty. The type of relationship between variables X and Y can be positive and negative [21]. The data scale used in this test is interval/ratio. The basis for decision-making is (1) If the significance value <0.05 indicates a correlation between variables and (2) If the significance value> 0.05 indicates that the variables are not correlated [22].

Table 2. Correlation coefficient degree II.

Correlation score	Relationship level
0,00 – 0,199	Very weak
0,20 – 0,399	Weak
0,40 – 0.599	Moderate
0,60 – 0.799	Strong
0,80 – 1,00	Very strong

Source : [9].

3 Results and discussion

CV Nurul Jannah is one of the MSMEs processing moringa leaves in Pakandangan Sangra Village, Bluto District, Sumenep Regency. The business owner, Mr. Ahmad Nurdin, started the business in 2010 and succeeded in 2012. Moringa is sourced from local farmers in production. From 2010 to 2019, CV Nurul Jannah had a workforce of 70 employees from the local community, but from 2019 until now, the number of workers has decreased to 50 due to the impact of COVID-19. During its business, CV Nurul Jannah has participated in several trainings organized by institutions such as the University of Jember and the government. The training provided is in the form of training for employees, making halal and PIRT certifications, making attractive packaging, and lab-tested products from packaging to marketing products. CV Nurul Jannah also actively participates in bazaars organized by the Sumenep district government.

Some moringa-derived products produced are sticks, multipurpose flour, effervescent tablets, herbal tea, and

some snacks made from moringa. In 2014, CV Nurul Jannah exported one of its products, moringa tea, to India, Thailand, Germany and Malaysia. Moringa tea products are packaged in a size of 1 box containing 20 tea bags for IDR 15,000 and have received permission from the Health Office with a Household Industry Food Production (PIRT) certificate number 5163529021185-20—the amount of income of CV. Before and after COVID-19, Nurul Jannah decreased dramatically; before COVID-19, income reached ± 15 million / month, while after COVID-19, it only amounted to Rp 3,750,000 / month; this is the basis for this research.

Fig. 2. Product tea CV. Nurul Jannah II.
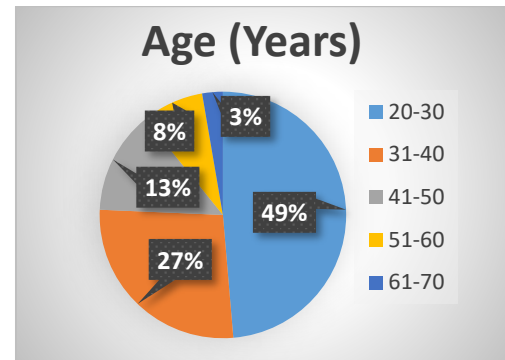
3.1 Characteristics of Respondents

The results of the questionnaires that have been distributed to as many as 37 respondents in Sumenep District on the moringa tea business show that respondents are mapped based on different characteristics, namely age, gender, income per month, number of transactions, and consumption expenditure of moringa tea CV. Nurul Jannah every month.
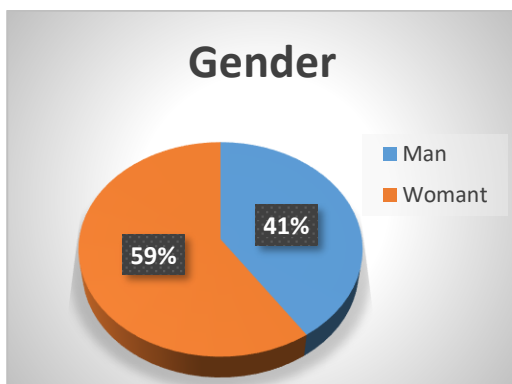
Fig. 3. Respondent's gender III.

Respondents based on the gender of the 37 total consumers who were research respondents consisted of 22 women with a percentage of 59.5%. This refers to the fact that, in general, female consumers are more likely

to spend their money on food/drinks and other items that can improve mood. Men also tend to consume food or drinks women purchase more often, supported by CV. Nurul Jannah's target market is homemakers, who generally provide tea at home.


Fig. 4. Respondent's age IV.

Other respondent characteristics are based on the age of 37 respondents with an age range of 20-70 years, while the age range of 20-30 years is a higher percentage of 48.7%. This shows that adults and the elderly can consume CV Nurul Jannah moringa tea. On the other hand, respondents aged 20-30 years are more of a moringa tea customer segment.


Fig. 5. Respomdemt's monthly income V.

Respondents' monthly income/pocket money from the questionnaire results ranged from 500,000 - 1,000,000, with the highest percentage of 32.5%, as many as 12 people. Respondents with an income of Rp 2,500,000 - Rp 5,000,000, as many as 16.2%, namely six people. It can be concluded that the price of moringa tea products is under consumers' pocket money/income.
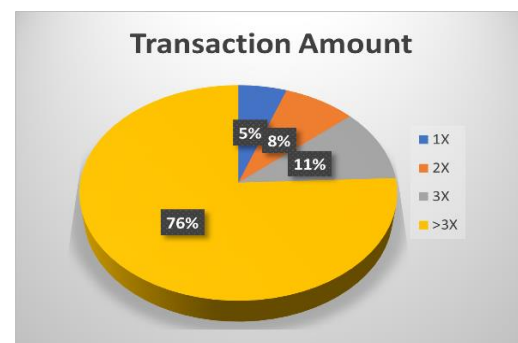
Fig. 6. Respondent's transaction amount VI.

Respondents who are consumers of CV Nurul Jannah have made purchases more than three times, with 28 respondents amounting to 75.7%. The percentage of respondents who made a one-time transaction was 5%, namely two people. It can be concluded that during the research, CV respondents. Nurul Jannah is dominated by consumers who buy more than three times.
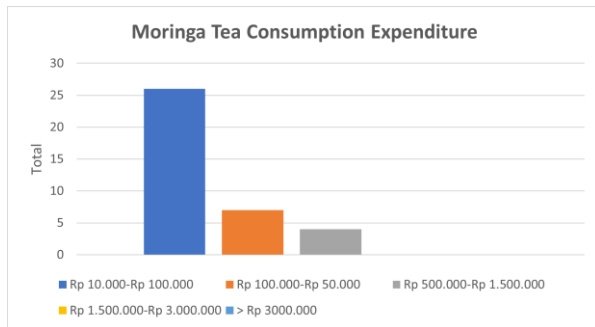
Fig 7. Moringa tea comsumption expenditure VII.

Most respondents who spend money each month range from Rp 10,000 to Rp 100,000, with 26 respondents (70.3%). The questionnaire results stated that no respondents bought tea with a nominal value of Rp 1,500,000 - above Rp 3,000,000. This shows that most respondents spend as much as IDR 10,000 - IDR 100,000 monthly to buy Moringa tea from CV Nurul Jannah.

3.2 Model feasibility

Model feasibility is done by testing validity and reliability. The validity test is the initial stage in testing because it aims to ascertain whether the questionnaire that has been made can measure what should be measured between the actual data and what the researcher reports. The questionnaire is valid if r-count> r-table. The value of the table can be found with the degree of freedom, namely (N-2), for (N is the number of respondents) with a significance level of 5%, for the r-table value is 0.334, this is in line with research conducted by [20]. The value of r-calculated is calculated with the help of SPSS software, and the lowest r-calculated value of each statement item is 0.384; it can be concluded that 0.384> 0.334, so all statement items are valid, the results of this study are in line with the results of research by Pringgo Prayetno et al.

Variables that pass the validity test are then used for the reliability test. The reliability test is a tool to measure respondents' answers that have been obtained consistently or stably over time. Finding reliability can be seen from Cronbach's alpha value. Nunnally (1978) in [23] said that the questionnaire is said to be reliable if Cronbach's alpha value is> 0.7. This aligns with research conducted by [24]. The reliability test was carried out with the help of SPSS software and obtained from the results of Cron's alpha value of 0.815, where the value is more significant than 0.7. It can be concluded that all statement items are reliable [25].

3.3 Consumer satisfaction

The level of consumer expectations can be measured according to the company's performance to satisfy consumers. This level of expectation will also motivate businesses to increase consumer satisfaction appropriately [20]. This can also be a guide to maintaining performance and is seen as giving preference to consumer expectations. Importance and Performance Analysis (IPA) is a tool used to test customer expectations and satisfaction [26].
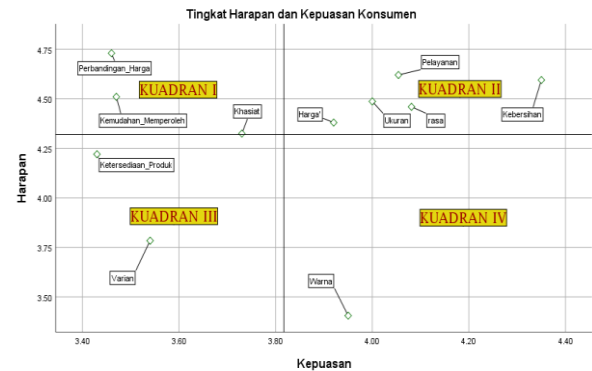
Fig 8. Diagram importance performance analysis III.

The placement of each attribute in the Cartesian diagram can be grouped into four quadrants according to the consumer's point of view [19]. The Cartesian diagram has an x-axis, namely performance, and a y-axis, importance [9]. Companies can determine the level of customer satisfaction through predetermined attributes by placing consumers on a diagram based on their level of expectation and satisfaction. The placement of each variable on the four diagrams affects the improvement of the factor [9]. Regarding each quadrant, it can be interpreted as follows.

3.3.1 Top priority (Quadrant I)

Product attributes are essential according to consumers, but CV Nurul Jannah's performance could be more optimal, so consumers are less satisfied. The results of the Cartesian diagram show that there are several satisfaction factors from CV. Nurul Jannah consumers are the top priority, namely the price comparison of moringa tea products owned by CV. Nurul Jannah with similar products, the ease of obtaining moringa tea, and the efficacy given when drinking the tea served.

The complaint consumers convey is how to obtain products because CV Nurul Jannah also needs a digital market application, making it difficult for consumers to buy products. Manufacturers can create digital market applications such as Shopee, tokopedia, Facebook, Instagram, and others that can market products. Furthermore, if the tea that is marketed is only for thirst quenchers, there is no need to include the properties provided and make the price even cheaper to match other non-herbal teas; this statement is in line with research conducted by[19]. If the tea produced is herbal, it can provide additional composition, such as a mixture

of honey, etc., to provide more efficacy for consumers. This will make consumers feel free to buy moringa tea CV Nurul Jannah. The total contribution is needed to improve these three factors in order to provide consumer satisfaction; these results are in line with research conducted by [27-29], and [20].

3.3.2 Maintain achievement (Quadrant II)

In this quadrant, the company must maintain its performance because consumers have felt that the company's expectations and performance have been met, so the owner of CV. Nurul Jannah must maintain the achievements of its performance. The factors included in quadrant II are the cleanliness of the product, its size, its taste, its price, and the services provided by CV Nurul Jannah.

According to consumers, in terms of taste, it is tea in general and has an aromatic aroma of moringa. At the hygiene attribute, tea bags brewed with water do not release powder. The price determines the size attribute of the bag and whether the tea is herbal. Consumers also feel satisfied with the service because it is fast, responsive, and friendly to consumers. CV. Nurul Jannah must maintain and improve the attributes in this quadrant so that consumers feel very satisfied.

3.3.3 Low priority (Quadrant III)

The Cartesian diagram contains factors that consumers think have a low level of importance/expectation, but performance could be more optimal. These attributes are the flavor variants of moringa tea products and product availability. Regarding flavor variants, only the original flavor of moringa tea is sufficient. Likewise, with the availability of consumer products, consumers feel it is normal for companies to forecast consumer demand.

Companies do not need to prioritize and pay more attention to these attributes. However, this also needs to be considered by producers specifically for future business development so that consumers enjoy the attributes provided by CV. Nurul Jannah, because as the business develops and time factors are considered unimportant if improved, these factors will be considered very important [30]. If CV Nurul Jannah adds flavor variants of moringa tea with other organic compositions that have high efficacy, it can provide double efficacy for consumers who consume moringa tea.

3.3.4 Excessive (Quadrant IV)

This quadrant has factors that are not expected by consumers but have an optimal level of performance. This factor is the color of the product after brewing. For consumers, the color of moringa tea produced is according to consumer tastes. This is what makes CV Nurul Jannah no need for performance improvement in this quadrant because it has been considered excessive by consumers, so there is no need for concern about the impact caused if this attribute is not improved [20].

CSI analysis is used to determine, as a whole, whether expectations are by-product performance to create consumer satisfaction with CV Nurul Jannah products. Five points measure the level of satisfaction on a Likert scale. Customer satisfaction is determined by the quality of the products and services to fulfill consumer expectations [23]. This analytical tool is essential to the internal objectives of a business, namely to carry out all forms of improvement of services and products produced, provide ideas for owners and employees to carry out product development, become material for giving bonuses to employees who represent the level of satisfaction obtained by consumers[7].

Table 3. CusCustomertisfaction Index Score IV.

Product Attribute	MSI	MSS	WF	WS
Product Flavor	4,459459	4,081081	9,39	38,30
Product Hygiene	4,594595	4,351351	9,67	42,08
Product Variants	3,783784	3,540541	7,96	28,20
Product Color	3,405405	3,945946	7,17	28,28
Product Price	4,378378	3,918919	9,22	36,11
Product Price Comparison	4,72973	3,459459	9,95	34,44
Product Pouch Size	4,486486	4	9,44	37,77
Product Efficacy	4,324324	3,72973	9,10	33,95
Service	4,621622	4,054054	9,73	39,43
Ease of Obtaining Product	4,513514	3,486486	9,50	33,12
Product Availability	4,216216	3,432432	8,87	30,46
Totally	47,51351	42	100,00	
Weight Total (Total WS)				382,14
Customer Satisfaction Index (WT/5)				76,43 %

The consumer Satisfaction Index survey related to products and services is used as a benchmark for assessing the level of product quality in CV Nurul Jannah. The results in the table were obtained from the summation carried out using MS software. Excel, the result of the Customer Satisfaction Index is 76, 43%. This value is in the CSI criteria range (66.00 - 80.99), which means satisfied, as evidenced in the research table by [20]. This shows that CV consumers. Nurul Jannah has been satisfied with the products and services provided by employees and business owners. The results obtained are in line with the results of research conducted by [20], [23], and [31]. Related to consumer satisfaction with products, the results of the customer satisfaction index obtained in the numbers between (66.0- and 80.99) are satisfied. The company must continue to improve each of its attributes so that CV.

Nurul Jannah gets a very satisfied customer satisfaction index [7].

3.4 Correlation of satisfaction and consumer loyalty

The correlation results above between satisfaction and consumer loyalty contain a correlation number of 0.000 with a significance level of 0.05. The correlation result is 0.000 <0.05, so it can be concluded that customer satisfaction has a significant relationship with customer loyalty. The Pearson Correlation value can mean whether or not there is a relationship between variables, with the hypothesis that the Pearson Correlation value> r table. The result of the Pearson Correlation value is 0.786> 0.418, which means that customer satisfaction and loyalty have a relationship; how to find out whether the relationship is strong or weak analyzed from the Pearson correlation value of 0.786 so that it can be interpreted as having a strong correlation because the value is between 0.61 to 0.80 [21]. The relationship between satisfaction and customer loyalty is positive; it can be seen that there is no sign (-) in front of the Pearson correlation number.

Table 4. Correlation of satisfaction and consumer loyalty V.

Correlations			
		Satisfaction	Loyalitas
Satisfaction	Pearson Correlation	1	.786**
	Sig. (2-tailed)		.000
	N	37	37
Loyalty	Pearson Correlation	.786**	1
	Sig. (2-tailed)	.000	
	N	37	37
**. Correlation is significant at the 0.01 level (2-tailed).			

The final result of the Pearson correlation is a strong positive relationship between the satisfaction variable and consumer loyalty. It is concluded that the higher the customer satisfaction, the higher the customer loyalty, or vice versa, the lower the customer satisfaction, the lower the customer loyalty. This is in line with research conducted by [32], [33], [34], and [35]. If consumers are satisfied with the performance provided, it will make consumers loyal. In the end, it will affect the revenue received by the producer if this continues to happen CV. Nurul Jannah will go bankrupt.

4 Closing

Based on the known CSI value results, it can be concluded that the quality of products and services attached to CV Nurul Jannah products only satisfies consumers, not reaching peak satisfaction. This explains that there are attributes that need to be improved and improved again to achieve peak customer satisfaction. The results obtained from IPA analysis, attributes that need to be improved and become the main priority of producers are in quadrant I, namely: (1) efficacy, (2) how to get, and (3) price comparison with competitors. If this continues to happen, it will impact the manufacturer's revenue. Some attributes have been

optimized according to consumers in quadrant II, namely (1) taste, (2) service, (3) cleanliness, (4) price, and (5) size. Quadrant III, two attributes are low priority but should be addressed by producers, namely (1) variants and (2) product availability. Quadrant IV, there is one attribute, according to consumers, that is very good, namely the color of the product.

Optimal satisfaction is very influential on consumer loyalty. The Pearson correlation result is 0.786, indicating a strong and positive relationship between satisfaction and consumer loyalty, meaning that loyalty will increase if consumers are satisfied / very satisfied. Consumer loyalty will contribute to the profitability received by producers because satisfied and loyal consumers will continue to buy more and more products owned by CV. Nurul Jannah compared to competitors' products who will voluntarily recommend/promote to others.

4.1. Suggestion

CV Nurul Jannah can improve the attributes in each quadrant, especially in quadrant I, which is the top priority. The recommended improvement is the ease of obtaining, such as making sales through digital market media, considering that technology is getting more sophisticated by making trending application markets such as Shopee, TikTok shop, TikTok Instagram, WhatsApp, Facebook, etc. The researcher hopes that the owner of CV Nurul Jannah can carry out product development based on the research results, such as providing the best blend or adding other organic compositions, such as mixing honey with moringa leaves, so that consumers feel more efficacy after drinking so that consumers do not hesitate to buy and no longer even consider the price of the product. Improvement of the efficacy attribute will add variants and be an essential attribute for consumers.

Researchers hope that the proposed improvements that have been given can be the primary guide for CV Nurul Jannah to carry out product development. The existence of improvements will create a peak of customer satisfaction and ultimately become loyal consumers. Furthermore, it influences the income that will be received. On the other hand, CV Nurul Jannah will have the opportunity to continue exports that have long been vacuumed.

4.2. Research Limitations

Every study has limitations in methods, scope, and others. It is essential to know the limitations of this research. Understanding the limitations can help regarding prudent research findings and open up opportunities for future researchers who can complete mitigation and improvement suggestions by looking at weaknesses and threats so that the suggestions are more specific to support CV Nurul Jannah in carrying out product development.

In conclusion, evaluating customer satisfaction is the key to achieving long-term success. Evaluating the level

of customer satisfaction and analyzing the relationship between satisfaction and loyalty can improve the attributes still lacking to keep consumers satisfied and loyal.

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