

The Effect Of Price, Product Quality, And Service Quality On Customer Satisfaction

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ABSTRACT

Keywords:

Customer Satisfaction; Price; Product Quality; Service Quality; Transportation.

The large number of online transportation users ultimately creates competition between online transportation service providers. Fast adaptation, affordable prices, good product quality and service quality are very necessary to be able to compete in the Indonesian market. Therefore, to get a broad picture of online transportation in Indonesia, this research aims to find out the influence of price, product quality and service quality on customer satisfaction for Maxim application users who live in Kelapa Gading, Jakarta. The sampling technique for this research was non-probability sampling, using purposive sampling to obtain a sample of 115 respondents. Data were processed using SPSS 25 and analyzed through descriptive statistics, classical assumption tests, and multiple regression analysis tests to determine the suitability of the model and the relationship between variables. The test results show that the three variables pass the classical assumption test. Data processing using multiple linear regression shows that Product Quality and Service Quality have a positive and significant effect on Customer Satisfaction.

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INTRODUCTION

The largest economy in Southeast Asia, Indonesia a diverse archipelago nation of more than 300 ethnic groups has charted impressive economic growth since overcoming the Asian financial crisis of the late 1990s (Dwiyono et al., 2023; Salam, 2022). Today, Indonesia is the world's fourth most populous nation and 10th largest economy in terms of purchasing power parity. Further, Indonesia has made enormous gains in poverty reduction, cutting the poverty rate by more than half since 1999, to under 10 percent in 2019 before the COVID-19 pandemic hit. In this era of modernization, with the increase in internet users in Indonesia, more and more online motorcycle taxi applications are circulating which aim to make things easier for people, one of which is Maxim (Hanggarjita & Paksi, 2022; Ir Amir Fikri et al., 2021; Utari et al., 2021).

Maxim is already widely known as an application for calling motorbike taxis, taxis, sending food, and many more. more uses of this online-based application. Until now, Maxim is still very useful for making things easier for society. Since first introducing itself in 2018, Maxim's online transportation service has continued to develop its services. It is recorded that Maxim is now present in 200 cities in Indonesia. While in Indonesia, Maxim Bike services were the most popular with a total of 75% of orders, while the rest was used for other travel options. In the last five years, Maxim has succeeded in winning the trust of users, especially local people and tourists visiting Indonesia. The services offered by Maxim in each city include transportation services (Maxim Bike, Maxim Car, Maxim Car L, Maxim Rent Car), delivery (Bike Delivery, Car Delivery, Cargo), food delivery (Maxim Foods & Goods), to Spa & Massage and Maxim Cleaning services. The research objectives to be achieved through this research include:

1. To describe and analyze the effect of price on customer satisfaction of Maxim application users in Kelapa Gading.
2. To describe and analyze the influence of service quality on customer satisfaction who use the Maxim application in Kelapa Gading.
3. To describe and analyze the influence of product quality on customer satisfaction who use the Maxim application in Kelapa Gading.

Theoretical Review

Products Quality

A product is anything that can be offered to the market to satisfy a want or need, whether in physical form, services, experiences, events, people, places, property, organizations, information and ideas. According to Kotler & Armstrong in 2018, product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes (Blythe & Martin, 2019; Kotler, 2018).

According to Tjiptono and Chandra in 2019, the concept of quality is often considered as a measure of perfection or goodness of a product or service, which consists of design quality (function of product specifications) and conformance quality (level of conformity of product or service with requirements or quality specifications previously set (Fandy Tjiptono, 2019).

According to Garvin (1987), product quality has 8 dimensions, including:

1. 1. Performance is a characteristic of the basic operations or core product of a product. For example, speed, convenience and comfort in use.
2. Durability, related to how long the product can continue to be used. The longer it lasts, the more durable it will be. Products that are durable will be perceived as being of higher quality than products that run out quickly or are quickly replaced.
3. Conformance, namely the extent to which the basic operating characteristics of a product meet certain consumer standards or no defects are found in the product. This is a kind of "promise" that the product must fulfill. Products that have quality from this dimension means that they comply with the standards,
4. 4. Features are additional characteristics or characteristics that complement the basic benefits of a product. Features are choices or options for consumers. Features can improve product quality if competitors do not have these features. Additional characteristics or features are secondary or complementary characteristics.
5. Reliability, namely the small possibility of damage or failure to use. The smaller the possibility of damage, the more reliable the product is.
6. Aesthetics, namely the product's appeal to the five senses, for example physical form, artistic model or design, color and so on. Related to how the product looks.
7. Perceived quality, namely the consumer's perception of the overall quality or superiority of a product. Usually, due to the buyer's lack of knowledge about the attributes or characteristics of the product to be purchased, the buyer perceives its quality from the aspects of price, brand name, advertising, company reputation and country of manufacture.
8. Serviceability, namely product quality is determined on the basis of repairability including speed, competence, comfort, ease of repair and satisfactory handling of complaints. Products that can be repaired are of course of higher quality compared to products that cannot be repaired or are difficult to repair (Augustyn et al., 2021; Garvin, 1987).

Price

According to Tjiptono in 2019, Price is the only element of the marketing mix that provides income or income for the company. Price is the amount of money that must be spent or required to buy or get a product or service that we want Price dimensions according to Tjiptono:

1. Price affordability, namely the level of consumers' ability to purchase the products or services offered.
2. Matching price with product quality, namely the existence of a positive relationship with the quality of one product compared to other products.
3. Price competitiveness, defined as the relative price position of one competitor to another.
4. Matching price with benefits, namely the perceived benefits are greater or equal to what has been spent to get the product purchase (Fandy Tjiptono, 2019).

Service Quality

According to Tjiptono and Chandra in 2019, service quality contributes significantly to the creation of differentiation, positioning and competitive strategy for every marketing organization, whether in the form of manufacturing companies or service providers (Fandy Tjiptono, 2019). According to Kotler and Armstrong in 2018, Services are a form of product consisting of activities, benefits or satisfaction offered for sale which are basically intangible and do not result in any ownership (Kotler, 2018).

To achieve a level of service excellence, each employee must have superior skills, including understanding the product/service in depth, having a neat and attractive appearance, being friendly and friendly, showing commitment and responsiveness in serving customers, not being arrogant because he feels needed,

having direct control. or indirectly with the department, able to communicate effectively, and can handle customer problems professionally

The dimensions of service quality according to Indrasari (2019:61) are as follows:

1. **Tangible or physical evidence**
Tangible, namely the ability of a company to show its existence to external parties, the appearance and capability of the company's physical facilities and infrastructure and the condition of the surrounding environment are concrete evidence of services provided by service providers who follow the physical facilities (buildings, warehouses, etc.) equipment and tools that can be used (technology) the appearance of its employees.
2. **Reliability or dependability**
Reliability is the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations, which means punctuality, the same service to all customers without errors, a sympathetic attitude and high accuracy.
3. **Responsiveness or responsiveness**
Responsiveness is the ability to help and provide fast (responsive) and appropriate service to customers, by conveying clear information. Leaving consumers waiting without a clear reason causes negative perceptions of service quality.
4. **Assurance or guarantee**
Assurance is the knowledge, politeness and ability of company employees to foster customers' trust in the company.
5. **Empathy or empathy**
Empathy is providing sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge about customers, understand specific customer needs, and have operating times that are comfortable for customers.

Customer Satisfaction

According to Tjiptono and Chandra in 2019, the word satisfaction comes from the words "satis" (which means good enough or adequate) and "facio" (which means to do or make). Satisfaction can be interpreted as "an effort to fulfill something" or "make something adequate" (Fandy Tjiptono, 2019).

The success of a company can be seen from customer satisfaction with the products offered, by looking at customer satisfaction it can be seen whether the company has done its best. According to Kotler & Armstrong (2018: 178), customer satisfaction is an important key to building profitable relationships with consumers, to retain and develop consumers and reap their customer lifetime value.

Indicators for measuring customer satisfaction, according to Indrasari (2019:92) are:

1. **Conformity to expectations**, namely satisfaction is not measured directly but is concluded based on the conformity or discrepancy between customer expectations and actual company performance.
2. **Intention to revisit**, namely customer satisfaction is measured by asking whether the customer wants to buy or use the company's services again.
3. **Willingness to recommend**, namely customer satisfaction is measured by asking whether the customer would recommend the product or service to other people such as family, friends, and others.

Framework for Thought and Hypothesis

1. **The Effect of Price on Customer Satisfaction**

Price is one of the main considerations in buying a product. Products that have affordable prices and good quality will be highly sought after by customers and make customers satisfied. Aryadi Lukman's research in 2020, entitled "Analysis of the Effect of Service Quality and Price on Gojek Service User Satisfaction in Jakarta". provided by the company has provided satisfaction to its customers (Aryadi Lukman, 2020).

2. **Effect of Product Quality on Customer Satisfaction**

Product quality is a very important attribute of a product that can satisfy consumers. Good product quality will be profitable for the company, namely increasing competitiveness, customer loyalty and will bring in new customers. According to Kotler and Keller in 2019, a product is anything that can be offered to the market to satisfy a want or need, whether in physical form, services, experiences, events, people, places, property, organizations, information and ideas. By achieving customer hopes or expectations, customers will feel satisfied because they experience benefits/value that match or are greater than their expectations (Kotler, 2018).

The results of Oktavia Febi's research in 2022, entitled "The Influence of Product Quality, Service Quality and Price on DR'S Secret Skincare Customer Satisfaction", also support the above statement with

the results of the Product Quality variable being proven to have a positive and significant influence on customer satisfaction. This means that the higher the quality of the products provided by a company, the higher the customer satisfaction. Based on this, it can be concluded that the product quality variable has a positive influence on customer satisfaction (Oktavia Febi, 2022).

3. The Influence of Service Quality on Customer Satisfaction

Good service quality will increase customer satisfaction. According to Kotler and Keller (2019: 422) service is an action or performance that can be offered by one party to another party which is basically intangible and does not result in any ownership. With good service, customers will feel satisfied because of the comfortable and enjoyable experience in the services provided. Satisfied customers will not only make repeat purchases but will also share their good experiences with others.

The results of Evelin Felicia's research (2020) entitled "the influence of service quality and price perception on customer loyalty with customer satisfaction as a mediating variable (case study on go-cars in Jakarta", also support the above statement with the results of the service quality variable having a positive and significant influence on Customer satisfaction (Evelin Felicia, 2020). This means that the higher the service quality of a company, the higher the customer satisfaction. Based on this, it can be concluded that the service quality variable has a positive influence on customer satisfaction .

METHOD

This research using purposive sampling, and the chosen participants are customers of Maxim who made transactions from May 2023 and reside in Kelapa Gading. The independent variables in this study are Price, Product Quality, and Service Quality, while the dependent variable is Customer Satisfaction. This research chose a data collection technique by distributing a questionnaire in the form of a Google Form and filled in by 115 respondents with statement items that were linked to each existing construct. The questionnaire used scale with a score of 1 to 5, namely: 1 – strongly disagree; 2 – strongly agree; 3 – neutral; 4 – agree, 5 – strongly agree. The data analyzed using Statistical Package for the Social Sciences (SPSS) version 25.0, with descriptive statistical tests, classical assumption tests, and multiple regression analysis tests (F-test, t-test, and coefficient of determination).

RESULTS AND DISCUSSION

RESULTS

Based on questionnaire data, the number of respondents was 115 people, the dominant job category of respondents was Employees with a percentage of 78% with a total of 90 respondents. This applies to both male and female respondents. The second largest is the Student category with a percentage of 17% totaling 20 respondents, and the rest are Housewives with a percentage of 4% or 5 people. It can be seen that Maxim is preferred by respondents who work as employees compared to students, so Maxim can consider marketing strategies to attract customers with student backgrounds. By taking part in campus events by opening exhibition booths during campus events and sponsoring student organization events, and also providing special promotions for students.

Result on the correlation with research variables (Dependent Variables to Independent Variables) are as follows:

1. Product quality is an important consideration when buying a product. Customers expect good and reliable product quality. Therefore, product quality can be a determining factor in customer satisfaction. Getting a good quality product will make customers satisfied and have a good experience while using the product. Companies that produce high quality products will make customers choose their products over competitors. The higher the quality of the product, the more confident in making customer satisfaction. Based on research results, it is proven that product quality has a positive and significant influence in predicting customer satisfaction. These results are in line with that understanding Good product quality can assure customers of customer satisfaction. The results of this research are in line with the initial hypothesis, namely product quality has a positive and significant influence on customer satisfaction.
2. Research also shows that service quality has a positive and significant influence on customer satisfaction. Good service quality will make customers satisfied and have a pleasant experience, companies that can provide good service quality will be preferred by customers over their competitors. Based on the research results, it is proven that service quality has a positive and significant influence in predicting customer satisfaction.

3. Research shows that price does not have a positive and significant influence on customer satisfaction. Customers hope to get the best price offer from the product or service provider, but customers will be truly satisfied if the product quality and service quality they receive match their expectations.

Respondent Profile

The profile of respondents in the following research is 84% men (97 respondents) and 36.7% women (18 respondents) with an average age of 17 – 22 years of 43% (50 respondents) and age 23 - 28 years of 52% (60 respondents) and with working as Employee 78% (90 respondents) and working as student 17% (20 respondents).

Table 1. Respondent Profile

Characteristics	Classification	Frequency	Percentage
Gender	Men	97	84%
	Women	18	16%
Age	17 – 22 years old	50	43%
	23 - 28 years old	60	52%
	29 - 34 years old	5	5%
Characteristics	Classification	Frequency	Percentage
Work	Student	20	17%
	Employee	90	78%
	Housewife	5	4%

Validity and Reliability

This validity test was carried out on 30 respondents and the data was processed using Statistical Product & Services Solution (SPSS) version 25 software. The results of the validity test were carried out with a significance level (α) of 5%. The validity test was carried out using data obtained from the results of filling out a questionnaire of 30 respondents as a sample. The criteria for each question indicator to pass the validity test is to look at the calculated r when compared with the r table ($df = 28$, r table = 0.361) for each question item. . If the calculated r value is greater than 0.361 then it is valid. The results of the validity test can be seen in the following table:

Table 2. Validity Test

Indicator	R value	R table	Result
X1.1	0,671	0,361	VALID
X1.2	0,457	0,361	VALID
X1.3	0,574	0,361	VALID
X1.4	0,532	0,361	VALID
X2.1	0,543	0,361	VALID
X2.2	0,621	0,361	VALID
X2.3	0,749	0,361	VALID
X2.4	0,627	0,361	VALID
X2.5	0,621	0,361	VALID
X2.6	0,576	0,361	VALID
X2.7	0,529	0,361	VALID
X2.8	0,640	0,361	VALID
X3.1	0,891	0,361	VALID
X3.2	0,891	0,361	VALID
X3.3	0,756	0,361	VALID
X3.4	0,756	0,361	VALID
X3.5	0,891	0,361	VALID
Y.1	0,780	0,361	VALID
Y.2	0,780	0,361	VALID
Y.3	0,824	0,361	VALID
Y.4	0,824	0,361	VALID
Y.5	0,717	0,361	VALID

Reliability Test

The reliability test in this research was carried out on 30 respondents separately who had been collected at the beginning and processed using Statistical Product & Services Solution (SPSS) software. Reliability tests are used to obtain an indication of how far a measurement is relatively consistent if the measurement is carried out repeatedly (two or more times). The criteria for a variable to be declared reliable is if the Cronbach's Alpha value is > 0.7 . Based on analysis carried out using the SPSS program. Following are the results of the reliability test:

Table 3. Reliability Test

Variable	Cronbach Alpha	Result
Price	0.793	Reliable
Product Quality	0.759	Reliable
Service Quality	0.820	Reliable
Customer Satisfaction	0.812	Reliable

Descriptive Analysis

The Maxim application can be used for various kinds of service products and received the lowest score of 3.91 and the maxim application is easy to understand, getting the highest score of 4.87. Overall, the price variable obtained an average score of 4.53, the product quality variable obtained an average score of 4.54, the service quality variable obtained an average score of 4.47 and the Customer satisfaction variable obtained an average score of 4.65.

Table 4. Descriptive Analysis

Price		
No.	Question Item	Mean
1	The price offered by Maxim are affordable	4.40
2	The price offered by Maxim is in accordance with the quality obtained by customers	4.53
3	The prices offered by Maxim can compete with its competitors	4.63
4	The prices offered by Maxim are in line with customers expectation	4.57
Average Score		4.53
Product Quality		
No.	Question Item	Mean
1	The Maxim application guarantees customers data are safe	4.76
2	Maxim App can be used for various purposes kinds of products and services	3.91
3	Maxim orders can be placed quickly	4.50
4	The Maxim application is right at the customer's pick-up and drop-off point	4.70
5	The Maxim application can be accessed at any time	4.57
6	Easy to contact Maxim customer service	4.71
7	The Maxim application is easy to understand	4.87
8	The Maxim application can be used easily	4.29
Average Score		4.54
Service Quality		
No.	Question Item	Mean
1	The vehicle used by Maxim drivers is roadworthy	4.30
2	The Maxim application provides the information needed by customers	4.56
3	Maxim drivers are quick to respond to customer needs	4.59

4	Customers will arrive at their destination safely	4.47
5	Maxim drivers understand customer needs	4.43
Average Score		4.47

Customer Satisfaction		
No.	Question Item	Mean
1	Customers are satisfied with the services provided by Maxim	4.65
2	Customers are satisfied with the quality of the products provided by Maxim	4.56
3	The quality of the products and services provided by Maxim is in line with customer expectations.	4,60
4	Customers will continue to use the Maxim application as online transportation	4.75
5	Customers want to recommend the Maxim application to friends and family who use online transportation	4.69
Average Score		4.65

Classic assumption test

The normality test (skewness and kurtosis test) on the residuals produces z skewness < z table and z kurtosis < z table, with a z table value of 1.96. Thus, the normality requirements are met. The multicollinearity test produces a tolerance value > 0.1 and a VIF value < 10 for the three variables. This means that the three independent variables do not contain multicollinearity. Furthermore, in the heteroscedasticity test, the Sig values of the three independent variable values are 0.808, 0.110 and 0.096 which are greater than 0.05. Consequently, the homoscedasticity assumption is met. Thus, the multiple linear regression model meets the required classical assumptions.

Table 5. Classic Assumption Test Results

Test	Criteria	Result	Result
Normality (Skewness & Kurtosis Test)	Z skewness < Z table. Z kurtosis < Z table. Z table = 1.96	Z skewness = -1.807 Z kurtosis = -0.735	Normally distributed data
Multicollinearity	Tolerance > 0.10 VIF < 10	Tolerance : X1 = 0,436 X2 = 0,759 X3 = 0,415 VIF : X1 = 2.292 X2 = 1.317 X3 = 2.408	Multicollinearity does not occur
Heteroscedasticity	Sig > 0.05	Sig : X1 = 0.808 X2 = 0.110 X3 = 0.096	Heteroscedasticity does not occur

Model Fit Test

To test the accuracy of the regression function in estimating actual values, the Goodness of Fit method is used. Goodness of Fit is tested by carrying out various types of research, including the t test, F test and measuring the coefficient of determination. The results of the Goodness of Fit test can be seen in the following table

Table 6. Model Fit Test

Test	Criteria	Result
F test	Sig F ≤ 0,05	Sig. (Anova) = 0,000
t test	Sig t ≤ 0,05	Sig X1 = 0,897/2 = 0,4485 Sig X2 = 0,001/2 = 0,0005 Sig X3 = 0,041/2 = 0,0205
Coefficient of Determination		<i>Adjusted R Square</i> = 0,245

1. F test

The F test is used to test whether the regression model can be used. This test is to test a joint hypothesis which tests whether the dependent variable (Y) is linearly related to X1, X2 and X3. The requirement for the F test is that the Sig result in the ANOVA table must be ≤ 0.05 ($\alpha = 5\%$). Based on Table 4.13, we get Sig F (0.000) $< \alpha$ (0.05), which means reject Ho or a significant model or regression model that can be used to predict customer satisfaction.

2. T test

The t test is carried out with the aim of showing how far the influence of an independent variable individually and the dependent variable is. The requirement for the t test is a Sig (1-tailed) value ≤ 0.05 (5% significance) to be declared as having a significant effect. The results obtained from SPSS analysis include:

- a. The variable
- b. Variable It can also be seen that the β coefficient shows a positive result of 0.185. This also shows that individually the Product Quality variable (X2) has a positive and significant effect on Customer Satisfaction (Y).
- c. Variable It can also be seen that the β coefficient shows a positive result of 0.180, this also shows that individually the Service Quality variable (X3) has a positive and significant effect on Customer Satisfaction (Y).

3. Coefficient of Determination Test

The Coefficient of Determination Test (R²) is used to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination value is in the range of zero to one. The smaller the R² value, the more limited the ability of the independent variable to explain the dependent variable, and the opposite applies. In this research, the results that will be used are SPSS results by looking at the Adjusted R² value of 0.245. These results indicate that the independent variable is only able to explain 24.5% of the dependent variable and 75.5% of Customer Satisfaction is explained by other factors outside the independent variables that have been determined.

DISCUSSION

The Effect of Price on Customer Satisfaction

Price is the amount of money that customers have to spend to be able to exchange it for the product or service they want to buy. Customer expectations are to get the best price offer from the provider of goods or services. The more affordable the price, the easier it is for customers to get customer satisfaction. The more positive the customer's perception of the price of a good or service, the better impact it will have on customer satisfaction. Based on the results of this research, it can be seen that price does not have a positive and significant effect on customer satisfaction.

The Influence of Product Quality on Customer Satisfaction

Product quality is an important consideration in purchasing a product, customers expect good and reliable product quality. Therefore, product quality can be a determining factor in customer satisfaction. By getting good quality products, customers will get a good experience. Companies that make quality products that exceed their competitors will make customers choose their products over competitors' products.

Based on the research results, it is proven that product quality has a positive and significant effect on customer satisfaction. The results of this research are in line with research conducted by (Suprihatmi, 2020)

The Influence of Service Quality on Customer Satisfaction

Service quality is an important consideration in choosing products and services from a company. Customers expect good and satisfying service quality. Therefore, service quality can be a determining factor in customer satisfaction. By getting good quality service, customers will have a good experience and will order again.

The research results show that service quality has a positive and significant effect on customer satisfaction, in line with research conducted by (Al Rasyid, 2017; Bago et al., 2022; Kumala, 2018).

CONCLUSION

Based on the research conducted on the influence of price, product quality, and service quality on customer satisfaction, the following conclusions were drawn: Firstly, price does not have a significant relationship with customer satisfaction, indicating that price perception is not the primary factor influencing Maxim's customer satisfaction. Secondly, product quality has a proven positive and significant relationship with customer satisfaction. This demonstrates that the higher the quality of products provided by Maxim, the higher the level of customer satisfaction, and conversely, lower product quality negatively impacts customer satisfaction. Lastly, service quality also has a positive and significant relationship with customer satisfaction,

showing that higher service quality leads to higher customer satisfaction, while lower service quality negatively affects customer satisfaction.

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