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Pada tahun 2016, Adrian Swinscoe, seorang konsultan pengalaman pelanggan, menekankan pentingnya keterlibatan karyawan dalam mencapai kepuasan pelanggan. (<https://www.forbes.com/sites/adrianswinscoe/2016/11/08/employee-engagement-is-the-foundation-for-customer-satisfaction-heres-why/#3dd3d0f825c3>).

Harga yang dirasakan adalah nilai keseluruhan yang ditempatkan konsumen pada produk atau layanan berdasarkan manfaat yang dirasakan versus biaya yang dirasakan." Amanda Carrothers, 2022. (<https://www.investopedia.com/terms/p/perceived-price.asp>)

Kualitas staf mengacu pada sejauh mana karyawan memiliki keterampilan, pengetahuan, dan pengalaman yang diperlukan untuk melakukan tugas pekerjaan mereka secara efektif dan efisien." (Sumber: Bizfluent, <https://bizfluent.com/definition-6785855-quality-staff.html>)

