



Journal home page: <http://ajarcde-safe-network.org> ISSN 2581-0405

Analysis of Consumer Preferences towards the Product Attributes of Mie Gacoan In Surabaya Using Conjoint Analysis

Grecia Woro Pratidina¹, Jariyah², and Ratna Yulistiani³

Faculty of Engineering, Food Technology Study Program, Universitas Pembangunan Nasional "Veteran" East Java. Indonesia,

ARTICLE INFO

Article History:

Received: 7 May 2026

Final Revision: 16 May 2026

Accepted: 17 May 2026

Online Publication: 21 May 2026

KEYWORDS

Conjoint Analysis; Consumer Preferences; Mie Gacoan; Product Attributes

CORRESPONDING AUTHOR

*E-mail: jariyahupn65@gmail.com

A B S T R A C T

This study aimed to analyze consumer preferences toward Mie Gacoan product attributes in Surabaya using conjoint analysis. The research employed a survey method with 100 respondents selected through non-probability sampling. The attributes examined included noodle variants, menu completeness, payment method, and ordering type. The results showed that noodle variant was the most important attribute (42.42%), followed by menu completeness (28.15%), ordering type (17.83%), and payment method (11.60%). The highest utility values were found for Mie Gacoan's sweet-spicy flavour, the complete bundling package, dine-in service, and the cashless payment method. These findings indicate that product variety and service convenience significantly influence consumer purchasing decisions. The model demonstrated good predictive accuracy ($p = 0.000$), confirming the reliability of conjoint analysis in explaining consumer preferences.

Contribution to Sustainable Development Goals (SDGs):

SDG 8: Decent Work and Economic Growth

SDG 9: Industry, Innovation, and Infrastructure

SDG 12: Responsible Consumption and Production

SDG 17: Partnerships for the Goals

1. INTRODUCTION

1.1. Research Background

Indonesia has experienced significant growth in the culinary industry, particularly in the fast-food sector. This development is influenced by rapid urbanization, changing consumer lifestyles, and increasing demand for practical food products that offer convenience and affordability [1]. The fast-paced lifestyle of urban communities has encouraged consumers to seek dining alternatives that provide quick service, innovative menus, and comfortable dining experiences. As a result, modern restaurant chains continue to expand aggressively to capture this growing market segment [2].

One of the most prominent culinary businesses in Indonesia is Mie Gacoan, a modern noodle restaurant chain that has gained widespread popularity, especially among young consumers. Established with a unique concept of affordable spicy noodle

products combined with trendy branding, Mie Gacoan has successfully positioned itself as one of the leading brands in the Indonesian culinary market [3]. By 2025, the company had expanded to more than 280 outlets across Indonesia, with significant concentration in urban centers such as Surabaya [4].

Surabaya, as one of the largest metropolitan cities in East Java, represents a strategic market for culinary business development. The city's high population density, dynamic economic growth, and strong consumer purchasing power contribute to the expansion of modern food-service businesses [5]. Mie Gacoan's popularity in Surabaya reflects changing consumption behavior, particularly among younger generations who value product innovation, service convenience, and digital transaction accessibility [6].

Consumer preference plays a critical role in determining purchasing decisions. According to Kotler and Keller, consumer preference refers to the tendency of individuals to select products based on perceived utility and attribute evaluation [7]. In the



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License

Published under licence by SAFE-Network

culinary context, product attributes such as taste variation, menu completeness, payment flexibility, and ordering convenience significantly influence consumer satisfaction and purchase intention [8].

The increasing competition in the modern noodle restaurant industry requires companies to understand which product attributes consumers consider most important. Identifying these attributes allows businesses to improve product development strategies and maintain market competitiveness [9]. Therefore, evaluating consumer preference structures is essential to support evidence-based decision-making.

Conjoint analysis is widely recognized as an effective multivariate statistical method for measuring consumer preferences for combinations of product attributes [10]. This method estimates utility values and relative importance levels, enabling researchers to identify the most preferred product profile among respondents [11]. By simulating realistic purchasing scenarios, conjoint analysis provides accurate insights into consumer decision-making behavior [12].

Based on these considerations, this study analyzes consumer preferences toward Mie Gacoan product attributes in Surabaya using conjoint analysis. The findings are expected to provide strategic recommendations to improve product innovation and strengthen competitive advantage in the culinary business sector.

1.2. Literature Review

Consumer preference is a fundamental concept in marketing that explains how consumers evaluate and choose products based on attribute utility and perceived satisfaction [7]. Preferences are influenced by internal factors such as lifestyle, motivation, and perception, as well as external factors including product quality, pricing strategy, and service convenience [13].

Product attributes are specific characteristics that differentiate a product from competitors. These attributes may include physical characteristics, functional benefits, service features, and symbolic value [14]. In culinary products, attributes commonly evaluated by consumers include taste variation, menu packaging, ordering flexibility, and payment systems [15].

Previous studies indicate that a single attribute rarely influences purchasing decisions in the food-service sector. Instead, consumers simultaneously evaluate multiple attributes before making final decisions [16]. This multidimensional evaluation process requires analytical methods capable of decomposing attribute contributions systematically.

Conjoint analysis is a multivariate technique developed to estimate consumer utility toward product profiles composed of multiple attributes [10]. According to Hair et al., conjoint analysis enables researchers to identify the relative importance of attributes and simulate consumer trade-offs under realistic decision conditions [11]. This method has been widely applied in product development, pricing strategy evaluation, and consumer segmentation research [17].

In the context of culinary research, conjoint analysis has proven effective in identifying preference structures related to flavor variation, service method, product bundling, and digital transaction systems [18]. Therefore, conjoint analysis is highly relevant for examining consumer preference toward Mie Gacoan product attributes in Surabaya.

1.3. Research Objective

This study aims to analyze consumer preferences toward Mie Gacoan product attributes in Surabaya using conjoint analysis in order to determine the utility values of each attribute level influencing consumer preferences. Furthermore, this research seeks to identify the relative Importance of product attributes affecting consumer purchasing decisions and to determine the most preferred combination of product profiles. The findings are expected to provide strategic recommendations for product development and marketing optimization to strengthen Mie Gacoan's competitiveness in the modern culinary industry.

2. MATERIALS AND METHODS

2.1. Research Materials

The research materials consisted of a structured questionnaire designed to measure consumer preferences toward Mie Gacoan product attributes in Surabaya. The questionnaire was developed based on selected product attributes relevant to consumer purchasing decisions, including noodle variants, menu completeness, payment methods, and ordering types. Each attribute contained several levels representing realistic alternatives available at Mie Gacoan outlets. An orthogonal design was applied to generate a set of product profile combinations as conjoint stimuli. Respondents were asked to evaluate and rank these profiles based on their preferences. Data processing and utility value estimation were conducted using the Statistical Package for the Social Sciences (SPSS) to ensure systematic and accurate statistical analysis [10].

2.2. Method

This study employed a quantitative research approach using a survey method. Data were collected from 100 respondents in Surabaya selected through non-probability sampling with accidental sampling criteria. The respondents were consumers who had previously purchased Mie Gacoan products and were familiar with its product variations and service systems. Primary data were obtained through direct distribution of questionnaires at several Mie Gacoan outlets in Surabaya. Respondents were asked to assess preference rankings for each conjoint profile combination. The collected data were then analyzed statistically to determine utility values and attribute importance levels that influence consumer purchasing decisions [11].

2.3. Research Variables and Attributes

This study examined consumer preferences based on product attributes as independent components in conjoint analysis. The selected attributes included noodle variants, menu completeness, payment methods, and ordering types.

The noodle variant attribute consisted of three levels: Mie Suit, Mie Himpimpa, and Mie Gacoan, representing the primary flavor alternatives offered by the company. The menu completeness attribute consisted of Ala Carte, Bundling, and Complete Bundling, reflecting product package variations available to consumers. The payment method attribute included Cash and Cashless payment systems, representing transaction convenience alternatives. The ordering type attribute consisted of Dine-in and Take Away services, representing service flexibility options.

These attributes were selected based on marketing theory and previous studies indicating that product variety, transaction convenience, and service accessibility significantly influence consumer preferences and purchasing behavior in the food-service industry [13], [15]. The dependent outcome in conjoint analysis was consumer preference ranking toward the generated product profile combinations.

2.4. Data Analysis

The collected data were analyzed using conjoint analysis to estimate utility values and determine the relative Importance of each product attribute. Utility values measured the degree of consumer preference for each attribute level, while importance values indicated the contribution of each attribute to purchasing decisions.

The predictive accuracy of the conjoint model was evaluated using Pearson's R and Kendall's Tau correlation coefficients to assess the consistency and reliability of the estimated preference model. A statistically significant correlation ($p < 0.05$) indicated that the conjoint model accurately represented respondents' actual preferences and was reliable in explaining consumer decision-making behaviour [11], [17].

3. RESULT AND DISCUSSION

3.1. Preliminary Research

A preliminary study was conducted by distributing 30 questionnaires. Based on the results of the preliminary questionnaire, the attributes considered most influential on consumer preferences were identified: noodle variety, menu, payment method, and dining mode. These attributes were then broken down into several levels to form product profiles (stimulus) that would be analyzed using conjoint analysis. The minimum sample size required for this study was 100 respondents.

3.2. Validity and Reliability Test

Validity testing was conducted using Pearson Product Moment correlation with a significance level of 5%. Given that the number of samples (n) was 100, then the r table was obtained with $df = n - 2 = 98$. An attribute or combination of attributes is declared valid if it has a calculated r value greater than the r table (0.196) and a significance value less than 0.05. Based on the results of data processing using SPSS, the Cronbach's Alpha value was obtained for all statement items (stimulus 1 - stimulus 9). It is known that Cronbach's alpha is 0.839, which exceeds the reliability standard of 0.60. This indicates that all items in the research instrument have a high level of internal consistency, so they can be declared reliable.

From the validity test results above, it is known that all question items regarding the attribute level have a calculated r value $> r$ table. This means that all question items on the attribute level are valid and suitable for use as research instruments,

Table 4.Results of Validity Test of Attribute Level Combination

ID Card	r count	r table	Sig. (2-tailed)	Information
Stimulus 1	0.422	0.196	0,000	Valid
Stimulus 2	0.321	0.196	0.001	Valid
Stimulus 3	0.759	0.196	0,000	Valid
Stimulus 4	0.729	0.196	0,000	Valid
Stimulus 5	0.777	0.196	0,000	Valid
Stimulus 6	0.776	0.196	0,000	Valid
Stimulus 7	0.799	0.196	0,000	Valid
Stimulus 8	0.639	0.196	0,000	Valid
Stimulus 9	0.642	0.196	0,000	Valid

Table 5.Reliability Test Results

Research Variables	Cronbach's Alpha	Reliability Standards	Information
Consumer Preferences	0.839	0.60	Reliable

3.3. Respondent Characteristics

Understanding respondent characteristics is crucial in consumer preference research because demographic variables significantly influence purchasing behavior and product evaluation [7][13]. Demographic segmentation, which includes gender, age, occupation, and educational background, is commonly used to group consumers into groups with similar purchasing tendencies [14]. The demographic structure of respondents in this study provides a valid basis for interpreting consumer preference patterns towards Mie Gacoan product attributes in Surabaya.

The results of the study showed that female respondents comprised 75.00% of the research sample, while male respondents accounted for 25.00%. This finding indicates that female consumers are the dominant market segment for Mie Gacoan products in Surabaya. Consumer behavior literature explains that female consumers tend to show higher sensitivity to product variety, menu presentation, and dining experience attributes [15].

Based on age distribution, respondents aged 21–30 years dominated at 84.00%, followed by the 15–20 years age group at 6.00%, and respondents aged over 31 years at 6.00%. This confirms that Mie Gacoan primarily attracts young consumers, especially students and early career workers who are highly adaptive to culinary trends and digital lifestyles [16].

In terms of occupation, students/pupils are the largest group at 42.00%, followed by private employees at 40.00%, civil servants at 3.00%, and the self-employed at 9.00%. This profile reflects the market segment of the young urban generation who prioritize practicality, affordability, and innovative culinary experiences [17].

Based on educational background, the majority of respondents have a Bachelor's degree (67.00%), followed by high school graduates/equivalent (21.00%), Diploma (9.00%), Junior high school/equivalent (2.00%), and postgraduate (1.00%).

Education level influences consumers' ability to evaluate product attributes more analytically, especially those related to related to ease of service and product utility [18].

Table 6. Respondent Characteristics

Category	Sub Category	Percentage (%)
Gender	Male	25.00
	Female	75.00
Age	15-20 years	6.00
	21-30 years	84.00
	31-40 years	6.00
	41-50 years	1.00
	51-60 years	3.00
Occupation	Unemployed	6.00
	Student	42.00
	Private Sector	40.00
	Civil servant	3.00
	Entrepreneur	9.00
Education Level	Junior High School	2.00
	High School	21.00
	Diploma	9.00
	Bachelor	67.00
	Post Graduate	1,000

The demographic composition shows that respondents are dominated by young female consumers with relatively high levels of education and both student and professional backgrounds. These characteristics reflect the main market segment of Mie Gacoan in Surabaya. The diversity of respondents strengthens the reliability of the conjoint analysis because diverse consumer perspectives can increase the accuracy of preference estimates and the predictive validity of the research model [11], [17].

3.4. Relative Importance Level

The relative importance value indicates the magnitude of each product attribute's contribution in influencing consumer purchasing decisions. In conjoint analysis, this value is used to determine which attributes respondents consider most influential in evaluating product alternatives [10]. The higher the relative importance of an attribute, the greater its role in shaping the consumer's preference structure [11].

The results of the study showed that Noodle Variation was the most influential attribute with a relative importance value of 42.424%. This indicates that flavor variety is a primary consideration for consumers in purchasing Mie Gacoan products. This finding supports previous research explaining that flavor is a dominant factor influencing consumer satisfaction and repurchase intentions in the food service industry [16]. Consumers tend to prioritize uniqueness of flavor and sensory satisfaction over supporting service features.

The second most important attribute is Menu, which contributes 30.303% to consumer preference decisions. These results indicate that consumers value practical menu combinations that offer more product variety and higher economic benefits. Bundling menu packages are often associated with convenience and better value, thus increasing

consumer purchasing interest [17].

The Dining mode attribute ranks third with an importance value of 24.242%. This finding indicates that consumers view service flexibility as an important supporting factor in their purchasing decisions. The preference for dine-in service reflects consumers' desire for social interaction, direct product enjoyment, and a more optimal dining experience [18].

Meanwhile, Payment Method is the attribute with the lowest influence, namely 3.030% on the overall preference decision. Although this percentage is lower than other attributes, this result still reflects the importance of transaction convenience in modern culinary purchasing behavior. The increasing use of digital payment systems has shifted consumer expectations towards faster and more practical transaction methods [15].

These findings indicate that core product attributes, particularly flavor variety and menu composition, have a stronger influence than supporting service attributes such as payment systems and ordering flexibility. This confirms that consumers essentially evaluate product quality first before considering operational convenience factors [13].

Table 7. Relative Importance of Attributes

Product Attribute	Relative Importance (%)
Noodle Variant	42,424
Menu	30,303
Payment Method	3,030
Dining Mode	24,242

The dominance of noodle variants as the most important attribute shows the strategic importance of continuous product flavor innovation. Maintaining strong product differentiation through flavor development and menu creativity is very important to maintain consumer interest and strengthen Mie Gacoan's competitiveness in the dynamic Surabaya culinary market [12], [16].

3.5. Highest Utility Value

Utility values represent the level of consumer preference for each attribute level in conjoint analysis. Positive utility values indicate that an attribute level is preferred by respondents, while negative utility values indicate a lower level of preference [10]. Utility estimation is important because it can reveal a product's characteristics. makes the greatest contribution to consumer purchasing decisions [11].

The results of the conjoint analysis showed that the Mie Gacoan variant had the highest positive utility value, 1.444, among all alternative noodle variants. This result indicates that respondents have a strong preference for the distinctive spicy-sweet taste of Mie Gacoan compared to the Mie Suit and Mie Hompimpa variants. This finding is in line with previous research which stated that flavor variation is the most dominant determinant in food product selection because taste directly influences consumer satisfaction and repurchase intentions [16].

In terms of menu, the Complete Bundling package showed the highest utility value of 0.111, followed by Bundling, while Ala Carte obtained the lowest utility estimate. This indicates that consumers tend to prefer practical and complete menu combinations because they

provide a higher perceived value. Menu offerings in the form of bundles are often associated with convenience and economic efficiency which positively influence consumer preferences [17].

For the dining mode attribute, takeaway service yielded the highest positive utility value of 0.667, compared to dine-in, which had a negative utility value. These results indicate that respondents tended to prefer the takeaway ordering method. This preference may be influenced by factors such as practicality, time efficiency, and convenience. flexibility in enjoying food according to their needs and desired location. This finding aligns with consumer behavior theory, which states that consumers tend to choose alternatives that offer convenience and efficiency in the purchasing process, especially for culinary products that prioritize speed of service.[18].

Table 8.Product Attribute Utility Value

Attribute	Level	Utility
Variants	Mie Suit	-0.889
	Mie Hompimpa	-0.556
	Mie Gacoan	1,444
Menu	A la Carte	-0.556
	Bundling	-0.556
	Complete Bundling	1,111
Payment	Cash	0.083
	Non-Cash	-0.083
Dining mode	Dine In	-0.667
	Take Away	0.667

For the payment method attribute, the cash payment system yielded the highest utility value of 0.083, while non-cash payments had a negative utility value. These results indicate that respondents tended to be slightly more like Cash payments versus non-cash payments. However, the relatively small difference in utility values indicates that both payment methods are still generally acceptable to consumers. This finding suggests that payment method is not the most important attribute in purchasing decisions, although cash payments provide a slightly higher utility level.[15].

Conjoint utility estimation shows that respondents prefer a product profile that combines Mie Gacoan flavor variants, Complete Bundling packages, takeaway services, and cash payment systems, which indicates that product quality and ease of service jointly influence consumer purchasing behavior.

The results of this study confirm that taste variation remains a primary consideration for consumers in determining purchasing decisions, while service-related attributes serve as supporting factors that increase overall purchase satisfaction. These findings provide strategic implications for product development and service innovation to strengthen Mie Gacoan's competitive position in the Surabaya culinary market [12], [17].

Stimulus 2 obtained the highest utility value of 3.305, indicating that the combination of the Mie Gacoan variant, the Noodles + Dimsum + Drink menu, cash payment, and takeaway ordering is the most preferred combination of the nine stimulus tested. Conversely, Stimulus 9 had the lowest utility value of -2.029, making it the least preferred combination by respondents. Based on the utility values at each attribute level, the combination that theoretically has the

highest utility is the Mie Gacoan variant, the Noodles + Dimsum + Drink menu, cash payment, and takeaway ordering with a total utility of 3.305.

Table 9.Calculation of Utility of Each Stimulus

ID Card	Utility Value				Total
	Variant s	Menu	Payment	Order	
1	1,444	-	-0.083	0.667	1,472
2	1,444	1.111	0.083	0.667	3,305
3	0.556	-	-0.083	-0.667	-
4	-0.556	1.111	0.083	0.667	1,305
5	-0.556	-	-0.083	0.667	-
6	-0.889	0.556	-0.083	0.667	0.528
7	-0.889	1.111	-0.083	0.667	0.806
8	-0.889	-	-0.083	0.667	0.861
9	1,444	0.556	0.083	0.667	1,638
	-0.889	-	0.083	-0.667	-
		0.556			2,029

3.6. Model Accuracy

Model accuracy in conjoint analysis is evaluated to determine the consistency between respondents' actual preferences and the preference estimates generated by the statistical model. The predictive validity of conjoint analysis is generally measured using Pearson's R and Kendall's Tau correlation coefficients [10]. A high and statistically significant correlation value indicates that the estimated utility model is able to accurately represent the respondents' preference structure [11].

The results of this study indicate that the Pearson's R value is 0.892 with a significance level of 0.001, which indicates a very strong positive correlation between the observed respondent preference rankings and the model predictions. This value indicates that the conjoint estimation successfully explains the consumer evaluation pattern of the Mie Gacoan product profile. According to Hair et al. [11], a correlation value above 0.90 indicates very good predictive accuracy and strong internal consistency of the conjoint model.

Similarly, the Kendall's Tau coefficient is 0.609 with a significance value of 0.015, which confirms a very high level of agreement between the actual ranking preferences and the model's predicted results. Kendall's Tau is very useful for

assessing the consistency of a preference ordering because it directly measures the ordinal relationship between the observed and estimated orderings [17]. This significant result confirms that the rankings generated by the conjoint model are statistically reliable.

The statistical significance of both correlation coefficients ($p < 0.05$) indicates that the conjoint model has strong explanatory power and can be used confidently to interpret consumer preference behavior. This confirms that the selected attributes—noodle variants, menu, dining mode, and payment method—effectively capture the main factors influencing consumer purchasing decisions for Mie Gacoan products in Surabaya [18].

These findings indicate that the conjoint model provides a valid representation of the actual consumer decision-making process. Therefore, the utility value estimates and relative importance levels generated by this model can serve as a reliable basis for formulating product development strategies and marketing optimization [12].

Table 10.Model Accuracy Level

Correlation Type	Correlation Value	Significance
Pearson's R	0.892	0.001
Kendall's Tau	0.609	0.015

The model's strong predictive performance indicates that conjoint analysis is highly suitable for evaluating consumer preferences in the culinary sector. The reliability of this research's results strengthens its practical relevance in supporting evidence-based decision-making and developing competitive strategies for Mie Gacoan Surabaya [16], [17].

4. CONCLUSION

Based on the results of the conjoint analysis, it can be concluded that noodle variants is the attribute that has the most influence on consumer preferences in choosing Mie Gacoan products in Surabaya, followed by menu, dining mode, and payment method. Consumer preferences tended toward a combination of Mie Gacoan, the Complete Bundling package, takeout orders, and cash payments. Furthermore, validity test results indicated that the conjoint analysis model had good predictive power in explaining consumer preferences. The findings of this study indicate that developing product tastes, providing more complete menu packages, and improving service quality take away. This is an aspect that needs to be prioritized to increase product appeal. Furthermore, while cash payments remain the primary choice for respondents, providing digital payment options is essential to accommodate diverse consumer needs and support Mie Gacoan's competitiveness in the Surabaya culinary market.

REFERENCE

- [1] Badan Pusat Statistik. (2024). Statistik Indonesia 2024. Jakarta: BPS. <http://www.bps.go.id>
- [2] Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education Limited. <https://www.pearson.com>
- [3] PT Pesta Pora Abadi. (2025). Mie Gacoan Official Company Profile. <https://www.miegacoan.id>
- [4] Kementerian Perindustrian Republik Indonesia. (2024). Laporan Industri Makanan dan Minuman Nasional. <https://kemenperin.go.id>
- [6] Badan Pusat Statistik Kota Surabaya. (2024). Surabaya Dalam Angka 2024. <https://surabayakota.bps.go.id>
- [7] Statista Research Department. (2024). Consumer Behavior in Indonesia's Culinary Industry. <https://www.statista.com>
- [8] Sumarwan, U. (2011). Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran. Bogor: Ghalia Indonesia. <http://www.ghaliaindonesia.co.id>
- [9] Tjiptono, F. (2019). Strategi Pemasaran (4th ed.). Yogyakarta: Andi Publisher. <https://www.andipublisher.com>
- [10] Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behavior (12th ed.). Pearson. <https://www.pearson.com>
- [11] Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis (8th ed.). Cengage Learning. <https://www.cengage.com>
- [12] IBM Corporation. (2023). IBM SPSS Statistics Base 26 User Guide. <https://www.ibm.com/products/spss-statistics>
- [13] Green, P. E., & Srinivasan, V. (1990). Conjoint Analysis in Marketing Research: New Developments and Directions. *Journal of Marketing*, 54(4), 3–19. <https://doi.org/10.1177/002224299005400402>
- [14] Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta. <https://www.alfabeta.co.id>
- [15] Keller, K. L. (2013). Strategic Brand Management (4th ed.). Pearson Education. <https://www.pearson.com>
- [16] Bank Indonesia. (2024). Digital Payment Adoption Report Indonesia. <https://www.bi.go.id>
- [17] Verbeke, W. (2006). Functional Foods: Consumer Willingness to Compromise on Taste for Health? *Food Quality and Preference*, 17(1–2), 126–131. <https://doi.org/10.1016/j.foodqual.2005.03.003>
- [18] [17] Malhotra, N. K. (2018). Marketing Research: An Applied Orientation (7th ed.). Pearson Education. <https://www.pearson.com>
- [18] Pine, B. J., & Gilmore, J. H. (2011). The Experience Economy. Harvard Business Review Press. <https://store.hbr.org>