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An Analysis of Consumer Perceptions of the Implementation of the Wireless Calling System in Service Delivery at Mie Gacoan Kraksaan

Anisa Nur Latifah[1], Fahrudin[2]

[1,2] Program Studi Ekonomi,Fakultas Sosial Dan Humaniora, Universitas Nurul Jadid

Email: anisanurlatifa9@gmail.com.[1] fahrudinamin@gmail.com. [2]

Abstract

The advancement of technology in the culinary industry has encouraged businesses to adopt service innovations to improve service quality and enhance customer experience. One such innovation is the implementation of a Wireless Calling System (WCS), which functions as a notification system to inform customers when their orders are ready. This study aims to analyze consumers' perceptions of the implementation of the Wireless Calling System in service delivery at Mie Gacoan Kraksaan and to identify its implications for service quality. This research employed a qualitative approach with a case study design. Informants were selected using purposive sampling and consisted of customers and the management of Mie Gacoan Kraksaan. Data were collected through observation, in-depth interviews, and documentation, and were analyzed using the Miles, Huberman, and Saldaña interactive model, including data reduction, data display, and conclusion drawing. Data validity was ensured through source and technique triangulation. The findings indicate that the implementation of the Wireless Calling System is perceived positively by consumers because it facilitates ease of use, accelerates order notification, improves customer convenience during the waiting process, and supports a more organized and efficient service system. These findings are consistent with consumer perception theory, which explains that consumers' evaluations are formed through their experiences in receiving and interpreting information. Furthermore, the findings support the SERVQUAL dimensions of service quality, particularly reliability, responsiveness, tangibles, assurance, and empathy. This study provides empirical evidence that the implementation of a Wireless Calling System not only improves operational efficiency but also strengthens positive consumer

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perceptions of service quality, making it a viable service innovation strategy for modern restaurant businesses.

Keywords: consumer perception, wireless calling system, service quality, SERVQUAL, Mie Gacoan.

INTRODUCTION

The development of digital technology has brought significant changes to various business sectors, including the culinary service industry. Digital transformation has not only altered companies' operational systems but has also influenced the patterns of service provided to consumers. The increasingly competitive restaurant business requires businesses to provide fast, accurate, and consumer-oriented services. This condition is driven by rising consumer expectations regarding service quality, in which consumers no longer consider only the quality of the products offered but also pay attention to the efficiency of the service process, their comfort while dining at the restaurant, and the ease of obtaining information about products and order status. Therefore, technology-based service innovation has become one of the strategies widely adopted by businesses to improve service quality while maintaining competitiveness amid changing consumer behavior(Fadliana, 2023).

One of the service innovations that has developed in the restaurant industry is the implementation of the Wireless Calling System (WCS), a technology-based customer notification system designed to notify consumers when their orders have been processed and are ready for collection. Unlike manual calling systems that rely on loudspeakers or direct calls from employees, the Wireless Calling System enables consumers to receive notifications through a receiving device (pager), which vibrates or produces a sound when their orders are ready to be collected. The implementation of this system is expected to reduce congestion in food collection areas, improve service efficiency, minimize errors in calling orders, and provide greater convenience for consumers while waiting(Sagala et al., 2024). Thus, the use of this technology not only provides operational benefits for companies but also has the potential to improve the quality of the service experience perceived by consumers.

From a service marketing perspective, service quality is a crucial factor in determining a company's success in building customer satisfaction and loyalty. According to Parasuraman, Zeithaml, and Berry through the SERVQUAL model, service quality is influenced by five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These five dimensions serve as indicators for assessing whether the services provided have met consumer expectations. The implementation of the Wireless Calling System can be viewed as part of the company's efforts to improve

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responsiveness through faster information delivery, reliability through the accuracy of the order-calling process, tangibles through the use of modern technology as a service facility, assurance through increased consumer confidence in the service system, and empathy through the provision of greater convenience for consumers while waiting for their orders. Therefore, the implementation of the Wireless Calling System should not only be understood as a technological innovation but also as a strategy for improving service quality(Taufiq et al., 2023).

In addition to service quality theory, this study is also based on the theory of consumer perception proposed by Kotler and Keller, which explains that perception is the process by which individuals select, organize, and interpret information to form an understanding of an object or service. Consumer perceptions are shaped through experiences gained during interactions with a company. In the context of restaurant services, the experience of using the Wireless Calling System serves as a stimulus that is processed by consumers, resulting in certain evaluations of service quality. When the experience provides convenience, comfort, and efficiency, the resulting perception tends to be positive. Conversely, if the system is difficult to use or fails to provide perceived benefits to consumers, the resulting perception may be negative. Therefore, consumer perception is an important aspect in evaluating the success of service technology implementation(Fuad et al., 2023).

Mie Gacoan, one of the rapidly growing fast-food restaurant chains in Indonesia, has adopted the Wireless Calling System as part of its service system, including at its Kraksaan branch. The system is used to manage the process of notifying customers when their orders have been processed and are ready for collection, allowing customers to avoid waiting around the food collection area. Nevertheless, the success of implementing service technology is not measured solely by the system's ability to accelerate operational processes but is also determined by how consumers understand, accept, and evaluate the technology. Consumer perception is an important indicator because the success of a service innovation ultimately depends on the user experience of customers as recipients of the service.

Various previous studies have examined the relationship between service technology and service quality. Desanuari and Ludtriani (2022) found that the implementation of self-service technology can improve service effectiveness and provide a better experience for customers. Siwela, Ebewo, and Faku (2022) explained that consumer acceptance of technology is influenced by perceptions of ease of use and perceived usefulness. Meanwhile, Putri and Sinduwiatmo (2022) found that service quality influences consumer perceptions and satisfaction. Ardiansyah and Renaldi (2025) also demonstrated that service technology innovation can improve operational efficiency and the quality of services received by customers.

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Although these previous studies have contributed to the development of research on service technology, most of them still employ quantitative approaches that focus on examining relationships between variables, such as the effects of technology on customer satisfaction, loyalty, or service quality. Such approaches provide findings regarding the magnitude of the influence of one variable on another but are not able to explain in depth how consumers' experiences when using service technology shape their perceptions of service quality. In addition, previous studies generally examine self-service technology or digital systems in general, while studies specifically addressing Wireless Calling Systems in the restaurant industry, particularly those employing a qualitative approach, remain relatively limited. Furthermore, the integration of consumer perception theory and service quality theory (SERVQUAL) in explaining the experience of using Wireless Calling Systems has received relatively little attention. This condition indicates a research gap, namely the limited number of studies that explain the process through which consumer perceptions of Wireless Calling System implementation are formed based on their actual experiences while receiving services(Sudirwo et al., 2025). Based on the research gap, this study offers novelty from both conceptual and empirical perspectives. Conceptually, this study integrates consumer perception theory and SERVQUAL theory to explain how experiences with the Wireless Calling System shape consumers' evaluations of service quality. Empirically, this study employs a qualitative approach using a case study method, enabling an in-depth exploration of consumers' experiences, evaluations, and meanings attributed to the implementation of the Wireless Calling System, beyond what can typically be captured through quantitative research. This study is also conducted at Mie Gacoan Kraksaan, one of the fast-food restaurants that has implemented such a system, thereby providing a contextual understanding of the implementation of service technology within the operational environment of a modern restaurant.

Based on the discussion above, this study aims to analyze consumer perceptions of the implementation of the Wireless Calling System in the services provided at Mie Gacoan Kraksaan and to explain its implications for service quality from the perspectives of consumer perception theory and service quality theory (SERVQUAL). The findings of this study are expected to contribute to the development of the literature on technology-based service innovation while also providing practical insights for businesses in the culinary industry in designing service systems that are more effective, efficient, and oriented toward the consumer experience.

RESEARCH METHODS

This study employs a qualitative approach using a case study design to obtain an in-depth understanding of consumer perceptions of the implementation of the Wireless

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Calling System in the services provided at Mie Gacoan Kraksaan. A qualitative approach was selected because this study focuses on exploring the meanings, experiences, and evaluations of consumers regarding the use of service technology based on actual conditions in the field. The research was conducted at Mie Gacoan Kraksaan, Probolinggo Regency, which has implemented the Wireless Calling System as one of its service system innovations(Moleong, 2017).

involves selecting informants based on specific criteria considered capable of providing information relevant to the research objectives. The informants consisted of management and employees who understood the mechanism of implementing the Wireless Calling System, as well as consumers who had used the system when making purchases at Mie Gacoan Kraksaan. Data were collected through observation, in-depth interviews, and documentation. Observation was conducted to directly examine the service process and the use of the Wireless Calling System, while interviews were used to explore the informants' experiences, perceptions, and assessments of service quality. Documentation was utilized as supporting data in the form of activity photographs, company documents, and other information relevant to the research(Sugiyono, 2022).
Data analysis employed the interactive model developed by Miles, Huberman, and Saldaña, which consists of three stages: data reduction, data display, and conclusion drawing and verification. Data reduction was carried out by selecting and categorizing data based on the research themes, namely ease of use, service speed, consumer convenience, and service quality. The data were then presented in narrative form to facilitate the identification of patterns and relationships among the findings. The final stage involved drawing conclusions that were continuously verified throughout the research process to ensure the validity of the findings. Data validity was assessed through source triangulation and technique triangulation by comparing the results of interviews, observations, and documentation to ensure the credibility of the data. The findings were analyzed with reference to consumer perception theory and service quality theory (SERVQUAL) as the theoretical basis for interpreting consumers' perceptions of the implementation of the Wireless Calling System in the service process at Mie Gacoan Kraksaan.

DISCUSSION & RESULTS RESULTS

The findings of this study were obtained through observation, in-depth interviews, and documentation conducted at Mie Gacoan Kraksaan. The analysis focused on consumers' experiences in using the Wireless Calling System (WCS) throughout the service process, from the ordering stage to order collection. The data revealed that the implementation of the Wireless Calling System not only brought changes to the restaurant's operational system but also influenced how consumers perceived the quality

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of service they received. The findings indicate a generally positive perception of the use of the system, although several aspects still require attention to ensure its optimal implementation. Overall, the findings are presented in two main focuses: consumers' perceptions of the implementation of the Wireless Calling System and its implications for service quality at Mie Gacoan Kraksaan.

Consumer Perceptions of the Implementation of the Wireless Calling System at Mie Gacoan Kraksaan

The findings indicate that most consumers had positive perceptions of the implementation of the Wireless Calling System (WCS) at Mie Gacoan Kraksaan. These perceptions were formed through consumers' direct experiences with the service system implemented by the restaurant. Before using the pager device, consumers received a brief explanation from the staff regarding how to operate the device and the procedure for collecting their orders. The information provided helped consumers understand the function of the device more easily, allowing them to use it without experiencing difficulties. Ease of use was one of the factors most frequently mentioned by the informants, as the system was considered simple, practical, and did not require any specific technical skills(Samosir et al., 2026).

In addition to ease of use, consumers also perceived that the Wireless Calling System provided a more comfortable service experience compared to the conventional calling system. Before the implementation of this system, some consumers had to wait around the order collection area to avoid missing information when their queue numbers were called. Following the implementation of the WCS, consumers had greater freedom to choose a more comfortable place to sit without having to continuously monitor the food collection area. Once their orders were ready, the device provided notifications through sound and vibration, allowing consumers to promptly collect their orders. This condition made the waiting process more relaxed and orderly while reducing congestion around the order collection counter(Sinaga & Harahap, 2025).

Based on the interview findings, most informants also stated that the use of the WCS reflected a service innovation that kept pace with technological developments. Consumers perceived that the restaurant sought to improve service quality through the utilization of technology that provided convenience while increasing service efficiency. From the consumers' perspective, the system not only accelerated the delivery of information regarding order status but also created an impression that the service was more professional and modern. This experience indirectly enhanced consumers' trust in the service system implemented by Mie Gacoan Kraksaan(Kurniati et al., 2025).

Thus, the study also identified several concerns raised by the informants. Some consumers reported that during their first visit, they still required guidance from the staff

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on how to use the Wireless Calling System device. In addition, the effectiveness of the system depends largely on the condition of the devices used. If the devices experience technical issues, such as unclear notification sounds or weakened batteries, the process of conveying information to consumers may be disrupted. Therefore, in addition to being supported by adequate technology, the successful implementation of the Wireless Calling System is also influenced by the readiness of human resources, particularly in providing information to consumers and conducting routine checks of the devices in use(Khairi et al., 2025).

Overall, the research findings indicate that consumers' perceptions of the implementation of the Wireless Calling System at Mie Gacoan Kraksaan tend to be positive. These perceptions were shaped by consumers' actual experiences while using a service system that was considered easier, more practical, efficient, and convenient than the manual calling method. On the other hand, this study also demonstrates that the quality of service technology implementation is determined not only by the sophistication of the system but also by the staff's ability to provide informative service and the company's consistency in maintaining the functionality of the devices to ensure optimal performance(Hidayati, 2025).

Implications of the Wireless Calling System Implementation for Service Quality

The research findings indicate that the implementation of the Wireless Calling System (WCS) has significant implications for improving service quality at Mie Gacoan Kraksaan. Based on the observations, the system was able to create a more structured service flow compared to the conventional calling mechanism. The use of pager devices as a means of notifying consumers made the process of conveying information regarding order readiness more systematic, allowing service activities to proceed in an orderly manner and reducing the potential for consumer congestion in the food collection area. This condition demonstrates that the implementation of service technology not only functions as operational support but also serves as part of the company's efforts to improve the effectiveness of the service process.

Based on interviews with consumers, most informants stated that the presence of the Wireless Calling System provided a more efficient service experience. Consumers no longer needed to continuously monitor their queue numbers or stand around the order collection area to avoid delays in collecting their food. The notification system, which operates through sound and vibration on the device, allowed consumers to make more comfortable use of their waiting time. This experience created the impression that the service process was more organized, easy to understand, and capable of reducing consumers' concerns while waiting for their orders to be prepared(Setiawan, 2022).

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The research findings also indicate that the implementation of the WCS provides benefits to the restaurant in managing the service process. Based on observations of operational activities, the use of this system helps employees coordinate the process of notifying consumers about order collection more effectively, thereby minimizing the risk of errors in announcing queue numbers or providing inaccurate information to consumers. In addition, the system facilitates smooth communication between the kitchen staff and service personnel, as notifications to consumers are delivered through devices integrated into the order completion process. Thus, the service process becomes more organized and supports the smooth operation of the restaurant, particularly during periods of high customer traffic(Siagian, 2023).

From the consumers' perspective, improvements in service quality were experienced not only in terms of service speed but also in terms of convenience and information certainty. The informants stated that the use of the Wireless Calling System made the waiting process more flexible, as they could choose a more comfortable place to sit without missing information about the status of their orders. This condition provided a more conducive service experience and reduced congestion around the food collection area. In addition, consumers perceived that the system demonstrated
the restaurant's commitment to utilizing technology to provide better services in accordance with customers' needs.

Nevertheless, the study also identified several aspects that require attention in the implementation of the Wireless Calling System. Several informants stated that the effectiveness of the system is still influenced by the condition of the devices used and the staff's ability to provide explanations to consumers who are using the service for the first time. In certain situations, if the device experiences technical problems or consumers do not fully understand how the system works, the service process may not operate optimally. Therefore, regular device maintenance and improving staff's ability to provide information to consumers are important factors that need to be considered to ensure that the implementation of the Wireless Calling System can operate consistently.

Overall, the research findings indicate that the implementation of the Wireless Calling System has positive implications for service quality at Mie Gacoan Kraksaan. The system not only improves the restaurant's operational efficiency through a more structured and systematic service process but also provides consumers with a more comfortable, practical, and informative service experience. These findings indicate that the utilization of technology in service delivery can support the creation of more effective services while providing added value for consumers as service users. Thus, the Wireless Calling System can be regarded as a form of service innovation that contributes to improving service quality while strengthening consumers' positive experiences at Mie Gacoan Kraksaan(Kanda & Maulana, 2024).

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DISCUSSION

The research findings indicate that the implementation of the Wireless Calling System (WCS) at Mie Gacoan Kraksaan received generally positive perceptions from consumers. These perceptions were shaped by consumers' experiences while using the service system, from the ordering process to order collection. The majority of informants considered that the WCS provided greater convenience in obtaining information about order status, created a more comfortable waiting experience, and made the service process more orderly and efficient. These findings demonstrate that the implementation of service technology not only functions as an operational innovation but also influences how consumers assess the quality of the service they receive. Thus, a positive service experience serves as a key factor in shaping consumers' perceptions of technology implementation in the culinary service sector(Putri et al., 2024).

These findings are consistent with the consumer perception theory proposed by Kotler and Keller, which states that perception is the process through which individuals select, organize, and interpret information to derive meaning from an object or service. In this study, the Wireless Calling System serves as a stimulus received by consumers throughout the service process. The information conveyed through the pager device, along with consumers' experiences in using the system, was interpreted as a form of service that was more effective and efficient. Furthermore, the perception theory proposed by Bimo Walgito explains that perception is influenced by an individual's experience with a particular phenomenon. This is evident in consumers' assessments, which were largely based on their direct experiences using the Wireless Calling System, resulting in positive perceptions of the service at Mie Gacoan Kraksaan(Dzulfriansyah & Ernawati, 2024).

From the perspective of the service quality theory (SERVQUAL) developed by Parasuraman, Zeithaml, and Berry, the research findings indicate that the implementation of the Wireless Calling System contributes to improvements in several dimensions of service quality. The reliability dimension is reflected in the system's accuracy in providing notifications when orders have been completed. The responsiveness dimension is demonstrated by the speed at which information is conveyed to consumers, allowing waiting time to be utilized more effectively. In the tangibles dimension, the presence of the Wireless Calling System devices serves as tangible evidence of the use of modern technology in restaurant services. Meanwhile, the assurance dimension is reflected in increased consumer confidence in a more organized and less error-prone service system, while the empathy dimension is demonstrated through greater consumer comfort while waiting for their orders without having to remain around the food collection area. These findings indicate that technological innovation can support improvements in overall service quality.

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The findings of this study also reinforce several previous studies on the utilization of technology in service delivery. Desanuari and Ludtriani (2022) stated that the implementation of self-service technology can improve service effectiveness and provide customers with a better experience. This finding is consistent with the present study, in which service technology provides consumers with greater convenience in obtaining information and creates a more efficient service process. Siwela, Ebewo, and Faku (2022) also explained that consumer acceptance of technology is influenced by perceptions of ease of use and perceived benefits. The findings at Mie Gacoan Kraksaan demonstrate a similar pattern, in which the ease of use of the Wireless Calling System serves as a factor that contributes to the formation of positive perceptions of the service(Sari et al., 2023).

On the other hand, this study differs from most previous studies, which generally employed quantitative approaches to measure the influence of technology on customer satisfaction or service quality. This study adopts a qualitative approach using a case study method, enabling a more in-depth exploration of consumers' experiences and assessments. Data analysis was conducted through the stages of data reduction, data display, and conclusion drawing based on the model developed by Miles, Huberman, and Saldaña. This approach allows the researchers to identify the meanings that consumers attach to the use of the Wireless Calling System. Therefore, the findings not only explain the impact of technology implementation but also reveal the process through which consumers' perceptions are formed based on their actual experiences while receiving the service.

Overall, the findings indicate that the implementation of the Wireless Calling System makes a positive contribution to improving service quality at Mie Gacoan Kraksaan. The positive perceptions formed are influenced not only by the presence of the technology but also by its ease of use, the accuracy of information delivery, the comfort experienced during the waiting process, and the staff's ability to support the service process (Heriyati, 2022). These findings reinforce the notion that the success of technology-based service innovation depends heavily on the integration of technological systems with the quality of service interactions provided to consumers. Therefore, the Wireless Calling System can be regarded as a service innovation capable of enhancing consumer experiences while strengthening the quality of restaurant services in response to increasingly modern and customer-oriented service demands.

CONCLUSION

This study demonstrates that the implementation of the Wireless Calling System (WCS) at Mie Gacoan Kraksaan has shaped positive consumer perceptions of the service system. These perceptions were formed through consumers' experiences in

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using the WCS, which was considered capable of providing convenience, accurate information, greater comfort during the waiting process, and a more effective and organized service process. These findings reinforce the consumer perception theory, which states that consumers' assessments are formed through the process of receiving, organizing, and interpreting experiences gained through interactions with a service.

In addition, the implementation of the Wireless Calling System also has implications for improving service quality. The research findings indicate that the system supports the provision of more reliable and responsive services, ensures greater certainty of information, is supported by adequate service facilities, and enhances consumer comfort during the waiting process. These findings are consistent with the SERVQUAL concept of service quality, which emphasizes that the utilization of service technology can strengthen the dimensions of reliability, responsiveness, assurance, tangibles, and empathy in service delivery.

This study provides empirical evidence that the implementation of the Wireless Calling System not only improves the restaurant's operational efficiency but also creates a positive service experience, thereby strengthening consumers' perceptions of service quality. Therefore, technology-based service innovation needs to be accompanied by regular device maintenance and improvements in human resource competencies so that the benefits of the technology can be optimally experienced by consumers. The findings of this study are expected to serve as a reference for restaurant managers and future researchers in developing service innovations oriented toward consumer experience and satisfaction.

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