

The Influence of Quality, Easy of Use, and Price on Product Attractiveness and Its Impact on Use Decisions (Study of Suroboyo Bus Service Users)

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ABSTRACT

The increase in the number of motor vehicles is occurring in various cities in Indonesia, just like in Surabaya. This demands the Surabaya City government to reduce traffic congestion with several solutions, like increase the number of public transportation fleets. Suroboyo Bus, as one of the public transportation options in Surabaya, is required to meet the needs and desires of the Surabaya residents so that its user numbers will increase and contribute to reducing congestion. This research aims to determine the extent of the influence of quality, ease of use, price, product attractiveness, ease of use, and user decisions, both directly and indirectly, on Suroboyo Bus users in Surabaya. The method used in this research is the associative quantitative method. The respondents in this study were 100 respondents selected through purposive sampling. Data processing was carried out using path analysis method with the assistance of PLS software version 9.0.4.5.

INTRODUCTION

The increase in the number of motorized vehicles occurred in various cities in Indonesia, such as Surabaya. In Surabaya, the number of vehicles always increases every year.

Table 1. Number of Motorized Vehicles in Surabaya

Jumlah Kendaraan Bermotor di Kota Surabaya

Tahun	Mobil Penumpang	Bus	Truk	Sepeda Motor	Kendaraan Khusus	TOTAL
2018	469.276	3.620	142.771	2.342.887	186	2.958.740
2019	495.596	3.888	149.670	2.517.449	196	3.166.799
2020	503.066	3.965	153.102	2.599.332	196	3.259.661

As of July 2023, based on data collected from the National Police Traffic Corps, the volume of motorized vehicles in Surabaya as of July 2023 reached 3,572,968 units, where the highest number of vehicle types was dominated by motorbikes with a total of 2,897,528 units.

Table 2. Types of Motorized Vehicles

NO	POLRES/TA	MP	BUS	MB	SPD MOTOR	RANSUS	TOTAL
1	SURABAYA, KOTA	500.215	3.180	171.555	2.897.528	370	3.572.968
2	(TAK DIISI)	2.228.444	9.962	7.564	194.970	1.710	2.442.652
3	SIDOARJO	196.664	1.554	50.799	1.343.178	33	1.592.243
4	MALANG	114.607	2.572	45.758	1.036.580	17	1.199.547
5	BANYUWANGI	58.749	479	26.060	710.895	21	796.215

This shows that residents are still highly dependent on private vehicles. In Surabaya itself, vehicle growth increases every year, causing congestion and a high risk of traffic accidents. Based on a number of these phenomena, the Surabaya city government is required to provide public transportation services that can overcome these problems. Suroboyo Bus was released by the Surabaya city government on April 7, 2018. At the beginning of its release, there were 10 bus fleets, with details of 8 Suroboyo Bus fleets and 2 double-decker bus fleets. Until now, in 2023 Suroboyo Bus only has 3 Suroboyo Bus routes and 5 Wirawiri Suroboyo routes. With this limited route, the role of the Suroboyo Bus service is considered not yet optimal in helping people switch to the Suroboyo Bus service, so several improvements and innovations are needed so that people are willing to use the Suroboyo Bus service.

Sunyoto (2016:45) states that quality is a measure to assess whether a good or service has value as desired or can be interpreted as a good or service that is considered to have quality if it functions or provides value according to what is desired. In this research, there are 2 types of quality, namely product quality in the form of the physical form of the product and service quality in the form of non-physical services or products.

Davis (1989) in Saraswati (2021:16) explains that indicators of ease of use of technology include Easy to Learn (the system is practically learned to use), Controllabe (the system is easy to run), Clear and Understandable (the system is clear and practically understandable), Flexible (flexible), Easy to Become Skillful (practical and skilled at using it) and Easy to Use (easy to use). In the

perspective of ease of service, the Suroboyo Bus service is related to the use of the Gobis Suroboyo Bus application, which is related to how easy and understandable it is to use the access provided by the Gobis Suroboyo Bus application for its users which contains information about the Suroboyo Bus route, Suroboyo Bus trip tracking, bottle exchange stops as alternative payments, as well as information about tourist attractions in Surabaya.

Price refers to the amount of money charged for a product or service. Price is one element in the marketing mix that contributes to revenue, while other elements include costs (Kotler and Armstrong, 2015: 65). The price aspects in this research include price affordability, price competition, and value for money presented by Suroboyo Bus.

According to Fandy Tjiptono's view (Satriadi & Soesanto, 2016), the attractiveness of a product is everything that can be offered, sought, purchased and consumed by the market to fulfill the market's needs and desires. From this view, it can be concluded that the product quality, service quality, price and convenience offered by Suroboyo Bus can be an attraction for consumers to use Suroboyo Bus services.

Machfoedz (2013: 44) states that the decision to use services is a process of assessing and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable. With aspects of product quality, service quality, price and convenience that produce the attractiveness of Suroboyo Bus products. The attractiveness of the Suroboyo Bus will be a factor that can make consumers loyal to using the Suroboyo Bus or only need to use the Suroboyo Bus service once.

LITERATURE REVIEW

High product quality gives consumers confidence regarding the performance, reliability and benefits of the product, thereby increasing interest and desire to buy (Zeithaml, Bitner, & Gremler. (2018)). Service quality has a close relationship with product attractiveness. Good service quality can increase the attractiveness of products in the eyes of consumers. Service quality plays an important role in increasing product attractiveness. Consumers tend to be attracted to products that are accompanied by friendly, responsive and professional service (Zeithaml, Bitner, & Gremler. (2018)).

Hassenzahl M. (2004) suggests that ease of use, along with aesthetic aspects and product goodness, play a role in creating a positive user experience. Products that are easy for users to use tend to be more attractive and satisfying to consumers.

Price and product attractiveness are closely related and are important aspects in influencing consumer perceptions and interest in a product. Prices that are reasonable and comparable to the value provided by the product can increase consumer interest and perceptions of the quality and value of the product (Kotler & Keller (2016)).

Product attractiveness is closely related to the decision to use the product. The high attractiveness of a product can influence consumers' decisions in using or buying the product offered. Consumers tend to prefer

products that have high appeal, including attractive features, attractive designs, and benefits that are relevant to their needs and desires (Hoyer & MacInnis, 2012).

Good product use decisions have significant benefits for the company. Product usage decisions that produce positive experiences for customers can have a direct impact on increasing sales. Satisfied customers tend to make repeat purchases and may also make additional purchases or upgrade products, which ultimately increases company revenue. (Anderson, Fornell & Mazvancheryl (2004).

METHODOLOGY

The research method in this research uses associative quantitative methods. The associative quantitative method is quantitative research that explains several cause-and-effect relationships between variables (Sugiyono, 2015). The data processing process in this research uses Partial Least Square (PLS) software version 4.0.9.5. The population in this study is Suroboyo Bus service users who live in Surabaya. Meanwhile, the number of samples selected was 100 respondents. The sampling technique in this research is purposive sampling, that is, samples are selected based on certain considerations that are relevant to the research, such as expertise, experience, or desired information.

Data was obtained through distributing questionnaires via Google Forms with assessment weights submitted to respondents using a Likert scale (Sugiyono, 2016). The variables in this research are 5, namely Suroboyo Bus Quality (X1), Ease of Using Suroboyo Bus (X2), Suroboyo Bus Price (X3), Attractiveness of Suroboyo Bus Products (Y), and Decision to Use Suroboyo Bus (Z). The framework for this research is as follows:

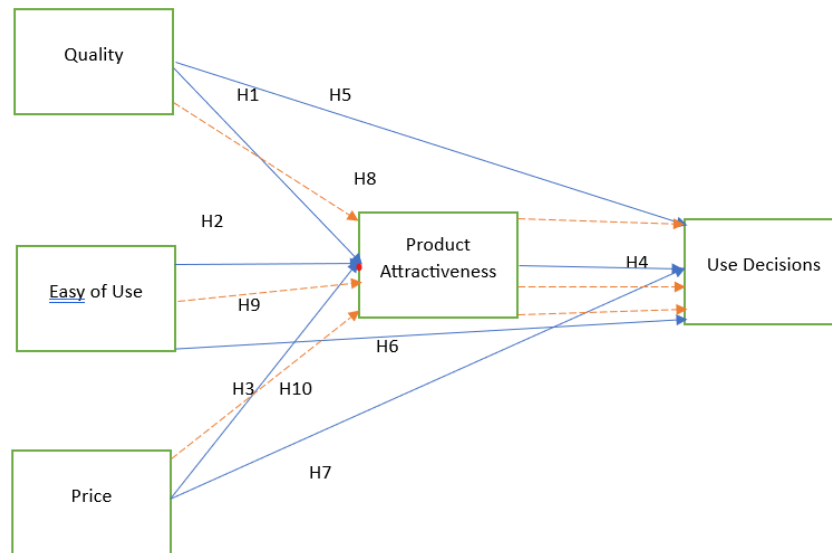


Figure 1. Framework of Thinking

The relationship between product attractiveness is influenced by quality, ease of use, and price. Meanwhile, the decision to use is influenced by quality, ease of use, price and product attractiveness. The indirect relationship between

usage decisions is influenced by quality, ease of use and price through product attractiveness as an intervening variable.

The data analysis technique used in this research is the path analysis technique with the method used using Structural Equation Mode Partial Least Square (SEM-PLS) by analyzing the relationship between variables both directly and indirectly.

In the SEM-PLS method, the external model with indicators is evaluated formatively using substantive content, namely comparing most of the relative weights, so that construct validity and reliability testing is not needed and you can see the significance of the construct indicators in the following table:

Table 3. Rule of Thumb

Validity and Reliability	Parameter	Rule of Thumb
<i>Convergent Validity</i>	<i>Loading Faktor</i>	>0.70 for confirmatory research; >0.60 explanatory research
	<i>Average Variance Extracted (AVE)</i>	>0.50 for confirmatory and explanatory research
	<i>Communality</i>	>0.50 for confirmatory and explanatory research
<i>Discriminant Validity</i>	<i>Cross Loading</i>	>0,70 >0.70 for each variable
<i>Reliability</i>	<i>Composite Reliabilty</i>	>0.70 for confirmatory research; 0.60-0.70 for explanatory research

Source: Chin (Ghozali, 2012) on Ghofur, ET (2017 51)

Using path coefficients or inner models to determine the significance threshold in the context of a hypothesis means looking at the strength and significance of the path coefficient between the independent and dependent variables. If the path coefficient exceeds the specified significance threshold, it can be concluded that there is a significant influence of the independent variable on the dependent variable.

This hypothesis test aims to test which hypothesis is rejected and which hypothesis is accepted. The hypotheses in this research are:

H1: Quality influences product attractiveness

H2: Convenience influences product attractiveness

H3: Price has an influence on product attractiveness

H4: Product attractiveness influences usage decisions

H5: Quality has a direct influence on usage decisions

H6: Convenience has a direct influence on usage decisions

H7: Price has a direct influence on usage decisions

H8: Quality has an influence on usage decisions through product attractiveness

H9: Ease of use has an influence on usage decisions through product attractiveness

H10: Price has an influence on usage decisions through product attractiveness

RESEARCH RESULT

Data obtained from a questionnaire using Google Forms was 100 respondents. With details of the male gender of 52 people followed by a sample with the female gender of 48 people. The age of the respondents was between 17-25 years old, 42 people, followed by 37 people aged 36-45 years, and 21 people aged 26-35 years. The respondents' professions were 52 workers, 21 students and other professionals each, and 6 students.

The research results were processed using PLS version 4.0.9.5 with processing and research results as follows:

1) Convergent Validity

Convergent validity measurements calculate the number of correlations between indicators of each variable to explain the relationship between the variable and its indicators. Thus, the values obtained can be used to describe latent variables. An indicator is considered valid if the outer loading value is greater than 0.6 and the AVE value is greater than 0.5.

Table 4. Outer Loading

	Daya Tarik Produk	Harga	Kemudahan Penggunaan	Keputusan Penggunaan	Kualitas
X1.1					0.721
X1.2					0.595
X1.3					0.734
X1.4					0.566
X1.5					0.680
X1.6					0.685
X1.7					0.725
X1.8					0.741
X2.1			0.681		
X2.2			0.804		
X2.3			0.719		
X2.4			0.708		
X3.1		0.812			
X3.2		0.748			
X3.3		0.878			
Y1.1	0.805				
Y1.2	0.710				
Y1.3	0.763				
Y1.4	0.728				
Z1.1				0.816	
Z1.2				0.807	
Z1.3				0.797	
Z1.4				0.689	

Source: Data processed with SmartPLS 4.0.9.5, 2023

The acceptable outer loading limit is >0.6 even though the outer loading value is <0.7 provided that validity and reliability are acceptable.

So that indicators whose value is <0.6 can be eliminated so that the outer loading value limit can be accepted.

Table 5. Outer Loading

	Daya Tarik Produk	Harga	Kemudahan Penggunaan	Keputusan Penggunaan	Kualitas
X1.1					0.721
X1.3					0.721
X1.5					0.696
X1.6					0.724
X1.7					0.749
X1.8					0.751
X2.1			0.681		
X2.2			0.804		
X2.3			0.719		
X2.4			0.708		
X3.1		0.812			
X3.2		0.748			
X3.3		0.878			
Y1.1	0.804				
Y1.2	0.711				
Y1.3	0.766				
Y1.4	0.726				
Z1.1				0.816	
Z1.2				0.807	
Z1.3				0.797	
Z1.4				0.669	

Source: Data processed with SmartPLS 4.0.9.5, 2023

The outer loading table above shows that the value of all outer loadings is >0.6 so it meets the criteria for convergent validity values. Meanwhile, the Average Variance Extracted (AVE) test can be explained in the following table:

Table 6. AVE Value

	Average Variance Extracted (AVE)
Quality	0.528
Ease of Use	0.532
Price	0.663
Product Attractiveness	0.566
Usage Decisions	0.600

Source: Data processed with SmartPLS 4.0.9.5, 2023

Based on the results of data processing, the table above shows that all average variance extracted (AVE) values already have a value of more than 0.5, this proves that all variables meet the requirements for convergent validity.

2) Discriminant Validity

In this study, discriminant validity testing used outer loading. Cross-loading testing of indicator values must be higher for each

construct compared to indicators for other constructs (Sekaran & Bougie, 2016).

Table 7. Discriminant Validity

	Quality	Ease of Use	Price	Product Attractiveness	Usage Decisions
X1.1	0.721	0.449	0.484	0.519	0.469
X1.3	0.721	0.575	0.302	0.425	0.450
X1.5	0.696	0.357	0.345	0.579	0.488
X1.6	0.724	0.400	0.498	0.490	0.498
X1.7	0.749	0.524	0.349	0.461	0.385
X1.8	0.751	0.453	0.429	0.563	0.482
X2.1	0.358	0.681	0.286	0.370	0.362
X2.2	0.492	0.804	0.435	0.351	0.366
X2.3	0.557	0.719	0.313	0.367	0.308
X2.4	0.421	0.708	0.217	0.363	0.305
X3.1	0.368	0.320	0.812	0.466	0.571
X3.2	0.448	0.328	0.748	0.459	0.538
X3.3	0.526	0.398	0.878	0.706	0.740
Y1.1	0.612	0.443	0.607	0.804	0.726
Y1.2	0.617	0.390	0.378	0.711	0.549
Y1.3	0.563	0.399	0.287	0.766	0.555
Y1.4	0.344	0.272	0.719	0.726	0.738
Z1.1	0.488	0.316	0.603	0.705	0.816
Z1.2	0.531	0.372	0.655	0.667	0.807
Z1.3	0.410	0.338	0.721	0.683	0.797
Z1.4	0.580	0.423	0.366	0.629	0.669

Source: Data processed with SmartPLS 4.0.9.5, 2023

In the table above, it can be seen that one indicator does not meet the discriminant validity requirements because the construct indicator is lower than the other construct indicators. Therefore, the Y1.4 indicator was removed.

Table 8. Discriminant Validity

	Quality	Ease of Use	Price	Product Attractiveness	Usage Decisions
X1.1	0.714	0.450	0.483	0.505	0.467
X1.3	0.727	0.581	0.305	0.479	0.454
X1.5	0.693	0.358	0.347	0.598	0.493
X1.6	0.718	0.397	0.499	0.484	0.501
X1.7	0.756	0.530	0.355	0.543	0.392
X1.8	0.754	0.457	0.429	0.612	0.484
X2.1	0.355	0.664	0.285	0.337	0.361
X2.2	0.494	0.804	0.436	0.342	0.368
X2.3	0.561	0.731	0.316	0.412	0.313
X2.4	0.424	0.714	0.216	0.406	0.306
X3.1	0.363	0.315	0.801	0.296	0.564
X3.2	0.447	0.327	0.761	0.417	0.543
X3.3	0.524	0.397	0.876	0.573	0.735
Y1.1	0.611	0.444	0.606	0.808	0.726
Y1.2	0.618	0.392	0.384	0.774	0.556
Y1.3	0.563	0.401	0.288	0.837	0.558
Z1.1	0.484	0.315	0.600	0.604	0.811
Z1.2	0.530	0.370	0.658	0.625	0.815
Z1.3	0.407	0.333	0.717	0.500	0.787
Z1.4	0.583	0.426	0.372	0.674	0.678

Source: Data processed with SmartPLS 4.0.9.5, 2023

In the table above, the indicators for each construct are higher than the indicators for other latent variable constructs, so it can be concluded that the discriminant validity assessment has met the requirements.

3) Reliability

Reliability tests are carried out to prove the precision, accuracy and consistency of the instrument in measuring the construct. The reliability of a construct can be done in 2 (two) ways, namely Cronbach's alpha and composite reliability. If both values are above 0.7, then the construct is considered realistic.

Table 9. Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Product Attractiveness	0.733	0.738	0.848	0.651
Price	0.748	0.784	0.855	0.663
Ease of Use	0.705	0.705	0.819	0.533
Usage Decisions	0.776	0.783	0.857	0.600
Quality	0.822	0.823	0.871	0.529

Source: Data processed with SmartPLS 4.0.9.5, 2023

Based on the table above, each construct or variable has met Cronbach's alpha and composite reliability criteria with a value of more than 0.70. These results show that each variable meets the reliability criteria, so it can be concluded that each variable has good reliability.

4) Inner Model

At this stage, the inner model value is used to see the R-Square value. Followed by a bootstrapping process to identify the influence between variables, as well as evaluating the model by testing significance values (hypothesis testing).

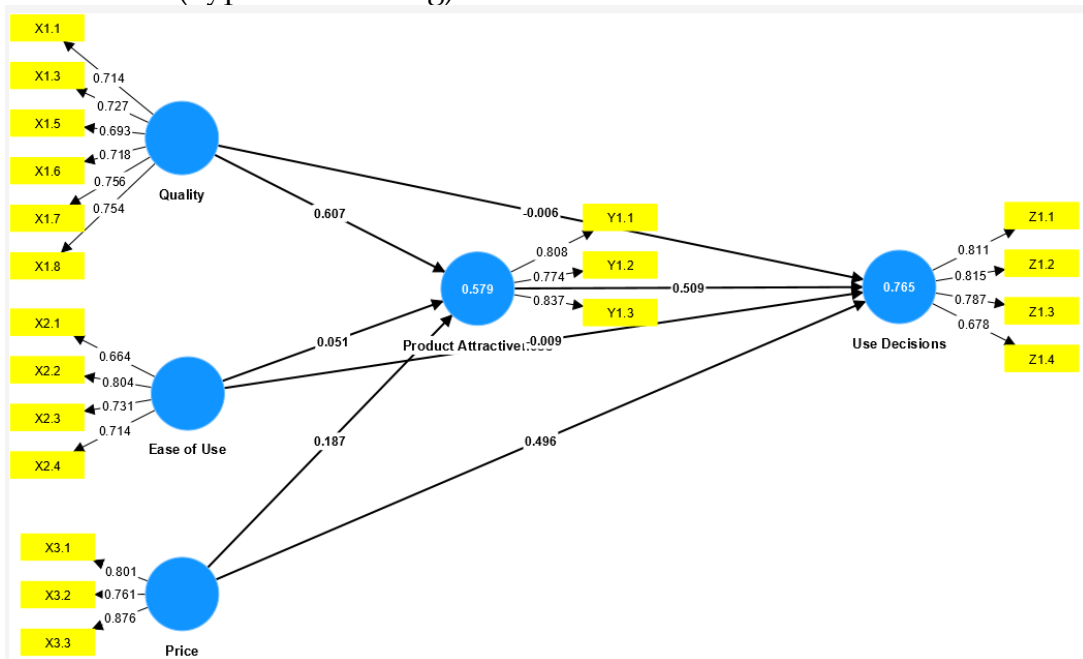


Figure 2. Inner Model

Source: Data processed with SmartPLS 4.0.9.5, 2023

The R-Square value shows how specific exogenous latent factors influence the endogenous latent variable, regardless of whether they have a substantive influence. Values above 0.25 are considered weak

data, values above 0.50 are considered moderate data, and values above 0.75 are considered strong data.

Table 10. R-square

	R-Square	R-Square Adjusted
Product Attractiveness	0.579	0.566
Use Decisions	0.765	0.755

Source: Data processed with SmartPLS 4.0.9.5, 2023

Based on the table above, it can be seen that the R-square value of the Product Attractiveness (Y) variable is 0.579 so this variable model can be assessed as moderate data. Apart from that, the R-square value of the Use Decision (Z) variable is 0.765, indicating that this variable includes strong data.

5) Hypothesis Testing

The data that has been collected and then processed above can be used to answer the research hypothesis. By testing the T-Statistics and P-Values values, the direct effect hypothesis and indirect effect were tested in this research. If the T-Statistics value is greater than 1.96 and the P-Values are smaller than 0.05 then the research hypothesis can be considered accepted or influenced.

Table 11. Direct Effect Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Attractiveness -> Usage Decision	0.509	0.488	0.090	5.651	0.000
Price -> Product Attractiveness	0.187	0.202	0.104	1.799	0.075
Price -> Usage Decision	0.496	0.512	0.057	8.716	0.000
Ease of Use -> Product Attractiveness	0.051	0.038	0.102	0.501	0.618
Ease of Use -> Usage Decision	-0.009	-0.008	0.067	0.142	0.887
Quality -> Product Attractiveness	0.607	0.610	0.096	6.345	0.000
Quality -> Usage Decisions	-0.006	-0.009	0.100	0.058	0.954

Source: Data processed with SmartPLS 4.0.9.5, 2023

- a. The influence of the Quality variable (X1) on Product Attractiveness (Y) produces a T-statistic value of 6,345 which is greater than the T-Table value (1.96) and P Values of 0.000 which are smaller than the 0.05 significance level so that the first hypothesis is accepted
- b. The influence of the Ease of Use variable (X2) on Product Attractiveness (Y) produces a T-statistic value of 0.501 which is smaller than the T-Table value (1.96) and P Values of 0.618 which is greater than the 0.05 significance level so that the second hypothesis rejected
- c. The influence of the Price variable (X3) on Product Attractiveness (Y) produces a T-statistic value of 1.799 which is smaller than the T-Table value (1.96) and P Values of 0.075 which is greater than the 0.05 significance level so that the third hypothesis is rejected
- d. The influence of the Product Attractiveness (Y) variable on Usage Decisions (Z) produces a T-statistic value of 5,651 which is greater than the T-Table value (1.96) and P Values of 0.000 which is smaller than the 0.05 significance level so that the fourth hypothesis can be declared acceptable
- e. The influence of the Quality variable (X1) on Usage Decisions (Z) produces a T-statistic value of 0.058 which is smaller than the T-Table value (1.96) and P Values of 0.954 which is greater than the 0.05 significance level so that the fifth hypothesis can be stated rejected
- f. The influence of the Ease of Use variable (X2) on the Decision to Use (Z) produces a T-statistic value of 0.142 which is smaller than the T-Table value (1.96) and P Values of 0.887 which is greater than the 0.05 significance level. so the sixth hypothesis is rejected
- g. The influence of the Price variable (X3) on Usage Decisions (Z) produces a T-statistic value of 8,716 which is greater than the T-Table value (1.96) and a P Value of 0.000 which is smaller than the significance level of 0.05. so the seventh hypothesis is accepted

Table 12. Indirect Effect Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Ease of Use -> Product Attractiveness -> Usage Decision	0.026	0.020	0.049	0.525	0.601
Quality -> Product Attractiveness -> Usage Decision	0.309	0.295	0.063	4.910	0.000
Price -> Product Attractiveness -> Usage Decision	0.095	0.101	0.057	1.663	0.100

Source: Data processed with SmartPLS 4.0.9.5, 2023

- h. The influence of the Quality variable (X1) on Usage Decisions (Z) through Product Attractiveness (Y) produces a T-statistical value of 4,910 which is greater than the T-table value (1.96) and a P-value of 0.000 which is smaller than the significance level of 0 .05. so the eighth hypothesis is accepted
- i. The influence of the variable Ease of Use (X2) on the Decision to Use (Z) through Product Attractiveness (Y) produces a T-statistic value of 0.525 which is smaller than the T-Table value (1.96) and P Values of 0.601 which is greater than the significance level 0.05. so the ninth hypothesis is rejected
- j. The influence of the Price variable (X3) on Usage Decisions (Z) through Product Attractiveness (Y) produces a T-statistic value of 1.663 which is smaller than the T-Table value (1.96) and P Values of 0.100 which is greater than the significance level of 0 .05. so the tenth hypothesis is rejected

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results presented above, answering several hypotheses that have been explained, there are several influences between variables that show significant positive, and insignificant positive and do not influence at all between the independent variable and the dependent variable.

There are several accepted hypotheses indicating that the factors in the independent variables in this study owned by Suroboyo Bus are good enough that they can influence the dependent variable, which means that the independent variable factors that already exist in Suroboyo Bus need to be maintained or improved to achieve the target. is the dependent variable of this research

Several rejected hypotheses show that the relationship factors between the independent variables owned by Suroboyo Bus are still not able to influence the dependent variable, so it is necessary to improve several indicators and aspects of the independent variable so that the target in the dependent variable of this research can be realized. There is also a need for further research both from within and outside the indicator aspect of research variables to analyze the relationship and impact between independent variables and dependent variables as well as intervening variables in future research.

ADVANCED RESEARCH

This research still has limitations, so it is necessary to carry out additional research related to the topic "The Influence of Quality, Easy of Use, and Price on Product Attractiveness and Its Impact on Use Decisions" to improve this research and provide information to the author.

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