

The Role of Service Quality, Product Quality, and Price in Creating a Competitive Advantage Coffee Shop in Cirebon City

Ikrimatul Fathiyah^{1*}, Audita Nuvriasari²

Management Study Program, Faculty of Ekokomi, Mercu Buana University
Yogyakarta

Corresponding Author: Ikrimatul Fathiyah, ikritia32@gmail.com

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ABSTRACT

The purpose of this study is to examine how price, product quality, and service quality affect a coffee shop's ability to compete in Cirebon City. Using questionnaires and the non-probability sampling approach, 40 respondents made up the study's sample. According to the Instrument Test findings, the study's data turned out to be accurate and genuine. The data in this study were shown to be normally distributed using the Classical Assumption Test, which also yielded a regression model devoid of heterokedasticity and multicollinearity. The study's findings demonstrate that: (1) Cirebon City's coffee shops' competitive advantage is not significantly impacted by service quality. (2) The Cirebon City Coffee Shop's Competitive Advantage is positively and significantly impacted by the quality of Prodik. (3) Cirebon City's Coffee Shop is not greatly impacted by price.

INTRODUCTION

Indonesia is currently experiencing an increase in business development in the culinary sector, such as coffee shops or *Coffee Shops*. Coffee is the most popular beverage in the world. The coffee shop industry is expanding rapidly in many Indonesian locations, which is indicative of this circumstance. Nowadays, coffee shop companies have grown with the concept of being as attractive and comfortable as possible by focusing on service quality, product quality and price to produce a competitive advantage.

Cirebon City as one of the largest cities in West Java, has experienced a significant increase in the number of *Coffee Shops* over the past four years. The rapid development of *the Coffee Shop* business in Cirebon City has an impact on the level of increasingly fierce competition. Every business person is now trying to maintain an effective marketing strategy to attract consumer buying interest by creating a competitive advantage that differentiates it from its competitors.

Because competition is the foundation for an industry's success or failure, competitive advantage serves as the foundation for performance in the market (Lasalewo et al., 2016). Competitive advantage is that a business can perform better than its competitors in good or bad economic times (Novita & Husna, 2020).

One of The aspect that influences competitive advantage is service quality (Pramedyas, 2021). Service quality is the most efficient tool used by the industry to differentiate and differentiate itself from its competitors in developing an advantage over the competition at all times (Setyavati, 2022). Prior studies have demonstrated how service quality affects competitive advantage. Herman & Barelang (2018) and Setiono (2019). According to Pratiwi's (2020) research, there is a potential negative and considerable impact of service quality on competitive advantage. Additional study is required to demonstrate the relationship between service quality and competitive advantage, as there are still discrepancies in the research findings based on the previously mentioned studies.

Another factor that can affect competitive advantage is product quality (Nurachman, 2021). Product quality is how customers perceive all the qualities and advantages of products or services, compared to desired goals, in relation to existing options (Kotler & Armstrong, 2018). Product quality is a characteristic of a product or service that supports its ability to provide satisfaction customer needs. Product quality can be a factor of competitive advantage because it reflects the high standards given by a company to its consumers (Razak et al., 2016).

According to research by Hida Syahchari and Hendrayanti & Nurauliya (2021), product quality has a favourable and considerable impact on competitive advantage. Research acquisition reveals that a product's quality directly correlates with client base and competitiveness. This might be a tactic used by businesses to preserve their competitive edge. According to study, Singh (2013) clarified that enhancing product quality is a crucial marketing tactic that may provide a competitive edge. inversely proportionate to the research findings of Wahyuningsih (2018), who found that a product's quality significantly and negatively affects its competitive advantage. This research indicates that there

are discrepancies in the research findings, indicating that further investigation is still required to demonstrate the impact of product quality on competitive advantage.

Competitive advantage can also be affected by price (Hamidi, 2022). Price is the total money needed to obtain a combination of goods and services (Gerung et al., 2017). The price is the total money that must be paid to obtain the right to use the product. Price can be a competitive advantage factor because it has a significant contribution to the attractiveness of products and services (Thariq et al., 2020). Competitive advantage can also be affected by price. Price is the total money required to obtain a combination of goods and services. Price is the total money that must be paid to obtain the right to use the product. Price can be a competitive advantage factor because it has a significant role in the attractiveness of products and services.

Research conducted by Dwisakti (2023) and Gumelar (2021) proves that price has a positive and significant influence on competitive advantage. According to the results of the study, Hamidi (2022) explained that the application of good Price has a significant influence on competitive advantage through product quality, price suitability, and price competitiveness influencing consumers to buy products. This is inversely proportional to Gustiana's (2022) research findings which state that price has a negative influence on competitive advantage. According to research, it shows that there are differences in research results so that further research is still needed to prove the effect of price on competitive advantage.

Research on competitive advantage and influencing factors will be conducted at the *Coffee Shop* in Cirebon City. In general, the scale of *the Coffee Shop* business in Cirebon City is a small and medium business with a total of 163 *Coffee Shop* units spread in various locations. Based on previous research explanations, it proves that there are still similarities in research results regarding these factors affect competitive advantage so that there are still research gaps that need to be proven further. The existence of research gaps described earlier, shows that there are still gaps in further research. Given the importance of competitive advantage for companies, researchers are interested in carrying out research entitled "The Role of Service Quality, Product Quality, and Price in Creating Coffee Shop Competitive Advantage in Cirebon City".

LITERATURE REVIEW

Based on the literature review above, the inner framework is determined as follows:

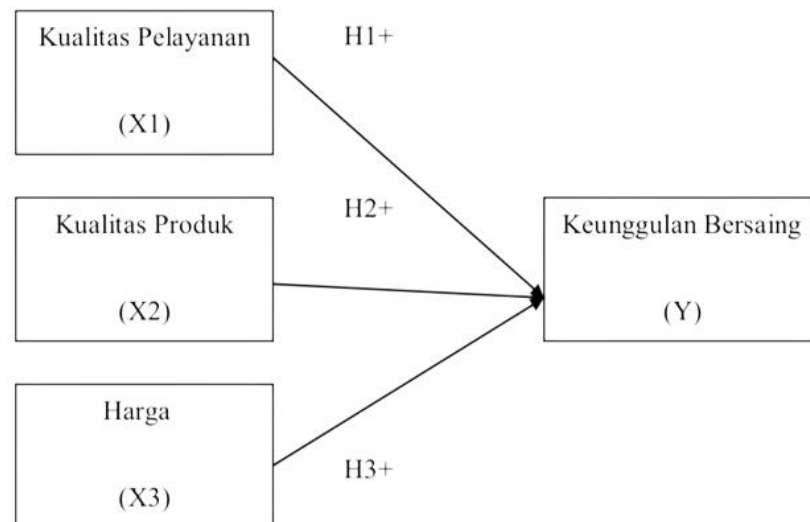


Figure 1. Research Mindset

Based on the above framework, the research hypothesis is determined as follows:

H1: Service quality has a significant positive influence on competitive advantage of *Coffee Shop* in Cirebon City.

H2: Product quality has a significant positive influence on competitive advantage of *Coffee Shop* in Cirebon City.

H3: Price has a significant positive influence on competitive advantage of *Coffee Shop* in Cirebon City.

METHODOLOGISTS

The MSME *Coffee Shop* in the Cirebon City neighbourhood served as the study site for this project. In Cirebon City, there are comparatively many coffee shops, making them suitable as study subjects. This study is an example of quantitative research that makes use of questionnaires and survey techniques.

The 163 coffee shops that make up the population of this research are all service-related companies in Cirebon City. A coffee shop in Cirebon City that has been open for business for at least three years serves as the study's sample. The instance Purposive sampling with non-probability sampling approaches is the method employed in this study. Purposive sampling, according to Sugiyono (2019), is a sample approach with certain guidelines and concerns. Roscoe's theory in Sugiyono (2016), which states that if the entire sample is at least 10 times the total variables examined, which is 40, is how the number of samples used as responders in this study is established.

RESEARCH RESULTS

Test validity

Table 1. Validity Test Results

Pernyataan	r hitung	r tabel	Sig	Keterangan
Kualitas Pelayanan (X1)				
X1.1	0,726	0,312	0,000	Valid
X1.2	0,726	0,312	0,000	Valid
X1.3	0,346	0,312	0,029	Valid
X1.4	0,502	0,312	0,001	Valid
X1.5	0,329	0,312	0,038	Valid
Kualitas Produk (X2)				
X2.1	0,603	0,312	0,000	Valid
X2.2	0,556	0,312	0,000	Valid
X2.3	0,535	0,312	0,000	Valid
X2.4	0,556	0,312	0,000	Valid
X2.5	0,373	0,312	0,018	Valid
Harga (X3)				
X3.1	0,773	0,312	0,000	Valid
X3.2	0,773	0,312	0,000	Valid
X3.3	0,392	0,312	0,012	Valid
X3.4	0,490	0,312	0,001	Valid
Keunggulan Bersaing (Y)				
Y.1	0,673	0,312	0,000	Valid
Y.2	0,560	0,312	0,000	Valid
Y.3	0,435	0,312	0,005	Valid
Y.4	0,749	0,312	0,000	Valid
Y.5	0,779	0,312	0,000	Valid

All questionnaire items on variables such as pricing, competitive advantage, product quality, and service quality have a computed This r value exceeds the 0.312 value in the r table. then it may be argued that the items on the questionnaire are considered legitimate.

Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Nilai Krisis	Keterangan
Kualitas Pelayanan (X1)	0,889	0,6	Reliabel
Kualitas Produk (X2)	0,694	0,6	Reliabel
Harga (X3)	0,646	0,6	Reliabel
Keunggulan Bersaing (Y)	0,616	0,6	Reliabel

The statement element in the questionnaire is deemed credible since the Cronbach's Alpha coefficient in the variables pricing, service quality, and product quality, as well as competitive advantage, displays a value larger than the crisis value of 0.6 in this table.

Normality Test

**Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,50459516
	Most Extreme Differences	
	Absolute	,126
	Positive	,068
	Negative	-,307
Kolmogorov-Smirnov Z		,688
Asymp. Sig. (2-tailed)		,732

In the aforementioned table, the one-sample Kolmogorov-Smirnov normality test The test indicates that the signature (2-tailed) Asymp value is 0.732, which is more than 0.05, indicating that the data is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	,402	3,115		,129	,898		
	X1	-,066	,106	-,064	-,625	,536	,711	1,406
	X2	1,035	,107	,870	9,673	,000	,917	1,090
	X3	,018	,105	,018	,176	,861	,748	1,337

a. Dependent Variable: Keunggulan Bersaing

The Variance Inflation Factor (VIF) characteristic is used in this study to assess the correlation between the independent variables in the regression model at a limit of less than 10. Specifically, the VIF result for the service quality variable is 1.406 with a tolerance value of 0.711, the VIF result for the product quality variable is 1.090 with a tolerance value of 0.917, and the VIF result for the price variable is 1.337 with a tolerance value of 0.748. There is no meaningful link between the independent variables if the VIF score is less than 10. This indicates that multicollinearity was not seen in this investigation.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,987	2,053		1,942	,060
	X1	,002	,070	,005	,027	,979
	X2	-,062	,071	-,147	-,884	,382
	X3	-,087	,069	-,233	-,1265	,214

a. Dependent Variable: Abs_Res

Based on the data provided, the heteroscedasticity test using the Glejser test indicates that the pricing is 0.214, the product quality (X2) is 0.382, and the service quality variable (X1) has a significance value (Sig.) of 0.979. Given that all three variables have significance values higher than 0.05, the regression model does not exhibit the heteroscedasticity phenomena.

Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,402	3,115		,129	,898
	X1	-,066	,106	-,064	-,625	,536
	X2	1,035	,107	,870	9,673	,000
	X3	,018	,105	,018	,176	,861

a. Dependent Variable : Competitive Advantage

The following interpretations of the constant values and regression coefficient in this equation are evident:

1. The constant an is designated as positive and has a value of 0.402. If the independent variable is harmoniously influencing the dependent variable under test, it is shown by this positive sign. Because Price (X3) = 0, Product Quality (X2), and Service Quality (X1) are independent variables, the Competitive Advantage (Y) variable has a value of 0.402.

2. The competitive advantage variable assessment score will drop by 0.064 if the assessment score for the service quality variable increases by one unit, according to the regression coefficient value for the service quality variable (X1), which is -0.064.

3. The competitive advantage variable assessment score will rise by 0.870 units if the product quality variable assessment score rises by one unit, according to the regression coefficient value for the product quality variable (X2), which is 0.870.

4. The competitive advantage variable assessment score will rise by 0.018 units if the price variable assessment score increases by one unit, according to the price variable regression coefficient value (X3) of 0.018.

Coefficient of Determination Analysis (R²)

Table 7. Coefficient of Determination Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,856 ^a	,733	,711	,654

From the analysis of the coefficient of determination (R²) obtained an The adjusted R2 value is 0.711, which means that the variables of service quality, product quality and price have an influence on competitive advantage of 71.10%, but the remaining 28.90% is influenced by variables that are not in this research.

Test t

Table 7. Coefficient of Determination Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,402	3,115		,129	,898
	X1	-,066	,106	-,064	-,625	,536
	X2	1,035	,107	,870	9,673	,000
	X3	,018	,105	,018	,176	,861

a. Dependent Variable: Y

For this reason, decision making in the t test according to the table above is as follows:

1. Testing Hypothesis 1 (Effect of Service Quality on Competitive Advantage)

According to the test results, the calculated t value was -0.625, t calculated < 2.028 and the significance value was 0.536 > 0.05. The research results show that H01 is accepted and Ha1 is rejected, meaning that service quality does not have a significant influence on the competitive advantage of Coffee Shops in Cirebon City.

2. Testing Hypothesis 2 (Effect of Product Quality on Competitive Advantage)

According to the test results, the calculated t value was 9.673 > t table 2.028 and the significance value was 0.000 < 0.05. The research results show that H02 is accepted and Ha2 is accepted, meaning that product quality has a significant influence on the competitive advantage of Coffee Shops in Cirebon City.

3. Testing Hypothesis 3 (Effect of Price on Competitive Advantage)

According to the test results, the calculated t value was 0.176 < t table value 2.028 and the significance value was 0.861 > 0.05. The research results show that

H03 is accepted and Ha3 is rejected, meaning that price does not have a significant influence on the competitive advantage of Coffee Shops in Cirebon City.

DISCUSSION

The Effect of Service Quality on Competitive Advantage

The hypothesis 1 testing findings demonstrate that the competitive advantage of Cirebon City's coffee shops is not significantly impacted by service quality. This shows that Cirebon City's coffee shops' competitive advantage is not influenced by anything other than service quality. These results clarify that service quality, whether excellent or terrible, has no bearing on competitive advantage. For various reasons, certain coffee businesses might not place a high priority on customer service. They believe that consumers value other factors more than price, such the actual quality of the coffee. However, consumer satisfaction and long-term loyalty are still influenced by service quality. Previous studies by Pratiwi (2020) and Wiranto (2015), which demonstrate that service quality does not significantly affect competitive advantage.

The Effect of Product Quality on Competitive Advantage

According to the results of hypothesis 2 testing, product quality has a significant influence on competitive advantage of *Coffee Shop* in Cirebon City. That is, service quality is a variable that affects Competitive advantages of Coffee Shop in Cirebon City. This condition shows that the better the product quality, the competitive advantage will increase, on the contrary, if the product quality is considered to be less good, the competitive advantage will decrease. Product quality can be a reference for competitive advantage for *Coffee Shop* includes several aspects First, the quality of coffee used and a good method of serving coffee can provide a unique taste. Furthermore, innovative and high-quality menu variations can attract customers looking for a different coffee experience. Must pay attention to sustainability aspects, such as the use of fair and environmentally friendly materials. Friendly service, deep barista knowledge, and a comfortable atmosphere also contribute to the overall product quality. The results of this research support the results of previous research carried out by Hendrayanti & Nurauliya (2021) and Hida Syahchari (2020)

The Effect of Price on Competitive Advantage

According to the results of hypothesis test 3, price does not have a significant influence on the competitive advantage of Coffee Shops in Cirebon City. This statement proves that price is not a variable that affects the competitive advantage of *Coffee Shop* in Cirebon City. This finding explains that the price policy set by the *Coffee Shop* will not have an impact on competitive advantage. *Coffee shops* may choose not to focus solely on price because price competition tends to result in smaller profits. The primary focus on price can also make it difficult to maintain the quality of raw materials, provide adequate training for staff, or innovate products. By prioritizing quality, service, and customer experience, *coffee shops* can create added value that can differentiate

from other competitors, build customer loyalty, and achieve a more sustainable competitive advantage. The results of this research support the results of previous research conducted by Gustiana (2022) and Dewi (2022) which showed that price does not have a significant influence on competitive advantage.

CONCLUSIONS AND RECOMMENDATIONS

The following conclusions may be drawn from this research in light of the findings and justifications that have been provided:

1. Cirebon City's coffee shops' competitive advantage is not greatly impacted by service quality. The study's findings demonstrate that factors other than service quality do not affect competitive advantage.
2. In Cirebon City, coffee shops' competitive advantage is heavily influenced by the quality of their products. The study's findings imply that a factor influencing competitive advantage is product quality.
3. The competitive advantage of the coffee shops in Cirebon City is not greatly impacted by price. The study's findings imply that competitive advantage is not influenced by price.

ADVANCED RESEARCH

Based on research findings and research conclusions, there are suggestions that researchers can give as follows:

1. Indicators with low evaluation scores are classified as tangible indicators in earnings descriptive analysis on service quality factors. Therefore, it is advised that the Cirebon City Coffee Shop keeps enhancing all of its infrastructure and supporting services. Enhancing the physical Coffee Shop in Cirebon City may entail making adjustments to the way things are presented, including how café displays are arranged and how consistently high-quality products are presented.
2. According to the acquisition of descriptive analysis on the product quality variables, *performance* indicators are indicators with low assessment scores. So it is recommended that *the Coffee Shop* in Cirebon City continues to offer a coffee menu with good quality standards. In addition, to improve Coffee Shop performance, focus on training employees related to customer service skills, speed of service, operational efficiency, and pay attention to equipment maintenance to keep it functioning optimally.
3. According to the results of the descriptive analysis in price variables, the indicator of price conformity with benefits is an indicator with a low assessment score. In terms of pricing strategies, consider adopting a pricing strategy based on the quality of additional products or services offered. And pay attention to market research to ensure prices are competitive while still providing added value to customers.

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