



The Influence of Product Quality and Prices on Customer Satisfaction at Pt. Sources of Beautiful Works in Bogor City

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ARTICLE INFO

*Keywords: Product Quality,
Price and Customer
Satisfacation*

Received : 6, June

Revised : 10, July

Accepted: 25, August

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ABSTRACT

This study aims to analyze and identify the effect of product quality and price simultaneously and partially on customer satisfaction at PT Sumber Karya Indah in Bogor City. The questionnaire was distributed to 100 respondents who were taken with non-probability sampling technique. The analysis method used in this research is descriptive and verification method. The results showed that product quality and price simultaneously and partially had a positive and significant effect on customer satisfaction at PT Sumber Karya Indah Bogor. The most dominant factor affecting customer satisfaction is product quality.

INTRODUCTION

Along with increasingly sophisticated technology in this modern era, many companies are growing and developing rapidly. Currently, the business world is faced with increasingly fierce competition. To enter a competitive business environment, a business needs a plan to create its future through changes implemented now. This condition brings the business world to new, more advanced thoughts to keep up with increasingly fierce competition.

With intense competition, companies need new capabilities to be competitively successful. Consumer satisfaction is determined by the quality of goods that consumers want, so quality assurance is a top priority for every company. In an effort to fulfill consumer satisfaction, companies are required to be astute in knowing the shifting needs and desires of consumers which change almost all the time. Buyers will move after forming a perception of the value of the offer. Satisfaction after purchase depends on the performance of the offer compared to expectations.

Table 1. Production Data for 2021

Month	Target (Rp)	Realization (Rp)	Achievement (%)	Information
January	150.000.000	99.210.000	66.14	Tidak tercapai
February	150.000.000	90.670.000	60.44	Tidak tercapai
March	150.000.000	132.320.000	88.21	Tidak tercapai
April	150.000.000	88.292.000	58.86	Tidak tercapai
May	150.000.000	124.400.000	82.93	Tidak tercapai
June	150.000.000	120.932.000	80.62	Tidak tercapai
July	150.000.000	75.234.000	50.15	Tidak tercapai
August	150.000.000	133.540.000	89.02	Tidak tercapai
September	150.000.000	119.200.000	79.46	Tidak tercapai
October	150.000.000	167.070.000	111,3	Tercapai
November	150.000.000	214.400.000	142.9	Tercapai
December	150.000.000	224.600.000	149.7	Tercapai
Total	1.800.000.000	1.589.868.000		
Average	150.000.000	132.489.000	88,31	Tidak tercapai

Source : PT. Sumber Karya Indah Bogor

Based on Table 1, it can be seen that in 2021, the average sales target achievement was 88.31%. This shows that the company did not achieve the targets set. Achievement of sales targets occurred in October-December because PT. Sumber Karya Indah creates new bag innovations that are different from the others and offers year-end discounts/promos. Meanwhile, in January-September 2021 the target was not achieved. This is thought to be due to the large number of competitors who produce products with quality and prices that are more in line with consumer expectations. Failure to achieve sales targets indicates that consumer satisfaction is still low with the company's products, as well as consumer complaints regarding the quality of the products and prices offered. The following are consumer complaints about PT products. The source of Indah's work can be seen in Table 2 as follows:

Table 2. PT. Sumber Karya Indah Consumer Complaints Data for 2021

No	Complaint Criteria	Number Complaints	of Percentage (%)
1	Poor product quality, such as poor sewing, bag colors that fade easily, leather that peels easily and bag ornaments that rust quickly.	120	24,19
2	Prices that do not match product quality	85	17,13
3	Number of product availability	70	14,11
4	The service received is not as desired	67	13,50
5	Complaints were not responded to	61	12,29
6	Goods received are damaged	53	10,68
7		40	8,06
	Total	496	100

Source: Data Peneliti, Diolah, 2021.

Based on this table, it can be seen that the highest number of consumer complaints are regarding poor product quality criteria (24.19%). This is because the product quality does not meet consumer expectations, such as poor sewing, bag colors that fade easily, leather that peels easily, and bag ornaments that rust quickly. Furthermore, the second high category complaint was that the price criteria did not match the quality (17.13%). This complaint is caused by the product price being high but the quality is low. This means that this is by the theory according to Kotler and Keller (2016: 157), that the factors that influence consumer satisfaction are product quality and price.

Table 3. Comparison of Competitor Product Prices

No	Competitor Name	Product	Price (Rp)	SKI	Bag	Price
1	Bogor Tas		60.000-200.000	Prices	are	more expensive
2	Tas Tajur		150.000-250.000	Cheaper		price
3	Terminal Tas		150.000-270.000	Cheaper		price
4	Tas SKI		125.000-300.000	Prices	are	more expensive

Based on Table 3, it can be seen that the price of competing companies' products is cheaper than SKI bag products, namely IDR 125,000-300,000. Results of interviews with the manager of PT. Sumber Karya Indah Bogor on November 3 2023 regarding the causes of high product prices because they adjust to the price of raw materials for bags to maintain product quality. In this case, consumers will certainly choose cheaper prices and high quality as a comparison when making purchases. Therefore, it is best for PT. Sumber Karya Indah pays attention to policies in determining prices. As well as evaluating the quality of its products to be able to compete by retaining consumers as customers.

LITERATURE REVIEW

Marketing Management Theory

According to Suparyanto and Rosad (2015: 1), marketing management is the process of analyzing, planning, organizing, and managing programs that include conceptualizing, pricing, promoting, and distributing products, services, and ideas designed to create and maintain profitable exchanges. With target markets to achieve company goals.

Product Quality Theory

Wijaya (2019:11), product quality is the total combination of product characteristics to meet customer or consumer expectations

Price Theory

According to Kotler and Armstrong (2017: 82), price is the amount of money sacrificed for a good or service or the value that consumers exchange to obtain benefits or ownership or use of a product or service.

Consumer Satisfaction Theory

According to Tjiptono (2014: 146), consumer satisfaction is a person's feeling of happiness or disappointment with a product that arises after comparing perceptions of the performance (results) of a product with their expectations.

METHODOLOGY

Population and Sample

Sugiyono (2017: 180) defines the population as a generalized region made up of items or people with certain attributes that researchers have chosen to be examined in order to draw conclusions. The consumers of PT. Source of Beautiful Works make up the population under study. This study's sample strategy combines a purposive sampling technique with non-probability sampling. Since the population for this study was unknown, the sample size was calculated using the Lemeshow (1997) formula. The computation findings led to the conclusion that 96 customers of PT. Source of Beautiful Works made up the study's sample. However, the study's sample size was expanded to 100 respondents in order to improve the accuracy of the findings.

Data Collection Method

Primary and secondary data were the research sources used in this study, which employed a descriptive and verification research design. The following methods were used to acquire data: 1) conducting interviews; 2) witnessing events; and 3) dispersing surveys.

Instrument Testing Methods

The validity, reliability, and traditional assumption tests – which include the 1) normality, 2) multicollinearity, and 3) heteroscedasticity tests – are the data instrument testing methodologies employed in this study.

Data Analysis Methods

To ascertain the impact of the independent variable on the dependent variable using IBM SPSS 20 tools, the following data analysis techniques are employed: multiple linear regression analysis, multiple correlation analysis, analysis of the coefficient of determination (R^2), and hypothesis testing using the F test (simultaneous) and partial t test (test). To ascertain the impact of the independent variable on the dependent variable using instruments, the data analysis techniques employed include multiple linear regression analysis, multiple correlation analysis, analysis of the coefficient of determination (R^2), and hypothesis testing using the F test (simultaneous) and t test (partial). IBM SPSS 20.

RESULTS AND DISCUSSION

Validity Test

The validity test in this research was carried out on 30 respondents with the following results:

Table 4. Validity Test Results for Product Quality Variables (X1)

Variable	Statement items	Correlation (r_{hitung})	Decree (r_{tabel})	Information
Product Quality (X ₁)	X _{1.1}	0,601	0,3	Valid
	X _{1.2}	0,809	0,3	Valid
	X _{1.3}	0,621	0,3	Valid
	X _{1.4}	0,677	0,3	Valid
	X _{1.5}	0,691	0,3	Valid
	X _{1.6}	0,718	0,3	Valid
	X _{1.7}	0,721	0,3	Valid
	X _{1.8}	0,518	0,3	Valid
	X _{1.9}	0,688	0,3	Valid
	X _{1.10}	0,741	0,3	Valid
	X _{1.11}	0,609	0,3	Valid
	X _{1.12}	0,749	0,3	Valid

Source : Data Primer diolah, 2024.

Table 5. Price Variable Validity Test Results (X2)

Variable	Statement items	Correlation (r_{hitung})	Decree (r_{tabel})	Information
Price (X ₂)	X _{2.1}	0,707	0,3	Valid
	X _{2.2}	0,714	0,3	Valid
	X _{2.3}	0,545	0,3	Valid
	X _{2.4}	0,789	0,3	Valid
	X _{2.5}	0,616	0,3	Valid
	X _{2.6}	0,657	0,3	Valid
	X _{2.7}	0,725	0,3	Valid
	X _{2.8}	0,741	0,3	Valid

Source : Data Primer diolah, 2024.

Table 6. Validity Test Results for Consumer Satisfaction Variables (Y)

Variable	Statement items	Correlation (r_{hitung})	Decree (r_{tabel})	Information
Consumer Satisfaction (Y)	Y ₁	0,535	0,3	Valid
	Y ₂	0,788	0,3	Valid
	Y ₃	0,769	0,3	Valid
	Y ₄	0,695	0,3	Valid
	Y ₅	0,691	0,3	Valid

Y.6 0,782 0,3 Valid

Source : Data Primer diolah, 2024.

Each instrument variable is deemed valid based on this table, which displays the findings of a validity test conducted using Spearman Rank on indicator items for product quality, pricing, and customer happiness. The provisions state that rcount is larger than rtable.

Realibility Test

Table 7. Reliability Test Criteria

Variable	Croncah's Alpha	Decree (α)	Informatio n
Product Quality (X1)	0,894	0,6	Reliabel
Price (X2)	0,868	0,6	Reliabel
Consumer Satisfaction (Y)	0,852	0,6	Reliabel

Source : Data Primer diolah, 2024.

It is evident from the reliability testing results in the table above that each variable has a Cronbach's Alpha value higher than the minimum required value of 0.6. This demonstrates that every tool used to measure the variables in this study has been deemed reliable.

Normality Test

The purpose of the normality test, according to Ghozali (2018: 161), is to determine whether or not the independent and dependent variables have a normal distribution. Parametric statistics cannot be employed and the statistical test is invalidated if this assumption is broken. Taking satisfaction involves applying the Kolmogrov-Smirnov technique. The study's normalcy testing yielded the following results.

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual	
N		100	
Normal Parameters ^{a, b}	Mean	.0000000	
	Std. Deviation	1.71056693	
Most Extreme Differences	Absolute	.080	
	Positive	.077	
	Negative	-.080	
Test Statistic		.080	
Asymp. Sig. (2-tailed) ^c		.111	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.115	
	99% Confidence Interval	Lower Bound	.107
		Upper Bound	.124

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1502173562.

Source : Data Primer Diolah, 2024

According to the following data, Asymp.Sig (2-tailed) has a significant value of 0.111, which is higher than 0.05 (0.111 > 0.05). It can be inferred that the data is normally distributed based on the rationale used in the Kolmogorov-Smirnov normalcy test. As a result, the regression model's normalcy assumptions and

requirements have been satisfied. Meanwhile, the following are the outcomes of a normality test conducted with Normal Probability Plots:

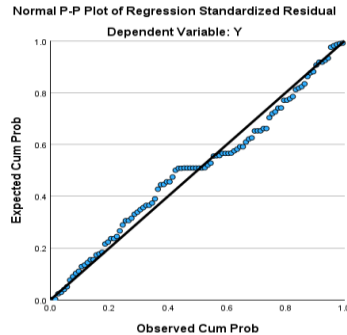


Figure 1. Normal Probability Plot Graph

Source : Data Diolah, 2024.

Multicollinearity Test

Multicollinearity is used to determine whether or not the independent variables are multicollinear and whether or not there is a high or perfect correlation between the independent variables in the regression, according to Ghozali (2018: 107). There shouldn't be any correlation between the independent variables or independent variables in a suitable regression model. Independent variables are not orthogonal if they exhibit correlations with one another. When the correlation coefficient between the independent variables is 0, the variables are said to be orthogonal. The multicollinearity test yielded the following results:

Table 9. Multicollinearity Test Results

Model	Collinearity Statistic		Keputusan
	Tolerance	VIF	
Product Quality (X ₁)	0,337	2,972	Bebas Multikolinieritas
Price (X ₂)	0,337	2,972	Bebas Multikolinieritas

Sumber : Data Diolah, 2024

The multicollinearity test results, as indicated by the above table, indicate that each variable's tolerance results are larger than 0.05 and its Variance Inflation Factor (VIF) value is less than 5. Therefore, there is no mu in the regression model used in this investigation. The multicollinearity test results, as indicated by the above table, indicate that each variable's tolerance results are larger than 0.05 and its Variance Inflation Factor (VIF) value is less than 5. Thus, multicollinearity is absent from the regression model used in this investigation. ticollinearity.

Heteroscedasticity Test

The heteroscedasticity test, also known as homoscedasticity if it is distinct from heteroscedasticity, is designed to determine whether there is an inequality of variance from the residuals of one observation to another in the regression model, according to Ghazali (2018: 137). Heteroscedasticity is the term used to describe

when the variance of the residuals varies between observations. The following are the findings of this study's heteroscedasticity test:

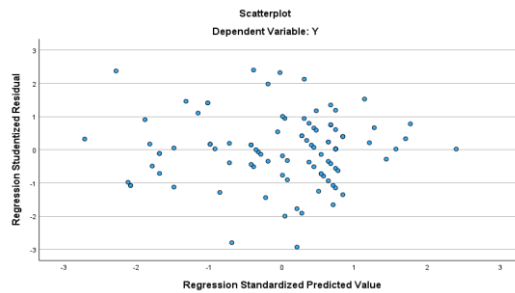


Figure 2 Heteroscedasticity Test Results

Source: Data Primer Diolah, 2024

Based on Figure 2, the results of the heteroscedasticity test using a scatterplot in the picture demonstrate that the data scatter is randomly distributed, both above and below the Y axis value 0, and does not exhibit any specific pattern. Thus, it may be said that the data do not have a heteroscedasticity issue.

Descriptive Analysis

Descriptive analysis, according to Sugiyono (2018:147), is the use of statistics to study data by characterizing or illuminating the data as it has been gathered without trying to draw broad conclusions or generalizations. Statistical tests will be used to assess the gathered data in a verifiable manner. A closed questionnaire with a Likert scale is the form that is being used. The Likert scale, according to Sugiyono (2018:152), is used to gauge an individual's or a group's attitudes, views, and perceptions on social phenomena.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to calculate the equation analysis. This formula illustrates how price and product quality affect SKI Bag customers' satisfaction. With the aid of IMB SPSS 29, the computation results to determine the impact of pricing and product quality concurrently on customer satisfaction can be observed in the simultaneous multiple linear regression test table, with the following outcomes:

Table 10. Multiple Linear Regression

Model	Coefficients ^a					Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1.025	1.089		-.942	.349		
	X1	.360	.041	.652	8.723	<.001	.337	2.972
	X2	.241	.062	.290	3.884	<.001	.337	2.972

a. Dependent Variable: Y

Source: Data Primer Diolah, 2024.

Based on Table 10's results, the coefficients (α) table in the data processing results using SPSS 29 indicates the multiple linear regression equation model for estimating customer decisions to purchase bags that are influenced by the marketing mix.

$$Y = -1,025 + 0,360 X_1 + 0,241 X_2 + \epsilon$$

The interpretation of the regression equation is as follows:

1. Product quality regression coefficient (X1) = 0.360, meaning that every time there is an increase in the product quality variable (X1) it will be followed by an increase in the consumer satisfaction variable (Y) assuming the other variables remain constant.
2. Price regression coefficient (X2) = 0.241, meaning that every time there is a match in the price variable (X2) it will be followed by an increase in the consumer satisfaction variable (Y) assuming the other variables remain constant.

The aforementioned multiple regression results demonstrate that the dependent variable, customer satisfaction (Y) PT. Sumber Karya Indah, is positively impacted by the independent variables, product quality (X1) and price (X2). This means that an increase in one of the independent variables is accompanied by an increase in the dependent variable.

Results of Multiple Correlation Analysis

By examining the R value, correlation analysis is used to examine or determine the strong correlation between the independent variables – product quality and price – and the dependent variable – customer happiness. The correlation analysis's findings are displayed in the following table:

Table 11 Results of Multiple Correlation Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.818	.814	1.72811

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Primer Diolah, 2024.

Table 11 indicates that the correlation, or R value, is 0.904, indicating that the relationship between the two variables is unidirectional and very strong. The correlation number 0.904 falls within the very strong category, and the R value interval falls within the same range, between (0.80-1,000). Customer satisfaction is directly correlated with product quality and price, which means that higher product quality and price will result in higher levels of customer happiness.

Results of Determination Coefficient Analysis (R2)

Table 11 indicates that the R Square value is 81.8%, or 0.818. This demonstrates that 81.8% of the variables that affect consumer satisfaction are related to the price and quality of the product; the remaining 18.2% are influenced by variables not covered in this study, such as social, cultural, psychological, and personal factors. By Kotler and Keller (2014), page 11.

Hypothesis Testing

1. Simultaneous Test (F-Test)

Table 4.25 Results of Simultaneous Regression Testing

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1298.912	2	649.456	217.473	<.001 ^b
	Residual	289.678	97	2.986		
	Total	1588.590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Primer Diolah, 2024.

The Ftable value for $\alpha = 0.05$ with degrees of freedom $V1 = 3-1 = 2$ and $V2 = 100-2-1 = 97$ is 3.09, based on the F value in table 4.28. Fcount is 217,473. Therefore, the calculated F ($217,473 > 3.09$) is bigger than the F table. Thus, it can be said that H_0 is rejected and H_a is accepted, indicating that the independent variables, price (X2) and product quality (X1), have a positive and substantial effect on satisfaction (Y) when taken together (simultaneously) at a 95% confidence level. Research by Mariansyah and Amirudin (2020) and Mardiyah (2022) also supports this, claiming that price has a positive and significant impact on consumer satisfaction and that product quality has a favorable and large effect on consumer contentment

2. Partial Test (t-test)

Table 4.26 T-test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.025	1.089		-.942	.349		
	X1	.360	.041	.652	8.723	<.001	.337	2.972
	X2	.241	.062	.290	3.884	<.001	.337	2.972

a. Dependent Variable: Y

Source: Data Primer Diolah, 2024.

Table 4.22 displays the significant value and the computed t-value for each independent variable. A computed t1 value of 8,723 was produced for the Price variable's t table value for $\alpha = 0.05$ with degrees of freedom, while the t table value for $\alpha = 0.05$ with degrees of freedom, $100-2-1 = 97$ of 1,660 t table, was obtained. As a result, the following outcomes are found:

a. The influence of product quality (X1) on consumer satisfaction (Y)

Hypothesis testing is carried out to see whether or not there is an influence of product quality (X1) on consumer satisfaction (Y) statistically as follows:

$H_0: \beta_i \leq 0$: Product quality has no positive and significant effect on consumer satisfaction at PT. Source of Beautiful Works in Bogor City.

$H_a: \beta_i > 0$: Product quality has a positive and significant effect on consumer satisfaction at PT. Source of Beautiful Works in Bogor City.

Table 4.28 shows that the product quality variable (X1)'s tcount has a value of 8.723 that is greater than the ttable ($8.723 > 1.660$) and that the significant value of 0.000 is less than the 0.05 threshold ($0.000 < 0.05$). As a result, H_0 is rejected

and H_0 is accepted, indicating that product quality has a significant and positive impact on customer satisfaction. The findings of Hayati and Grecia's (2015) study, which indicate that product quality influences customer satisfaction in a positive and significant way, corroborate this. In the meantime, Sudarijati et al. (2020) claim that customer happiness is positively and significantly impacted by product quality to a partially extent.

b. The effect of price (X2) on consumer satisfaction (Y)

To see whether or not there is an influence of price (X2) on consumer satisfaction (Y), the hypothesis will be tested statistically as follows:

$H_0: \beta_i \leq 0$: Price cannot have a positive effect on consumer satisfaction at PT. Source of Beautiful Works in Bogor City.

$H_a: \beta_i > 0$: Price has a positive and significant effect on consumer satisfaction at PT. Source of Beautiful Works in Bogor City.

Based on Table 4.28, it can be seen that tcount for the price variable (X2) has a value of 3.884 which is greater than ttable ($3.884 > 1.660$), and the significant value of 0.001 is smaller than 0.05 ($0.001 < 0.05$), so H_0 is rejected, meaning that price has a positive and significant effect on consumer satisfaction. This is supported by research results according to Fajar and Yani (2010), which state that price partially has a positive and significant effect on consumer satisfaction, while according to Yanuar et al (2017), which states that price partially has a significant effect on consumer satisfaction.

Based on the results of partial testing of product quality and price variables, the partial test recapitulation is as follows:

Table 4.27 Partial Test Recapitulation

No	Variable	T _{count}	t _{tabel}	Sig	A	Decision	Conclusion
1	Product Quality (X ₁)	8,723	1,660	0,001	0,05	H _{a1} diterima	Product quality has a positive and significant effect on consumer satisfaction.
2	Price (X ₂)	3,884	1,660	0,001	0,05	H _{a2} diterima	Price has a positive and significant influence on consumer satisfaction

Source: Data Primer Diolah, 2024.

Based on Table 4.27, product quality (X1) and price (X2) have a positive and significant effect on consumer satisfaction (Y). This is indicated by the tcount value of each variable being greater than the ttable value. The product quality variable (X1) is the most dominant variable compared to the price variable (X2). Because the product quality variable (X1) has a larger tcount and is supported by a small significant probability value.

CONCLUSION

Product quality and price have a simultaneous, positive, and significant impact on customer satisfaction at PT. Source of Beautiful Works, according to simultaneous test results based on research and hypothesis testing conducted regarding the impact of these factors on consumer satisfaction at PT. Sumber Karya Indah in Bogor City.

RECOMMENDATIONS

To improve the results, additional elements that can affect consumer happiness, such as cultural, social, and psychological aspects of an individual, can be included in future research.

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