

The Influence of Service Quality, Brand Image and Price Regarding J&T Express Drop Center Customer Satisfaction Ciomas, Bogor Regency

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ABSTRACT

This research aims to determine consumer responses regarding service quality, brand image, price, and consumer satisfaction and determine the influence of service quality, brand image, and price on consumer satisfaction at the J&T Express Drop Center Ciomas. The method used in this research is quantitative descriptive and verification. The sample used in the study was 98 in distributing the questionnaire. The data analysis technique uses an ordinal scale that analyzes multiple regression, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing. Consumer responses to service quality and brand image are sufficient, consumer responses to price are dissatisfied and responses to consumer satisfaction are adequate. The research results show that service quality, brand image, price, and consumer satisfaction simultaneously and partially have a positive and significant effect on consumer satisfaction at the J&T Express Drop Center Ciomas, Bogor Regency.

INTRODUCTION

Nowadays, delivery services are very much needed, and almost every day people use them for personal and business purposes. Online shopping is becoming more popular nowadays because it is easy to get the items they want without having to leave the house, and the goods can arrive quickly. This has led to an increase in demand for goods delivery services, resulting in the emergence of many delivery service companies, resulting in increasingly fierce competition in this industry. Currently, there are many shipping companies that offer the same services and prices for the same types of goods.

Delivery service companies are competing to win the market by retaining their customers, one of which is through customer satisfaction. The concept of customer satisfaction has become an important concept in business management and planning. Customers usually expect that the products they buy can be received and enjoyed along with good and satisfying service. Customer satisfaction can shape perceptions, and this can place the company's products in the eyes of customers. Kotler and Keller (2016) state that customer satisfaction is the level of a person's feelings after comparing the perceived performance of a product or service with their expectations. The better the company's performance in providing services to customers or consumers regarding the products or services offered, the better the customer interaction. On the other hand, if the company's performance is poor in providing services to customers or subscribers regarding the products or services offered, then customers will not be satisfied. Several things can influence customer satisfaction with a product or service, such as service quality, brand image, and price.

Service quality is defined as the suitability and degree of capability of all product and service attributes provided to fulfill consumer expectations. Brand image is the overall picture a customer has of a brand and their previous experiences with it. Meanwhile, price can be the amount of money paid for a product or service or the amount of value exchanged by customers to gain profits, own or use the product or service. If the service is received or felt as expected, the product brand image is good and the price given is appropriate, then the customer will perceive the product or service well, resulting in customer satisfaction and encouraging the customer to make the next purchase and perhaps become a loyal customer.

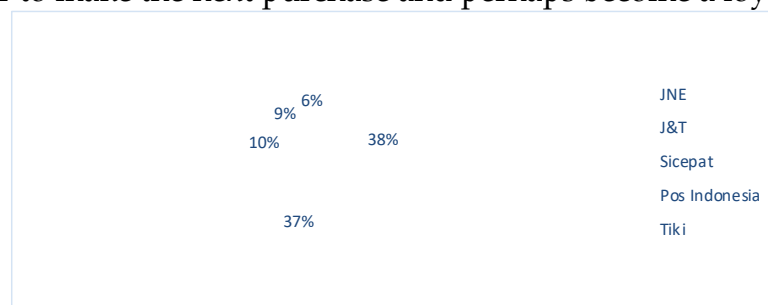


Figure 1. Delivery Service Users in 2023

The number of sending service users in Indonesia in 2023 will be JNE, J&T Express, Sicepat, Pos Indonesia, and Tiki. The J&T Express goods delivery company is based on IT system development and has a competitive advantage that cannot be underestimated by its competitors.

Based on the results of the pre-survey assessment of customer satisfaction, it can be concluded that J&T Express Drop Center Ciomas customer satisfaction is still low. J&T Express Drop Center Ciomas has made every effort to improve customer satisfaction, but this has not produced maximum results, with the low number of customers using J&T Express Drop Center Ciomas services.

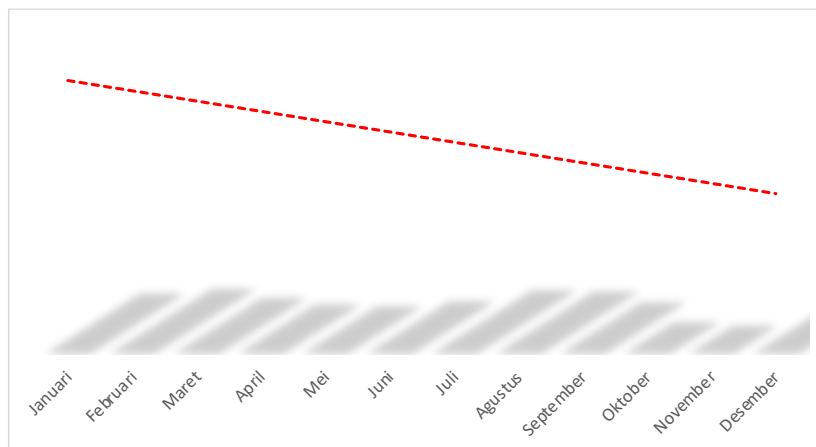


Figure 2. J&T Express Drop Center Delivery Service User Data 2023

The number of data on users of the J&T Express delivery service in 2023 does not reach the target, and the bar graph tends to fluctuate. This is due to the many shipping competitors who have almost the same advantages as J&T Drop Center Ciomas. Service quality, brand reputation, and shipping costs can also be to blame.

Service quality is assessed based on the physical facilities provided by the company to customers, such as good and attractive buildings, comfort of the place, completeness, facilities offered, and neatness of employees through the following pre-survey:

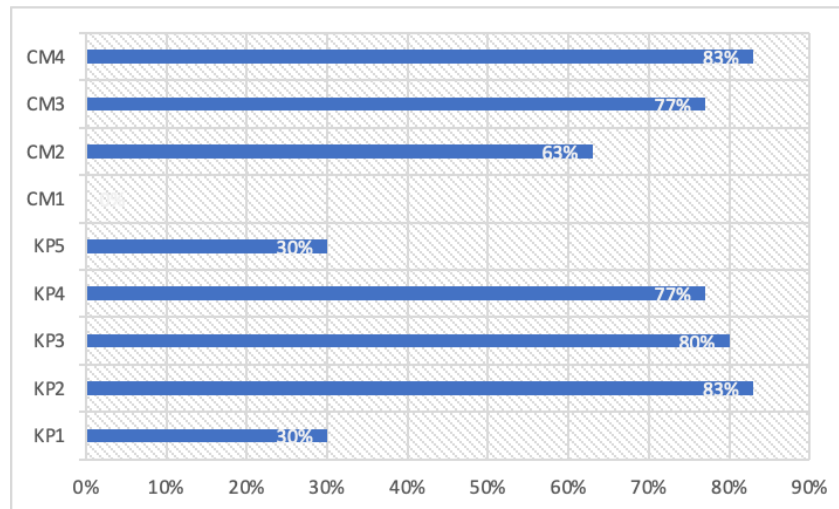


Figure 3. Pre-Survey Results of Service Quality and Brand Image

Based on the pre-survey results, it shows that service quality is still low, where 83% of respondents stated that the J&T Express Drop Center Ciomas was not on time in delivering packages, 80% of respondents stated that there were errors in package delivery and 77% stated that it was not safe in delivering packages. So it can be concluded that the quality of J&T Express Drop Center Ciomas service is still low. Apart from that, as many as 63% of customers stated that the J&T Express delivery service stated that J&T Express had a poor reputation in Bogor, 77% of service users stated that J&T Express did not have its appeal in Bogor and 83% of customers stated that J&T Express was not the main choice in choose a goods delivery service. This shows that apart from service quality, the brand image of the J&T Express Drop Center Ciomas delivery service is also not good.

Apart from service quality and brand image, the factor causing low customer satisfaction is price. J&T Express Drop Center Ciomas charges more expensive fares with the same estimated delivery time and lower prices than its competitors. For example, for regular package delivery from Bogor to Jakarta, with an estimated delivery time of one day, J&T Express Drop Center Ciomas sets a price of IDR 10,000,-, which is of course slightly more expensive than competitors such as JNE which is only sets a price of IDR 9.000, and TIKI which only sets the price at IDR 8,000.

Considering that it is important for companies to pay attention to service quality, brand image, and price of a product to increase customer satisfaction, the study aims to interpret 1) customer responses to service quality, brand image, price and customer satisfaction and 2) understand the impact of brand service quality, Brand image and price on customer satisfaction.

LITERATURE REVIEW

When someone buys or uses a product, they take decisions and actions known as consumer behavior. This includes their decisions about when they bought it, how they used it, and whether or not they would buy the product again. One form of consumer behavior is customer satisfaction. Customer satisfaction is the level of customer satisfaction, happiness and positive perception of the products, services or experiences provided by a company. When customers are satisfied, they feel that the company has met their expectations and provided the desired value. According to Irawan (2015), customer satisfaction is the result of consumers' or customers' experiences using products and services. After purchasing the product and using it, customers feel satisfied because of its good quality. When customers are satisfied with the services provided by the company, the company will receive responses and feedback from customers directly, which is a positive sign that the company really cares about its customers. There are several factors that can influence customer satisfaction, 3 (three) of which are service quality, price and brand image.

Kotler and Keller (2019), service quality can also be defined as the customer's assessment of the level of service received and the expected level of service. If the service is received or felt as expected, then the quality of the service is perceived as good and satisfactory. The satisfaction that has been formed can encourage customers to buy other products and become loyal customers. There are several things that companies can consider in improving service quality, such as identifying the main factors that influence service quality, managing customer expectations, managing evidence of service quality, educating consumers about services, fostering a quality culture, following up on services, and developing service-based information systems. Companies need to create quality services because today's business people are required to improve and prioritize quality as a top priority so that every business has only one choice: to implement a more professional and sustainable quality concept. This results in higher customer satisfaction while supporting product purchases.

Consumers who have a positive impression of a brand will be more likely to make a purchase because their brand image is related to their perception of the brand. According to Rangkuti (2017), brand image is consumers' perception of a brand with associations that are embedded in their memories. Brand image can influence consumers' decisions to buy certain products or brands that suit their wishes. There are various benefits obtained by companies by forming a brand image in consumer perception, such as 1) making it easier to handle and organize products, 2) creating associations that differentiate products from competitors, 3) improving product quality, 4) as a competitive advantage and 5) regarding future income. Apart from the company, the benefits obtained when the company can create a brand image in the minds of consumers are that it makes it easier for

consumers to research products and services and helps consumers obtain quality goods.

Apart from service quality and brand image, another factor that influences customer satisfaction is price. Kotler and Armstrong (2014), price can be defined as the amount of money paid for a product or service or the value that consumers obtain as a result of owning or using the product or service. Prices are set by the industry in various ways. In large companies, pricing is usually done by division and product line managers. Customers must explore more information about prices during the process of making customers feel satisfied after making a purchasing decision because their perception of product prices can be used to standardize product quality based on the product's price value. Total revenue and costs can be affected by pricing, which is important. Price is often linked to consumer quality, and consumers tend to use price as a measure of the potential quality or satisfaction of a product. Price is not just a number on a label or item. For many years, prices were usually set through negotiations between sellers and buyers. For many years, price has been considered a major factor influencing purchasing decisions.

Hypothesis Development

The high development of e-commerce businesses automatically depends on the possibility of potential delivery service businesses. Currently, companies are emerging that operate in the delivery service sector. These businesses compete to win the market and retain their customers. There are many ways to retain customers, one of which is by providing customer satisfaction. The concept of customer satisfaction has become an important concept in business management and planning. Customers usually expect that the products they buy can be received and enjoyed along with good and satisfying service. Customer satisfaction can shape perceptions, and this can place the company's products in the eyes of customers. Several types of factors are considered by consumers to remain with a company, including product quality, price, service quality, emotional factors, and cost and convenience. This strengthens research by Diah and Prahasta (2019), Suwandi and Suroso (2020), and Santoso, et al (2023) which stated that service quality, brand image, and price simultaneously have a positive and significant effect on customer satisfaction.

Service quality, according to Tjiptono (2018), is described as a comparison between the quality of service provided by the company to customers compared to customer expectations. Five dimensions of service quality—reliability, responsiveness, assurance, empathy, and physical evidence—can be used to determine the quality of service perceived by customers. If service quality is managed appropriately, customer satisfaction will increase. This means that the better the customer service, the more satisfied the customer. This is in line with studies from Suwandi and Suroso (2018) and Diah and Prahasta (2019) that service quality has a positive and significant effect on customer satisfaction.

Brand image is a type of perception that customers have when remembering a particular brand. One of the factors that can influence customer satisfaction, according to Suwandi and Suroso (2018), is a good brand reputation in the community, good service, and competitive pricing. This shows that customer satisfaction will increase if the company has a better brand image. Other research from Diah and Prahasta (2019) and Yana (2020) said the same thing that brand image has a positive and significant effect on customer satisfaction.

Price is defined as the sacrifice that customers make to obtain certain goods or services. According to Diah (2018), Laksono (2019), and Setiawan (2018), setting prices in line with customer expectations will increase customer satisfaction. The same results were also found in other studies conducted by Suwandi and Suroso (2018) and Diah and Prahasta (2019). The research results show that price has a positive and significant effect on customer satisfaction; in other words, the higher the price offered to customers, the more satisfied they are.

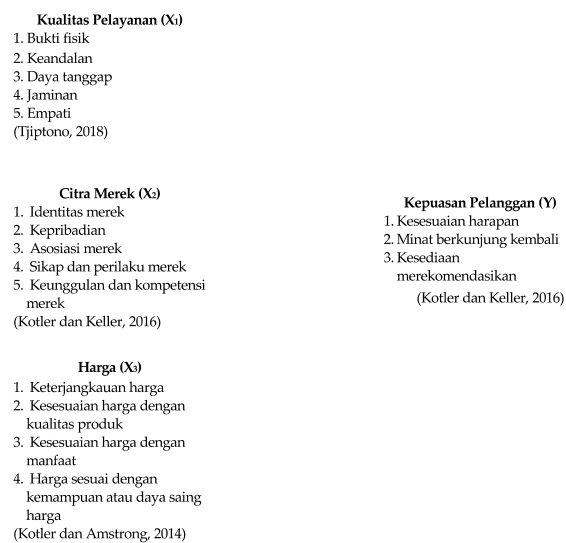


Figure 4. Framework of Thought

METHODOLOGY

The study objects chosen in the study were J&T Express Drop Center Ciomas consumers with a total of 98 consumers as the study sample. The sampling method used is non-probability sampling through purposive sampling, which is a method of taking samples deliberately with certain considerations. The method for collecting information uses a questionnaire that has been tested for validity and reliability. The data analysis method uses description analysis, verification, and multiple linear analysis in prerequisite testing. After testing the instrument, multiple regression analyses, multiple

linkages, and determinant coefficients were carried out. Then we test the hypotheses together (F test) and test them individually (t test). The instrument testing results were declared consistent and reliable. The results of the prerequisite test stated that the information was normally distributed, there were no multicollinearity problems in the study and the results of the heteroscedasticity test indicated that the scatter plot did not form a particular model so the regression did not have heteroscedasticity. The operational factors for this study are presented in the following table.

Table 1 Operational Factors

No	Factor	Konsep Faktor	Measuring Scale
1	Kualitas pelayanan (X1)	Efforts to fulfill customer needs and desires and accuracy of delivery to match customer expectations.	Ordinal
2	Brand image (X2)	Consumer perceptions about a brand are a reflection of the associations that exist in the consumer's mind.	Ordinal
3	Price (X ₃)	the amount of money charged for a product or service, or the value that consumers exchange for the benefits of owning or using the product or service.	Ordinal
4	Customer satisfaction (Y)	The level of a person's feelings after comparing the perceived performance of a product/service with expectations.	Ordinal

RESULTS AND DISCUSSION

Validity Test

Validity tests are carried out to measure the statements in the questionnaire. According to (Sugiyono, 2018), validity tests are used for measurements that should be measured. The validity of data is achieved if the statement is able to express what will be expressed. The results of the validity test on all statement items in this research show that all statement items on the variables of service quality, brand image, price and customer satisfaction are declared valid, because the calculated r is greater than the r table (0.3).

Reliability Test

Reliability testing is useful for determining the accuracy of questionnaire scores, meaning that if the research instrument is tested on the same group, even at different times, the results will be the same. The reliability test results show that the Cronbach Alpha value for all variables is greater than 0.60; so the results are reliable.

Classic Assumption Test

1. The normality test is a test to test whether in the regression model, the confounding or residual variables have a normal distribution.

Table 2 Normality Test with Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,28181427
Most Extreme Differences	Absolute	,111
	Positive	,111
	Negative	-,060
Test Statistic		,111
Asymp. Sig. (2-tailed)		,155 ^c

The research has a normal distribution with a Sig value of 0.155, meaning the Sig value is greater than 0.05.

2. The multicollinearity test aims to test whether the regression model finds any correlation between the independent variables.

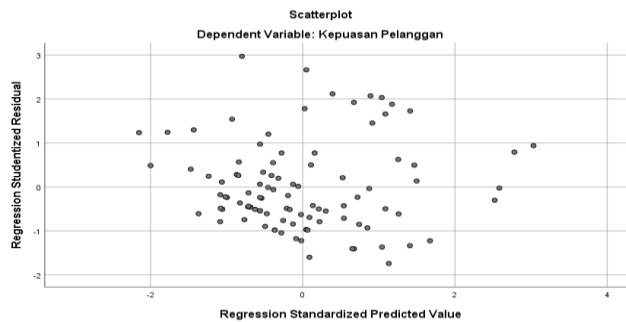
Table 3 Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Service Quality	,985	1,016
2	Brand Image	,995	1,005
3	Price	.980	1,021

a. Dependent Variable: Customer satisfaction

There is no multicollinearity problem in the regression model for the variables service quality, brand image, price because the VIF value is <5 and the tolerance value is more than 0.05.

3. The heteroscedasticity test is a test to test whether in a regression model there is an inequality of variance from the residuals of one observation to another observation.



The Scatterplot graph shows an unclear pattern and the number 0 above and below the Y point. This shows that the regression model does not show heteroscedasticity and can be used to predict each variable in this study.

Consumer Responses to Service Quality, Brand Image, Price and Customer Satisfaction

The results of consumer responses are seen from the quality of service, namely 2.82 in the sufficient category. This illustrates that the quality of service at the company is quite good based on physical evidence, reliability, responsiveness, guarantee and Empathy. The brand identity, personality, associations, attitudes, and behavior as well as the advantages and competencies of the J&T Express brand are generally quite good, according to employee responses to the brand image variable, which is considered quite good. Employee comments on the price variable were 2.56 which was considered inappropriate. This shows that J&T Express prices are usually not appropriate based on affordability, suitability, competitiveness, and price according to ability. The customer satisfaction variable is considered sufficient by employees, with a value of 2.69. This shows that J&T Express customers are generally satisfied with affordable prices, suitability, price competitiveness with benefits, and prices commensurate with capabilities

The Influence of Service Quality, Brand Image, Simultaneous and Partial Prices on Customer Satisfaction

In interpreting the impact of service quality, brand image and price on J&T Express customer satisfaction, it can be analyzed through multiple linear regression, here is a summary of the calculation results:

Table 2 Summary of Calculation Results of Service Quality, Brand Image and Price on Customer Satisfaction

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,124	4,773		2,750	,007
	Kualitas pelayanan (X ₁)	,499	,129	,065	3,767	,005
	Citra merek (X ₂)	,253	,095	,224	2,656	,009
	Harga (X ₃)		,120	,536	6,295	,000
	t _{tabel}	1,661				
	F _{hitung}	15,639				
	Sig	0,000				
	F _{tabel}	3,09				
	R	,819				
	R ²	,671				
	Adjusted R ²	,312				
	Alpha (a)	,050				

Sumber : Output pengolahan data dengan SPSS 26, 2024

The regression equation pattern in the estimated model is $Y = 13.124 + 0.499X_1 + 0.253X_2 + 0.754X_3 + e$. Multiple correlation analysis shows a correlation figure of 0.819, meaning it has a very strong or positive correlation. Meanwhile, the R square value is 0.671 or 67.1%. This illustrates that the percentage of contributors to the impact of service quality, brand image, and price factors on purchasing decisions is 67.1% while the remaining 32.9% is influenced by other variables not included in this study pattern such as product quality, emotional factors, cost and convenience (Kotler and Keller, 2016).

The Fcount assessment is 15.639 and the Ftable assessment is 3.09, so the Fcount is the largest of Ftable ($15.639 > 3.09$) it can be concluded that if Ho is rejected and Ha is accepted, it means that the degree of confidence is 95%, simultaneously service quality (X₁), image brand (X₂) and price (X₃) have a positive and significant impact on the customer satisfaction factor (Y). This strengthens the research results of Suwandi and Suroso (2020) stating that there is a significant impact simultaneously between service quality, brand image, and price on customer satisfaction.

Service quality obtained a tcount value of 3.767 and a ttable value of 1.661, meaning tcount > ttable ($3.767 > 1.661$). So Ho is rejected and Ha is accepted, meaning that service quality (X₁) has a positive and significant impact on customer satisfaction (Y). This strengthens research by Novrianda (2023), Putranto (2021) and Wati (2021), stating that service quality has a positive impact on customer satisfaction.

The brand image obtained a tcount value of 2.656 and a ttable value of 1.661, meaning $t_{count} > t_{table}$ ($2.656 > 1.661$). So H_0 is rejected and H_a is accepted, meaning that brand image (X2) has a positive and significant impact on customer satisfaction (Y). This strengthens research by Triyadi (2021) and Suwandi and Suroso (2020), stating that brand image has a positive impact on customer satisfaction.

The price obtained a tcount value of 6.295 and a ttable value of 1.661, meaning $t_{count} > t_{table}$ ($6.295 > 1.661$). So H_0 is rejected and H_a is accepted, meaning that price (X3) has a positive and significant impact on customer satisfaction (Y). This strengthens research by Kusmargiani (2020) and Setiawan (2018), stating that price has a positive impact on customer satisfaction.

Based on the results of individual hypothesis testing, it can be concluded that the influence of price is the most dominant factor influencing customer satisfaction at J&T Express Drop Center Ciomas. Price is an important component in sales and customer satisfaction levels. Price plays an important role in the marketing mix because pricing is directly linked to company revenue. For companies, setting prices must be in accordance with the consumer's economy so that consumers can buy the goods. For consumers, price is a consideration in making a decision to buy the item and is also a description of the product.

CONCLUSION

Based on the results of the study, it can be concluded that consumer responses to service quality are considered sufficient, brand image is considered sufficient, prices are considered inappropriate and customer satisfaction is considered sufficient. Simultaneous testing shows that service quality, brand image, and price have a positive and significant influence on consumer satisfaction at J&T Express Drop Center Ciomas. Tests with each show that service quality, brand image, and price have a positive and significant influence on consumer satisfaction at J&T Express Drop Center Ciomas.

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