

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE ON
CUSTOMER SATISFACTION PT DIMENSI CITRA SEMESTA

**PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, DAN HARGA TERHADAP
KEPUASAN PELANGGAN PT DIMENSI CITRA SEMESTA**

Muhammad Fathin Ridlolloh¹, Yanda Bara Kusuma²

Universitas Pembangunan Nasional Veteran Jawa Timur^{1,2}

*muhammadfafa011@gmail.com¹

*Corresponding Author

ABSTRACT

This study aims to determine the effect of service quality, product quality, and price on customer satisfaction at PT Dimensi Citra Semesta. This type of research is quantitative research with a survey method. Data collection techniques were carried out by distributing questionnaires to 45 respondents. Data analysis techniques used multiple linear regression. The results showed that service quality, product quality, and price had a positive and significant effect simultaneously on customer satisfaction, partially Service Quality did not affect Customer Satisfaction at PT Dimensi Citra Semesta. Product Quality and Price variables had a positive and significant effect on Customer Satisfaction at PT Dimensi Citra Semesta.

Keywords :Service Quality, Product Quality, Price, Customer Satisfaction

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kualitas produk, dan harga terhadap kepuasan pelanggan pada PT Dimensi Citra Semesta. Jenis penelitian ini adalah penelitian kuantitatif dengan metode survei. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 45 responden. Teknik analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas pelayanan, kualitas produk, dan harga berpengaruh positif dan signifikan secara simultan terhadap kepuasan pelanggan, secara parsial Kualitas Pelayanan tidak berpengaruh terhadap Kepuasan Pelanggan PT Dimensi Citra Semesta. Variabel Kualitas Produk dan Harga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan PT Dimensi Citra Semesta.

Kata Kunci : Kualitas Pelayanan, Kualitas Produk, Harga, Kepuasan Pelanggan

1. INTRODUCTION

Dynamic global economic developments encourage companies to continue to innovate and adapt in their marketing strategies. In a competitive business world, customer satisfaction is a key factor in determining the success of a company. According to Kotler & Keller, (2016) explains that customer satisfaction is the level of a person's feelings after comparing the performance of a product or service that they feel with their expectations. Companies are required to understand and meet customer needs through various aspects, ranging from service quality, product quality to proper pricing. Customer satisfaction creates loyalty, reduces the possibility of switching to competitors and increases company profitability.

Service Quality is a fundamental aspect that influences customer satisfaction. According to Alanet *al.*, (2016), quality service can create positive experiences and build long-term relationships with customers. This is reinforced by research by Rahmawati et al., (2023) which found that 78% of customers make service quality the main consideration in determining their satisfaction with a company. The quality of service that is used as profit for the company can have a positive assessment in the eyes of consumers, such as good feedback will be obtained, besides that the quality of service also functions to provide a sense of convenience for consumers in making transactions, such as providing good service in order to compete with other competitors (Loanda & Evyanto, 2021). In addition to service quality,

product quality also plays an important role in shaping customer satisfaction. Kotler & Armstrong, (2016), stated that product quality is not only seen from its function, but also includes aesthetics, durability and conformity to the promised specifications. Hidayat Researcher *al.*, (2020) in the Business Management journal shows that consumers are currently increasingly critical in assessing product quality.

They not only consider the basic function of the product, but also the design, beauty and sustainability aspects. Empirical studies reveal that a 10% increase in product quality can increase consumer loyalty by up to 25%. Quality products also provide the added value that consumers expect, so they can build customer loyalty and strengthen the company's position in the market. Research by Wijaya & Astika, (2024), revealed a strong relationship between product quality and customer satisfaction, with a correlation level reaching 65.3%. Price factors also have a significant influence on customer satisfaction. The dynamics of pricing have evolved into a sophisticated strategy that goes beyond just a nominal value setting mechanism. According to research by Purwanto and Sudarmanto (2018) in the Journal of Economics and Business, Price has a positive correlation with consumer purchasing interest, where the right pricing strategy can increase sales volume by up to 35%.

According to Santoso, (2016), price is a certain value that must be paid for the value of a product or service that has been purchased or used. Price is the aggregate value of all things that producers give to customers in getting the benefit of having or using a product or service. The output of marketing development is customer satisfaction. Customer satisfaction itself according to Kotler, & Keller, (2016) Satisfaction is a person's feeling of pleasure and disappointment that arises after comparing the performance or results of a product that is thought of against the expected performance or results. Satisfaction is the level of a person's feelings after comparing the perceived performance (results) with their expectations (Supranto, 2021). Customer satisfaction occurs when customers feel happy and comfortable with the product they use. Customer satisfaction can also be defined as a customer's feeling of comparing what has been received and expected. Customers will feel satisfied if the performance is in accordance with what they want or in accordance with what they expect, customers will feel satisfied and cover the difference in expectations and performance (Isfahilaet *al.*, 2018).

PT Dimensi Citra Semesta is a company that focuses on the allocation of hospital needs, especially in the field of diagnostics. PT Dimensi Citra Semesta collaborates with various brands of health care providers, ready to support hospitals quickly and provide various needs. Researchers obtained data during direct observations in the field and information was also obtained from the official website of PT. Dimensi Citra Semesta. PT Dimensi Citra Semesta as a company engaged in a competitive industry needs to pay attention to these three aspects in a balanced manner. Dharmadjie and Priyono, (2023) in their research found that companies that successfully integrate service quality, product quality and the right pricing strategy are able to increase customer satisfaction.

2. LITERATURE REVIEW

Marketing is one of the main activities carried out by a company in order to achieve its goals, namely maintaining survival to develop, and making a profit. Marketing is also an important factor in meeting consumer needs. For this reason, marketing activities must be able to provide consumer satisfaction if the company wants its business to continue to run. Marketing is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals (Kotler & Keller, 2021).

According to Firmansyah & Se, (2019), the Consumer Behavior Model is a theory that studies the various factors that influence consumers in purchasing goods or services. A model is a simplified depiction of reality. This simplification is through the arrangement of aspects of

reality. Consumer behavior is a process that includes recognizing needs, seeking information, purchasing, and post-purchase evaluation. According to Ross & Anagement, (2012), consumer behavior is the study of how individuals or groups choose, purchase, services, ideas, or experiences to satisfy their needs.

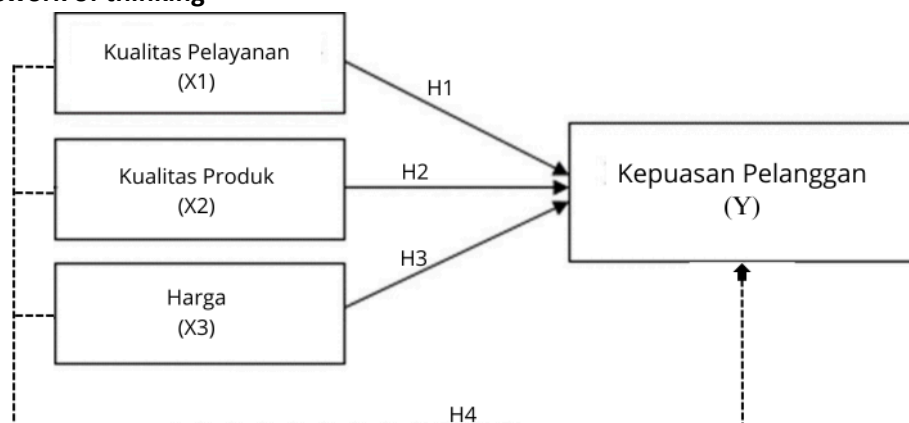
According to Situmoranget al., (2020), Service quality is the totality of the characteristics of goods and services that show their ability to satisfy customer needs. The definition of service quality is interpreted as an effort to fulfill customer needs and desires in balancing customer expectations (Tjiptono, 2023). Service quality can be known by comparing customer perceptions of the services they actually receive/obtain with the services they actually expect/want regarding the service attributes of a company.

According to Adonis & Silintowe, (2021), stated that "product quality is a set of characteristic features of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. According to Latour, (2018) product quality is the ability of a product to carry out its functions, including the durability of goods, reliability, accuracy, ease of operation, and the place of product repair. Product quality refers to the extent to which a product meets or exceeds customer expectations.

According to Halimet al., (2021) price is a value that can be exchanged for a number of goods or products using a certain amount of money. Tuti's research resultset al., (2019), produced a study with price variables partially having a significant effect on customer satisfaction variables. This means that if the price offered is affordable, the price is in accordance with the taste of the food and is cheaper than other restaurants, it will increase customer satisfaction. Price is still one of the most important elements that determines the market share and profit level of the Company (Basriet al., 2023).

According to Tjiptono, (2023), Customer satisfaction is the result felt by buyers from the company's performance that meets their expectations. Customers are satisfied when their expectations are met and happy when their expectations are exceeded. Satisfied customers will be loyal longer, buy more and give good comments about the company. According to Abdullah & Tantri, (2012), Customers do not only buy goods or services, but they buy the benefits provided by the goods or services concerned. They buy offers consisting of goods, services, information, personal attention and other components.

Framework of thinking



Source: Data processed by researchers (2024)

3. METHODS

In this study, the approach used is a quantitative approach, quantitative research is research whose data analysis is in the form of numbers (numeric) which are processed using

statistical methods using SPSS. According to Sugiyono, (2019) Quantitative research methods refer to approaches based on the philosophy of positivism. This method is used to investigate certain populations or samples, collect data using research instruments, analyze data using quantitative or statistical methods, and the aim is to test the established hypothesis.

Quantitative research has three important characteristics in practice. First, this research is conducted from beginning to end with fixed characteristics, so that the research report will have a similar title. Second, this research develops from previously discovered problems. And third, the problems studied can change when researchers are in the field because they are confirmed by the findings encountered in the reality of the field.

4. RESULTS AND DISCUSSIONS

4.1. Validity Test Results

Variables	Item	<i>r_{hitung}</i>	<i>r_{table}</i>	Information
Service Quality (X1)	X1.1	0.680	0.294	Valid
	X1.2	0.665	0.294	Valid
	X1.3	0.571	0.294	Valid
	X1.4	0.724	0.294	Valid
	X1.5	0.787	0.294	Valid
	X1.6	0.720	0.294	Valid
Product Quality (X2)	X2.1	0.712	0.294	Valid
	X2.2	0.586	0.294	Valid
	X2.3	0.757	0.294	Valid
	X2.4	0.500	0.294	Valid
	X2.5	0.740	0.294	Valid
	X2.6	0.786	0.294	Valid
Price (X3)	X3.1	0.825	0.294	Valid
	X3.2	0.833	0.294	Valid
	X3.3	0.778	0.294	Valid
	X3.4	0.705	0.294	Valid
	X3.5	0.799	0.294	Valid
	X3.6	0.857	0.294	Valid
Customer Satisfaction (Y)	Y1	0.804	0.294	Valid
	Y2	0.731	0.294	Valid
	Y3	0.676	0.294	Valid
	Y4	0.662	0.294	Valid
	Y5	0.818	0.294	Valid
	Y6	0.773	0.294	Valid

Source : Data processing results with SPSS, Researcher 2025

Based on the table above, the results show that each variable item has $r_{count} > r_{table}$. Therefore, the statement instrument of all variables is declared valid and can truly measure the variables studied.

4.2. Reliability Test Results

Variables	Cronbach Alpha	Alpha	Information
Service Quality (X1)	0,915	0,60	Very Reliable
Product Quality (X2)	0,910	0,60	Very Reliable

Variables	Cronbach Alpha	Alpha	Information
Price (X3)	0,918	0,60	Very Reliable
Customer Satisfaction (Y)	0,876	0,60	Very Reliable

Source : Data processing results with SPSS, Researcher 2025

The results of the reliability test above show that each variable obtained a Cronbach Alpha result exceeding 0.60. Based on these results, the questionnaire used was declared very reliable and could be used for further analysis.

4.3. Classical Assumption Test

4.3.1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		45
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,43672641
Most Extreme Differences	Absolute	,079
	Positive	,066
	Negative	-,079
Test Statistic		,079
Asymp Sig. (2-tailed)		,200 ^c
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		
d. This is a lower bound of the true significance		

Source :Data processing results with SPSS, Researcher 2025

Based on the table above, the significance figure obtained exceeds the limit, namely $0.200 > 0.05$. Based on these results, it is known that the regression model of research I is normally distributed.

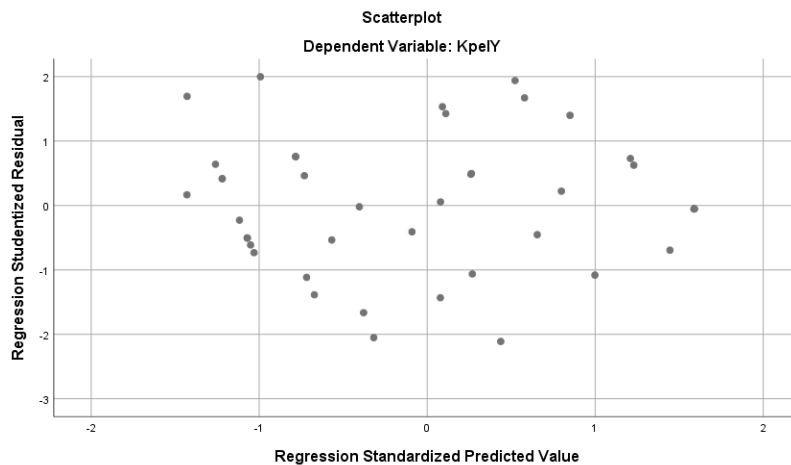
4.4. Multicollinearity Test

Variables	Tolerance	VIF	Conclusion
Service Quality (X1)	0,328	3,051	No Multicollinearity Occurs
Product Quality (X2)	0,351	2,846	No Multicollinearity Occurs
Price (X3)	0,531	1,885	No Multicollinearity Occurs

Source :Data processing results with SPSS, Researcher 2025

Based on the results of the multicollinearity test in table 4.11, it can be seen that each independent variable has a tolerance > 0.10 as well as VIF < 10 . These results explain that no multicollinearity was found between the independent variables.

4.5. Heteroscedasticity Test



Source: Data processing results with SPSS, Researcher 2025

From the image above, it can be seen that the points are spread randomly both above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model in this study.

4.6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,195	,949		-1,259	,215
	Quality of Service	,046	,058	,044	,792	,433
	Product Quality	,552	,057	,0518	9,716	,000
	Price	,444	,037	,0526	12,121	,000

a. Dependent Variable: Customer Satisfaction

Source: Data processing results with SPSS, Researcher 2025

Based on the results of the multiple linear regression test in the table above, the following regression equation is obtained:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$Y = -1,195 + 0,046X_1 + 0,552X_2 + 0,444X_3$$

Interpretation of the regression equation as follows:

1. The constant value (a) is -1.195. This can be interpreted that the value of the Customer Satisfaction variable (Y) with the assumption that the Service Quality variable (X1), Product Quality (X2), and Price (X3) are 0, then the Customer Satisfaction variable (Y) has a value of -1.195.
2. The regression coefficient value for the Service Quality variable (X1) is positive, which is 0.046. This can be interpreted that if there is an increase of 1 unit in the Service Quality variable (X1), then the Customer Satisfaction variable (Y) will also increase by 0.046 units assuming that other independent variables have constant values.

3. The regression coefficient value for the Product Quality variable (X2) is positive and has a value of 0.552. This can be interpreted that if there is an increase of 1 unit in the Product Quality variable (X2), then the Customer Satisfaction variable (Y) will also increase by 0.552 units assuming that other independent variables have a fixed value.
4. The regression coefficient value for the Price variable (X3) is positive and has a value of 0.444. This can be interpreted that if there is a 1 unit increase in the Price variable (X3), then the Customer Satisfaction variable (Y) will also increase by 0.444 units assuming that other independent variables have constant values.

4.7. Simultaneous Test (F Test)

ANOVA ^a						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	196,163	3	65,388	319,453	,000 ^b
	Residual	8,392	41	,205		
	Total	204,555	44			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Service Quality, Product Quality						

Source: Data processing results with SPSS, Researcher 2025

In the table above, it can be seen that the value *count* of 319.453 with a significance of 0.000 to obtain a value *table* can use the formula by determining the degrees of freedom of the numerator, namely $df_1 = 3$, with k being the number of variables used in the study and degrees of freedom being the denominator $df_2 = (n - k) = (45 - 2) = 43$, where n is the number of samples. The value can be known *table* with a significance tariff of 5% with a value $df_1 = 2$ and value $df_2 = 43$ is 3.21. Thus it can be seen that $count > table$ ($319,453 > 3.21$) with a significance value of $0.000 < 0.005$. It can be concluded that H_1 is accepted that the independent variables of Service Quality (X1), Product Quality (X2) and Price (X3) simultaneously have a significant effect on the dependent variable of Customer Satisfaction (Y).

4.8. Partial Test (t-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,195	,949		-1,259	,215
	KPel	,046	,058	,044	,792	,433
	KPro	,552	,057	,518	9,716	,000
	H	,444	,037	,526	12,121	,000

a. Dependent Variable: KpelY

Source :Data processing results with SPSS, Researcher 2025

1. Service Quality (X1) towards Customer Satisfaction (Y)

Based on the results of the t-test in the table above, the value obtained *count* of 0.792 with a significance value of 0.433. It is known that $count < table$ ($0,792 < 2.018$) with a significance value greater than 0.05 ($0.433 > 0.05$) It can be concluded that partially Service Quality (X1) does not have a significant effect on Customer Satisfaction (Y).

2. Product Quality (X2) towards Customer Satisfaction (Y)

Based on the results of the t-test in the table above, the value obtained *count* of 9.716 with a significance value of 0.000. It is known that *count* > *table* (9,716 > 2.019) with a significance value greater than 0.05 (0.000 < 0.05) It can be concluded that partially Product Quality (X2) has a significant effect on Customer Satisfaction (Y).

3. Price (X3) on Customer Satisfaction (Y)

Based on the results of the t-test in the table above, the value obtained *count* of 12.121 with a significance value of 0.000. It is known that *count* > *table* (12,121 > 2.019) with a significance value greater than 0.05 (0.000 < 0.05) It can be concluded that partially Price (X3) has a significant effect on Customer Satisfaction (Y).

DISCUSSIONS

Partial Influence of Service Quality (X1) on Customer Satisfaction (Y)

Based on the results of the partial hypothesis test (t-test) conducted by researchers using SPSS Statistic 25 software, it can be seen that the Service Quality variable (X1) does not have a significant influence on Customer Satisfaction (Y). The results of the test obtained values *count* of 0.792 with a significance value of 0.433. It is known that *count* < *table* (0,792 < 2.018) with a significance value greater than 0.05 (0.433 > 0.05) and the regression coefficient value for the Service Quality variable (X1) is positive, namely 0.046. So H_a is rejected, which states that Service Quality Influences Customer Satisfaction rejected, while the null hypothesis (H_0) which states that Service Quality has no effect on Customer Satisfaction accepted.

The results of this study indicate that in PT Dimensi Citra Semesta, the Service Quality variable is not the main determinant in influencing the level of Customer Satisfaction. This indicates that there are other factors that have a more dominant influence in determining the level of customer satisfaction. As an illustration, a customer remains satisfied even though there are some shortcomings in the service aspect, such as a slow service response or getting a bad response, when the customer makes a product return facility the customer gets a slow or bad response from customer service. This finding indicates that in PT Dimensi Citra Semesta, customers consider product quality and price more than service quality in determining the level of customer satisfaction.

In addition, this phenomenon can also occur because customers have become accustomed to good and fast service standards so that they do not make it a major factor in assessing satisfaction. In other words, as long as customers get the main benefits they expect, namely products with good quality and competitive prices, they still feel satisfied even though the service quality is not optimal.

Partial Influence of Product Quality (X2) on Customer Satisfaction (Y)

The test results in this study indicate that the Product Quality variable has a significant effect on Customer Satisfaction at PT Dimensi Citra Semesta. The results of the test obtained a value of *count* of 9.716 with a significance value of 0.000. It is known that *count* > *table* (9,716 > 2.019) with a significance value greater than 0.05 (0.000 < 0.05) and the regression coefficient value for the Product Quality variable (X2) is positive and has a value of 0.552. These results are in line with several previous studies, such as research conducted by Lesmana, (2019) entitled "The Effect of Product Quality and Service Quality on Consumer Satisfaction at PT. Radekatama Piranti Nusa" which shows that product quality and service quality have a significant positive effect on customer satisfaction.

When a customer receives a product from PT Dimensi Citra Semesta, and the product has the quality, quantity and functionality as described in the product description, the customer will be satisfied with the product received. This phenomenon can be explained by the theory in the product-oriented industry, that product quality is the main factor that determines customer satisfaction. Customers tend to pay more attention to the functional aspects, durability, design, and suitability of the product to customer expectations.

In PT Dimensi Citra Semesta, customers are more likely to prioritize product quality aspects than other aspects, such as service. Although the service provided is not optimal, customers are still satisfied as long as the product received is in accordance with their expectations in terms of quality and functionality. The implications of these results indicate that PT Dimensi Citra Semesta needs to maintain and improve product quality as a primary strategy in maintaining customer satisfaction.

Partial Influence of Price (X3) on Customer Satisfaction (Y)

The results of this study indicate that the Price variable (X3) has a significant effect on Customer Satisfaction at PT Dimensi Citra Semesta. The results of the test obtained a value of *count* of 12.121 with a significance value of 0.000. It is known that *count* > *table* (12,121 > 2.019) with a significance value greater than 0.05 (0.000 < 0.05) and the regression coefficient value for the Price variable (X3) is positive and has a value of 0.444. The results of this study are supported by several previous studies, such as the study by Asti and Ayuningtyas, (2020) on "The Effect of Service Quality, Product Quality and Price on Consumer Satisfaction at Resto Oto Bento" which shows that service quality and price have a significant positive effect on customer satisfaction.

When customers make purchases at PT Dimensi Citra Semesta, customers get competitive prices and prices according to the benefits that customers get, so when the price is considered commensurate with the quality of the product and service received, the level of customer satisfaction increases. In a competitive industry, price is often a determining factor in purchasing decisions. If the price offered by PT Dimensi Citra Semesta is considered more competitive than competitors, customers will be more likely to feel satisfied with the transactions made. These results indicate that PT Dimensi Citra Semesta needs to maintain the right pricing strategy to increase customer satisfaction.

Simultaneous Influence of Service Quality (X1), Product Quality (X2) and Price (X3) on Customer Satisfaction (Y)

Based on the results of the simultaneous hypothesis test (F Test) conducted by researchers using SPSS Statistic 25 software, it can be seen that the variables of Service Quality (X1), Product Quality (X2) and Price (X3) have a significant effect on Customer Satisfaction (Y). This is because the F Test is in accordance with the basic criteria for decision making that were set at the time of the F Test test. The F Test criteria are the value *count* > *f**table* (319,453 > 3.21) with a significance value of 0.000 < 0.005. It can be concluded that H1 is accepted that the independent variables of Service Quality (X1), Product Quality (X2) and Price (X3) simultaneously have a significant effect on the dependent variable of Customer Satisfaction (Y) at PT Dimensi Citra Semesta.

This phenomenon indicates that in the business environment of PT Dimensi Citra Semesta, customer satisfaction is not only determined by one factor, but is the result of the interaction between, Service quality, product quality and price. This result is in line with research conducted by Tombenget *et al.*, (2019) with the research title "The Influence of Service Quality, Price and Product Quality on Consumer Satisfaction at the Raja Oci Manado Restaurant" which shows that Service Quality, Product Quality and Price have a positive effect on Customer Satisfaction.

Customers tend to evaluate a product or service based on a combination of several factors. Good product quality will increase customer trust, competitive prices will provide added value and adequate service quality will improve the overall customer experience. Although one variable has a more dominant influence partially, these three factors still work simultaneously in shaping customer satisfaction.

5. CONCLUSION

Based on the research analysis and discussion that has been presented previously regarding "The Influence of Service Quality, Product Quality and Price on Customer Satisfaction at PT Dimensi Citra Semesta", the following conclusions can be drawn:

1. Service Quality has no influence on Customer Satisfaction at PT Dimensi Citra Semesta. The results of the study indicate that the quality of service created by PT Dimensi Citra Semesta is not the main determinant in influencing the level of Customer Satisfaction.
2. Product Quality has a significant influence on Customer Satisfaction at PT Dimensi Citra Semesta. This influence shows that customers remain satisfied as long as the product received is in accordance with their expectations in terms of quality and functionality. PT Dimensi Citra Semesta needs to maintain and improve product quality as a primary strategy in maintaining customer satisfaction.
3. Price has a significant influence on Customer Satisfaction at PT Dimensi Citra Semesta. The price offered by PT Dimensi Citra Semesta is considered more competitive than its competitors. PT Dimensi Citra Semesta needs to maintain the right pricing strategy to increase customer satisfaction.
4. Service Quality, Product Quality and Price together have a significant influence on Customer Satisfaction at PT Dimensi Citra Semesta. With good Service Quality, quality Product Quality and competitive Price can trigger customer satisfaction.

6. REFERENCES

- Adonis, M. R., & Silintowe, Y. B. R. (2021). Desain Produk, Kualitas Produk, Citra Merek Dan Harga Produk Terhadap Keputusan Pembelian Generasi Y. *JURNAL CAPITAL : Kebijakan Ekonomi, Manajemen Dan Akuntansi*, 3(1), 118–138. <https://doi.org/10.33747/capital.v3i1.80>
- Firmansyah, M. A., & Se, M. (2019). *Perilaku Konsumen (sikap dan pemasaran)*. Penerbit Qiara Media.
- Halim, F., Zukhruf Kurniullah, A., Butarbutar Efendi, M., Sudarso, A., Purba, B., Lie, D., Hengki Mangiring Parulian Simarmata, S., Adi Permadi, L., & Novela, V. (2021). *Manajemen Pemasaran Jasa*. In *Manajemen Pemasaran Jasa*.
- Hidayat, D., Bismo, A., & Basri, A. R. (2020). the Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). *Manajemen Bisnis*, 10(1), 1. <https://doi.org/10.22219/jmb.v10i1.11913>
- Isfahila, A., Fatimah, F., & S, W. E. (2018). Pengaruh Harga, Desain, Serta Kualitas Produk Terhadap Kepuasan Konsumen. *Jurnal Sains Manajemen Dan Bisnis Indonesia*. <https://api.semanticscholar.org/CorpusID:12688160>
- Kotler & Keller, K. L. (2016). *Marketing Management*. Global Edition 15th. New Jersey: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2021). *Manajemen Pemasaran*.
- Loanda, S., & Evyanto, W. (2021). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Pada PT .Monang Sianipar Abadi Cabang Batam. *Jurnal Ilmu Pengetahuan Dan Teknologi Komputer*, 4(4), 191–196.
- Ross, I. C., & Anagement, U. M. (2012). Trimester One 2012. February 2015, 1–5.
- Santoso, I. (2016). Peran Kualitas Produk Dan Layanan, Harga Dan Atmosfer Rumah Makan Cepat Saji Terhadap Keputusan Pembelian Dan Kepuasan Konsumen. *Journal of Technology Management*, 15(1), 94–109. <https://doi.org/10.12695/jmt.2016.15.1.7>
- Supranto, J. (2021). *Pengukuran Tingkat Kepuasan Konsumen* (p. 300).
- Wijaya, G., & Astika, P. (2024). PERSPEKTIF CONSUMER BEHAVIOR THEORY DALAM MENINGKATKAN REPURCHASE INTENTION EMINACOMESTIC MELALUI SHOPEE LIVE. *Value : Jurnal Manajemen Dan Akuntansi*, 19, 105–122. <https://doi.org/10.32534/jv.v19i1.5060>

