

The Influence of Promotions and Prices on Consumer Satisfaction at Pontis Kopi & Yard Sukabumi Regency

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ABSTRACT

Consumer satisfaction is the level of a person's feelings when receiving the product or service offered and comparing the performance of the product or service received with the expectations they have. This study aims to determine the effect of promotion and price on customer satisfaction at Pontis Coffee & Page Sukabumi Regency. This study uses descriptive and verification research with a survey method. The sample in this study were 100 people using non a probability sampling technique with an accidental sampling procedure. Data collection techniques through interviews, observations, questionnaires and literature studies. The data analysis used is multiple linear regression analysis. The results showed that simultaneously and partially the promotion and price variables had a positive and significant effect on consumer satisfaction at Pontis Coffee & Page Sukabumi Regency

INTRODUCTION

The development of the business world in the current era of globalization has seen a significant increase. One of the businesses currently trending is the food and beverage industry. This is evident from the growing number of café businesses with a substantial customer base. Pontis Kopi & Halaman is a café with a semi-indoor and outdoor concept, offering an attractive menu of food and drinks. However, recently, the promotion efforts of Pontis Kopi & Halaman have not been optimal, and there have been several complaints from consumers regarding its products. These issues have become factors in consumer decision-making, resulting in a decline in sales target achievement. Below are the sales target and actual sales data of Pontis Kopi & Halaman in 2021:

Table 1. Pontis Kopi & Halaman Sales Report Data

Month	Target (Rp)	Actual (Rp)	Achievement (%)	Description
January	50,000,000	46,311,394	92.62	Not achieved
February	50,000,000	44,093,916	88.18	Not achieved
March	50,000,000	44,830,563	89.66	Not achieved
April	50,000,000	35,263,407	70.52	Not achieved
May	50,000,000	67,936,769	135.87	Achieved
June	50,000,000	47,113,021	94.22	Not achieved
July	50,000,000	29,601,729	59.20	Not achieved
August	50,000,000	32,719,617	65.43	Not achieved
September	50,000,000	54,046,581	108.09	Achieved
October	50,000,000	58,821,995	117.64	Achieved
November	50,000,000	40,089,746	80.17	Not achieved
December	50,000,000	43,816,654	87.63	Not achieved
Total	600,000,000	544,654,392	1,089.32	
Average	50,000,000	45,387,86	90.76	Not achieved

Source: Pontis Kopi & Halaman, 2021

Based on the table, it can be seen that the revenue of Pontis Kopi & Halaman reflects fluctuating sales throughout 2021. Sales achievement reached 135.87% in May but dropped again to 59.20% in July. This decline was due to social restrictions that required the café to limit the number of visitors during the Covid-19 pandemic, as well as the strict dine-in regulations. Subsequently, sales exceeded the target in September, achieving 108.09%, and in October, reaching 117.64%. This increase occurred as customers were allowed to dine in again, in accordance with government regulations permitting a minimum of 50% of the café’s visitor capacity, alongside the implementation of health protocols for every customer. Below is a comparison of food and beverage prices at various cafés in Sukabumi Regency:

Table 2. Comparison of Food and Beverage Prices

No.	Café Name	Food/Beverage Menu	Price (Rp)
1	Jalankekopi	a. Es kopi aren	18,000
		b. Chocolate ice	18,000
		c. French fries	24,000
2	Dandia Coffee & Restaurant	a. Es kopi pandan	18,000
		b. Chocolate ice	23,000
		c. French fries	15,000
3	Kedai Nagrak 453	a. Es kopi gula aren	15,000
		b. Vanilla ice	15,000
		c. French fries	15,000
4	Simma Coffee & Society	a. Es kopi aren simma	20,000
		b. Tiramisu choco	25,000
		c. French fries	20,000
5	Pontis Kopi & Halaman	a. Es kopi pontis	22,000
		b. Chocolate ice	22,000

No.	Café Name	Food/Beverage Menu	Price (Rp)
		c. French fries	18,000

Source: Processed from researcher’s data, 2024

Based on Table 2, the price comparison between Pontis Kopi & Halaman and other similar cafés in Sukabumi Regency is highly competitive. This is evident from the varying prices, even for the same types of food and beverages. The prices offered by Pontis Kopi & Halaman are relatively affordable compared to other cafés. Therefore, the prices offered must align with the results delivered in order to satisfy customers. Below is Table 3, showing customer complaints from 2020 to 2021 at Pontis Kopi & Halaman.

Table 3. Customer Complaints

No.	Type of Complaint	Number of Complaints (people)		Change (%)	Description
		2020	2021		
	Promotion				
1	Promotions on social media (Instagram and Facebook) are unattractive	35	39	11.4	
2	Events held by Pontis Kopi & Halaman are uninteresting	22	36	63.6	
3	Rarely offering promotions/ discounts on food and beverage products	19	25	24	
	Average (%)	25.3	33.3	33	
	Pricing				
4	Prices do not match the quality offered	33	45	26.6	
5	Prices do not meet expectations	17	25	32	

No.	Type of Complaint	Number of Complaints (people)	Change (%)	Description
6	Prices are too high (overpriced)	22	28	21.4
	Average (%)	24	32.6	26.7

Source: Pontis Kopi & Halaman, 2021

In addition to conducting observations at Pontis Kopi & Halaman, the researcher also conducted a pre-survey by distributing questionnaires to 30 customers of Pontis Kopi & Halaman. The pre-survey was conducted over three days, from August 24 to 26, 2022, to gather customer feedback on their satisfaction regarding the promotions and pricing at Pontis Kopi & Halaman. Below are the results of the pre-survey on customer satisfaction at Pontis Kopi & Halaman.

Table 4. Pre-Survey Results on Customer Satisfaction

No.	Indicator	Statement	Yes	No	Interpretation
1	Expectation Match	The service I received at Pontis Kopi & Halaman met my expectations	18	12	40% of respondents stated that the service provided by the staff at Pontis Kopi & Halaman did not meet their expectations
2	Intention to Revisit	I am interested in visiting Pontis Kopi & Halaman again	14	16	54% of respondents chose not to revisit Pontis Kopi & Halaman
3	Willingness to Recommend	I am willing to recommend Pontis Kopi & Halaman to friends and family	12	18	60% of respondents chose not to recommend Pontis Kopi & Halaman to friends and family
	Total		44	46	

No.	Indicator	Statement	Yes	No	Interpretation
	Average customer satisfaction feedback	48%	52%	52% of respondents stated that they were dissatisfied with the service provided by Pontis Kopi & Halaman	

Source: Pre-survey research, processed data, 2022

The factors suspected to influence customer satisfaction include promotion. Promotion is conducted to attract buyers and showcase the brand to consumers, so that the products or services offered become known and attract consumer attention. Not only does it capture consumer interest, but consumer attraction to the product can occur repeatedly. To understand consumers' perceptions of promotion, here are the results of the pre-survey:

Table 5. Pre-Survey Results on Promotion

No.	Indicator	Statement	Yes	No	Interpretation
1	Promotion Message	The promotional message delivered via social media was good	12	18	60% of respondents rated the promotional message as not good
2	Promotion Media	The promotional media used by Pontis Kopi & Halaman to market its products to consumers was good	15	15	50% of respondents rated the promotional media as good, while 50% rated it as not good
3	Promotion Timing	The timing of each promotion carried out by Pontis Kopi &	10	20	67% of respondents rated the timing of promotions conducted by

No.	Indicator	Statement	Yes	No	Interpretation
		Halaman was appropriate			Pontis Kopi & Halaman as inappropriate
	Total		37	53	
	Average consumer feedback on promotions	41%	59%	59% of respondents rated the promotions as ineffective, particularly in terms of the promotion message, media, and timing	

Source: Pre-survey research, processed data, 2022

Aside from promotions, another factor suspected to influence customer satisfaction is price. In sales, there are some buyers who are very sensitive to price factors (using price as the sole consideration when purchasing a product), while others are not. To understand consumer perceptions of price, here are the results of the pre-survey:

Table 6. Preliminary Pre-Survey Results on Price

No	Indicator	Statement	Yes	No	Interpretation
1	Price affordability	The prices of Pontis Kopi & Halaman products are affordable for consumers.	13	17	57% of respondents rated the prices as not affordable for consumers.
2	Price-quality match	The prices of Pontis Kopi & Halaman products match the quality provided.	12	18	60% of respondents rated the prices as not aligned with the quality.

No	Indicator	Statement	Yes	No	Interpretation
3	Price-benefit match	The prices of Pontis Kopi & Halaman products reflect the benefits I receive.	10	20	67% of respondents rated the product benefits as not aligned with the set prices.
4	Price competitiveness	The prices of Pontis Kopi & Halaman products are competitive with other products.	14	16	54% of respondents rated the prices as not competitive, making them relatively more expensive.
	Total		49	71	
	Average consumer feedback on prices		40%	60%	60% of respondents rated the prices as not suitable for consumers' purchasing power, quality, benefits, and competitiveness.

Source: Pre-survey research, processed data, 2022

LITERATURE REVIEW

Marketing

Marketing management is a human effort to achieve desired exchange outcomes and build close relationships with consumers in a way that benefits the company (Kotler and Amstrong, 2017:4).

Promotion

According to Kotler and Keller (2016:47), promotion is an activity that communicates the superiority of a product and persuades target customers to buy it. According to Kotler and Keller (2016:272), the indicators of promotion include the promotional message, promotional media, and promotion timing.

Price

According to Kotler and Armstrong (2016:181), price is the amount of money that customers have to pay to obtain a product. According to Kotler and Amstrong (2016:78), there are four (4) indicators that characterize price: price affordability, price-quality match, price-benefit match for consumers, and price competitiveness.

Customer

Satisfaction

According to Kotler and Keller (2016:153), customer satisfaction is a person's feeling of pleasure or disappointment that emerges after comparing the expected performance (outcome) of a product with the actual performance or outcome. According to Kotler and Keller (2016:140), the indicators of customer satisfaction include expectation match, intention to revisit, and willingness to recommend.

RESEARCH METHODOLOGY

Population and Sample

The population in this study consists of consumers at Pontis Kopi & Halaman. The sampling technique used was non-probability sampling with an accidental sampling procedure. Based on the Lemeshow formula (1997), the number of samples obtained was 96.04, which was then rounded up to 100 respondents at Pontis Kopi & Halaman.

Instrument Testing Method

The data instrument testing method used in this research includes validity tests, reliability tests, and classical assumption tests, which include: 1) normality test, 2) multicollinearity test, and 3) heteroscedasticity test.

Data Analysis Method

The data analysis method used is multiple linear regression analysis, multiple correlation analysis, coefficient of determination (R²) analysis, as well as hypothesis testing using F-tests (simultaneous) and t-tests (partial) to determine the effect of independent variables on the dependent variable using IBM SPSS 20 software.

RESULT AND DISCUSSION

Validity Test

The validity test in this study was conducted on 30 respondents with the following results:

Table 7. Results of the Validity Test

Variable	Indicator	Corelations (r calculated)	Decision (r table)	Description
Promotion (X1)	X1.1	0.580	0.3	Valid
	X1.2	0.640	0.3	Valid
	X1.3	0.639	0.3	Valid
	X1.4	0.651	0.3	Valid
	X1.5	0.613	0.3	Valid

Variable	Indicator	Corelations (r calculated)	Decision (r table)	Description
	X1.6	0.580	0.3	Valid
Price (X2)	X2.1	0.621	0.3	Valid
	X2.2	0.621	0.3	Valid
	X2.3	0.693	0.3	Valid
	X2.4	0.722	0.3	Valid
	X2.5	0.645	0.3	Valid
	X2.6	0.602	0.3	Valid
	X2.7	0.693	0.3	Valid
	X2.8	0.722	0.3	Valid
Satisfaction Consumer (Y)	Y1	0.606	0.3	Valid
	X2	0.669	0.3	Valid
	X3	0.655	0.3	Valid
	X4	0.667	0.3	Valid
	X5	0.673	0.3	Valid
	X6	0.601	0.3	Valid

Source: Processed Primary Data, 2024

Based on the table, the validity test results for the promotion, price, and consumer satisfaction indicators using Spearman Rank show that each instrument for these variables is declared valid. This is consistent with the condition that r calculated is greater than r table.

Reliability Test

Table 8. Results of the Reliability Test of Research Instruments

Variable	Cronbach's Alpha	Decision	Description
Promotion (X1)	0.673	0.6	Reliable
Price (X2)	0.817	0.6	Reliable
Consumer Satisfaction (Y)	0.718	0.6	Reliable

Source: Processed Primary Data, 2024

Based on the table, each variable shows a Cronbach's alpha value above 0.6. This indicates that all instruments for the variables used in this study are declared reliable.

Normality Test

According to Ghozali (2018:161), the normality test is conducted to determine whether the independent and dependent variables have a normal distribution. The results of the

normality test obtained are as follows:

Table 9. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

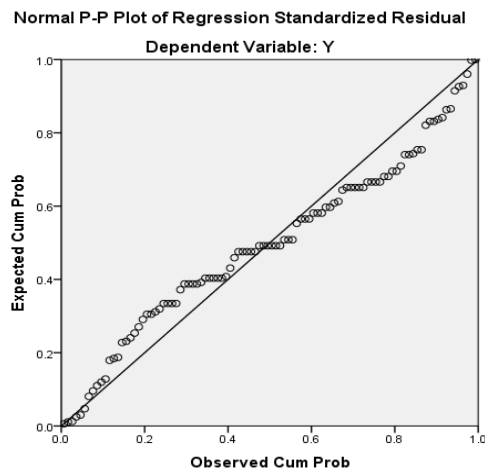
	Unstandardized Residual
N	100
Normal Parameters ^{a,b}	Mean
	Std. Deviation
Most Extreme Differences	Absolute
	Positive
	Negative
Kolmogorov-Smirnov Z	1.139
Asymp. Sig. (2-tailed)	.149

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Primary Data, 2024

Based on the table, the significance value Asymp. Sig (2-tailed) of 0.149 is greater than 0.05. According to the decision-making basis in the Kolmogorov-Smirnov normality test, it can be concluded that the data are normally distributed. Meanwhile, the results of normality testing using Normal Probability Plots are as follows:



Picture 1. Grafik Normal Probability Plots

Source: Data Primer diolah, 2024

Multicollinearity Test

According to Ghozali (2018:107), a multicollinearity test is conducted to determine whether there is multicollinearity among the independent variables and whether there is a high or perfect correlation between the independent variables in the regression model. The results of the multicollinearity test are as follows:

Table 10. Multicollinearity Test Results

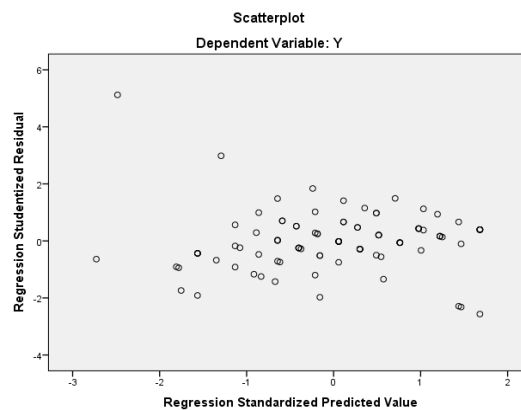
Model	Collinearity Statistic	Decision
	Tolerance	VIF
Promotion	0.521	1.918
Price	0.521	1.918

Source: Primary data processed, 2024

Based on the table, the results of the multicollinearity test show that the tolerance values for each variable are greater than 0.05 and the VIF values are less than 5. Therefore, the regression model in this research does not contain multicollinearity.

Heteroscedasticity Test

According to Ghozali (2018:137), the heteroscedasticity test aims to examine whether there is an inequality of variance in the residuals of one observation compared to another. If the variance is constant, it is called homoscedasticity, and if it differs, it is called heteroscedasticity. The results of the heteroscedasticity test in this research are as follows:



Picture 2. Result Uji Heterokedastisitas

Source: Data Primer diolah, 2024

Based on Figure 2, the heteroscedasticity test results show that the points on the Scatterplot graph are scattered in an irregular pattern, both above and below the zero or Y-axis. Therefore, it can be concluded that there is no heteroscedasticity in this regression model.

Multiple Linear Regression Analysis
 The calculation results are used to observe the simultaneous effect of promotion and price on customer satisfaction. The multiple linear regression test results using IBM SPSS 20 can be seen in the following table:

Table 11. Multiple Linear Regression

Coefficients ^a	Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	5.088	2.023		2.515
Promotion (X1)	.325	.095	.324	3.422	.001
Price (X2)	.366	.072	.479	5.062	.000

a. Dependent Variable: Customer Satisfaction (Y)
 Source: Processed Primary Data, 2024

Based on Table 11, the regression equation model is obtained as follows:
 $Y = 5.088 + 0.325X1 + 0.366X2 + \epsilon$

The resulting equation can be interpreted as follows:

1. The constant value is positive at 5.088, meaning if the variables for promotion and price remain unchanged, customer satisfaction will be positive.
2. The regression coefficient for promotion = 0.325 is positive, meaning that the promotion variable has a positive impact on customer satisfaction. This indicates that every increase in promotion will be followed by an

increase in customer satisfaction, assuming the price variable remains constant.

3. The regression coefficient for price = 0.366 is positive, meaning that the price variable has a positive impact on customer satisfaction. This indicates that every alignment of price with customer expectations will be followed by an increase in customer satisfaction, assuming the promotion variable remains constant.

Multiple Correlation Analysis Results

Multiple correlation analysis is used to determine the relationship between the promotion and price variables and customer satisfaction. The multiple correlation analysis results are shown in the following table:

Table 12. Multiple Correlation Analysis Results

Model Summary	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740a	.548	.539	1.37823	

a. Predictors: (Constant), Price (X2), Promotion (X1)
 Source: Processed Primary Data, 2024

Based on the table, the R value is 0.740, which falls into the strong and positive category (0.600-0.799), indicating a strong relationship between promotion and price with customer satisfaction.

Coefficient of Determination (R²) Analysis Results

Based on Table 12, the R Square value is 0.548 or 54.8%. This indicates that the percentage contribution of the promotion and price variables to customer satisfaction is 54.8%, while the remaining 45.2% is influenced by other factors not included in this model.

Pontis Kopi & Halaman should focus on improving the quality and price offered by providing affordable and varied prices in line with the benefits received. Additionally, Pontis Kopi & Halaman can offer discounts and attractive promotions to compete with competitors and increase customer satisfaction with their products. The impact of price on customer satisfaction is 54.8%. Meanwhile, the remaining 45.2% is influenced by other factors not included in this study, such as product, location, people, processes, and physical evidence (Lupiyoadi, 2015:58).

Hypothesis Testing

1. Simultaneous Test (F-Test)

Table 13. F-Test Results

ANOVA ^a	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	223.386	2	111.693	58.800	.000b
	Residual	184.254	97	1.900		
	Total	407.640	99			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Price (X2), Promotion (X1)

Source: Processed Primary Data, 2024

Based on the F value in the table, the calculated F is 58.800, and the table F value for $\alpha = 0.05$ with degrees of freedom $V1 = 3 - 1 = 2$ and $V2 = 100 - 2 - 1 = 97$ is 3.09. This indicates that the calculated F is greater than the table F ($58.800 > 3.09$). Therefore, it can be concluded that H_0 is rejected and H_a is accepted, meaning that at a 95% confidence level, the promotion and price variables have a positive and significant simultaneous effect on customer satisfaction at Pontis Kopi & Halaman. This is supported by research conducted by Fajar and Yani (2010), which states that price and promotion positively and significantly affect customer satisfaction simultaneously.

2. Partial Test (t-Test)

Table 14. t-Test Results

Coefficients ^a	Model	Unstandardized Coefficients	Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1	(Constant)	5.088	2.023		2.515	.014
	Promotion (X1)	.325	.095	.324	3.422	.001
	Price (X2)	.366	.072	.479	5.062	.000

a. Dependent Variable: Y
 Source: Processed Primary Data, 2024

Based on this table, the calculated t value and significance value for each independent variable can be seen. The table t value for $\alpha = 0.05$ with degrees of freedom $100 - 2 - 1 = 97$ is 1.660. The results are as follows:

a. The Effect of Promotion on Customer Satisfaction

The hypothesis test conducted to see whether there is an influence of promotion on purchase decisions statistically is as follows:

- $H_0: \beta_i \leq 0$: $\beta_i \leq 0$: Promotion does not have a positive effect on customer satisfaction at Pontis Kopi & Halaman.
- $H_a: \beta_i > 0$: $\beta_i > 0$: Promotion has a positive and significant effect on customer satisfaction at Pontis Kopi & Halaman.

Based on **Table 14**, it can be seen that the t value for the promotion variable is 3.422, which is greater than the table t value ($3.422 > 1.660$), and the significance value is 0.001, which is less than 0.05 ($0.001 < 0.05$). Thus, H_a is accepted, and H_0 is rejected, meaning that promotion has a positive and significant effect on customer satisfaction. This is supported by research conducted by Susiladewi (2020) and Nurjanah (2020), which states that promotion positively and significantly affects customer satisfaction in a partial manner.

b. The Effect of Price on Customer Satisfaction

The hypothesis test conducted to see whether there is an influence of price on purchase decisions statistically is as follows:

- $H_0: \beta_i \leq 0$: $\beta_i \leq 0$: Price does not have a positive effect on customer satisfaction at Pontis Kopi & Halaman.
- $H_a: \beta_i > 0$: $\beta_i > 0$: Price has a positive and significant effect on customer satisfaction at Pontis Kopi & Halaman.

Based on **Table 14**, it can be seen that the t value for the price variable is 5.062, which is greater than the table t value ($5.062 > 1.660$), and the significance value is 0.000, which is less than 0.05 ($0.000 < 0.05$). Thus, H_a is accepted, and H_0 is rejected, meaning that price has a positive and significant effect on customer satisfaction. This is supported by research conducted by Sudarijati et al. (2020) and Kuniawan and Hildayanti (2019), which states that price positively and significantly affects customer satisfaction in a partial manner.

CONCLUSION AND IMPLICATIONS

Based on the research findings, it can be concluded that promotion and price have a positive and significant effect, both simultaneously and partially, on customer satisfaction. Therefore, the better the promotion and the more appropriate the price offered, the higher the satisfaction felt by consumers. Consequently, the goals desired by Pontis Kopi & Halaman can be achieved.

The theoretical implications of this research highlight several important points. Regarding promotion, Pontis Kopi & Halaman should focus on enhancing product sales by creating advertisements or delivering attractive information through social media to persuade consumers to purchase their products. For the price variable, it is essential to consider the quality and prices offered by providing affordable and varied pricing in line with the benefits received. Additionally, Pontis Kopi & Halaman can offer discounts and conduct attractive promotions to compete with competitors and increase customer satisfaction with their products.

For future researchers, this study can serve as a reference and guideline. It is recommended to add other variables that have not been explored in this research to achieve more comprehensive and varied results.

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