

The Influence of Price and Service Quality on Consumer Satisfaction at Seblak Gaul Ciater Barat Resto

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ABSTRACT

This research analyzes the impact of price and service quality on consumer satisfaction at Resto Seblak Gaul in West Ciater using a descriptive quantitative method with a sample of 100 respondents. Data analysis included validity, reliability, regression, and hypothesis testing. Results show that price (t-value: 7.474 > t-table: 1.984) and service quality (t-value: 18.225 > t-table) both have a positive and significant effect on consumer satisfaction. Together, price and service quality also significantly influence satisfaction (F-value: 170.602 > F-table: 3.090), as indicated by the regression equation $Y = -306 + 0.100X_1 + 0.531X_2$. The study's demographic consists of 82,656 consumers who have made purchases at Resto Seblak Gaul Ciater Barat. The sample size was calculated using the Slovin algorithm with a 10% margin of error, yielding 100 responses.

INTRODUCTION

Resto Seblak Gaul West Ciater is one of the Seblak restaurants located in South Tangerang, more precisely on Jl. Ms No. 43 West Ciater Village, Serpong District, South Tangerang City, Banten 15310. Seblak Gaul provides various variants of seblak including original seblak, meatball seblak, chicken seblak and many other variants. Seblak Gaul also provides various variants of drinks, ranging from mineral water, bottled tea, juice and even boba drinks there. In running its business, Resto Seblak Gaul is committed to providing the best service to consumers. According to Tjiptono (2019:74) "consumer satisfaction is an attitude that is decided based on the experience gained". One of several crucial aspects that must be considered in every business to ensure customer satisfaction is customer satisfaction itself. Creating consumer satisfaction can bring benefits, such as establishing good relationships between sellers and buyers, which then encourages consumers to buy the product again. Business entities that want an edge in competition are definitely obliged to pay attention to consumer desires and consumer satisfaction.

The following is data on the number of sales at Resto Seblak Gaul from 2021-2023.

Table 1. Seblak Gaul Restaurant Consumer Data

year	Number of Consumers
2021	27.936 peoples
2022	22.464 peoples
2023	32.256 peoples
Jumlah	82.656 peoples

Source: Resto Seblak Gaul (2024)

Based on table 1 above, it is known that in 2022 Resto Seblak Gaul will experience a significant decline in the number of consumers. This is due to the increase in the number of seblak businesses, giving rise to increasingly fierce competition, as well as the global economic imbalance in the last 3 years, especially during the Covid 19 pandemic, resulting in the number of consumers at Seblak Gaul Resto decreasing. Low prices are always consumers' main concern when looking for products. Consumers always consider the price offered before making a decision to buy a product or service.

In increasing consumer satisfaction, Resto Seblak Gaul needs to pay attention to consumer buying behavior, for example looking at price. In this case, the prices offered by Resto Seblak Gaul start from around Rp. 12,000 to Rp. 35,000. The following is a list of price comparisons for Resto Seblak Gaul with the prices of its competitors as in the table below:

Table 2. Comparison of Product Prices in Seblak Gaul Restaurants

Product name	Seblak Gaul	Competitor (Seblak Kweni)	Higher/Lower
Ordinary Seblak	Rp12.000	Rp8.000	High
Seblak Meatballs	Rp13.000	Rp11.000	High
Seblak Checker	Rp15.000	Rp11.000	High
Seblak Wing	Rp16.000	Rp14.000	High
Chicken Seblak	Rp15.000	Rp11.000	High
Seblak Quail Eggs	Rp13.000	Rp11.000	High
Seblak Special	Rp35.000	Rp25.000	High

Source: Seblak Gaul (2024)

Table 2 indicates that the prices at Resto Seblak Gaul exceed those of its competitors. Resto Seblak Gaul must improve its competitiveness to increase sales. Moreover, service quality significantly impacts consumer satisfaction. Comprehending consumer requirements and anticipations concerning the provided services is crucial for attaining a competitive advantage. Tjiptono (2019: 59) asserts that "service quality is the anticipated standard of excellence and the capacity to uphold that standard to fulfill consumer expectations." Organizations that consistently fulfill client demands are considered quality providers. Service quality can be evaluated by contrasting consumer perceptions of the provided services. If the service meets consumer expectations, it is seen as good and satisfied; if it does not, it is called poor.

Resto Seblak Gaul needs to conduct a pre-survey of service quality to find out what things can influence consumer satisfaction so that Resto Seblak Gaul can increase the number of consumers who come. The pre-survey conducted consisted of 30 respondents. The following is pre-survey data on service quality and pre-survey data on consumer satisfaction at Resto Seblak Gaul:

Table 3. Pre-Survey Data on Service Quality at Seblak Gaul Restaurant

No	QUESTION	ASWER		PRESENTATI ON	
		Yes	No	Yes	No
1	Apakah karyawan Seblak Gaul berpenampilan rapih?	20	10	66,7%	33,3%
2	Apakah karyawan Seblak Gaul melayani secara ramah dan sopan?	13	17	43,3%	56,7%
3	Apakah karyawan Seblak Gaul cepat dalam menanggapi keluhan?	15	15	50,0%	50,0%
4	Apakah pelayanan yang diberikan Seblak Gaul tepat waktu?	14	16	46,7%	53,3%
5	Apakah Seblak Gaul memberikan jaminan kesalahan dalam melayani permintaan konsumen?	11	19	36,7%	63,3%
AVERAGE		14,6	15,4	48,7%	51,3%

Source: Consumer Satisfaction Pre-Survey Data

Based on table 3 above, a pre-survey of service quality was carried out at Resto Seblak Gaul which was answered by 30 respondents. In the pre-survey data on service quality, it can be seen that the average.

the average respondent answered "No". This shows that the quality of service provided by Resto Seblak Gaul is still lacking or cannot meet the standards of consumer desires

Table 4. Pre-Survey Data

NO	QUESTION	ANSWER		PRESENTASION	
		YES	NO	YES	NO
1.	Apakah anda merasa Seblak Gaul memiliki karyawan yang handal dan terpercaya?	15	15	50,0%	50,0%
2.	Apakah anda merasa kualitas pelayanan yang diberikan Seblak Gaul sesuai dengan yang diharapkan?	10	20	33,3%	66,7%
3.	Apakah anda bersedia merekomendasikan Seblak Gaul kepada orang lain?	12	18	40,0%	60,0%
AVERAGE		12,3	17,6	41,1%	58,9%

Source: Consumer Satisfaction Pre-Survey Data

Based on table 4 above, a pre-survey of consumer satisfaction was conducted at Resto Seblak Gaul which was answered by 30 respondents. In the pre-survey data on consumer satisfaction, it can be seen that the average respondent answered "No". There are several complaints that the service is still not up to consumer expectations, it is proven that there are still some consumers who complain that several Resto Seblak Gaul employees do not meet expectations. There are also some consumers who are not willing to recommend Resto Seblak Gaul to others.

The data above proves that service quality and consumer satisfaction are still not being met optimally. In connection with this, the quality of service provided to consumers of Resto Seblak Gaul must be further improved so that the company can meet consumer satisfaction and achieve the desired profits.

LITERATURE REVIEW

1. Using saturated sampling method
2. The object of the study was the Seblak Gaul Restaurant in Ciater
3. The variables in this study were price and perceive quality
4. Data processing using SPSS version 24 software
5. Research conducted by Sri Mayasari and Wan Dian Safina (2021) demonstrates that service quality affects client happiness.
6. Research by Resky Dwi Romadhon and Moch Munir Rachman (2021) similarly illustrates a substantial correlation between service quality and consumer happiness.
7. Study conducted by Brigitte Tombeng, Ferdy Roring, and Farlane S. Rumokoy (2019) reveals that pricing and service quality exert a favorable and significant influence on consumer satisfaction.
8. A study by Hanum Puspa Diani, Dedek Kumara, and Surti Wardani (2021) corroborates that price positively and significantly influences consumer satisfaction.
9. The remaining percentage is influenced by other factors outside the variables of this study.
10. Previous research used variables of product quality, location, service quality and others.

METHODOLOGY

The study was performed at Resto Seblak Gaul Ciater Barat, situated at Jl. Nn No. 43, Kelurahan Ciater Barat, Kecamatan Serpong, Kota Tangerang Selatan, Banten 15310, commencing in November. The study's demographic consists of 82,656 consumers who have made purchases at Resto Seblak Gaul Ciater Barat. The sample size was calculated using the Slovin algorithm with a 10% margin of error, yielding 100 responses. Multiple linear regression was utilized for data analysis, facilitated by SPSS software.

RESEARCH RESULT

Table 5. Multiple regression test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.306	1.358		-.225	.822
	HARGA (X1)	.100	.062	.097	1.606	.112
	KUALITAS PELAYANAN (X2)	.531	.039	.819	13.495	.000

a. Dependent Variable: KEPUASAN KONSUMEN (Y)

Source: Primary Data Processed with SPSS Version 24

Based on table 5 above, the equation of the multiple linear regression coefficients is as follows:

$$Y = -306 + 0,100X_1 + 0,531X_2$$

The equation of the multiple linear regression above can be interpreted as follows:

- The constant value of -306 means that if the price variable (X1) and service quality variable (X2) are not considered, consumer satisfaction (Y) will only have a value of -306 points.
- The coefficient for price (X1) of 0.100 signifies that, assuming the constant remains constant and there are no fluctuations in the service quality variable (X2), a 1-unit rise in the price variable (X1) will result in a 0.100-point alteration in consumer satisfaction (Y).
- The coefficient for service quality (X2) of 0.531 indicates that, assuming the constant is unchanged and the pricing variable (X1) is fixed, a 1-unit increase in service quality (X2) will lead to a 0.531-point alteration in consumer happiness (Y).

Table 6. Correlation coefficient test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.882 ^a	.779	.774	2.282	2.123

a. Predictors: (Constant), KUALITAS PELAYANAN (X2), HARGA (X1)

b. Dependent Variable: KEPUASAN KONSUMEN (Y)

Source: Primary Data Processed with SPSS Version 24

Table 7. Coefficient of determination test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.882 ^a	.779	.774	2.282	2.123

a. Predictors: (Constant), KUALITAS PELAYANAN (X2), HARGA (X1)

b. Dependent Variable: KEPUASAN KONSUMEN (Y)

Source: Primary Data Processed with SPSS Version 24

Based on Table 7, above, the value of Adjusted R Square or the coefficient of determination is 0.774. This value means that the price variable (X1) and service quality variable (X2) influence the consumer satisfaction variable (Y) by 77.4%. The remaining percentage is influenced by other factors outside the variables of this study.

Partial test (t-Test)

Table 8. T-test for the Effect of Price (X1) on Consumer Satisfaction (Y)"

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.021	2.192		2.291	.024
	HARGA (X1)	.619	.083	.603	7.474	.000

a. Dependent Variable: KEPUASAN KONSUMEN (Y)

Source: Primary Data Processed with SPSS Version 24

The t-value derived is superior to the t-table value ($7.474 > 1.984$), as indicated in Table 4.26. This is further substantiated by a significance value of 0.000, which is below 0.05. The null hypothesis (Ho1) is rejected, while the alternative hypothesis (Ha1) is supported, demonstrating a significant partial effect of price (X1) on consumer satisfaction (Y).

Table 9. T-test for the Effect of Service Quality (X2) on Consumer Satisfaction (Y)"

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.920	1.132		.813	.418
	KUALITAS PELAYANAN (X2)	.570	.031	.879	18.255	.000

a. Dependent Variable: KEPUASAN KONSUMEN (Y)

Source: Primary Data Processed with SPSS Version 24

According to Table 9, the calculated t-value exceeds the t-table value ($18.255 > 1.984$). This discovery is further corroborated by a significance value of 0.000, which is below 0.05. As a result, the null hypothesis (Ho2) is rejected, and the alternative hypothesis (Ha2) is accepted, indicating a significant and considerable partial effect of service quality (X2) on consumer satisfaction (Y).

Table 10. Simultaneous Test (F-test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1777.446	2	888.723	170.602	.000 ^b
	Residual	505.304	97	5.209		
	Total	2282.750	99			

a. Dependent Variable: KEPUASAN KONSUMEN (Y)

b. Predictors: (Constant), KUALITAS PELAYANAN (X2), HARGA (X1)

Source: Primary Data Processed with SPSS Version 24

Table 10. indicates that the calculated f-value exceeds the f-table value ($170.602 > 3.090$). This is further corroborated by a significance value of 0.000, which is below 0.05. The null hypothesis (Ho3) is rejected, while the alternative hypothesis (Ha3) is supported, demonstrating a highly substantial

simultaneous impact of both pricing (X1) and service quality (X2) on consumer satisfaction (Y).

selling price play a large role in purchasing decisions. All variables contained in the marketing mix are revenue elements.

DISCUSSION

The Effect of Price (X1) on Consumer Satisfaction (Y)

The price influences consumer satisfaction, as evidenced by the linear regression equation $Y = 5.021 + 0.619X_1$. In this equation, the constant (a) equals 5.021, signifying that if the price (X1) is zero or remains constant, consumer satisfaction (Y) will equal 5.021. The regression coefficient for price (b) is 0.619, indicating that a 1-unit increase in price correlates with a 0.619-unit increase in consumer satisfaction (Y). The correlation value is 0.603, situated within the range of 0.600-0.799, signifying a robust association between the two variables. The coefficient of determination is 0.363, indicating that the pricing variable (X1) explains 36.3% of the variance in consumer satisfaction (Y), but the remaining 63.7% is affected by other unexamined factors. The calculated t-value is 7.474, exceeding the t-table value of 1.984, with a significance level of 0.000, which is below 0.05. Consequently, the null hypothesis (Ho1) is rejected, while the alternative hypothesis (Ha1) is accepted, signifying that price influences consumer happiness at Resto Seblak Gaul Ciater Barat. Consequently, the initial hypothesis is validated.

A study by Alvin Mariansyah and Amirudin Syarif (2018) corroborates that pricing affects consumer happiness. Research conducted by Aldi An Nurfalah, Surti Zahra, and Mohamad Bayi Tabrani (2020) also demonstrates that pricing has a favorable effect on consumer happiness. A study by Hanum Puspa Diani, Dedek Kumara, and Surti Wardani (2021) corroborates that price positively and significantly influences consumer satisfaction.

The Effect of Service Quality (X2) on Consumer Satisfaction (Y)

The quality of service significantly influences consumer happiness, as demonstrated by the linear regression equation $Y = 0.920 + 0.570X_2$. In this equation, the constant (a) equals 0.920, signifying that if the service quality (X2) is zero or remains constant, consumer satisfaction (Y) will equal 0.920. The regression coefficient (b) is 0.570, indicating that for every 1-unit increase in service quality (X2), client satisfaction (Y) will increase by 0.570 units. The correlation value is 0.879, situated within the interval of 0.800-1.000, signifying a fairly significant association between the two variables. The coefficient of determination is 0.773, indicating that the service quality variable explains 77.3% of the variance in consumer satisfaction (Y), while the remaining 22.7% is attributable to other factors. The calculated t-value is 18.255, surpassing the t-table value of 1.984, with a significance level of 0.000, which is below 0.05. Consequently, the null hypothesis (Ho2) is rejected, while the alternative hypothesis (Ha2) is accepted, signifying that service quality influences consumer happiness at Resto Seblak Gaul Ciater Barat. Consequently, the second hypothesis is validated.

Research conducted by Sri Mayasari and Wan Dian Safina (2021) demonstrates that service quality affects client happiness. Research by Resky Dwi Romadhon and Moch Munir Rachman (2021) similarly illustrates a substantial correlation between service quality and consumer happiness. Additionally, Suyanti (2021) discovered that service quality has a favorable and significant effect on consumer satisfaction.

The Effect of Price (X1) and Service Quality (X2) on Consumer Satisfaction (Y)

The combined influence of price and service quality on client satisfaction is illustrated by the multiple linear regression equation $Y = -306 + 0.100X_1 + 0.531X_2$. The constant value (a) is -306, indicating that if both pricing (X1) and service quality (X2) are zero or do not improve, consumer satisfaction (Y) will persist at -306. The regression coefficient for the price variable (X1) is 0.100, signifying that a 1% rise in price will result in a 10.0% increase in consumer satisfaction (Y), provided that other independent variables remain constant. This positive coefficient indicates a clear correlation between price and consumer satisfaction: when price increases, consumer satisfaction also increases. The coefficient for service quality (X2) is 0.531, indicating that a 1% increase in service quality will lead to a 53.1% increase in client satisfaction (Y), providing all other factors are held constant. The positive correlation indicates a favorable impact of service quality (X2) on consumer satisfaction (Y): enhanced service quality results in increased consumer satisfaction. The correlation value is 0.882, situated within the range of 0.800-1.000, signifying a very significant association between pricing, service quality, and consumer happiness. The coefficient of determination is 0.774, indicating that price and service quality explain 77.4% of the variance in consumer happiness, with the remaining 22.6% attributable to other factors. The computed f-value surpasses the f-table value ($170.602 > 3.090$), corroborated by a significance value below 0.05 ($0.000 < 0.05$). As a result, H_03 is rejected and H_a3 is approved, indicating a large simultaneous impact of price on consumer pleasure.

A study by Risatul Umami, As'at Rizal, and Sumartik (2019) corroborates that both price and service quality greatly affect consumer happiness. Furthermore, a study conducted by Brigitte Tombeng, Ferdy Roring, and Farlane S. Rumokoy (2019) reveals that pricing and service quality exert a favorable and significant influence on consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

This multiple regression equation signifies the ideal model as it incorporates independent factors that influence the dependent variable. The regression model is delineated as follows:

1. The pricing variable (X1) exerts a positive and considerable influence on consumer satisfaction (Y) at Resto Seblak Gaul Ciater Barat, as demonstrated by the simple linear regression equation $Y = 5.021 + 0.619X_1$. A correlation coefficient of 0.603 indicates a robust association between the two variables. The coefficient of determination is 0.363, signifying that the price variable (X1) contributes to 36.3% of the variance in consumer satisfaction (Y). Hypothesis testing indicates that the t-value surpasses the t-table value

(7.474 > 1.984) and the significance level is below 0.05 (0.000 < 0.05), resulting in the rejection of H_0 and the acceptance of H_a , so validating the first hypothesis.

2. The service quality variable (X_2) exerts a positive and considerable influence on consumer satisfaction (Y) at Resto Seblak Gaul Ciater Barat, as evidenced by the simple linear regression equation $Y = 0.920 + 0.570X_2$. A correlation coefficient of 0.879 signifies a robust association between the two variables. The coefficient of determination is 0.773, indicating that the service quality variable (X_2) affects client satisfaction (Y) by 77.3%. The hypothesis test indicates that the t-value exceeds the t-table value (18.225 > 1.984) and the significance level is below 0.05 (0.000 < 0.05), leading to the rejection of H_0 and the acceptance of H_a , thereby confirming the second hypothesis.
3. The price (X_1) and service quality (X_2) variables exert a negative and significant influence on client satisfaction (Y) at Resto Seblak Gaul Ciater Barat, as demonstrated by the multiple linear regression equation $Y = -306 + 0.100X_1 + 0.531X_2$. A correlation coefficient of 0.882 indicates a very strong association between price and service quality characteristics and consumer satisfaction. The coefficient of determination is 0.774, signifying that the pricing (X_1) and service quality (X_2) variables explain 77.4% of the variance in consumer satisfaction (Y). Hypothesis testing indicates that the F-value exceeds the F-table value (170.602 > 3.090) and the significance level is below 0.05 (0.000 < 0.05), resulting in the rejection of H_0 and the acceptance of H_a , so validating the third hypothesis.

ADVANCED RESEARCH

Further studies can focus on non-monetary factors such as ambiance, branding, and menu variation, as well as the influence of digital transformation such as online reviews and ordering apps on consumer satisfaction. Research on consumer behavior in West Ciater, customer loyalty, and comparisons with competitors is also important to design a more effective strategy. In addition, research on emotional factors, sustainability, and CSR can provide new insights in improving consumer satisfaction. Experimental studies on price variations and service innovations can also help improve the competitiveness of Resto Seblak Gaul.

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