

THE INFLUENCE OF SERVICE QUALITY, PRICE AND PRODUCT QUALITY ON CONSUMER SATISFACTION IN DIGAHOUSE BIREUEN DISTRICT

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ABSTRACT

The aim of this research is to determine the influence of service quality, price and product quality on consumer satisfaction at Digahouse, Bireuen Regency in 2023. The data collection technique uses a questionnaire. The sample consisted of 110 respondents. Quantitative analysis. multiple linear regression method. The results of the research hypothesis are accepted, meaning that partially service quality has a positive and significant influence on consumer satisfaction. Hypothesis 2 is rejected, which means that partially price does not have a positive and significant influence on consumer satisfaction. The hypothesis is accepted, which means that partially product quality has a positive and significant influence on consumer satisfaction. It is known that the R² value is 0.844, this shows that the influence of the independent variables service quality, price and product quality has an influence on consumer satisfaction in Digahouse, Bireuen Regency, by 84.4%.

Keywords: Price and Product Quality on Consumer Satisfaction, Service Quality.

INTRODUCTION

Marketing is the most important link in a business. It can be said that marketing is the life of a business. Without marketing, the product that you have planned and made will not be received well by the community. A precise and accurate marketing strategy is needed so that the product produced is accepted and bought by the community. The development of information and communication technology has more or less changed marketing strategy patterns. Before the creation of the internet, marketing strategies were done manually and in limited ways. Marketing with this conventional model is currently called offline marketing, but when the internet is commonly used and utilized, marketing strategy patterns become massive and large. This marketing model is currently called online marketing. Currently, there are two marketing strategies that are widely used by companies, namely offline marketing and online marketing. In offline marketing, marketing activities do not rely on digital media. For example, placing advertisements in print media, such as newspapers, magazines, brochures, pamphlets and banners is a type of offline marketing that is often used. Online marketing is a way of promoting products by utilizing online platforms that are accessed via the internet. Some of the online platforms in question include social media, websites, blogs, or online advertising. Shopping offline can go directly to the shop you want to make a purchase from, while shopping online can only be done through social media. If

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you make a purchase online, of course you just order and wait for the item to arrive. However, if we shop offline we can assess it in terms of the services provided, the products offered, and the prices according to the quality of the products. but shopping online is also very supported now, so there are many applications that support places to sell goods online. By shopping online, we can see the service provided by the seller's response when responding to what we are asking. the response is relaxed or directly serves him. and from the quality of the product previously offered whether it matches the photo or not. The price offered is affordable but we are not satisfied with the service or the product is not the same as what we want. This can lead to less satisfaction among consumers who shop. Consumer satisfaction is that satisfied consumers will consume the product continuously, encourage consumers, and feel satisfied, happy with a product and service, and will happily promote the product and service by word of mouth. According to Kotler and Keller in Donni Juni Priansah (2017:196). States that consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the estimated product performance (results) with the expected performance (or results).

If performance is below expectations, consumers are dissatisfied. Service quality is the main basis for knowing the level of customer satisfaction. In this case, a company can be said to be good if it can provide goods or services according to customer expectations. Product quality and good service performance will greatly influence increasing customer satisfaction. Lewis and Booms (in Tjiptono 2017: 142), suggest that service quality can be interpreted as a measure of how well the level of service provided is in accordance with customer expectations or hopes. Rusydi (2017:39), believes that service quality is a company's ability to provide the best quality service compared to its competitors. When shopping online, consumers cannot meet the seller directly, so the seller's polite, friendly and attentive attitude cannot be seen and felt directly. It's just that the seller's speed and responsiveness in responding to consumer questions shows good service. In contrast to the offline shopping system, consumers and sellers can meet face to face so that good service can be felt directly by consumers, besides that consumers can also convey their complaints to the seller directly. Consumers who choose to buy a product offline can see the quality of the product directly and can complain to the seller if they find the product is defective (damaged). However, if you buy a product online, consumers cannot guarantee the quality of the product, or the physical form is not the same as the picture on the internet, and are also at risk of damage when they reach their destination. The prices we find through online shops are cheaper than offline ones, which is what makes consumers choose to shop online. Price is the value or money given by customers in exchange for certain offers that serve to satisfy their needs and desires. In simple terms, price is a measure of the value exchanged by customers purchasing an offer. According to Tjiptono and Candra in Priansa (2017:209), price is an inherent part of the product that reflects the quality of the product. Marketing provides income or income for the company, while the other three elements (product, distribution and promotion) cause expenses to arise. Based on the understanding of these experts, it can be concluded that price is the amount of money paid by consumers as exchange value to get the benefits of the goods/services provided by the goods/services provider. Consumers who make purchases offline still have to pay attention to the quality of the product they want to buy. Before making a transaction, offline consumers must also

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consider whether the product purchased is appropriate for the price obtained or not. Furthermore, accuracy in carrying out transactions with online marketers is very necessary for online consumers. Before carrying out a transaction, buyers are given a small opportunity to find out the quality of the goods and carry out tests on the desired product. Product quality is an important thing that every company must strive for if it wants its products to be competitive in the market. The existence of a reciprocal relationship between the company and consumers will provide an opportunity to know and understand what the needs and expectations are in consumer perceptions. Tjiptono in (Kuspriyono, 2016) product quality is quality that includes efforts to meet or exceed customer expectations, quality includes products, services, people, processes and the environment, quality is a condition that is always changing (for example, what is considered quality at this time may be considered inadequate quality in the future).

METHOD

The approach used in this research is a quantitative approach. According to V. Wiratna Sujarweni (2014:39) quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other means of quantification (measurement). Meanwhile, Sinambela (2020) quantitative research is a type of research that uses numbers in processing data to produce structured information. So, it can be concluded that quantitative research methods are a series of systematic ways to find out the relationships and causes and effects of a phenomenon using numbers. In accordance with these conclusions in this research, researchers used quantitative methods to determine the influence of service quality, price and product quality on consumer satisfaction at DigaHouse Bireuen. According to Sugiyono (2013:38) research variables are everything determined by the researcher to be studied so that information is obtained about the thing being researched and then conclusions are drawn. In accordance with the title of the research that will be discussed, namely the influence of product quality on customer satisfaction, there are two types of variables, namely (independent variables) and (dependent variables). According to Nanang Martono (2015:360) independent variables are variables that influence other variables or produce effects on other variables, which are generally in the time order of what occurs first. The independent variables in this research are Service Quality (X_1), Price (X_2), and Product Quality (X_3). According to Widiyanto (2013) the dependent variable is a variable whose existence is influenced by other variables. The dependent variable in this research is Consumer Satisfaction (Y). Population and Sample, Male/Female, Aged > 18 years and over, Consumers who have made 2 purchases at DigaHouse Bireuen. As for how to determine the sample in this research, taking the opinion of Hair et al, (1998), the sample size is around 5 - 10 times the number of parameters/indicators in one research model. The number of indicators in this research model is 22 indicators, so based on the opinion of Hair et al in Ferdinand (2016), the number of samples can be 5 - 10 times the number of indicators in the model, this research took samples 5 times the number of indicators (22×5) = > 110 samples. The data collection technique in this research uses a questionnaire. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2017: 199). Questionnaires are used to find out respondents' opinions. In this case, the respondent only answers by giving a certain mark

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to the alternative answers provided. This research uses an ordinal Likert scale, where the original data is the result of respondents' answers to the questions asked in the questionnaire. The quality of the data is shared and questions are asked at several levels according to the sound of the question and each level is given a weight or value, provided that good answers receive a higher value. The answers to each instrument that uses a Likert scale. Testing the validity of the instrument in this study was carried out by comparing the item correlation value-Total Correlation for each question item. Testing the validity of each question is carried out by calculating the product moment correlation between the score for each question and the total score. In this case, several questions are used that can accurately reveal the variable being measured. Each factor is considered valid if the corrected Item-Total Correlation is > 0.30 (Sugiyono, 2012). The results of the validity test of this research are presented as follows:

Table 1. Validity test

Indicators of independent(X₁, X₂ dan X₃) and dependent variable (Y) questions	Pearson Correlation	Minimal correlation	Information
Variabel X₁ Servis Quality			
X _{1.1}	0.885	>0.30	Valid
X _{1.2}	0.886	>0.30	Valid
X _{1.3}	0.870	>0.30	Valid
X _{1.4}	0.893	>0.30	Valid
X _{1.5}	0.899	>0.30	Valid
Variabel X₂ Price			
X _{2.1}	0.868	>0.30	Valid
X _{2.2}	0.920	>0.30	Valid
X _{2.3}	0.912	>0.30	Valid
X _{2.4}	0.866	>0.30	Valid
Variabel X₃ Product Quality			
X _{3.1}	0.877	>0.30	Valid
X _{3.2}	0.911	>0.30	Valid
X _{3.3}	0.912	>0.30	Valid
X _{3.4}	0.859	>0.30	Valid
X _{3.5}	0.911	>0.30	Valid
X _{3.6}	0.767	>0.30	Valid
Variabel Y Consumer Satisfaction			
Y ₁	0.888	>0.30	Valid
Y ₂	0.931	>0.30	Valid
Y ₃	0.918	>0.30	Valid
Y ₄	0.939	>0.30	Valid
Y ₅	0.933	>0.30	Valid
Y ₆	0.916	>0.30	Valid
Y ₇	0.900	>0.30	Valid

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From table above, the overall Pearson correlation value of the leadership, organizational climate and work discipline variables shows a Pearson Correlation result of > 0.30 . It can be concluded that the independent indicators and dependent variables have passed the validity test.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if the respondents' answers to the questions are consistent or stable over time. Respondents' answers to questions are said to be reliable if each question is answered consistently. Testing the reliability of the questionnaire in this study used one shot or just one measurement and to test the reliability the Cronbach Alpha coefficient. The decision criteria for whether the questionnaire is reliable is stated if the Cronbach's Alpha value > 0.60 is reliable

Table2. Reliability Test

No	Variabel	Jumlah Pertanyaan	Cronbach h Alpha	Cut Off	Ket
1	Servis Quality(X_1)	5	0.936	$>0,60$	Reliabel
2	Price(X_2)	4	0.911	$>0,60$	Reliabel
3	Product Quality(X_3)	6	0.934	$>0,60$	Reliabel
3	Consumer Satisfaction (Y)	7	0.969	$>0,60$	Reliabel

Based on table it can be seen that the Cronbach Alpha value for the independent variable and dependent variable has a value of > 0.60 . From the results of the data processed via SPSS, it can be concluded that all the variables studied are reliable.

Data Analysis Model

The data analysis used in this research is quantitative analysis with multiple linear regression equations. Quantitative analysis is analysis used to analyze data obtained from questions that require statistical calculations, so this analysis is often called statistical analysis. This research aims to examine leadership and organizational climate on work discipline

Table 3. Data Analysis Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.333	1.257		0.265	0.791
Servis Quality	0.361	0.121	0.242	2.971	0.004
Price	0.020	0.108	0.011	0.187	0.852
Product Quality	0.852	0.088	0.697	9.729	0.000

a. Dependent Variable: Consumer Satisfaction

$$Y = .333 + 0,361X_1 + 0,020 X_2 + 0,852 X_3 + e$$

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1. From the regression equation it can be seen that the constant value is 0.333. This means that if the influence of service quality and price is constant (value 0), then consumer satisfaction is worth 0.333.
2. The service quality regression coefficient (X1) of 0.361 states that an increase in the service quality variable coefficient (X1) of 1 unit will cause consumer satisfaction to increase by 0.333.
3. The price regression coefficient (X2) of 0.020 states that an increase in the price variable coefficient (X2) of 1 unit will cause consumer satisfaction to increase by 0.333.
4. The product quality regression coefficient (X3) of 0.852 states that an increase in the product quality variable coefficient (X3) of 1 unit will cause consumer satisfaction to increase by 0.333.

Correlation Coefficient Analysis and Determination Coefficient Analysis (R²)

Multiple correlation coefficient analysis (R) is used to explain the strength and direction of the relationship between the independent variable and the dependent variable. Meanwhile, analysis of the coefficient of determination (R²) is used to see the magnitude of the influence of the independent variable on the dependent variable. If the coefficient of determination is large, the greater the influence of the independent variable on the dependent variable. To find out the results of the coefficient of determination, it can be seen from the R square value. Where the R square can explain the large percentage influence of the independent variable (X) on the dependent variable (Y).

Table 4. Correlation and Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.919 ^a	0.844	0.840	2.40386

a. Predictors: (Constant), Servis Quality, Price, And Product Quality

b. Dependent Variable: Consumer Satisfaction

Based on the table above, it is known that the correlation coefficient (R) value is 0.919, indicating that there is a very strong relationship between the independent variable and the dependent variable of 91%. The R² value is 0.844, this shows that the influence of the independent variables service quality, price and product quality has an influence on consumer satisfaction at Digahouse, Bireuen Regency, amounting to 84.4%, while the remaining 15.6% is explained by other variables outside this research.

Partial Testing (t Test)

The t test is a type of statistical test used to determine how far the influence of independent variables can explain the dependent variable individually. The t test was carried out with a confidence level of 95% and an analysis error rate (α) of 5%. The degree of freedom used was $df1=n-k$. This concrete level will be used to determine the truth of the hypothesis. The basis for decision making in the t test is as follows (Ghozali, 2011):

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Table 5. Partial Hypothesis Testing

Model	t _{hitung}	t _{tabel}	Sig
Servis Quality	2.971	1,659	0.004
Price	0.187	1,659	0.852
Product Quality	9.729	1,659	0.000

1. The results of the regression calculations show that the hypothesis Ha1 is accepted, this means that service quality has a partial effect on consumer satisfaction at Digahouse, Bireuen district. This is indicated by the value of tcount > ttable at the 5% level (2.971 > 1.659) and a significant value of 0.004 < 0.05.
2. The results of the regression calculations show that hypothesis H02 is rejected, this means that price has no partial effect on consumer satisfaction in Digahouse, Bireuen district. This is indicated by the value of tcount < ttable at the 5% level (0.187 < 1.659) and a significant value of 0.852 > 0.05.
3. The results of the regression calculations show that the Ha3 hypothesis is accepted, this means that product quality has a partial effect on consumer satisfaction at Digahouse, Bireuen district. This is indicated by the value of tcount > ttable at the 5% level (9.729 > 1.659) and a significant value of 0.000 < 0.05.

Simultaneous Testing (F Test)

F is a way of testing the null hypothesis involving more than one coefficient. It works by determining whether the fit of a regression equation is significant by limiting the equation to conform to the null hypothesis. The F test is carried out with a confidence level of 95% and an error analysis level (α) = 5% degrees of freedom in the numerator df1=(k-1) and degrees of freedom in the denominator df2=(n-k), k is the number of parameters (coefficients) of the linear regression model and n is the number of observations. The F test is used to see the influence of performance variables (leadership and organizational climate) simultaneously or together. The basis for decision making is as follows (Ghozali, 2011):

Table 6. Simultaneous Testing (F Test)

R Square Change	F Change	df1	df2	Sig. F Change
0.844	191.841	3	106	.000

Based on table, the calculation results obtained in the table above, it can be seen that the value of Fcount > Ftable (191,841 > 2.69), and the significant value (sig) = 0.000 < 0.05. The results of the regression calculations show that the hypothesis H4 is accepted. This means that service quality and product quality have a simultaneous and significant effect on consumer satisfaction in Digahouse, Bireuen district.

DISCUSSION

The Influence of Service Quality on Consumer Satisfaction

In this research, the service quality variable has a positive effect on consumer satisfaction at Digahouse, Bireuen Regency. A positive estimate value explains that better service quality will also increase consumer satisfaction. This shows that Digahouse Bireuen Regency is able to provide good quality service. An owner must be happy to accept

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suggestions, opinions and even criticism from consumers, and can also provide direction to his employees very well so that they are able to create or prioritize the best service for consumers. Always try to prioritize cooperation (teamwork) in an effort to achieve goals, give freedom to subordinates, always try to develop personal capacity as an owner. The results of the same research were also carried out by Ludviyatus Sholeha¹, Sutrisno Djaja¹, Joko Widodo¹ (2018). The results of the analysis of the effectiveness of the regression line (R^2) were 79%. This shows that the percentage influence of service quality on customer satisfaction at AHASS Sumber Jaya Maha Sakti, Rogojampi District, Banyuwangi Regency is 79%. Based on the results of this research, it can be concluded that service quality has a significant influence on customer satisfaction at AHASS Sumber Jaya Maha Sakti, Rogojampi District, Banyuwangi Regency. Results of the same research Hanik Khairifah¹/Syahrifullah²(2020) This analysis was processed using the descriptive quantification method. The t test, F test and simple linear regression are needed to analyze the data. The SPSS version used for data management is 29.0.

The Effect of Price on Consumer Satisfaction

In this study, the price variable did not have a positive effect on consumer satisfaction in Digahouse, Bireuen district. This is shown by the price determined for each product sold at Digahouse without being able to haggle, which is not a problem for consumers. the affordability of the prices set by the shop, so that consumers can afford it. In this way, consumers who make purchases at Digahouse don't pay attention and it doesn't become a problem for consumers. However, consumers still feel satisfaction which is shown by the suitability of prices with the products provided at Digahouse and the fulfillment of consumers' hopes and desires. The results of this research are the same as Winda Bella Syafira¹, Tika Nirmalasari² (2023). The results of this research are based on the results of the t test which can be seen in the table above, so the hypothesis test criteria are accepted, namely H_1 is accepted, which means that partially. Service Excellent has a positive and significant impact on satisfaction. customer. Based on the results of the t test, it can be seen that, partially it can be concluded that H_2 is rejected, which means that partially price does not have a positive and significant influence on customer satisfaction.

The Influence of Product Quality on Consumer Satisfaction

In this research, the product quality variable has a positive effect on consumer satisfaction at Digahouse, Bireuen Regency. A positive estimate value explains that the product quality at Digahouse is very good and suitable for use. The materials used are of high quality, and the durability of this product guarantees it will be used for a long time. In this case it will also increase consumer satisfaction. This shows that Digahouse Bireuen district is able to provide excellent product quality. As well as caring about consumer satisfaction by prioritizing consumers and paying attention to comfort, especially for consumers. The results of the same research were also carried out by Ferdinand Napitupulu (2019). The results simultaneously show that price and product quality have a positive and significant effect on customer satisfaction at PT. Ramayana Lestari Sentosa and the coefficient of determination value is 66.8% and the remaining 33.2% is explained by independent variables that were not studied. It is hoped that PT. Ramayana Lestari Sentosa

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must further improve the company's performance by ensuring that the prices offered are in accordance with market demand and the quality of the product and always provide the best products to customers by offering quality products to customers. The results of the same research Jonathan J.J. Mentang¹ Imelda W. J. Ogi² Reitty L. Samadi³(2019) The results of this research found that product quality has a significant positive effect on consumer satisfaction, and service quality has a significant positive effect on consumer satisfaction. Product quality and distribution simultaneously influence consumer satisfaction at the Marina Hash In Manado restaurant during the Covid-19 pandemic.

The Influence of Service Quality, Price and Product Quality on Consumer Satisfaction

The research results show that service quality and product quality have a simultaneous and significant effect on consumer satisfaction at Digahouse, Bireuen Regency. Indicated by the value $F_{count} > F_{table}$ ($191,841 > 2.69$), and significant value (sig) = $0.000 < 0.05$. The results of this research explain that the better the quality of service coupled with the better the quality of the product, the consumer satisfaction will also increase. The results of this research are in line with research conducted by Jonathan J.J. Mentang¹ Imelda W. J. Ogi² Reitty L. Samadi³(2021). The results of this research found that product quality has a significant positive effect on consumer satisfaction, and service quality has a significant positive effect on consumer satisfaction. Product quality and distribution simultaneously influence consumer satisfaction at the Marina Hash In Manado restaurant during the Covid-19 pandemic. Improving and maintaining product quality when new competitors of the same type begin to emerge so as to reassure and provide evidence that customer perceptions are as expected. Results of the same research 1 Syaiful Aswad, 2Realize, 3Ronald(2018) Technical analysis using multiple linear regression analysis.

RESULT

The research results show that service quality has a partial effect on consumer satisfaction at Digahouse, Bireuen Regency. ($2.971 > 1.659$) and a significant value of $0.004 < 0.05$. The research results show that price has no partial effect on consumer satisfaction at Digahouse, Bireuen Regency. This is indicated by the value of $t_{count} < t_{table}$ at the 5% level ($0.187 < 1.659$) and a significant value of $0.852 > 0.05$. The research results show that product quality has a partial effect on consumer satisfaction at Digahouse, Bireuen Regency. This is indicated by the value of $t_{count} > t_{table}$ at the 5% level ($2.493 > 1.659$) and a significant value of $0.000 < 0.05$. The research results show that product quality and service quality have a simultaneous and significant effect on Digahouse in Bireuen Regency. With a value of $F_{count} > F_{table}$ ($191,841 > 2.69$), and a significant value (sig) = $0.000 < 0.05$. The correlation coefficient (R) of 0.919 indicates that there is a very strong relationship between the independent variable and the dependent variable of 91%. The R^2 value is 0.844, this shows that the influence of the independent variables service quality, price and product quality on consumer satisfaction at Digahouse, Bireuen Regency is 84.4%, while the remaining 15.6% is explained by other variables outside this research.

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