



THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION ON CUSTOMER SATISFACTION KEISHA COLLECTION PANGKALAN BALAI CLOTHING STORE

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ARTICLE INFO

Article history:

Received, September 22, 2024

Revised, September 30, 2024

Accepted, October 15, 2024

Available online, October 30, 2024

Keywords: *Product Quality, Promotion, Customer Satisfaction*



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ABSTRACT

The purpose of this research is to determine the effect of product quality and promotion on customer satisfaction at the Keisha Collection Pangkalan Balai clothing store. The variables used in this research are Product Quality (X1), Promotion (X2), Customer Satisfaction (Y). The population of this research is the customers of the Keisha Collection Pangkalan Balai clothing store, totaling 330 people. The sample for this research was 77 people. The type of research used is quantitative, the analysis technique used is multiple linear regression, hypothesis testing using the F test and t test. The regression results obtained the equation $Y = 1.335 + 0.412 X_1 + 0.243 X_2$. Which means that customer satisfaction is influenced by product quality and promotion. The results of the F test obtained $F_{count} (86,000)$, meaning that there is a simultaneous influence of Product Quality and Promotion on Customer Satisfaction. The results of the t test for the Product Quality variable obtained $t_{count} (4.717)$, and the Promotion variable obtained $t_{count} (2.685)$, meaning that Product Quality and Promotion partially influence Customer Satisfaction at the Keisha Collection Pangkalan Balai Clothing Store.

1. INTRODUCTION

Currently, competition is very tight, this competition can be seen from the increasing number of types of products launched by companies to be able to maintain their existence in the business world. Basically, every business aims to make a profit, where this goal cannot be separated from marketing activities. Marketers must pay attention to any indicators that can support business results in achieving the desired goals, including product quality, brand image and promotion of the business being run. Marketing itself must be thought about well in advance in order to determine the right strategy and attract the customers who will be targeted as sales targets. The company can develop and can continue to strive to provide a greater level of satisfaction to customers. By providing satisfaction to customers, the company can prepare or market goods whose product quality is good and primarily in accordance with customer expectations. Regarding the performance of products or services and also expectations, consumers can compare them and this will also give rise to feelings of customer satisfaction (Purwanti et al., 2017). Thus, companies must create strategies to get the attention of consumers.

Based on the increasing level of people's lives, people's need for goods will also increase. This has an influence on their behavior in choosing the goods they want to buy or which brands they consider to be most suitable and can truly fulfill their needs and desires. Product quality refers to how well a product meets customer needs, fulfills its purpose and meets existing industry standards. Product quality is a characteristic of a product or service that depends on its ability to meet customer needs, whether stated directly or implicitly (Kotler & Armstrong, 2017). The new products marketed by the Keisha Collection shop are not able to attract consumers' interest in buying the clothes offered. The lack of success of these products caused the market share of the Keisha Collection shop at Balai Base to decline as the most popular shop.

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International Journal of Management and Business Economics (IJMEBE), Vol.3, No.1 October 2024, 52

Manufacturers' concerns arise due to increasingly tight competition conditions and the variety of product brands on offer, and on the other 3, consumers are unable to remember the product brands on offer, so only products that have distinctive characteristics that can differentiate them from other products will be easy to remember. by consumers. Promotion is one way that companies can introduce their products and attract the interest of potential consumers to buy these products.

According to (Tjiptono & Gregorius, 2017), promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence or persuade and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question. The Keisha Collection shop at Balai Base prioritizes sales promotions for Muslimah clothing. There are many obstacles in carrying out promotions, namely the problem of consumer trust in entrepreneurs, and what consumers want sometimes cannot be realized by entrepreneurs. Lack of communication with consumers can also be an obstacle for entrepreneurs in carrying out promotions. According to (Kotler & Armstrong, 2017) customer satisfaction is one of the main drivers that connects companies and customers in the long term. At the Keisha Collection shop, customer satisfaction is a priority, but sometimes consumers feel dissatisfied because they cannot have the items they are looking for.

Based on interviews with customers of the Keisha Collection Pangkalan Balai store, it is suspected that the store must increase customer satisfaction by improving product quality and increasing promotional intensity. This is because there are indications that Keisha Shop customers are less satisfied with product quality and promotions with more and more customers switching to other shops. Statements of dissatisfaction were conveyed directly by customers through statements in the questionnaire. The Keisha Collection shop in Pangkalan Balai is a Muslim fashion shop which was founded in 2018. The Keisha Collection shop is located on Jalan Merdeka No.06, Pangkalan Balai, Kec. Banyuasin III, Kab. Banyuasin, South Sumatra. The shop has a strategic location on the side of Jalan 5 Raya. The Keisha Collection shop provides various Muslim fashion products such as koko clothes, headscarves, Muslim clothing, mukenah and many more which are always up to date with current Muslim fashion trends and also various other accessories.

Literature review

Customer satisfaction

Consumer satisfaction is one of the reasons consumers decide to shop at a place (Danang, 2019). This is because if consumers are satisfied, they will buy again or provide recommendations to other potential customers. Not only regarding consumer satisfaction or feelings, according to Parasuraman, et al (2019) customer satisfaction is a customer's evaluation of a product or service in terms of assessing whether the product or service meets the customer's needs and requirements. Thus, it is very likely that customer satisfaction will also be a strong variable that influences purchasing decisions. If customers are not satisfied with product performance, the impact of dissatisfaction will be immediate. This also has the potential to make the company lose its ability to build customer loyalty. Satisfaction or dissatisfaction at this stage can significantly influence customer loyalty. It can be concluded that customer satisfaction is a feeling of pleasure or disappointment as well as each consumer's assessment of the performance results or various values obtained from the products which are compared by comparing the actual conditions obtained with the expected conditions based on the customer's needs, requirements and desires.

Factors That Influence Customer Satisfaction

Product Quality

According to Irawan (2009), customers will feel satisfied if the product they purchase is of high quality. Product quality is a multidimensional customer satisfaction factor. This means that product quality can be determined through several elements such as performance, durability, features, reliability, consistency and design. Product or service quality is the main factor that influences customer satisfaction. Customers tend to feel satisfied if the product or service they receive meets or even exceeds their expectations. Conversely, if the product or service does not meet expectations, this can cause disappointment and reduce the level of satisfaction.

According to Kotler (2019), Promotion is a technique of transmitting and sharing information from sales to buyers as an effort to influence consumer attitudes and behavior. Without promotion, consumers do not know about the existence of the product or they care less about the existence and benefits of the product. A number of studies show that promotions have a positive and significant effect on consumer satisfaction and consumer loyalty.

Dimensions of Customer Satisfaction:

Like other concepts, customer satisfaction also consists of several dimensions, components or forming elements which make it a whole that is different from other concepts. According to Priansa (2017) there are five elements or elements related to consumer satisfaction, some of these elements are as follows:

1. **Expectations** Expectations about a good or service have been formed before the consumer buys the good or service. When the purchasing process is carried out, consumers hope that the goods or services they receive are in accordance with their hopes, desires and beliefs. Goods/services that meet expectations will cause consumers to feel satisfied.
2. **Performance:** The performance in question concerns consumers' experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful, consumers will feel satisfied.
3. **Comparison (Camparison)** This is done by comparing the expected performance of goods or services before purchasing with the perception of the actual performance of the goods or services. Consumers will feel satisfied when pre-purchase expectations match or exceed their perceptions of the product's actual performance.
4. **Experience:** Consumer expectations are influenced by their experience of using brands for goods or services that are different from others.
5. **Confirmation and Disconfirmation** Confirmation occurs if expectations match the product's performance. On the other hand, disconfirmation or disconfirmation occurs when expectations are higher or lower than the actual performance of the product. So consumers will feel satisfied when confirmation/disconfirmation occurs.

Customer Satisfaction Indicators

According to Dutka (2012) customer satisfaction assessments can be measured using three indicators in the form of quality in several customer satisfaction attributes, including the following.

1. Attributes related to product (attributes related to the product)
2. Attributes related to service (attributes related to service).

Product Quality

Product quality is a characteristic of a product or service that depends on its ability to meet customer needs, whether stated directly or implicitly Kotler & Armstrong, (2018). Thus, product quality can be interpreted as the ability of a product to carry out its function, including reliability, durability, accuracy, convenience, and so on. Quality is something that is decided by the customer, meaning that quality is based on the customer's or consumer's actual experience of goods and services which is measured based on certain requirements or attributes which can also be subjective based on the customer's personal desires. It can be concluded that product quality is the totality of goods and services related to customer desires which in terms of product excellence have met the requirements to be sold according to customer expectations.

Dimensi dan Indikator Kualitas produk

1. According to Kotler (2019), product quality dimensions that are relevant to customers are grouped into six dimensions, namely as follows.
2. **Performance** This dimension concerns the characteristics of the extent to which the product can function as the main function of the product. The most important thing for customers is whether the quality of the product reflects the actual situation or whether the service is provided in the correct way.
3. **Range and type of features** This dimension concerns the completeness of additional features of a product, apart from having a main function, it is also equipped with other complementary functions. The

International Journal of Management and Business Economics (IJMEBE), Vol.3, No.1 October 2024, 54
capabilities or features of products and services, such as the benefits and usefulness of the product when used.

4. **Reliability and durability** The reliability of the product in normal use and how long the product can be used until repairs are needed. Reliability is this dimension regarding the possibility of failure rate in use. Durability is a dimension related to how long a product can continue to be used for a certain period of time.
5. **Maintainability and serviceability** Ease of operating the product and ease of repair and availability of replacement components. This dimension explains the extent to which the product is 14 easy to carry out with its own care by the user.
6. **Sensory Characteristics** Appearance, style, taste, attractiveness, smell, taste, and several other factors may be important aspects of quality. This dimension explains how the product should look so that it can attract consumer attention. Ethical profile and image Quality is the biggest part of customers' impressions of products and services. This dimension explains how the consumer's perception is related to the big name or reputation of the company or brand.

Factors that influence product quality

According to Kotler (2019), several factors that influence product quality include the following.

1. **Good design.** The design must be original and appeal to consumer tastes. For example, a refined design to get a quality impression.
2. **Excellence over competition.** The product must be superior, both in function and design, compared to other similar products.
3. **Physical attractiveness.** The product must appeal to the five senses (appealing to touch or feel), must be well branded, and must be beautiful.
4. **Authenticity (originality).** Derivative or imitation products indicate derivative quality that is not as good as the original or first product.

Promotion

Promotional activities carried out by a company are the use of a combination of promotional elements or equipment, which reflects the implementation of the company's promotional policies. According to Assauri (2017), explains that the combination of promotional elements or equipment is known as what is called a reference or promotional mix which consists of advertising, personal selling, sales promotion and publicity. " Advertising is a form of presentation and promotion of ideas, goods or services financed by a specific sponsor that is non-personal in nature. The media that are often used in advertising are radio, television, magazines and newspapers. Personal selling is an oral presentation in a conversation with one or more buyers with the aim of realizing sales. Sales promotion (Sales Promotion) is all marketing activities other than personal selling, advertising and publicity, which stimulate buyers by consumers and the effectiveness of agents such as exhibitions, shows, demonstrations and all sales efforts that are not carried out regularly. Publicity (publicity) is an effort to stimulate demand for a product non-personally by producing, either in the form of commercial news about the product in printed media or not, or the results of interviews broadcast in that media.

Factors That Influence Promotion

Promotion is one of the determining factors for the success of a marketing program. Companies may design products that are high quality and able to satisfy consumers. But, if some potential customers have never heard of it and are not aware of the product's existence, will they buy? Promotion is an integral part of the marketing mix. There are several factors that influence the choice of promotional methods, including: Promotional objectives. If a company wants to reach a wide audience, advertising is the right choice.

1. **Product type.** Industrial products require a more personal approach. Meanwhile, consumer products usually require more advertising. Company infrastructure and resources. Each promotional method requires different costs and efforts. Companies may spend more money on advertising if funds are sufficient. But, if funds are insufficient, as is the case with most small companies, they rely on private sales. •

2. Product life. For example, during the introductory stage, companies adopt intensive advertising and personal selling to educate and increase product awareness. Once consumers are aware, companies will probably focus more on advertising.
3. Distribution infrastructure. If you sell products directly to customers without going through intermediaries, the company relies on personal selling. The company may use some advertising, but it is only as a support.
4. Market size. If a company targets more specific customers, direct sales alone will be sufficient. However, if you are targeting a mass market with a large market size, advertising is the promotional tool.
5. Pricing strategy. Premium products, such as the iPhone, rely less on mass media advertising. Companies will usually prefer a more intimate promotional approach such as personal selling.

The Influence of Product Quality on Customer Decisions

Kotler and Amtrong (2019) stated that product quality is closely related to the product's ability to carry out its function, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. So product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs, which is a combined meaning of reliability, accuracy, convenience, maintenance and other attributes of a product. The company's ability to recognize, meet and satisfy customer needs well is a strategy for every company. Customer satisfaction has become a central concept in business discourse. Research conducted by Keloay (2019) found that product quality influences customer satisfaction. Kotler and Amtrong (2019) stated that product quality is closely related to the product's ability to carry out its function, including the overall product, reliability, accuracy, ease of operation and repair, and 32 other valuable attributes. So product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs, which is a combined meaning of reliability, accuracy, convenience, maintenance and other attributes of a product. The company's ability to recognize, meet and satisfy customer needs well is a strategy for every company. Customer satisfaction has become a central concept in business discourse. Research conducted by Ginting, et al (2015) states that product quality influences customer satisfaction.

The Effect of Promotion on Customer Satisfaction

Lupiyoadi (2018) Promotion is one of the marketing mix variables that is very important to implement in marketing products or services. Without promotion, the existence of the product gets less attention from consumers or even customers don't know about the product at all. Customers who do not know about a product will reduce or eliminate the possibility of becoming loyal or loyal customers. So, promotion is an important aspect of marketing management and is often said to be a continuous process. Promotion causes people who were previously not interested in buying a product to become interested and try the product so that consumers make a purchase. Research conducted by Handoko (2017) states that promotions have an effect on customer satisfaction.

2. METHODS

The data source used in this research is a data source, namely primary data. Primary data is a source of research data obtained directly from original sources and not through intermediaries (Sugiyono, 2019). Primary data is the main source for obtaining answers to the research proposed in this research. Primary data in this research was obtained by distributing questionnaires to respondents. The collected data was processed using SPSS. Population is a generalization consisting of objects/subjects that have certain characteristic qualities which are applied by researchers to study and then draw conclusions (Sugiyono, 2019). The entire research subject population in this study is the total customers of the Keisha Collection shop at Balai Balai in 2024 from January - May, totaling 330 customers. According to Sugiyono (2019), the size of the sample taken in research is determined based on considerations of time, energy and costs borne by the researcher. The appropriate sample size in research is between 25 to 150, if the sample is divided into categories (for example: men or women, civil servants or private sector etc.) then the number of sample members from each category is at least 25. In this study The author narrowed the population to 330 customers by calculating the sample size using the Slovin formula.

The sampling technique in this research used accidental sampling technique. Accidental sampling is a sampling technique based on chance/incidental encounters with researchers so that they can be used as a sample if the person they meet happens to be suitable to be used as a data source (Sugiyono, 2019). In this case, the sample for this research is any customer of the Keisha Collection Pangkalan Balai store whom the author accidentally met. According to Ghozali (2018), multiple linear regression analysis is a linear relationship between two or more independent variables (X) and the dependent variable (Y). This analysis is to predict the value of the dependent variable if the independent variable experiences an increase or decrease and to determine the direction of the relationship between the independent variable and the dependent variable, whether each independent variable is positively or negatively related.

$$Y = a + b_1X_1 + b_2X_2 + e$$

3. RESULTS AND DISCUSSION

Research Results

Validity Test Results

This test is carried out to test the validity of each statement item in measuring the variable. The correlation technique used to test the validity of 57 statement items in this research is Pearson Product Moment. If the correlation coefficient value of the statement items being tested is greater than the r table of 0.227. Based on these results, it can be seen that all statement items have a validity coefficient greater than rtable 0.227. So it can be concluded that all statement items stated are valid which can be used in further analysis.

Reliability Test Results

Reliability testing was carried out by testing the instrument only once, then analyzing it using the Alpha-Cronbach method. A questionnaire is said to be reliable if the reliability coefficient is greater than 0.6. These results indicate that the statement items in the questionnaire are reliable for measuring the variables.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. A good regression model is one that is homoscedastic or does not have heteroscedasticity. One method used to detect the presence or absence of heteroscedasticity is to look at the graph plot between the predicted values of the dependent variable, namely ZPRED and the residual SRESID. Based on the results, the dots are spread randomly, not forming a pattern. And the points spread both above and below zero on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use in the following analysis.

Multicollinearity Test

The VIF value of each independent variable is below 10. Based on these results it can be concluded that there is no multicollinearity between the independent variables in the model.

Multiple Linear Regression Analysis

The constant values and regression coefficients are known so that a multiple regression equation can be formed as follows:

$$Y = 1.335 + 0.412X_1 + 0.243X_2$$

The above equation can be interpreted as follows:

$a = 1.335$, meaning that if Product Quality (X_1) and Promotion (X_2) are zero (0), then Customer Satisfaction (Y) will be worth 1.335 units.

$B_1 = 0.412$, meaning that if Product Quality (X_1) increases by one unit, then Customer Satisfaction (Y) will increase by 0.412 units.

$B_2 = 0.243$, meaning that if Promotion (X_3) increases by one unit, then Customer Satisfaction (Y) will increase by 0.243 units.

Pearson Product Moment Correlation Analysis

Interpretation of the correlation coefficient presented, the correlation coefficient of 0.883 indicates a very strong relationship between the independent variable and the dependent variable.

Analysis of the Coefficient of Determination

Coefficient of determination analysis is an analysis used to determine the influence of one variable on other variables. The coefficient of determination is the square of the correlation coefficient (Sugiyono). Once the R value is 0.883, the coefficient of determination can be calculated using the following formula: Thus, based on the coefficient of determination, Customer Satisfaction (Y) is influenced by Product Quality (X1) and Promotion (X2) by 77.9%, while the remaining 22.1% is influenced by other factors not examined.

Simultaneous Test (F Test)

It is known that the Fcount value is 86,000 with a p value (sig) of 0.000. With $\alpha = 0.05$ and degrees of freedom $k = 3$ and $v = (n - (k + 1)) = 77 - (3 + 1) = 73$, we get Ftable 2.730. Because the value of Fcount > Ftable (86,000 > 2.730), H0 is rejected and H1 is accepted, meaning that together the variables Product Quality (X1) and Promotion (X2) have a significant effect on Customer Satisfaction (Y).

Partial Test (t Test)

The Influence of Product Quality Variables on Customer Satisfaction

H0 : $b_1 = 0.05$: has no significant effect on Customer Satisfaction H1 : $b_1 \neq 0.05$ has a significant effect on Customer Satisfaction Test criteria: H1 is accepted if $t_{sig} \geq 0.05$ H0 is rejected if $t_{sig} < 0.05$ Conclusion : 73 From the test data in table 4.22, it can be seen that the sig value for the team product quality variable is 0. The sig t value is smaller than the probability of 0 or the value $0 < 0$. So the hypothesis is accepted (H1). So it can be concluded that product quality has a positive influence on customer satisfaction.

The Influence of Promotional Variables on Customer Satisfaction

Testing the hypothesis of the variable influence of Promotion on Customer Satisfaction uses a partial test and the test criteria are as follows: H0 : $b_3 = 0.05$ has no significant effect on Customer Satisfaction H1 : $b_3 \neq 0.05$ has a significant effect on Customer Satisfaction 74 Test criteria: H1 is accepted if $t_{sig} \geq 0.05$ H0 is rejected if $t_{sig} < 0.05$ Conclusion: From the t test table data it can be seen that the sig value for the Promotion variable is 0. The sig t value is smaller than the probability of 0 or the value $0 < 0$. So the hypothesis is accepted (H1). So it can be concluded that Promotion has a positive influence on Customer Satisfaction.

The Influence of Product Quality and Promotion on Pangkalan Balai Customer Satisfaction

The first hypothesis states that the influence of Product Quality and Promotion on Pangkalan Balai Customer Satisfaction has been proven. In the results of multiple linear regression analysis, the variables Product Quality and Promotion in this research are $Y = 1.335 + 0.412 + 0.243 + e$, meaning it has a positive value. With an Adjusted R Square value of 0.770%, it is concluded that the Customer Satisfaction variable can be explained by the Product Quality and Promotion variables while the remaining 22.1% is explained by other factors which were not examined in this research. From the correlation or relationship between product quality variables and promotion on customer satisfaction, namely 0.883%, the results are categorized as very strong. And from the results of the simultaneous test there is a sig value of 0.000 where the significance level is < 0.05 , so it can be concluded that product quality and promotion have a positive and significant effect simultaneously on customer satisfaction at the Keisha Collection Pangkalan Balai clothing store.

The Influence of Product Quality on Customer Satisfaction at the Keisha Collection Pangkalan Balai Clothing Store

Based on the SPSS output table "coefficients" it is known that the significance value of the Product Quality variable is 0.000. Because the sig value is $0.000 < \text{probability } 0.05$, it can be concluded that H1 is accepted and H0 is rejected. This means that there is a significant influence between product quality (X1) on customer satisfaction (Y). This shows that if the product quality in a company is greater, customer satisfaction will increase. Even though it has a significant effect on this research, the t value in the "coefficients" table of this research's t test is 4.717. This positive T value shows that the product quality variable (X1) has a unidirectional relationship with customer satisfaction (Y). This shows that if the product quality in a company store is greater, customer satisfaction will increase.

The Effect of Promotions on Customer Satisfaction at the Keisha Collection Pangkalan Balai Clothing Store

Based on the SPSS output table "coefficients" it is known that the significance value of the Promotion variable is 0.009. Because the sig value is $0.009 < \text{probability } 0.05$, it can be concluded that H3 is accepted and H0 is rejected. This means that there is a significant influence between Promotion (X3) on Customer Satisfaction (Y). This shows that if the promotion in a store is bigger, customer satisfaction will increase.

Based on the conclusions, the author would like to suggest to researchers and the Keisha Collection Clothing Store company to consider the following things:

1. Owner of the Keisha Collection Clothes Shop Pangkalan Balai 78 For the owner of the Keisha Collection Clothes Shop Pangkalan Balai, in an effort to increase customer satisfaction at the Keisha Collection Clothes Shop Pangkalan Balai they should always improve product quality. Because product quality has a big influence on customer satisfaction, which can cause decreases and increases in stores every month. Apart from that, the store's brand image and promotion of customer satisfaction must also be considered in order to help the store itself
2. Further researchers. The researcher suggests that future researchers can conduct research with an even larger population, if they can get data for at least the last 3 years so that they can compare how much customer satisfaction decreases and increases each year so that it can be a better reference for readers in the future.

4. CONCLUSION

Based on the results of the study conducted at the Keisha Collection Pangkalan Balai clothing store, it can be concluded that product quality and promotion have a significant influence on customer satisfaction. Simultaneously, product quality and promotion contribute to increasing customer satisfaction, as indicated by the F count value of 86,000. Partial analysis shows that the product quality variable has a stronger influence with a t count value of 4.717 compared to the promotion variable which has a t count value of 2.685. This shows that both product quality and promotion play an important role in determining the level of customer satisfaction, with product quality providing a more dominant contribution. This study emphasizes the importance of paying attention to product quality and promotion strategies to increase customer satisfaction at Keisha Collection.

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