



EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE COMPATIBILITY ON CUSTOMER SATISFACTION IN GOURMET CAFE PETITENGET - BALI

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ABSTRACT

The objective of this research is to find out the effect of service quality, product quality, and price compatibility partially and simultaneously on customer satisfaction. Research location is Gourmet Cafe Petitenget in Bali. Research population is the customer of Gourmet Café Petitenget with sample of 97 respondents. Data analysis technique involves SPSS 26 for Windows. The results of this research show that: (1) service quality has positive and significant effect on customer satisfaction, which is confirmed by t-count value of 3.558, regression coefficient value of 0.332, and significance value of 0.001; (2) product quality has positive and significant effect on customer satisfaction, which is verified by t-count value of 3.600, regression coefficient value of 0.277, and significance value of 0.001; (3) price compatibility has positive and significant effect on customer satisfaction, which is justified by t-count value of 2.974, regression coefficient value of 0.401, and significance value of 0.007; (4) service quality, product quality, and price compatibility simultaneously have significant effect on customer satisfaction, which is indicated by F-count value of 38.954, regression equation of $Y = 2.015 + 0.332X_1 + 0.277X_2 + 0.401X_3$ and significance value of 0.000. The effect size of independent variable on customer satisfaction is 54.3%.

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1. Introduction

Customer satisfaction is an important factor to the feasibility of a company. When customers are happy with goods or service given by the company, the customers will return in the other days to enjoy and repurchase the products. According to Tjiptono (2015:23), customer satisfaction is the feelings of like or dislike over the outcome received from the use of goods and service after comparing with the expectation. Any effort to satisfy the customers must be benefiting and at least mutual. The following table shows the data of guest who visit Gourmet Cafe Petitenget in period of January-September 2021.

Table 1.
Number of Guest Visiting Gourmet Cafe Petitenget from January to September 2021

No.	Month	Number of Guest (Person)	Increase (%)
1	January	3.854	
2	February	2.889	(25.03)
3	March	3.587	24.16
4	April	4.253	18.56
5	May	4.889	14.95
6	June	4.960	1.45
7	July	2.355	(52.52)
8	August	3.565	51.38
9	September	3.784	6.14
	Total	34.136	

Sumber: Gourmet Cafe Petitenget 2021



Referring to the contents of Table 1, number of guest and frequency of guest visit at Gourmet Cafe Petitenget are fluctuating from January to September 2021. The reason behind this fluctuation is mainly the effect of Covid-19 pandemic and also the reactivation of restaurants around Gourmet Cafe Petitenget such as Mauri Restaurant, Biku Restaurant, Kanvas Patisserie, NOAA Social Dining, Kynd Restaurant, and many more restaurants that potentially become the competitors of Gourmet Cafe Petitenget.

Customer opinion on a restaurant can be known from the service given to the consumer during their first visit to the restaurant. Poor knowledge on the product served by restaurant may send bad image on the restaurant. Various comments given by consumers regarding Gourmet Cafe Petitenget are arranged as follows:

Table 2.
Guest comment on Gourmet Café Petitenget

No	Year	Comment Type
1	2020	The guest are waiting too long to take their order. Food and beverage are stratified causing confusion.
2	2019	The portion of the salad get smaller and smaller Cocktail and sandwich are served too long. Service is good and fast.
3	2018	Terrible for delivery Many options for healthy foods.
4	2017	The guest are complaining about the incapability of staff to speak English. When the guest are ordering breakfast, the egg is salty. Expensive price for the foods.
5	2016	The salad is using tinned tuna and the fish meat is very bland Expensive price for the breakfast.

Source: Trip Advisor and Manager of Gourmet Cafe Petitenget, 2021

Consumers of Gourmet Cafe Petitenget have blown their complain regarding poor service delivery in various words. Seemingly, there is a gap between the aspired expectation and the received reality. This service gap strongly impacts customer satisfaction. High level of service gap is associated with high level of customer dissatisfaction on a service. The satisfied customers are those who tolerate the comparison between their aspired expectation and the received outcome, as said by Kotler and Keller in Priansyah (2017:196).

Indeed, customer satisfaction is always important for business. In order to attain customer satisfaction, a company must know the fact that the demand or desire of customers may change at any time. Pursuant to the opinion given by Tjiptono (2015:23), customer satisfaction is the feeling of joy or sad after the customer examines their impression on a goods or a service. If the customer feels joy with a product, this customer will satisfy and willingly return for enjoying the product once again.

Several factors are influencing customer satisfaction. One of these factors is service quality. In this context, service quality is a comparison between the service received and expected by customer. In pursuance of the finding of Gronroos (Daryanto, 2014: 135), service is an intangible interaction or activity between employee and customer. Service quality is attained by fulfilling or exceeding customer expectation. Also, service quality is a behavior felt by an individual over a service that makes them comparing before and after service.

Besides service quality, product quality also affects customer satisfaction. High quality products can make customers happy. Product quality is the ability of a commodity to give outcome that meets or exceeds the expectation of customers. Product quality, based on the opinion of Kotler and Armstrong (2012:283), is the capability of a product to serve customer desire in terms of endurance, reliability, accuracy, ease of use and ease of product reparation, and other product attributes. Product quality is also a product delivered by a company to the market in order to meet the customer demand

Moreover, price compatibility also has effect on customer satisfaction. Price is one of determinant factors in brand selection that shapes customer purchasing decision. Whether price is compatible or not depends on brand and destination of the product. As stated by Kotler and Keller (2012:25), price is a value that the customer is willingly to exchange for using product or service offered by the seller. Also said, price is an amount of money charged by the seller to the buyer for getting product or service. Price is also a determinant factor for the quality of product or service.

Surprisingly, customers who visit Gourmet Cafe Petitenget are less satisfied with service quality, product quality and price compatibility. The managers must be responsible on these issues and shall take efforts to improve service quality and product quality as well as to make price and product more compatible. Considering this matter as background, the authors take a title of “Effect of Service Quality, Product Quality, and Price Compatibility on Customer Satisfaction in Gourmet Café Petitenget-Bali”.



2. Methods

Gourmet Cafe Petitenget is a restaurant where this research takes place. This restaurant is addressed at Petitenget Road No. 45 Kerobokan Kelod, North Kuta District, Badung Regency, Bali, 80361 Indonesia. The object of research is the effect of service quality, product quality and price compatibility on customer satisfaction at Gourmet Cafe Petitenget. According to Sugiyono (2017:80), population is a generalization area comprising object or subject that has certain quantity and characteristic. The population of this research is the customer of Gourmet Cafe Petitenget from January to September 2021. The exact number of customer is 34,136 persons with monthly average visitor of 3,792 (referring to Table 1). Also said by Sugiyono (2017:81), sample is certain number and characteristic in the population. The respondent of this research is the customer of Gourmet Cafe Petitenget. Representative sample is sorted after determining minimum sample and in this research, the sample is 97 persons. Method of sampling is incidental sampling, which implies that everybody who is incidentally found in the place of observation and who is happened to be fitted in with data source can be selected as sample, as clarified by Sugiyono (2018:138). Data collection technique involves observation, interview, questionnaire and documentation study. The analytical technique includes validity test, reliability test, descriptive analysis, classical assumption test, partial correlation analysis, multiple correlation analysis, multiple linear regression analysis, determination analysis, t-test and F-test. The operation of analysis is supported by SPSS 26 for Windows.

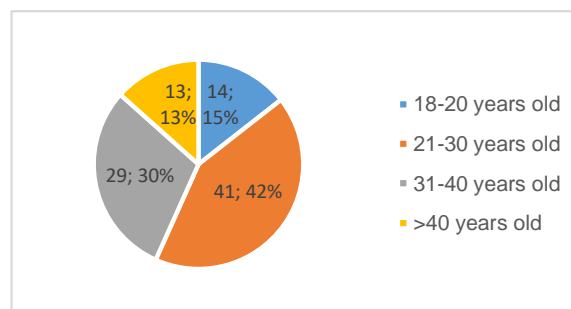
3. Result and Discussion

3.1 Characteristic of Respondents

There are 97 respondents in this research who are also the customer of Gourmet Cafe Petitenget. These respondents are differentiated by age and gender.

a. Characteristic by Age

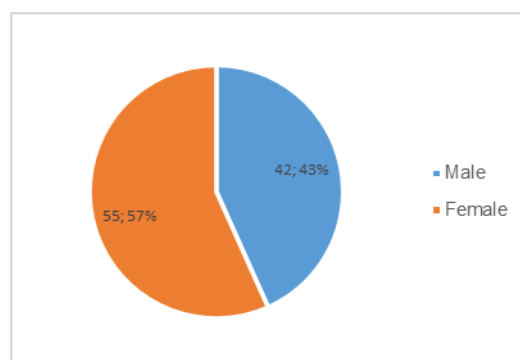
Figure 1. Characteristic by Age



The most dominant age of the respondents is between 21- 30 years old with 41 respondents or 42%. The least dominant age is >40 years old with only 13 respondents or 13%. This signifies that in majority, the respondents are in the age of 21-30 years old.

b. Characteristic by Gender

Figure 2. Characteristic by Gender



Male respondents are more dominant among research participants with 55 persons or 57% whereas female respondents are 42 persons or 43%. This situation denotes that the respondent is dominated by male.

3.2 Validity Test and Reliability Test

Table 3.
Results of Validity Test on Service Quality (X₁), Product Quality (X₂), Price Compatibility (X₃) and Customer Satisfaction (Y)

Variable	Indicator Code	Pearson Correlation	Description	Cronbach's Alpha	Description
Service Quality (Source: Malik in Yulianto (2017))	X1.1	0.802	Valid	0.886	Reliable
	X1.2	0.849	Valid	0.879	Reliable
	X1.3	0.832	Valid	0.881	Reliable
	X1.4	0.645	Valid	0.912	Reliable
	X1.5	0.771	Valid	0.892	Reliable
	X1.6	0.820	Valid	0.884	Reliable
	X1.7	0.874	Valid	0.876	Reliable
Product Quality (Source: Tjiptono (2016))	X2.1	0.772	Valid	0.941	Reliable
	X2.2	0.827	Valid	0.936	Reliable
	X2.3	0.668	Valid	0.951	Reliable
	X2.4	0.902	Valid	0.929	Reliable
	X2.5	0.894	Valid	0.930	Reliable
	X2.6	0.920	Valid	0.927	Reliable
	X2.7	0.889	Valid	0.930	Reliable
Price Compatibility (Source: Kotler and Armstrong (2012:52))	X2.8	0.905	Valid	0.929	Reliable
	X3.1	0.795	Valid	0.746	Reliable
	X3.2	0.882	Valid	0.857	Reliable
	X3.3	0.913	Valid	0.835	Reliable
Customer Satisfaction (Source: Rondonuwu and Komalig 2017))	X3.4	0.913	Valid	0.837	Reliable
	Y1.1	0.844	Valid	0.905	Reliable
	Y1.2	0.827	Valid	0.908	Reliable
	Y1.3	0.803	Valid	0.910	Reliable
	Y1.4	0.796	Valid	0.910	Reliable
	Y1.5	0.805	Valid	0.911	Reliable
	Y1.6	0.858	Valid	0.902	Reliable
	Y1.7	0.543	Valid	0.906	Reliable

Source: Attachment 4 and Attachment 5

Validity test, by the statement of Sugiyono (2017:125), is the determination of accuracy between what is really happening and what is planned by the research to happen. The status of valid is achieved if the correlation value across variables is greater than 0.3. The value of t-count for all indicators that explain variable is greater than 3 (> 0.30). Therefore, all variables are considered valid.

Reliability test is used to measure the consistency of research variables. The reliable questionnaire is a questionnaire that always produces same data after being used many times on the same group. Also, the questionnaire is said to be reliable if the value of Cronbach's Alpha is > 0.60 (Sugiyono, 2017: 130). The contents of Table 3 show that service quality, product quality, price compatibility and customer satisfaction have Cronbach's Alpha value over 0.60. By this result, the questionnaire is considered reliable and thus able to be used for further statistic analysis.

3.3 Classical Assumption Test

a. Normality Test

Normality test, according to Ghozali (2011:160), is conducted to examine whether disturbance variable or residual in regression model is normally distributed. If the distribution is not normal, then the variables are hardly used for small sample.

Table 4.
One-Sample Kolmogorov-Smirnov Test

N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.45755571
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.049
Test Statistic		.081
Asymp. Sig. (2-tailed)		.124 ^c

Source: Attachment 6



In regard to the contents of Table 4, the value of *Asymp. Sig. (2-tailed)* is 0.124 which is greater than 0.05. This result confirms that data are normally distributed and therefore, research model has met the assumption of normality.

b. Multicollinearity Test

Multicollinearity test is carried out to find out whether there is a strong correlation across independent variables in regression model. If VIF value is less than 10 or tolerance value is greater than 0.1, then there is no multicollinearity problem (Ghozali, 2011:106).

Table 5.
Results of Multicollinearity Test

Variables	Correlation	
	Tolerance	VIF
Service Quality	0.612	1.635
Product Quality	0.548	1.824
Price Compatibility	0.637	1.570

Source: Attachment 7

As indicated by the contents of Table 5, the value of VIF for service quality, product quality and price compatibility is similar to each other, which is, <10 with tolerance value >0.10. Therefore, service quality, product quality and price compatibility do not suffer multicollinearity symptom.

c. Heteroscedasticity Test

Heteroscedasticity test, referring to Ghozali (2011:139), is implemented to examine whether in regression model, there is variance difference across residuals from one observation to another.

Table 6.
Results of Heteroscedasticity Test

Variable	Significance
Service Quality	0.680
Product Quality	0.837
Price Compatibility	0.808

Source: Attachment 7

Each variable has significance value greater than 0.05. In regression model, there is no variance similarity across residuals from one observation to another. Therefore, there is no heteroscedasticity.

3.4 Analyzing the Effect of Service Quality, Product Quality, and Price Compatibility on Customer Satisfaction at Gourmet Cafe Petitenget

Table 7.
Analysis on the Effect of Service Quality, Product Quality, and Price Compatibility on Customer Satisfaction at Gourmet Cafe Petitenget

Dependent Variable	Independent Variable	r-partial	B	Beta	t-count	Sig
Customer Satisfaction	Service Quality	0.346	0.332	0.314	3.558	0.001
	Product Quality	0.350	0.277	0.336	3.600	0.001
	Price Compatibility	0.273	0.401	0.237	2.741	0.007

R = 0.746
 R Square = 0.557
 Adjusted R Square = 0.543
 t-table = 1.985
 Constanta = 2.015
 Regression Equation. $Y = 2.015 + 0.332X_1 + 0.277X_2 + 0.401X_3$
 F-count = 38.954
 sig F = 0.000
 F-table = 2.70

Source: Attachment 8

a. Partial Correlation Analysis

Partial correlation is used to estimate the level of partial relationship between independent variable (X) and dependent variable (Y). The guide for interpreting correlation coefficient is arranged as follows:



- 0.00 - 0.199 = very weak
 0.20 - 0.399 = weak
 0.40 - 0.599 = medium
 0.60 - 0.799 = strong
 0.80 - 1.000 = very strong

1) Partial Correlation Analysis for Service Quality on Customer satisfaction

The coefficient value of partial correlation for service quality on customer satisfaction is 0.346. This result signifies that the relationship between service quality and customer satisfaction is partially positive.

2) Partial Correlation Analysis for Product Quality on Customer satisfaction

The coefficient value of partial correlation for product quality on customer satisfaction is 0.350. This result denotes that the relationship between product quality and customer satisfaction is partially positive.

3) Partial Correlation Analysis for Price Compatibility on Customer satisfaction

The coefficient value of partial correlation for price compatibility on customer satisfaction is 0.273. This result confirms that the relationship between price compatibility and customer satisfaction is partially positive.

b. Multiple Correlation Analysis

Multiple correlation is used to understand the relationship between independent variable (X_1 , X_2 and X_3) and dependent variable (Y). The value obtained for multiple correlation (R) is 0.746. This result asserts that there is strong simultaneous relationship from service quality, product quality and price compatibility on customer satisfaction.

3.5 Determination Analysis

This analysis is performed to measure the level of the effect of service quality, product quality and price compatibility on customer satisfaction, which the result is stated in percentage (Riduwan and Sunarto, 2013: 81). Coefficient of determination obtained in this research is 0.543 or 54.3%, which declares that service quality, product quality, and price compatibility have simultaneous contribution by 54.3% to the fluctuation of customer satisfaction. Meanwhile, other contribution ($100\% - 54.3\% = 45.7\%$) is from factors beyond this research.

a. Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to make certain about the change of customer satisfaction at Gourmet Cafe Petitenget caused by the effect of service quality, product quality and price compatibility. The equation of multiple linear regression that is used in this research is written as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

After the contents of Table 7 are used into the equation, then the equation is becoming as follows:

$$Y = 2.015 + 0.332X_1 + 0.277X_2 + 0.401X_3$$

The following section is giving explanations about this equation.

$\beta_0 = 2.015$; if each of service quality (X_1), product quality (X_2) and price compatibility (X_3) is zero, then customer satisfaction will be 2.015.

$\beta_1 =$ regression coefficient $X_1 = 0.332$; customer satisfaction will change averagely by 0.332 if service quality changes by 1 percent with assumption that product quality and price compatibility do not change.

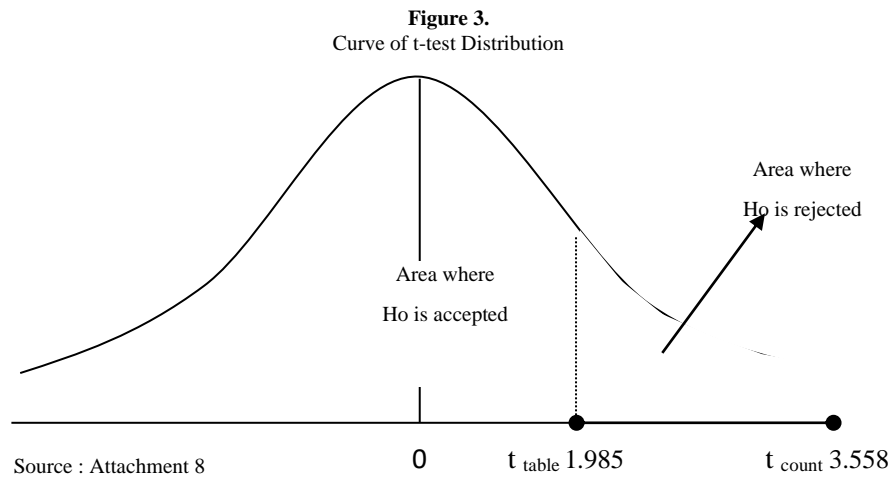
$\beta_2 =$ regression coefficient $X_2 = 0.277$; customer satisfaction will change averagely by 0.277 if product quality changes by 1 percent with assumption that service quality and price compatibility do not change.

$\beta_3 =$ regression coefficient $X_3 = 0.401$; customer satisfaction will change averagely by 0.401 if price compatibility changes by 1 percent with assumption that service quality and product quality do not change.

b. T-test

T-test for First Hypothesis

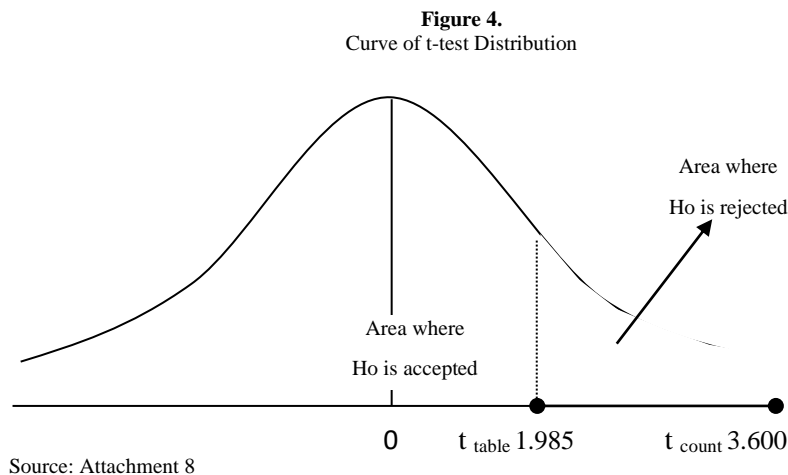
First hypothesis states that there is partial and significant effect between service quality and customer satisfaction.



In accordance with Figure 4, the value of t-count is 3.558 whereas the value of t-table is 1.985. Significance value is $0.001 > 0.05$. This result reveals that t-count is in the area of Ho rejection, which therefore Ho is rejected and H1 is accepted. Based on this position, there is partial and significant effect from service quality on customer satisfaction.

T-test for Second Hypothesis

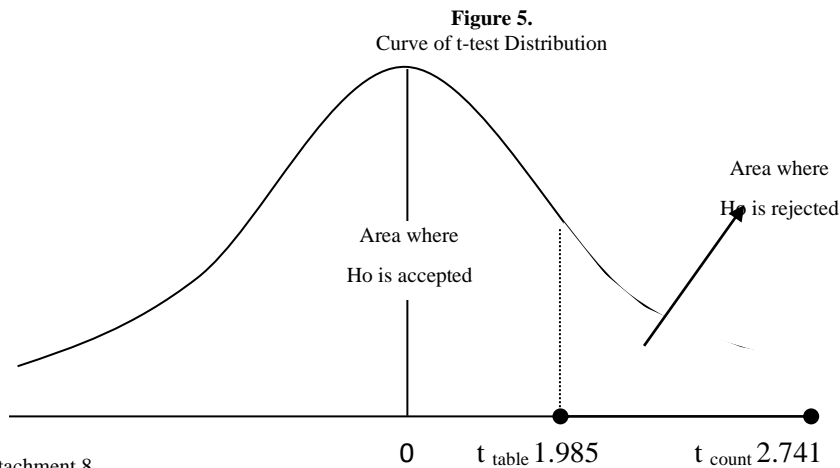
Second hypothesis stipulates that there is partial and significant effect between product quality and customer satisfaction.



As depicted in Figure 5, the value of t-count is 3.600 whereas the value t-table is 1.985. Significance value is $0.001 > 0,05$. This result signifies that t-count is in the area of Ho rejection, which therefore Ho is rejected and H2 is accepted. In conformity with this position, there is partial and significant effect from product quality on customer satisfaction.

T-test for Third Hypothesis

Third hypothesis affirms that there is partial and significant effect between price compatibility and customer satisfaction.



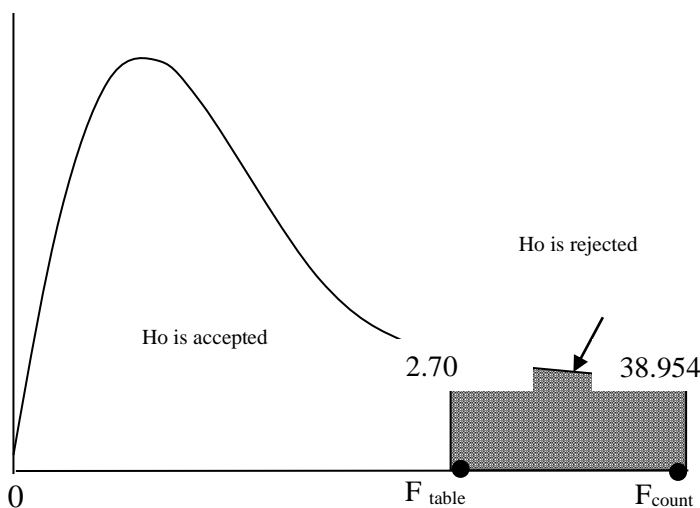
Source: Attachment 8

In pursuance of the illustration in Figure 6, the value of t-count is 2.741 whereas the value of t-table is 1.985. Significance value is $0.007 > 0.05$. This result denotes that t-count is in the area of H_0 rejection, which therefore H_0 is rejected and H_3 is accepted. Referring to this position, there is partial and significant effect from price compatibility on customer satisfaction.

c. F-test

F-test is done to examine the simultaneous effect of independent variables (X_1 and X_2) on dependent variable (Y).

Figure 6.
Curve of Normal Distribution for F-test



Source: Attachment 8

Based on the description in Figure 7, the value of F-count is 38.954 whereas the value of F-table is 2.70. Significance value is $0.000 > 0.05$. This result represents that F-count is greater than F-table, which therefore H_0 is rejected and H_4 is accepted. According to this position, there is simultaneous and significant effect from service quality, product quality and price compatibility on customer satisfaction.

3.6 Discussion

a. Effect of Service Quality on Customer Satisfaction at Gourmet Cafe Petitenget

Empirical test was conducted for first hypothesis. The result of the test showed that the value of t-count is 3.558 whereas the value of t-table is 1.985. Regression coefficient value is 0.332 and the mark is positive. Significance value is $0.001 > 0.05$. The location of t-count is in the area where H_0 is rejected, which therefore states that H_1 is accepted. Correspond to this result, the effect of service quality on customer satisfaction at Gourmet Cafe Petitenget is indeed partial and significant, and also positive.

b. Effect of Product Quality on Customer Satisfaction at Gourmet Cafe Petitenget

Second hypothesis was put on empirical test. The result of the test indicated that the value of t-count is 3.600 whereas the value of t-table is 1.985. Regression coefficient value is 0.277 and the mark is positive. Significance value is $0.001 > 0.05$. The location of t-count is in the area where H_0 is rejected, which therefore denotes that H_2 is accepted. In regard to this result, the effect of product quality on customer satisfaction at Gourmet Cafe Petitenget is indeed partial and significant, and also positive.

c. Effect of Price Compatibility on Customer Satisfaction at Gourmet Cafe Petitenget

Third hypothesis has been tested empirically. The result of the test revealed that the value of t-count is 2.741 whereas the value of t-table is 1.985. Regression coefficient value is 0.277 and the mark is positive. Significance value is $0.007 > 0.05$. The location of t-count is in the area where H_0 is rejected, which therefore denotes that H_3 is accepted. By this result, the effect of price compatibility on customer satisfaction at Gourmet Cafe Petitenget is indeed partial and significant, and also positive.

d. Effect of Service Quality, Product Quality and Price Compatibility on Customer Satisfaction at Gourmet Cafe Petitenget

Empirical test was carried out on fourth hypothesis. The result of the test pointed out that the value of F-count is 38.945 whereas the value of F-table is 2.70. Regression equation is $Y = 2.015 + 0.332X_1 + 0.277X_2 + 0.401X_3$. Significance value is $0.000 > 0.05$. The location of F-count is in the area where H_0 is rejected, which therefore signifies that H_4 is accepted. Related to this result, the effect of service quality, product quality, and price compatibility on customer satisfaction at Gourmet Cafe Petitenget is indeed simultaneous and significant.

4. Conclusion and Suggestion

Conclusion

Several conclusions have been made which respectively are as follows:

- 1) There is significant effect from service quality on customer satisfaction at Gourmet Cafe Petitenget. This position is confirmed by t-count value of 3.558 which is higher than t-table value of 1.985, regression coefficient value of 0.332, and significance value of 0.001 that fulfills the requirement of < 0.050 . According to this position, high service quality is followed by high customer satisfaction.
- 2) There is significant effect from product quality on customer satisfaction at Gourmet Cafe Petitenget. This position is verified by t-count value of 3.600 which is higher than t-table value of 1.985, regression coefficient value of 0.277, and significance value of 0.001 that fulfills the requirement of < 0.050 . Based on this position, high product quality is associated with high customer satisfaction.
- 3) There is significant effect from price compatibility on customer satisfaction at Gourmet Cafe Petitenget. This position is justified by t-count value of 2.741 which is higher than t-table value of 1.985, regression coefficient value of 0.401, and significance value of 0.007 that fulfills the requirement of < 0.050 . By this position, high price compatibility leads to high customer satisfaction.
- 4) There is significant effect from service quality, product quality and price compatibility on customer satisfaction at Gourmet Cafe Petitenget. This position is indicated by F-count value of 38.954 which is higher than F-table value of 2.70 and regression equation of $Y = 2.015 + 0.332X_1 + 0.277X_2 + 0.401X_3$ with significance value of 0.007 that fulfills the requirement of < 0.050 . Pursuant to this position, high level of service quality, product quality and price compatibility will generate high level of customer satisfaction.

Suggestion

Taking the conclusions above into consideration, several suggestions are given to be used as guide by the managers of Gourmet Cafe Petitenget. These suggestions are as follows:

- 1) In variable of service quality, the indicator of trustworthy and dependability has the lowest mean score (3.28). Solving this matter, the management of Gourmet Cafe Petitenget shall train the employees to always be trustworthy and dependable in serving the customer.
- 2) In variable of product quality, the indicator of conformance to specifications has the lowest mean score (3.26). Dealing with this matter, Gourmet Cafe Petitenget must always offer products that conform to the specifications.
- 3) In variable of price compatibility, the indicator of price affordability has the lowest mean score (3.01). Coping with this matter, Gourmet Cafe Petitenget needs to reduce the price to make the price affordable.

- 4) In variable of customer satisfaction, the indicator of loyalty has the lowest mean score (3.02). Gourmet Cafe Petitenget is expected to deliver service optimally, to offer products in good quality and to set affordable price for the products.

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