



## HOW COFFEE BEVERAGE QUALITY DRIVES CONSUMER SATISFACTION: A QUANTITATIVE STUDY IN BANDUNG, INDONESIA

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INFO ARTIKEL	ABSTRAK
<p>Diterima 13 Agustus 2025 Direvisi 23 September 2025 Diterima 12 November 2025 Tersedia online 25 November 2025</p> <p>Kata Kunci: Business, Revenue Generation, Indonesian coffee, Digital Era.</p> <p>Keywords: Business, Revenue Generation, Indonesian coffee, Digital Era.</p>	<p>Studi ini meneliti pengaruh kualitas produk minuman kopi terhadap kepuasan konsumen di Yellow Truck Coffee Bandung. Dengan menggunakan pendekatan kuantitatif dengan analisis regresi berganda, penelitian ini mengevaluasi empat dimensi kualitas produk. Hasil penelitian menunjukkan bahwa daya tarik visual dan presentasi memainkan peran kunci dalam membentuk persepsi konsumen. Secara manajerial, Yellow Truck Coffee Bandung disarankan untuk memperluas dan menyempurnakan varian menu kopinya, meningkatkan responsivitas barista dan kecepatan pelayanan, serta menerapkan sistem komentar pelanggan untuk menangkap umpan balik pelanggan dengan lebih baik. Penguatan area-area ini diharapkan dapat meningkatkan kepuasan konsumen secara keseluruhan dan mendukung kinerja kompetitif kedai kopi tersebut.</p> <p><i>ABSTRACT</i> This study examines the influence of coffee beverage product quality on consumer satisfaction at Yellow Truck Coffee Bandung. Using a quantitative approach with multiple regression analysis, the research evaluates four dimensions of product quality. The findings suggest that visual appeal and presentation play a key role in shaping consumer perceptions. Managerially, Yellow Truck Coffee Bandung is advised to expand and refine its coffee menu variants, enhance barista responsiveness and service speed, and implement a guest comment system to better capture customer feedback. Strengthening these areas is expected to improve overall consumer satisfaction and support the coffee shop's competitive performance.</p>

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### 1. Introduction

#### 1.1.1 Company History

Yellow Truck is a business engaged in coffee shop located on Jalan Linggawastu No. 11 Bandung which is located from a local roastery. Starting on Jalan Pajajaran Bandung and now has four branches in the Bandung area, Yellow Truck is also open to customers who want to try brewing their own coffee, exchange ideas and experiences with a cup of coffee, even long before coffee became a lifestyle in Bandung. Yellow Truck is also reaching its customers more widely. Not only coffee lovers, but also students and students who have finally become loyal customers of Yellow Truck Coffee until now. With the increasing trend of coffee and increasing customers, Yellow Truck decided to open a new place on Jalan Linggawastu. By increasing customer capacity without sacrificing the familiar atmosphere typical of coffee shops, plus various facilities that were

not in the previous place also made Yellow Truck even more popular. It doesn't stop there, Yellow Truck sees an opportunity to build more shops with different concepts, and offer a variety of coffee experiences and reach more types of lifestyle enthusiasts in the future.



Figure 1: Logo of Yellow Truck

For the company's logo, the owner chose a Chevy truck that depicts coffee accompanying the life journey of every coffee lover. Then form a circle because yellow trucks want to be a means of socializing. Lastly, the owner chooses yellow because it is bright and is a symbol of happiness that can create a good moment. Yellow Truck Coffee Established in early 2010 by Michael Utama, Kopiku Indonesia, a name that was initially only engaged in the field of coffee bean suppliers but with the development of coffee trends, Kopiku Indonesia initiated a coffee lab called YTCL (Yellow Truck Coffee Lab) whose goal is to introduce coffee to the residents of Bandung. Then YTCL changed its name to Yellow Truck coffee, a place where coffee lovers can taste coffee from Kopiku Indonesia. By arranging several benches and tables in the yard for lovers who want to try the coffee served. Yellow Truck tried its luck for the first time on Bandung's pajajaran road, but with the increasing number of coffee connoisseurs in the City of Flowers, the management had to think of a new strategy to be able to accommodate the large number of consumers who came. Then in December 2014 Yellow Truck. Yellow Truck started with the vision of introducing the taste of quality Indonesian coffee. In early 2014 Yellow Truck officially moved to Jl. Linggawastu No. 11. The location that was previously on Jalan Pajajaran was only for roastrey (roasting coffee). With the increasing popularity of Yellow Truck has opened various branches in the city of Bandung spread across Jl. Patuha and Dusun Bambu. In addition, Yellow Truck opened a branch, but outside the city of Bandung, precisely in Solo. Currently, Yellow Truck is one of the coffee shops that is very popular among young people. With a very attractive and comfortable room concept, consumers always come back to taste this Yellow Truck coffee. Yellow Truck is also open to customers who want to try brewing their own coffee, exchange ideas and experiences over a cup of coffee, even long before coffee became a lifestyle in Bandung. Starting from young people to the elderly become customers of Yellow Truck. Yellow Truck is increasingly expanding to reach a wide range of customers. Not coffee lovers but also students and students who end up becoming loyal customers of Yellow truck today.

#### 1.1.2 Vision and Mission

1. **Vision** : Educate the meaning of "quality" in a cup of coffee by providing an experience to experience the true taste of coffee.
2. **Mission** : Expand the reach and dream to become the number 1 local brand to promote Indonesian coffee

In accordance with the vision and mission of Yellow Truck Coffee, which is as the first pioneer to promote the taste of Indonesian coffee with the best quality for coffee connoisseurs which is supported by their credo, namely "Yellow Truck Coffee believes that everyone should enjoy a cup of quality Indonesian coffee" which means that everyone should enjoy a cup of original

coffee from Indonesian soil through processing into a quality coffee drink. Yellow Truck Coffee Bandung stated that the management also plays a very important role in creating quality coffee drink products because most visitors are more likely to order coffee drinks than other food menus so baristas must be well trained to serve the coffee. The visitors to just gather together and enjoy a cup of coffee. This coffee shop is more dominant in serving a drink menu than food that is supported by an attractive minimalist concept and makes visitors comfortable. Yellow Truck Coffee is a coffee shop that introduces the experience of enjoying coffee at an affordable price.

### 1.1.3 Products



Image 1

### 1.2 Yellow Truck Menu List

Source: Yellow Truck Coffee (Internal Yellowtruck Data)

Figure 1.2 Above all the menus provided, the main menu is the signature coffee which is deliberately concocted by Yellow Truck coffee, with a mixture of soda, orange and coffee. By using the basic ingredients of Arabica coffee beans which are processed in such a way that they become thick coffee, usually called espresso. The processing of espresso is modified into other types of coffee drinks, such as Coffee Latte, Capuccino, Caramel Machiato and others. Before the establishment of this Yellow Truck Coffee shop, they only focused on the process of processing coffee beans at a factory located in Cikalong called Kopiku. With land that produces coffee beans, the beans will be directly produced at the Kopiku factory. Along with the development of the culinary field, especially in coffee drink products, Kopiku opened a coffee shop to facilitate consumer needs. The various variations of the coffee drink menu offered are the main attraction for visitors. Yellow Truck Bandung provides the latest coffee menu options and is guaranteed to provide a coffee sensation that is different from other coffee places in Bandung.

### 1.2 Background of the problem

The city of Bandung is the largest metropolitan city in West Java as well as the capital of the province. Bandung has cool air and a thick culture that makes this city so popular with local and foreign tourists. Apart from this, Bandung has many natural tourist attractions, as well as culinary tourism. Culinary in Bandung is so diverse, culinary innovations are very alluring ranging from street food to luxury restaurants. However, people in Bandung really like to gather with friends,

family, in a café. Along with the culinary or food business in the city of Bandung which is experiencing quite rapid development, it will greatly support the culinary or food business. With the increase in the number of culinary or food businesses, it will increase competition. To face the increasing competition, companies/businesses need to create and establish the right strategies with the aim of surviving the competition, achieving profits and increasing the company's/business activities. As we know, restaurants today have developed a lot, especially in terms of their products. The products sold are also diverse, not only food products, but beverage products are no less superior in their sales rate. One of them is coffee drink products.

Coffee is one of the commodities from plantations that has high economic value among other plantation crops and plays an important role as a source of foreign exchange for the country. Coffee is also the most important commodity with the income of one and a half million coffee farmers in Indonesia. "World coffee consumption reaches 70% from Arabica coffee species and 26% from Robusta coffee species and 4% from other species" according to Rahardjo (2012). The Indonesian Coffee Exporters Association (AEKI) noted that Indonesian coffee consumption has continued to increase since four years ago. This was revealed from the results of an association survey related to 22 coffee needs which increased by 36 percent from 2010 to 2014. The increase was also influenced by economic growth which triggered the emergence of a middle-class society that had a diverse lifestyle, one of which was consuming coffee in modern coffee shops. Coffee shops must have the ability to meet consumer needs. To anticipate this, entrepreneurs must remain consistent in providing quality coffee so that consumer satisfaction is achieved.

A coffee shop can be defined as "a small café or small restaurant that usually sells coffee and sometimes non-alcoholic drinks, simple food or snacks, with supporting facilities in the place". Coffee connoisseurs can come to the coffee shop easily and enjoy a quality cup of coffee. Of course, this must be considered by the coffee shop in creating coffee drink products that have good quality so that it will have an impact on consumer satisfaction. In order to maintain product quality, the coffee shop needs to hold operational standards continuously so that consumer satisfaction can be met. Therefore, the coffee drink products served must be of high quality and also in accordance with the elements that are the customer's assessment.

The development of coffee shops, especially in the city of Bandung, has been said to be quite rapid. This is evidenced by the emergence of several new coffee shops that have the concept and uniqueness of the coffee drink products they offer to coffee connoisseurs. In addition, many people are more selective in terms of choosing a coffee shop just to enjoy a cup of quality coffee drinks. One of the famous coffee shops in the city of Bandung and familiar to coffee connoisseurs is Yellow Truck Coffee Bandung. The Coffee Shop, which has been established since 2010 located on Jalan Linggawastu no 11, is still consistent in maintaining their flagship product, namely coffee drinks. In terms of making coffee drinks, such as the placement of the main raw materials, namely coffee beans, and the dosage of other ingredients must be appropriate so that they can produce a quality cup of coffee. Coffee shop management must also maintain the taste of their coffee drink products, in other words maintain the quality because there are several factors that affect the decline in quality, such as the process of making coffee drinks that are not carried out according to standards. With the decline in coffee drink products, it will have an impact on guest complaints and a decrease in the number of visitors, causing losses to the coffee shop management. In the initial review, the author conducted observations and direct interviews with the management of Yellow Truck The following is data on the number of visits during July 2018-December 2020

Table 1.1 explains that there was a successive decline in the number of visitors in October, November and December. Based on table 1.1 and the results of interviews with Yellow Truck Coffe Management, the decrease in the number of guest visits is indicated because some consumers are not satisfied with the coffee products served. Of course, this has an impact on the company's targets that are not achieved, one of which is the factor of the products sold. The problems that occurred at Yellow Truck Coffee Bandung were obtained from the results of interviews by the management of the coffee shop. There are several factors regarding complaints against yellow truck Bandung consumers resulting in dissatisfaction with the products in the coffee shop.

## **2. Literature Review**

The quality of service needs to receive great attention from the company. Because quality has a direct relationship with competitiveness and the level of profit obtained by the company. According to Tjiptono (2006:59), service quality or service quality is defined as the expected level of excellence and control over the level of excellence to meet consumer desires. In other words, there are two main factors that affect the quality of service, namely expected service and perceived service.

Parasuraman, Zeithaml and Berry (1988) in the book Tjiptono & Chandra (2011:198) put forward five dimensions of service quality, namely:

1. Reliability

It is related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time

2. Responsiveness

With regard to the willingness and ability of employees to assist customers and respond to their requests, as well as inform when services will be provided and then provide services quickly.

3. Assurance

The behavior of employees is able to foster customer trust in the company and the company can create a sense of security for its customers. Assurance also means that the employees are always courteous and master the knowledge and skills needed to handle any customer questions or concerns.

4. Empathy

The company understands the problems of its customers and acts in the interests of the customers, as well as giving personal attention to the customers and having comfortable operating hours.

5. Tangible Evidence

With regard to the attractiveness of the physical facilities, equipment, and materials used by the company, as well as the appearance of the work and the appearance of the interior of the company or store.

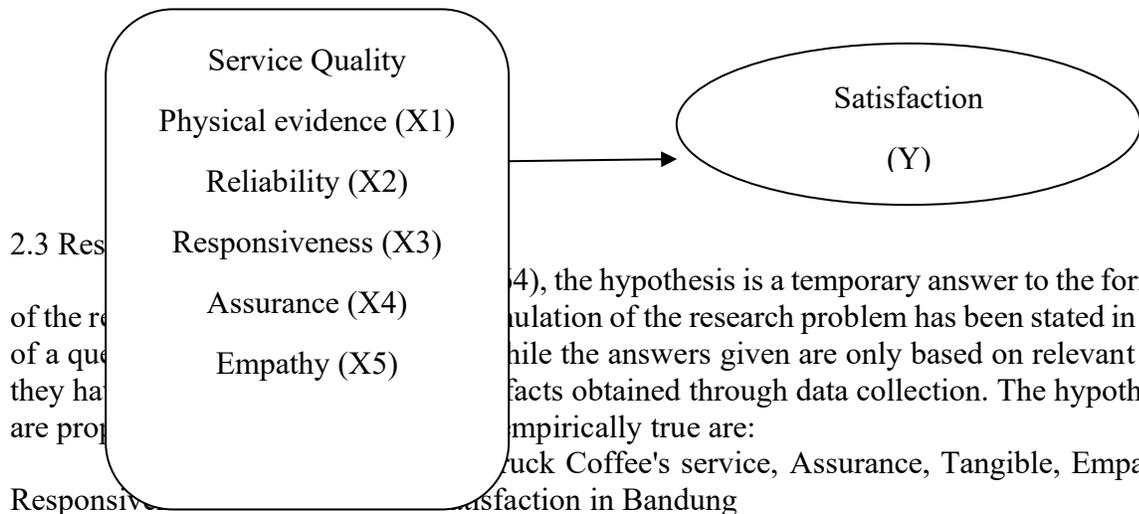
Companies must be able to identify what consumers want and need, what consumers think, what consumers feel, whether consumers are satisfied and whether consumers will come back or not. Consumers will give an assessment of the quality of service and companies must be able to investigate consumer expectations in order to provide effective service, because consumers will feel satisfied if they get what they want.

According to Kotler & Keller (2009:177), customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (result) of the product in question to the expected performance (result). If the performance is below expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, then the customer is very satisfied or happy.

Quality has a close relationship with consumer satisfaction. Quality provides an encouragement to consumers to establish strong relationships with companies. In the long term, such ties allow companies to carefully understand the expectations of consumers as well as their needs (Tjiptono, 2006:54).

Based on the description that has been presented above, schematically the framework model in this study can be described as follows:

Figure 2: FRAMEWORK OF RESEARCH



2.4 Scope of Research

2.4.1 Variable

In this study, the variables used, namely Service Quality (X) as an independent variable, Customer Satisfaction (Y) as a bound variable.

2.4.2 Location and Object of Research

The place of this research was conducted at Yellow Trucl Coffee in the Bandung area. Meanwhile, the object of the research is consumers who have come or consumed at Yellow Truck Coffee in the Bandung area.

**3. Research Methods**

Research method is an explanation of the method or approach used by the author in accordance with the research objectives. In this study, the researcher used an associative research method. According to Sugiyono (2012:57), this associative research is a formulation of research problems that ask about the relationship between two or more variables. In this associative research, there

are three types of symmetric relationships, causal relationships and interactive/reciprocal relationships.

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### 3.2 Objects of Research

To be able to answer the research objectives and test the research hypothesis, research objects and variables are needed. In this study, the object of research was Yellow Truck Coffee Bandung, while the respondents consisted of two groups of respondents. The first group of respondents was the managers of Yellow Truck Coffee Bandung. From this group of respondents, the researcher will explore information about the quality of coffee drink products at Yellow Truck Coffee Bandung. Meanwhile, the second group of respondents are visiting guests who have competence, namely knowledge and understanding, as well as attention to problems regarding the quality of coffee drink products. From this group, the researcher wanted to find out how the quality of coffee drink products and their effect on consumer satisfaction, by paying attention to the variables, sub-variables and indicators of the research variables.

## 4. Results and Discussion

Partial correlation analysis testing was carried out to determine the close relationship between each dimension of the independent variable and the dependent variable. The following are the results of data processing using SPSS 20 software.

**TABLE 1: PARTIAL CORRELATION ANALYSIS TEST OF COFFEE BEVERAGE PRODUCT QUALITY TO CONSUMER SATISFACTION**

Coefficient		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Partial
		B	Std. Error	Beta			
1	(Constant)	2.582	1.070		2.413	.018	
	Performance	.083	.063	.149	1.312	.193	.133
	Feature	.017	.096	.020	.178	.859	.018
	Aesthetics	.219	.072	.410	3.032	.003	.297
	Conformance to specifications	.028	.102	.033	.277	.783	.028

With a risk tolerance of 0.05 (5%), dimensions that have a sig value above this value are considered insignificant. Based on the table above, it can be seen that of the four dimensions tested, there is 1 dimension that has a significant effect on consumer satisfaction (Y), namely aesthetics (X3) with a value of 0.03. Meanwhile, the other dimensions, namely performance (X1), feature (X2), and conformance to specifications (X4), have sig values of 0.193, 0.859 and 0.783 so they are declared insignificant because the risk of error is greater than 5%. The test results show that aesthetics (X3) have a very important role in influencing consumer satisfaction. The consistency of taste, aroma portion, color and temperature accuracy of coffee drinks served at Yellow Truck coffee shops are able to build visitor attraction and make purchases of coffee drinks.

Of course, this can increase satisfaction. The test results show that aesthetics (X<sub>3</sub>) have a very important role in influencing consumer satisfaction. The consistency of taste, aroma portion, color and temperature accuracy of coffee drinks served at Yellow Truck coffee shops are able to build visitor attraction and make purchases of coffee drinks. Of course, this can increase consumer satisfaction with the coffee drink products sold and be a factor that can distinguish Yellow Truck Coffee Bandung from other similar coffee shops.

Based on the test results, the performance dimension (X<sub>1</sub>) was declared to have no significant influence on consumer satisfaction. With an error value of 19.3%, it means that performance only affects 80.7% of consumer satisfaction, so the contribution is slightly low and cannot be generalized. The same is true for the feature dimension (X<sub>2</sub>) with an error value of 85.9% of the influence given to consumer satisfaction of 14.1% and conformance to specifications (X<sub>4</sub>) with an error value of 78.3% of the influence given to consumer satisfaction of 21.7%. These results also indirectly support the theory from Kotler (2005:49) which states that "the overall characteristics and ability of a product to satisfy stated or implied needs".

#### 4.5.3 Coefficient of Determination

To measure the magnitude of the influence, namely performance (X<sub>1</sub>), feature (X<sub>2</sub>), aesthetic (X<sub>3</sub>) and conformance to specification (X<sub>4</sub>) on consumer satisfaction (Y) can be determined by the value of the determination coefficient with the following formula:

$$KD = r^2 \times 100\%$$

Where:

KD = Determination or determinant

r = Correlation Coefficient

$$\begin{aligned} \text{So, } KD &= (0.552)^2 \times 100\% \\ &= 30.47\% \end{aligned}$$

Based on the results of the calculation, it is known that product quality determines consumer satisfaction by 30.47%. Meanwhile, the remaining calculation of 69.53% can be determined by other factors, such as promotional activities for products, so that consumer satisfaction results can still vary.

#### 4.5.3 Discussion

Based on the author's processed results, it is known that the quality of coffee drink products given or contained in Yellow Truck Coffee Bandung is considered in the sufficient category with a percentage of 72%. This means that the quality of beverage products applied both as a whole and individually at Yellow Truck Coffee Bandung is considered sufficient by respondents.

The data from the research that has been processed by the author shows that the quality of the overall coffee drink product is proven to have a significant influence on consumer satisfaction at Yellow Truck Coffee Bandung. However, based on the concept conveyed by Vincent Gaspersz (2005) in Alma 2011, there are aspects of product quality that are considered to have an influence both individually and simultaneously. There are four different aspects of product quality, namely performance, feature, conformance to specifications, and aesthetics. Therefore, the researcher analyzed the influence of each aspect of the quality of coffee drink products on consumer satisfaction at Yellow Truck Coffee Bandung.

The following is a further discussion of the author's processed results regarding the influence of aspects of coffee drink product quality on consumer satisfaction at Yellow Truck Coffee Bandung.

#### 1. Performance

Looking at the results of the data analysis that has been presented previously, it is evident that the performance variable is significant to consumer satisfaction at Yellow Truck Coffee Bandung. The performance aspect in consumer satisfaction is one of the most important aspects, considering the basic characteristics of coffee drinks which consist of the process of making coffee drinks, the price of coffee drinks and the variety of coffee drink products offered to consumers. Indicators contained in the performance aspect have been proven to have a significant influence on the level of consumer satisfaction.

#### 2. Feature

Based on the results of the research, the feature aspect is proven to have a significant influence on consumer satisfaction at Yellow Truck Coffee Bandung. The feature aspect here explains the addition of special characteristics to improve and increase consumer interest in the product such as the addition of additional ingredients (coffee art) to coffee drinks, the diversity of toppings used, the diversity of equipment used in the presentation of coffee drinks (cups, cups, saucers) where from the respondents' responses regarding this is quite good. Considering the very volatile needs of consumers, the management of Yellow Truck Coffee Bandung must further improve the feature aspect of coffee drinks in order to create consumer satisfaction.

#### 3. Aesthetics

The aesthetic aspect found in Yellow Truck Coffee Bandung is an aspect that has a significant influence on customer satisfaction. The aesthetic aspect includes several indicators including the taste, suitability of portions, aroma, color and temperature of coffee drinks and the attractiveness of serving coffee drinks. Based on the results of the data analysis, it can be seen that the aesthetic aspect is considered by the respondents as the most influential indicator along with other aspects. So it can be interpreted that the aesthetic aspect has the most significant influence on consumer satisfaction at Yellow Truck Coffee Bandung.

#### 4. Conformance to Specifications

The aspect of conformance to specifications is an aspect that discusses the suitability of the equipment used when making coffee drinks, the suitability of serving coffee drinks according to the standards that have been set, and the suitability of services in serving coffee drinks. Based on the results of data analysis, it is proven that the aspect of conformance to specifications has a significant influence on consumer satisfaction at Yellow Truck Coffee Bandung. This happened because the management of Yellow Truck was successful in trying to create coffee drinks in accordance with the tools and equipment used by paying attention to supporting indicators.

### 5. Conclusion

Based on the results of research and discussion of the quality of coffee drink products on consumer satisfaction at Yellow Truck Coffee Bandung, the author can conclude that:

1. In general, the four dimensions contained in the quality of coffee drink products have reached the good category, but they need to be further improved because there are still

several aspects that have not been able to achieve consumer satisfaction, such as the suitability of coffee drink prices. In terms of service, the level of speed of employees in serving coffee drinks is still considered to have not been able to achieve guest satisfaction. This happened because the management of Yellow Truck was not able to prepare its products thoroughly so that it could not meet the needs of consumers.

2. In general, aspects of consumer satisfaction are considered important. Based on the results of the study, it is proven that consumer satisfaction has not been fulfilled in terms of coffee drink products sold and the speed of employees at Yellow Truck Coffee Bandung. Consumers have a very important role for coffee shops in achieving their goals. Without consumers, coffee shops will not develop to carry out their business activities. Therefore, every consumer must always be considered and served as best as possible.
3. From the multiple regression test, the quality of coffee beverage products (X) to consumer satisfaction (Y) was obtained with a calculated F of 10.399 with a significant level of 0.000. Because the probability (0.000) is smaller than 0.005, the regression model can be concluded that the quality of coffee drink products together affects consumer satisfaction at Yellow Truck Coffee Bandung.

Based on the partial correlation analysis test or t-test, the quality of coffee drink products (X) consists of several dimensions, namely performance, feature, aesthetics and conformance to specifications where the aesthetics dimension gets a t-calculation result of 3.023 with a significant level of 0.003. Because the probability (0.003) is smaller than 0.005, this aesthetic dimension has the most significant effect on consumer satisfaction at Yellow Truck Coffee Bandung. Based on the results of the analysis and discussion of the influence of the quality of coffee drink products on consumer satisfaction at Yellow Truck Coffee Bandung, the author can provide suggestions that:

1. Yellow Truck Coffee Bandung should prepare coffee drink products as a whole regarding the choice of coffee drink menu variants to make it more attractive so that consumers are interested in making purchases.
2. Yellow Truck Coffee Bandung must further improve the skills of baristas in terms of speed and precision to be more responsive in serving consumers. Especially in the speed is more improved so that consumers will not wait long.
3. Yellow Truck Coffee Bandung should do a guest comment system where this is very useful in knowing consumer needs to assess the quality of coffee drink products. With the enactment of guest comments, it will be very helpful for the coffee shop to further improve the quality of coffee drinks to meet consumer satisfaction.

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