

The Effect of Service Quality, Price, Customer Satisfaction on Purchase Decisions at Usman Wholesale

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Abstract

The purpose of this study was to examine the effect of service quality, price, and customer satisfaction on purchasing decisions at Wholesale Usman. Quantitative approach with causal associative research method. The research sample was 36 respondents who were determined by accidental sampling technique. The research data was processed using the SPSS version 26.0 application, testing data quality, classical assumption test, correlation coefficient analysis, coefficient of determination, multiple regression, t test and F test. The contribution of service quality variables, price, and customer satisfaction to purchasing decisions is 43, 0% and the remaining 57.0% are contributions from other factors outside the model. The ANOVA test found that the Fcount value of 9.801 was greater than the Ftable value of 2.90 with a 95% confidence level (using $\alpha = 5\%$).

Keywords

Service quality; price; customer satisfaction; purchase decision



I. Introduction

Today there are many entrepreneurs who take part in the retail trade sector in the form of shops (wholesale), supermarkets, minimarkets, department stores and others. (Anang Ardiansyah, 2019). Business actors compete continuously in influencing buyers to influence buyer behavior so that they decide to buy from their company or merchandise. Customer behavior is defined as a personal reaction that directly participates in the effort to obtain and use economic goods and services including the decision-making process in advance in these actions. (Mangkunegara, 2005).

Purchasing decision is an important process that is influenced by marketers through marketing strategies. Many factors are able to influence purchasing decisions, including price, product, service, company/store location. Therefore, every business must be responsive regarding what must be done for the sake of its business continuity, because customers are more selective in the buying process in order to meet their needs (Kotler, 2001). Service quality can have an impact on customer behavior. According to Yani in Syardiansyah (2020) performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skill, experience and sincerity as well as time. However according to Kasmir (2016) that performance is the result of work and work behavior of a person in a period, usually 1 year. Then the performance can be measured by the ability to complete the tasks and responsibilities given. This means that in work contains elements of the standard that achievement must be met, so, for those who reach the standards set means good performance.

Goeth and Davis stated that, "service quality can be interpreted as a measure of how well a service provided is able to fulfill consumer expectations. If the services and services that have been received and felt are in sync with what the customer wants, then the quality of the services or services that have been received exceeds customer expectations, then the quality of services or services is seen as the ideal quality. (Tjiptono, 2012).

In addition to service quality, price is a very important tool in influencing buyer decisions in the public zone. Price (price) in a broad sense is not only the amount of money given by the seller to obtain the goods purchased, but also includes things outside of money, such as time, livelihood, and psychological effects (Noor, 2010). Customer satisfaction is also important to make customers become loyal and come back repeatedly to decide to repurchase. With a sense of satisfaction will be able to influence the purchase decision.

According to Kotler in the work of Sunyoto (2013) that customer satisfaction is the stage of individual feelings after comparing the perceived performance or results compared to their desires. If the performance is in sync with his wishes, the customer will be satisfied. Another opinion states that customer satisfaction is an emotion that shows the happiness or disappointment of individuals who appear after matching the views with the performance (results) of an item with what they aspire to. (Tjiptono, 2015).

Based on some of the descriptions above, the researcher is compelled to examine how the influence of service quality, price, and customer satisfaction with purchasing decisions at Wholesale Usman? The aim is to statistically test the influence of service quality, price, and customer satisfaction with purchasing decisions at Usman wholesalers.

II. Review of Literature

2.1 Buying decision

Purchase decision is an integrated process of combining knowledge to evaluate two or more alternative behaviors and choose one over the other. (Peter and Olson, 2013:163). Another view defines a customer's purchase decision as a choice of two or more alternatives, in other words the alternative must be available to someone when making a decision.

On the other hand, if the customer has no choice, really is forced to make certain purchases and actions, then the situation is not a decision. (Schiffman and Kanuk, 2008) There are dimensions and indicators of purchasing decisions in purchasing decisions. According to Kotler and Keller's explanation, the customer's decision to buy a product includes: the customer's product choice, the buyer's brand choice, the buyer's dealer choice, the time of purchase, and the amount purchased by the customer.

In addition to the factors that influence purchases in purchasing decisions, Kotler suggests that customer buying behavior is influenced by the following factors: cultural factors, social factors, personal factors, psychological factors. (Meithiana Indrasari, 2019).

2.2 Service quality

Service quality is determined by customers who are service users. Service quality is all forms of activities carried out by the company to meet customer expectations. Service in this case is defined as a service or service delivered by the service owner such as convenience, speed, correlation, ability to hospitality shown through behavior and nature in providing services for customer satisfaction (Fauzyah, et al. 2021).

According to Parasuraman in suggesting there are five dimensions of SERVQUAL as follows:

1. Physical Evidence (Tangible) is the capacity of a company when showing its presence in front of outsiders. The appearance and competence of physical facilities and infrastructure and the state of the surrounding environment are facts of the services provided by service providers. That includes physical inventory (buildings, warehouses,

toilets, parking lots and so on), accommodation and functional equipment (technology) and employee performance.

2. Reliability is the company's capacity to achieve customer satisfaction that is pledged accurately and reliably. Performance must be linear with customer desires means time discipline, fair service for every customer by not making mistakes and a sympathetic attitude.
3. Responsiveness is a willingness to help and provide fast and appropriate services for customers, as well as providing concrete information. Freeing customers from negative thinking about service quality.
4. Assurance is the knowledge, courtesy and performance of company servants in order to increase the trust of every customer in the company. In restaurant service, certainty is important to customers, such as transaction security guarantees.
5. Empathy is giving genuine and personal attention to customers by trying to understand their needs. This expects the company to know and understand the customer, get to know the customer specifically, and provide a convenient operating time for the customer. (Lupiyoadi, 2014)

2.3 Price

Price is the value of an item expressed in currency. Price has two main roles in the buyer's decision-making process, That is, the role of distribution and the role of information. (Bukhari Alma, 2011). Price is also one of the indicators that customers consider in choosing a product, because price can win the hearts of customers and potential customers to make decisions. (Budi, 2013).

Price has two main roles in the buyer's decision-making process, namely the role of distribution and the role of information.

1. The price allocation role is a price function that helps buyers decide how to obtain the highest expected benefit or utility based on their purchasing power. Therefore, prices exist to help buyers decide how to allocate their purchasing power to different types of goods and services. Buyers compare the prices of various available alternatives and then determine the allocation of funds needed.
2. The role of price information, namely the role of price in "educating" customers about product factors such as quality. This is especially useful in situations where it is difficult for buyers to objectively assess the factors or benefits of the product (Sukesi, 2013).

In addition, there are four price indicators, which are as follows:

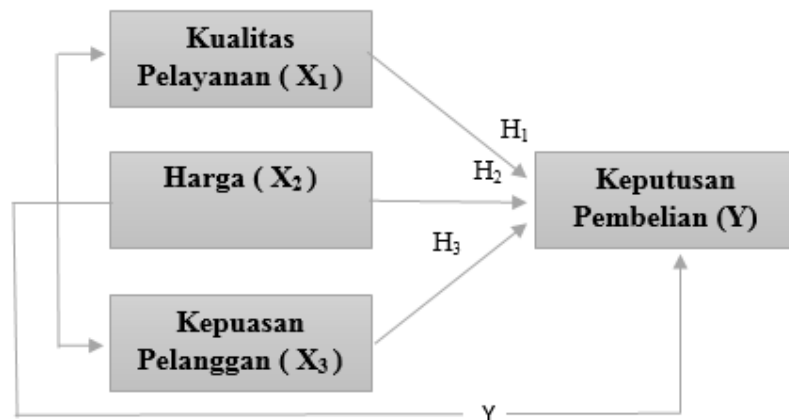
1. Affordability is a price that can be achieved by everyone in the selected target market segment.
2. Price suitability, namely the price offered to customers based on the quality offered.
3. Price competitiveness, namely offering above or below the average price. Before setting a company price, you need to know the price of similar products from other companies to match the selling price with other companies.
4. Compatibility for price/performance, where customers feel satisfied when they receive benefits after consuming the products offered in accordance with the value they spend. (Kotler and Armstrong, 2008). Meanwhile, Wulandari (2012) explained that there are a number of indicators that can be used if you want to measure prices. Among them are prices according to product quality, price comparisons, affordable prices for customers and prices according to customer expectations. Then, Fure (2013) suggests that the price measuring indicator is price that is consistent with income, and that price perceptions
5. can influence customer decision making, commodity affordability, price competition, and price and quality suitability.

2.4 Customer satisfaction

Satisfaction Customer Satisfaction Customer satisfaction is defined as a feeling of happiness or disappointment that arises after weighing perceived performance (or outcomes) with their predictions (Kotler & Keller 2009). Furthermore, Lupiyoadi has also described the indicators of customer satisfaction as follows:

1. Product Quality (Quality Products) Customers will feel satisfied if the evaluation results show that the products they use are of quality, a product can satisfy customers if it is judged to be able to meet or exceed their wishes and expectations. This illustrates that product quality is a very important factor in shaping customer satisfaction
2. Service quality is an important thing to pay attention to and survive optimally, chosen by customers, customers are satisfied if served well or as expected.
3. Re-purchase where the customer will return to the company to buy goods/services. Satisfied customers will usually come back to buy products from the same company.
4. Recommending to others (word of mouth), namely generally customers will say good or in the intention of recommending the company to others for the experience they feel. With this, word of mouth is considered as marketing that is not important to incur costs because marketing occurs on feelings or expressions of satisfaction from a customer. (Dita Amanah, 2010)

2.4 Framework of thinking



Gambar 1. Kerangka Pemikiran
Sumber: Hasil Olahan Penulis (2022)

2.5 Hypothesis

- Ha1 : There is a significant effect of quality service to purchasing decisions at Wholesale Usman.
- Ha2 : There is a significant effect price on purchasing decisions at Wholesale Usman
- Ha3 : There is a significant effect of satisfaction customers on purchasing decisions at Wholesale Usman.
- Ha4 : There is a significant effect of service quality, price, and customer satisfaction together or simultaneously on purchasing decisions at Wholesale Usman.

III. Research Method

This study uses a quantitative method with a causal study, namely a study conducted to state that the independent variable causes or affects the dependent variable (Fadhli, M & Fachruddin, R., 2016). The population is the whole to be studied. If the population is the whole to be studied. A population whose number can never be determined is called an "infinite population" or infinite, while a population whose number has been determined is called the "final population" (determined / finite). (Syahrudin and Salim, 2012). Thus the population of this study is all visitors or buyers at Wholesale Usman.

Meanwhile, for the sampling technique, the researcher uses a non-probability technique, carried out by accidental sampling, which is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher at a location that can be used as a sample. Therefore, the research sample used was 30 respondents. Methods of data collection using survey techniques, interviews and questionnaires. In statistical analysis the author uses the SPSS version 26.0 program to test data quality (Validity and Reliability), classical assumption test (normality, multicollinearity, heteroscedasticity), correlation and determination analysis, and multiple linear regression analysis as well as hypothesis testing t-test (partial) and F-test (simultaneous) with $\alpha = 5\%$ of the independent variables (quality of service, price and Customer).

IV. Result and Discussion

4.1 Usman Wholesale History

Usman wholesaler as the object of research was established in 2001, which is located in Mananti Village, Ujung Batu District. The owner of the wholesaler is Usman Harahap, 45 years old. Starting with the difficulty of finding work, Mr. Usman only works odd jobs, and does not have enough income for his family. Mr. Usman has no education and only dares to try. Over time, Mr. Usman then started his career by trading with a capital of one million and one hundred. Then Mr. Usman built his own business little by little starting from repairing his shop and buying the things that the community needed the most.

For profit, Usman usually earns ten% in the early days of his career and has approximately 20 regular customers, namely retail traders and 60 regular buyers (just passing by). Then over time, many people also wanted to follow in Usman's footsteps by opening their own wholesaler, thus making the price of these goods drop drastically due to a lot of competition. From the usual 10% profit to only 2%. Because with usman forced to slam the price to compete with other wholesale prices.

4.2 Characteristics of Respondents

In this study, the respondent's data observed were anyone who made a purchase of goods or products from Usman Wholesale. It doesn't matter if it's a boy or a girl. Or is he from that area or from another area. It's just that the research sample is a customer who has made two purchases at Wholesale Usman. This is so that the reason for the customer to buy for the second time to the wholesaler. Don't buy it by chance or just because it's just passing by.

4.3 Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire instrument. Test the validity of the instrument using SPSS 26 for windows from the four variables, namely service quality, price, customer satisfaction, and purchasing decisions, showing that all

statement items are valid, because the value of r is calculated, the correlation coefficient of Carl Pearson's Product Moment (range $r_{count} = 0.497-1$) is more greater than r table (0.329) with $N = 36$ with a significance of = 5% and 1%.

Furthermore, the reliability test was carried out to see correctly whether the answers from the respondents to the questionnaire statements were consistent or stable over time.

Table 1. Reliability Test

Variable	Cronbach Alpha	N of Items	Information
Service quality	0.579	6	Unreliable
Price	0.693	6	Reliable
Customer satisfaction	0.873	6	Reliable
Buying decision	0.645	6	Reliable

Source: SPSS Processing Result 26.0

Table 1 above shows that the three research variable instrument data are reliable because the value of the Cronbach Alpha correlation coefficient r is greater than the standard reliability value of 0.60. However, there is one, namely the service quality instrument that is not reliable.

4.4 Classic assumption test

Classical Assumption Test is an analysis conducted to assess whether in an Ordinary Least Square (OLS) linear regression model there are classical assumption problems. In this study, normality test, multicollinearity test, and heteroscedasticity test were carried out. The following are the test results through SPSS 26.

a. Normality test

The normality test aims to determine whether the residual value is normally distributed or not. It should be noted that a good regression model is one that has a residual value that is normally distributed. With the basis of decision making as follows:

- If the significance value is > 0.05 , then the residual value is normally distributed.
- If the significance value is < 0.05 , then the residual value is not normally distributed

The following are the results tested through SPSS 26 with normality test One-Sample Kolmogorov-Smirnov Test.

Table 2. Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		36
Normal Parameters, b	mean	,0000000
	Std. Deviation	1.43289624
Most Extreme Differences	Absolute	,084
	Positive	,066
	negative	-,084
Test Statistics		,084
asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS 26 . Processing Data Output

Based on table 2 above, the results of the normality test are known to have a significance value ($0.200 > 0.05$), in accordance with the basis of decision making described above, it can be concluded that the residual value is normally distributed.

b. Multicollinearity Test

Multicollinearity test to test whether the regression model found a correlation between the independent variables (independent). In a regression model, multicollinearity can be seen from the tolerance value and the VIF value.

Table 3. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.380	4.442		.761	.452		
	Service quality	.466	.229	.355	2.035	.050	.534	1.872
	Price	.157	.141	.164	1.113	.274	.750	1.333
	Customer satisfaction	.258	.123	.329	2.107	.043	.669	1.495

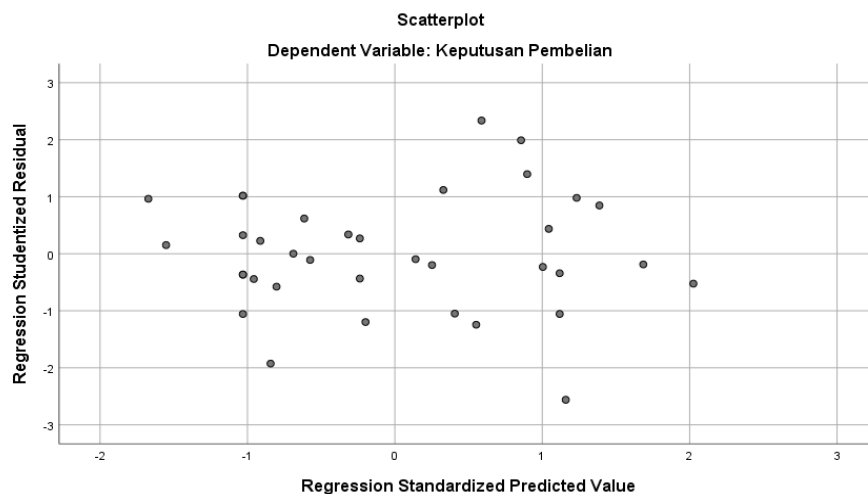
a. Dependent Variable: Purchase Decision

Source: SPSS 26 . Processing Data Output

Based on table 3 above, the tolerance value of the three independent variables is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10, namely service quality- $X_1 = 1.872$, price- $X_2 = 1.333$, and customer satisfaction- $X_3 = 1.495$), it is assumed that there is no symptom of multicollinearity between the independent (independent) variables.

c. Heteroscedasticity Test

Heteroscedasticity test can use the Scatter plot graph to test whether there is an inequality of variance from the residuals (confounding factors) for all values of the independent variables. A good regression model is one that does not occur heteroscedasticity.



Source: SPSS 26 . Processing Data Output

Figure 2. Heteroscedasticity

In Figure 2 the scatter plot above has an unclear pattern, and the points spread above and below the number 0 on the Y axis, it can be concluded that the multiple linear regression model is free from the classical assumption of heteroscedasticity. Thus, the regression model is feasible to predict purchasing decisions based on the variables of service quality, price and customer satisfaction.

d. Correlation Coefficient Analysis

The correlation value between product quality, service quality, price and customer satisfaction is 0.692, which means service quality, price, customer satisfaction and buyer decisions have a positive correlation and if interpreted, it can be categorized as a "strong" relationship. That way, if the quality of service, price and customer satisfaction increase, the purchase decision will also increase and vice versa.

Furthermore, it should be noted that after knowing how the results of the correlation coefficient analysis can be seen in table 4, it must also be noted how the multiple determination analysis is in accordance with the table below:

Table 4. Multiple Determination Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.692 ^a	.479	.430	1.49856	1,797
a. Predictors: (Constant), Customer Satisfaction , Price , Service Quality					
b. Dependent Variable: Purchase Decision					

Source: SPSS 26 . Processing Data Output

In Table 6 above, the adjusted value of the coefficient of determination (Adjusted R Square) is 0.430. That is, 43% of the variation in the value of the dependent variable on purchasing decisions can be explained jointly by the three independent variables (service quality, price and customer satisfaction). The remaining 57% is explained by other variables outside the variables studied.

Furthermore, it is necessary to perform multiple linear regression analysis. Multiple linear regression analysis is a type of linear regression used to analyze the influence of independent variables greater than two in the magnitude and number of relationships. Pay attention to the results of multiple regression analysis in the following table:

Table 5. Linear Regression Analysis multiple

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.380	4.442		.761	.452		
	Service quality	.466	.229	.355	2.035	.050	.534	1,872
	Price	.157	.141	.164	1.113	.274	.750	1.333
	Customer satisfaction	.258	.123	.329	2.107	.043	.669	1.495
a. Dependent Variable: Purchase Decision								

Source: SPSS 26 . Processing Data Output

In table 5 above, it can be seen that the results of the calculation of the beta coefficient value (Unstandardized Coefficients B) can be arranged with a multiple linear regression equation: $= a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon = 3.380 + 0.466X_1 + 0.157X_2 + 0.258X_3$.

The constant (a) of 3.380 states that if the service quality, price, and customer satisfaction are ignored or equal to zero, then the purchase decision is 3.380.

The regression coefficient of the service quality variable (X1) obtained a B1 value of 0.466 which is positive, this means that every one point change in the service quality variable while the other variables remain, the purchasing decision variable will experience a change of 0.466 in the same direction. If the quality of service is getting better (according to customer expectations), the purchase decision will increase. The regression coefficient of the price variable (X2), the value of B2 is 0.157, which is positive. This means that for every one point change in the price variable while the other variables remain constant, the purchasing decision variable will change by 0.157 in the same direction. If the price is getting better (according to customer expectations), the purchase decision will increase.

The regression coefficient of the customer satisfaction variable (X3) obtained a B3 value of 0.258 with a positive sign, this means that for every one point change in the customer satisfaction variable while the other variables remain, the purchasing decision variable will experience a change of 0.258 in the same direction. Improved customer satisfaction will improve purchasing decisions. Vice versa, if customer satisfaction does not get better by one point, the purchase decision will decrease by 0.258.

- T test (Partial Test)

Partial test (t test) can be done by comparing the significance probability value in Table 5 with a significance level of 5% ($\alpha = 0.05$), or comparing the t-count obtained in Table 5 with t-table with $df\ 36 - 3 = 33$ and with a two-tailed test ($\alpha = 0.025$) obtained a t-table value of 1.692. The results of the t-test can be explained as follows: 1) Ha1 is accepted with a significance value of 0.050, smaller than the value of $= 0.05$, or the results of t-count (2.035) $>$ t-table (1.692) meaning that service quality has a significant positive effect on purchasing decisions. 2) Ha2 is rejected with a significance value of 0.274, greater than the value of $= 0.05$ or the result of t-count (1,113) $<$ t-table (1.692), meaning that the price has no significant effect on purchasing decisions.

- F Test (Simultaneous Test)

Simultaneous test (F test) is intended to determine whether all independent variables have the same effect on the dependent variable.

Table 6. F Test (Simultaneous Test)

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66,027	3	22009	9,801	.000b
	Residual	71.862	32	2.246		
	Total	137,889	35			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Customer Satisfaction , Price , Service Quality						

Source: SPSS 26 . Processing Data Output

The results of the ANOVA test (F test) in Table 6 above obtained the F-count value of 9.801 which is greater than the F-table value (2.90) with a 95% confidence level (using = 5%), df_1 (number of variables 1) = 3 , df_2 ($nk-1$) = $36-3-1 = 32$. From the table above, the probability value (significance level) is 0.000 and smaller than 0.05, it is concluded that the hypothesis H_0 is rejected and H_a is accepted, meaning that the quality of service quality, price and customer satisfaction simultaneously (together) affect purchasing decisions and regression models can be used to predict purchasing decisions.

4.5 Discussion

This study examines the effect of service quality, price, and customer satisfaction on purchasing decisions. In this case, we conducted research on the marketing/sales sector at the wholesaler of Usman Mananti Village, Ujung Batu District.

Testing the first hypothesis shows that service quality has a significant positive effect on purchasing decisions, meaning that good service quality from wholesalers makes consumers make decisions to make purchases. Because the services provided by manufacturers are very satisfying, for example in terms of speed, convenience, assurance, and in the hospitality shown through their attitude and nature towards all consumers. On the other hand, if the quality of service is poor, the customer will feel less interested in buying at the wholesaler, thus making the customer decline. Testing the second hypothesis shows that the price has no significant effect on purchasing decisions, meaning that customers can accept the condition of the price as long as it is in accordance with the quality provided. The suitability of the price and quality provided by Usman wholesalers makes it more desirable than other wholesalers. Testing the third hypothesis. Customer satisfaction, this situation is also proven to have a positive and significant influence on purchasing decisions, meaning that the success of a business is based on how many and how often customers come to the company. this can only be done if a producer or company can provide satisfaction to its consumers so that the customer sets himself up to stay with us, and has no desire to move to another place or leave our business. For this reason, companies must maintain the quality of goods and prices provided in accordance with the wishes of consumers.

V. Conclusion

Based on the results of the research on the effect of service quality, price, and customer satisfaction on purchasing decisions and statistical testing using the SPSS 26 application, it can be concluded that the three hypothesized independent variables are service quality, price, and customer satisfaction individually (partial) or collectively. together (simultaneously) have a significant effect on the dependent variable purchasing decisions at Wholesale Usman. In order to improve purchasing decisions, Wholesale Usman must further improve the quality of service in serving customers, be able to provide more competitive prices and consider competitors' prices as a guide in determining the selling price of their products, and pay attention to customer satisfaction when shopping at Wholesale Usman.

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