Effect of Service Quality and Price Perception on Customer Satisfaction at Kedai Bedikari Rembang

Ahmad Rizal Hardiansyah[1], Alimuddin Rizal[2]
[1]Stikubank University, Semarang, Indonesia, ahmadrizal6010@mhs.unisbank.ac.id
[2]Stikubank University, Semarang, Indonesia, ariri@edu.unisbank.ac.id

Corresponding Author: ahmadrizal6010@mhs.unisbank.ac.id[1]

Abstract: In Indonesia, the development of restaurants and eateries indicates a progressively intensifying competition within the culinary industry. In this context, consumers are increasingly focused on the satisfaction they derive from their dining experiences. As a result, it it essential for culinary entrepreneurs to carefully consider and improve strategies that effectively address consumer needs. The purpose of this study is aimed to analyze the service quality impact and price perception on consumer satisfaction. The population taken was consumers of Kedai Bedikari Rembang. The sample collection technique used accidental sampling technique and purposive sampling technique as many as 100 respondents. This study uses quantitative analysis with validity test, reliability test, normality test, classical assumption test, correlation coefficient, determination coefficient, multiple regression analysis, and significance test (t test and F test) with SPSS Software application version 22 The study's findings suggest that both service quality and price perception exert a positive and significant influence on consumer satisfaction.

Keyword: Costumer Satisfaction, Price Perception, Service Quality.

INTRODUCTION

In Indonesia, the expansion of restaurants and eateries indicates an increasingly competitive landscape within the culinary industry. At this time, consumers tend to pay attention to the satisfaction values they feel. As a consequence, every culinary entrepreneur needs to pay attention to what strategies need to be done and can be improved in order to create consumer needsPerdana (2019). Consumers evaluate products and services not solely on the basis of quality, benefits, and functionality, but also place significant value on effective communication and marketing strategies, in this case being able to provide sensations, touch their hearts, and suit their lifestyle (Priansa, 2017). A company is certainly required to study and understand everything that is needed through consumer behavior. According Kotler & Amstrong (2018) customers behavior refers to the decision making process through which individuals, groups, and organizations select, purchase, utilize, and dispose of products, services, ideas, or experiences in order to satisfy their needs and desires.

Satisfaction refers to an individual's emotional response, which can range from contentment to dissatisfaction, arising from the comnparison between their perceptions of a product's performance or outcome and their expectation. A few variables that can influence client fulfillment are benefit quality and item quality (Rutjuhan & Ismunandar, 2020). Service quality refers to the effort made to meet consumer needs and desires, ensuring the accuracy of service delivery while balancing consumer expectation (Tjipjono, 2014) . Key dimensions of service quality include tangibles, reability, responsiveness, assurance, and empathy. Research has shown taht service quality significantly influences customer satisfaction (Palelu et al., 2022). High quality service has a positive impact on customer satisfaction, fostering increased loyalty and encouraging re-buying (Solomon, 2017)

In addition to service quality, price is another critical factor that influences customer satisfaction. Rpice can be defined as the exchange value, which may be represented in monetary terms or through the exchange of goods, for the benefits derived from a product or service by an individual or group at a specific time and location (Wahyuni & Waloejo, 2020). Price perception is a process in which consumers interpret the expected price value or attributes of goods and services, when consumers evaluate and examine the price of this product is largely influenced by the behavior of the consumer itself (Candra et al., 2020). Consumers with a positive price perception of a product are more likely to make an immadiate purchase decision, as they perceive the price to align with their expectations and the value offered by the product (Damayanti & Indriani, 2021).

Research by Christanto & Santoso (2022), (Retno, 2020)states that the servce quality variable and company image show good significant and positive impact for the satisfaction of customers.

One of the service products that feels the tight competition is the cafe business. Therefore, the author is interested in conducting research at Kedai Bedikari which is located in the center of Rembang City. Kedai Bedikari offers a different concept, namely a classic concept that has a strategic location, namely near the Rembang City Square which can provide a sense of comfort for visitors in enjoying a cup of coffee, toast and a special menu that is difficult to find in Rembang City, namely Sate Taichan. Kedai Bedikari has a variety of food and beverage menus with varying prices that can be enjoyed by various groups.

METHOD

This consider employments a quantitative investigate approach. Quantitative investigate could be a ponder that essentially employments a deductive-inductive approach. This approach begins from a hypothetical system, master thoughts, or analyst understanding based on their encounter, at that point created into issues that are submitted to get avocation (confirmation) or dismissal within the frame of observational field information archives (Sugiyono, 2017).

In this study, the population used was consumers of Kedai Bedikari Rembang, Kedai Bedikari customers are not only those who eat in but those who take away food are still its customers. A representative sample reflects the characteristics of the population being studied, so that if using a formula calculation, the results of the study can be generalized accurately. The population size in this study was extensive and could not be precisely determined, so according to Rao Purba the sample size used (2006) in Siregar (2017)) used the formula as follows:

$$n = \frac{Z^2}{4 \, (Moe)^2}$$

$$n = \frac{(1{,}96)^2}{}$$

$$4(10\%)^2$$

n = 96,04 ≈ 97 or rounded up to 100.

The demographic characteristics of consumers used in this study are gender, age, last education and purchases in a month.

In this study, the sampling techniques used were nonprobability sampling with accidental sampling techniques and purposive sampling techniques. The researcher chose to use accidental sampling because the researcher could get data quickly because the subjects were easy to reach and the reason for using the Purposive Sampling technique is because not all samples have the criteria that match the phenomenon being studied. Therefore, the author chose the Purposive Sampling technique which establishes certain considerations or criteria that must be met by the samples used in this study.

There are two methods used to collect the data needed to carry out the analysis in this research, these two methods are observation and questionnaires. The data obtained in this study are in the form of numbers so that they are processed using statistical methods. Statistical methods are based on regular, careful, and precise calculations so that they can provide objective results. The data analysis carried out includes validity tests, reliability tests, normality tests, multicollinearity tests, homogeneity tests and multiple linear regression tests. The analysis tool used in this study is SPSS 21.

RESULT AND DISCUSSION

In this chapter, an analysis will be carried out on primary data obtained through questions from questionnaire that distributed to consumers who visited Kedai Bedikari.

Result

Analysis of primary data obtained from Kedai Bedikari customers by providing several questions in the form of a questionnaire. The number of questionnaires given directly to customers was 100 copies. The questionnaires that were returned were complete 100 and those that were incomplete or not filled out were none.

The data collected from administering questionnaires to 100 respondents provides the basis for this analysis, the data obtained were respondents' responses to 22 indicators regarding the Service Quality (X1):

Table 1. Descriptive Statistics Service Quality (X1)

Variabel	Indikator	Mean	Median	Mode	Min	Max
	X1.1	3,84	4,00	4	1	5
	X1.2	3,92	4,00	4	2	5
	X1.3	4,10	4,00	4	2	5
	X1.4	4,02	4,00	4	2	5
	X1.5	4,15	4,00	4	3	5
	X1.6	4,16	4,00	4	3	5
	X1.7	4,06	4,00	4	3	5
Service Quality (X1)	X1.8	3,80	4,00	4	2	5
	X1.9	3,84	4,00	4	2	5
	X1.10	4,23	4,00	4	2	5
	X1.11	4,28	4,00	4	2	5
	X1.12	4,15	4,00	4	3	5
	X1.13	3,92	4,00	4	2	5
	X1.14	3,56	4,00	4	2	5
	X1.15	4,07	4,00	4	3	5
	X1.16	4,33	5,00	4	3	5

X1.17	4,27	4,00	4	3	5
X1.18	4,41	5,00	5	3	5
X1.19	4,26	4,00	5	3	5
X1.20	4,43	5,00	5	3	5
X1.21	4,21	5,00	5	2	5
X1.22	4,09	4,00	4	2	5
AVERAGE	4,09	4,18	4,18	2,4	5

Source: Processed data, 2024

Table 1 which describes the descriptive statistics of Service Quality shows that the average value (mean) is 4.09 which indicates agreement, meaning that respondents in this study feel that the service quality at Kedai Bedikari is good. Then the middle value (median) and (mode) values that often appear are 4.00, it means that most respondents agree with the statements used as indicators of measuring service quality variables so that it can be described that the service quality perceived by Kedai Bedikari is quite good.

The obtained data were taken from the questionnaires distribution to 100 people as respondent shows the respondents' responses to indicators regarding the Price Preception (X2):

Table 2. Descriptive Statistics Price Preception (X1)

Variabel	Indikator	Mean	Median	Mode	Min	Max
	X2.1	4,01	4,00	4	2	5
Price Preception (X2)	X2.2	3,62	4,00	4	2	5
	X2.3	3,94	4,00	4	2	5
	X2.4	3,72	4,00	4	2	5
AVERAGE		3,82	4	4	2	5

Source: Processed data, 2024

Table 2 which describes the descriptive statistics of price perception shows that the average value (mean) is 3.82 which indicates agreement, meaning that respondents in this study feel that the price perception at Kedai Bedikari is good. Then the middle value (median) and (mode) values that often appear are 4.00 based on these results, in another words, almost all of the respondents agree with the statements used as indicators for measuring the price perception variable so that it can be described that the price perception perceived by Kedai Bedikari is quite good.

By the distribution of questionnaires to 100 respondents, the data obtained were respondents' responses to indicators regarding the Customer Saticfation (Y):

Table 3. Descriptive Statistics Customer Saticfation (Y)

Variabel	Indikator	Mean	Median	Mode	Min	Max
	Y.1	3,47	3,00	3	2	5
Customer Saticfation (Y)	Y.2	3,93	4,00	4	2	5
	Y.3	3,49	3,50	4	2	5
	Y.4	3,80	4,00	4	2	5
	Y.5	3,51	4,00	4	2	5
AVERAGE		3,64	3,7	3,8	2	5

Source: Processed data, 2024

Table 3 which describes the descriptive statistics of price perception shows that the average value (mean) is 3.82 which indicates agreement, meaning that respondents in this study

feel that the price perception at Kedai Bedikari is good. Then the middle value (median) and (mode) values that often appear are 4.00 based on these results, it means that most respondents agree with the statements used as indicators for measuring the price perception variable so that it can be described that the price perception perceived by Kedai Bedikari is quite good.

Validity testing obtained in the study was tested on variables that take multiple item question/statement values by applying factor analysis. Data will be declared valid if KMO> 0.5 is met and the loading factor (component matrix) received has met the test rules, which is greater than 0.5 (Ghozali, 2016). Validity testing on the independent variables of Service Quality and Price Perception and the dependent variable of consumer satisfaction can be understood that the KMO value of each research variable has a result of more than 0.5. So that the sample that is fulfilled is sufficient. Each indicator of the research variable gets a value of more than 0.5 so that it can draw the correct conclusion that all indicators of questions from the variables of Service Quality, Price Perception and Consumer Satisfaction proposed by the researcher are valid.

The reliability of the variable is determined by the Cronbach's alpha value. If the alpha value is > 0.70, it is accepted that the variable is reliable or can be applied (Ghozali, 2016).

Table 4. The reliability of the variable

No	Variable	Mark *Cronbach Alpha*	≈	Information
1	Quality of Service	0,869	0,5	Reliabel
2	Price Perception	0,839	0,5	Reliabel
3	Customer satisfaction	0,869	0,5	Reliabel

Source: Processed data, 2024

Based on the results presented on the table above, it can be concluded that each variable of service quality plays a significant role in influencing the overall assessment of service performance, Price Perception and Consumer Satisfaction has a cronbact alpha value of more than 0.7. Thus, the results of the reliability test on all variables are reliable and can be applied for the next step.

Data analysis in this study will apply multiple linear regression analysis which is intended to see how the influence of the independent variable on the dependent variable. Then continued with the feasibility test of the model, whether if using a simple linear regression model is feasible to use or not, and then test the hypothesis using the t-test.

Tabel 5. Multiple linear regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,027	2,694		-2,237	,028
	Kualitas Layanan	,193	,033	,487	5,936	,000
	Presepsi Harga	,448	,116	,317	3,871	,000

a. Dependent Variable: Kepuasan Konsumen

The hypothesis testing employed in this study utilizes the t-statistic test. Essentially, the t-statistic test is used to asses the extent to which each independent variable individually influences and explains the variation in the dependent variable. The test is applied as follows by entering a significance level of 0.05 ($\alpha = 5\%$).

From the tests conducted, the result on the above table shows a significant result of 0.000 < 0.05 was obtained, indication that service quality has a positive and substantioal impact on customer satisfaction. Therefore, it can be conluded that the hypothesis, which posits the

service quality positively and significantly influences cutsomer satisfaction at Kedai Bedikari, is supported.

The determination coefficient test aims to analyze how far the model's ability in the framework explains the variation of the dependent variable. The values of zero and one are used as the determination coefficient values (Sugiyono, 2017). As for the results of the determination coefficient calculation on the quality service variables (X1), price perception (X2) and Consumer Satisfaction (Y) can be described in the table, as follows:

Tabel 6. The determination of coeficient test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687[a]	,472	,461	2,617

a. Predictors: (Constant), Presepsi Harga, Kualitas Layanan
b. Dependent Variable: Kepuasan pelanggann

Source: Processed data, 2024

From the above table, the R square value is 0.416, so it can be concluded that the service quality and price perception variables have an influence of 41.6% on consumer satisfaction at Kedai Bedikari Rembang and 58.4% is influenced by other variables.

The significant test between the variables of service quality (X1), price perception (X2) and consumer satisfaction (Y) can be seen in the table below:

Tabel 7. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	593,739	2	296,869	43,351	,000[b]
	Residual	664,261	97	6,848		
	Total	1258,000	99			

a. Dependent Variable: Kepuasan pelanggann
b. Predictors: (Constant), Presepsi Harga, Kualitas Layanan

Source: Processed data, 2024

The table above shows that the calculation of F value is 43.351. with a significant value of 0.000 <0.05, so it can be concluded that the service quality variables (X1), price perception (X2) on customer satisfaction (Y) have a simultaneous effect on customer satisfaction (Y).

Discussion

The first finding was obtained from the results of research conducted at Kedai Bedikari Rembang, it can be explained that from 100 respondents, the service quality variable showed an average value (mean) = 4.09 while the middle value (median) = 4.18, so the author can conclude that the tendency of respondents to answer questions in the very good range.

The second finding was obtained from the results of Price Perception which showed that the average value (mean) was 3.82 which indicated agreement, meaning that respondents in this study felt that the price perception at Kedai Bedikari was quite good. Then the middle value (median) and (mode) values that often appear are 4.00 from what was found for the result, it means that most respondents agree and accept the statements used as indicators to measure the Price Perception variable so that it can be described that the Price Perception perceived by Kedai Bedikari Rembang is quite good.

The third finding obtained the results of Consumer Satisfaction which showed that the average value (mean) of 3.64 which indicates agreement means that respondents in this study felt that the price perception at the Bedikari shop was quite good. Then the middle value

(median) and (mode) values that often appear are 3.7 and 3.8 based on these results it means that most respondents are neutral and accept the statements used as indicators of measuring the Consumer Satisfaction variable so that it can be described that Consumer Satisfaction perceived by the Bedikari Rembang Shop is quite good.

the result of the first hypothesist test shows that partially (individually) appeared a positive and significant relationship between service quality and customer satisfaction.. This is evidenced by a significance value of 0.000 <0.05. This indicates that service quality has an effect on customer satisfaction. Service quality should be a central focus for business founders, particularly within the food and baverage industry. The sector is characterized by intense competition, with an increasing number of producers striving to fulfill consumer needs and preferences. As such, it is imperative that every company prioritizes customer satisfaction as its primary objective in order to maintain a competitive edge and ensure long term success (Ridwan et al., 2024). This is evident in the growing number of companies that prioritize a commitment to customer satisfaction. The key to succeeding in a competitive market lies in delivering value and ensuring cutsomer satisfaction through the provision of high quality products at competitive prices. At Kedai Bedikari, things related to indicators of service quality have been implemented, for example, the facilities at Kedai Bedikari are in accordance with expectations, namely providing a sink for washing customers' hands and providing a toilet. In addition, Kedai Bedikari often holds bundling menu discounts on every holiday. With good service quality, Kedai Bedikari customer satisfaction will be created. The results of this study are in line with research conducted by Palelu, et al. (2022), Christanto (2022), Haq & Setiawan (2022), Sayekti et al. (2022), Perdanakusuma & Santi Budiani (2024), Sukmawan & Prasetya (2024) which concluded that Service Quality plays significant effect on customer's satisfaction.

From the second hypothesis test can be concluded that partially (individually) there is a positive and significant influence between price perception and customer satisfaction. This is evidenced by a significance value of 0.000 <0.05. This indicates that price perception has an effect on customer satisfaction. Price perception is also an important factor that must be considered by companies, especially in the form of food and beverages. Restaurants must continuously monitor the pricing strategies of competitors to ensure that their own prices remain competitive and aligned with market expectations. In practice, consumers' assessment of a product's price is influenced not only by its absolute nominal value but also by their perception of the price relative to the product's perceived value. (Nagle & Holden, 1995) inDea et al. (2022) . In general, consumer perception of price is influenced by the perceived price differences and reference prices. Specifically, each consumer evaluates the relative relationship between the price and their expectations regarding the product to be purchased. Additionally, the price offered is often compared with the consumer's past experiences and expectations, such that the price is deemed acceptable if it aligns with or reflects the perceived quality of the product. The finding of this research is in line with what Soliha (2020) Setiani Prastiwi & Rivai (2022), Fatma Fitriana & Sri Yanthy Yosepha (2023) who stated that price perception has a positive and significant effect on customer satisfaction. And in contrast to research by Apriliani et al. (2022) entitled The Influence of Price Perception, Service Quality and Facilities on Customer Satisfaction at the Water Garden Hotel Candidasa Bali, it states that price perception and facilities do not affect customer satisfaction at the Water Garden Hotel Candidasa.

CONCLUSION

From what already disscused in the previous chapter with respect to the impact of benefit quality, cost discernment on client fulfillment at Kedai Bedikari, the findings indicate a good and significant impact between Benefit Quality and Customer Fulfillment and Cost Discernment and Shopper Fulfillment. The researcher suggests that Kedai Bedikari maintains the quality of service and improves the quality of service such as providing education to

employees to always be friendly to customers, education related to how to serve customers properly. The results of this study are expected to provide input for the development of science, especially in the field of economics related to marketing management science.

REFERENCE

Apriliani, N. L. P., Anggraini, N. P. N., & Ribek, P. K. (2022). Pengaruh Persepsi Harga, Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Pelanggan Pada Water Garden Hotel Candidasa Bali. *Jurnal EMAS*, *3*(3), 217–230.

Candra, R., Handojo, W. &., & Waloejo, D. (2020). *PENGARUH KUALITAS PELAYANAN, HARGA, DAN CITRA PERUSAHAAN TERHADAP KEPUTUSAN PENGGUNAAN JASA PT POS INDONESIA PASAR JOHAR KOTA SEMARANG*.

Christanto, Y. M., & Santoso, S. (2022). The influence of service quality, corporate image, and customer satisfaction on customer loyalty in banking sector in Yogyakarta. *International Journal of Research in Business and Social Science*, *11*(7), 09–16. https://doi.org/10.20525/ijrbs.v11i7.2025

Damayanti, A. F., & Indriani, F. (2021). ANALISIS PENGARUH KUALITAS LAYANAN, PERSEPSI TERHADAP HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN JASA (Studi pada pengguna layanan pengiriman barang J&T Express). *DIPONEGORO JOURNAL OF MANAGEMENT*, *10*(3). http://ejournal-s1.undip.ac.id/index.php/dbr

Dea, N. L. P., Sari, A., Dwi, N. M., & Mayasari, A. (2022). PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI TOKO GROSIR TIRTA YASA KECAMATAN BANJAR. *Jurnal Manajemen Dan Bisnis*, *4*(1).

Fatma Fitriana, & Sri Yanthy Yosepha. (2023). PENGARUH PROMOSI DAN PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN PADA PRODUK HANDPHONE OPPO DI SHOPEE WILAYAH JAKARTA TIMUR. *Jurnal Inovatif Mahasiswa Manajemen*, *3*(3), 224–236. https://doi.org/10.35968/fg9d2a95

Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Badan Penerbit Universitas Diponegoro.

Haq, D. D., & Setiawan, M. B. (2022). Pengaruh Persepsi Harga dan Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan (Studi Pada Pelanggan Koncocetak). *Jurnal Seiko*, *4*(3), 308–324.

Kotler, P., & Amstrong. (2018). *Prinsip-prinsip Marketing Edisi Ke Tujuh* (7th ed.). Salemba Empat.

Palelu, David Reynaldi Gunawan, Willem J.FA Tumbuan Tumbuan, & Rotinsulu Jopie Jorie. (2022). Pengaruh Persepsi Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Kamsia Boba Di Kota Lawang. *Jurnal EMBA*, *10*(1), 68–77.

Perdana, F. I. (2019). PENGARUH KUALITAS PELAYANAN, HARGA, DAN LOKASI TERHADAP KEPUTUSAN PENGGUNAAN JASA PT. POS INDONESIA SURABAYA. *Jurnal Ilmu Dan Riset Manajemen*.

Perdanakusuma, A. M., & Santi Budiani, M. (2024). *Hubungan Kualitas Pelayanan terhadap Keputusan Pembelian di Barbershop X Realitonship between Service Quality And Purchasing Decision at Barbershop X*. *11*(03), 1400–1410. https://doi.org/10.26740/cjpp.v11n3.p1400-1410

Priansa, J. D. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Alfabeta.

Retno, D. (2020). Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Kepuasan Konsumen Studio Fotografi Calista Yogyakarta. *JURNAL TATA KELOLA SENI*, *6*(1), 53–65. https://doi.org/10.24821/jtks.v6i1.4115

Ridwan, S., Ermansyah, M. J., & Apriyana, N. (2024). PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN PADA ORANGE

SUPERMARKET DI MERAUKE TOWN SQUARE. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, *8*(2), 1048–1070. https://doi.org/10.31955/mea.v8i2.4116

Rizky Ardiana Sukmawan, & Bangun Putra Prasetya. (2024). Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Kepuasan Konsumen Rony Barbershop Bantul. *Journal Economic Excellence Ibnu Sina*, *2*(2), 44–55. https://doi.org/10.59841/excellence.v2i2.1291

Rutjuhan, A., & Ismunandar, I. (2020). Pengaruh Fasilitas dan Lokasi Terhadap Kepuasan Pelanggan : Studi Kasus Mahfoed Life Gym. *Pamator Journal*, *13*(1), 105–109. https://doi.org/10.21107/pamator.v13i1.7015

Sayekti, F., Tarigan, B., Endang Wijayanti, L., & Utami, R. (2022). The Influence of Service Quality Dimensions on Service User Satisfaction. *Maret*, *9*(1), 16–27.

Setiani Prastiwi, E., & Rizal Rivai, A. (2022). Pengaruh Kualitas Produk, Citra Merek, dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan. *SEIKO : Journal of Management & Business*, *5*(1), 2022–2244. https://doi.org/10.37531/sejaman.v5i1.1556

Siregar, S. (2017). *Statistik Parametrik Untuk Penelitian Kuantitatif* (1st ed.). Bumi Aksara.

Soliha, E. (2020). *PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN LOKASI TERHADAP KEPUASAN PELANGGAN (STUDI PADA WARUNK UPNORMAL SEMARANG).*

Solomon Michael R. (2017). *Consumer Behaviour: Buying, Having, and Being* (12th ed.). Pearson Education Internasional.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Tjipjono, F. (2014). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian,*. Andi Offset.

Wahyuni, R. C., & Waloejo, H. D. (2020). PENGARUH KUALITAS PELAYANAN, HARGA, DAN CITRA PERUSAHAAN TERHADAP KEPUTUSAN PENGGUNAAN JASA PT POS INDONESIA PASAR JOHAR KOTA SEMARANG. *Jurnal Ilmu Administrasi Bisnis*, *9*(1), 191–197. https://doi.org/10.14710/jiab.2020.26300