



## ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTION, LOCATION, FACILITIES, AND PROMOTION ON CONSUMER INTEREST IN CHOOSING A FITNESS CENTER

Eko Prasajo

Universitas Cokroaminoto Yogyakarta, Yogyakarta, Indonesia

[ekoprasajo60@gmail.com](mailto:ekoprasajo60@gmail.com)

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### Abstract

This study aimed to determine and analyze the influence of Quality of Service, perception of price, location, Facilities, and Promotion partially and simultaneously on consumer buying interest. The population used is a permanent member of Life Gym Fitness Yogyakarta. The population in this study in which the total number of permanent members of the Life Fitness Gym Yogyakarta numbered 525 members. The sample in this study is consumers who simply doing fitness in Life Gym Fitness Yogyakarta, totaling 84 permanent members of the Life Fitness Gym Yogyakarta. The technique used is purposive sampling; the sampling criteria were decent, eligible members of Life Gym Fitness Yogyakarta who have coached in the body fitness Life Fitness Gym Yogyakarta at least 2 times within 1 month before the study. The analysis tool used is Multiple Regression Analysis. Based on the test results F, variable quality of service, perception of price, location, facilities, and promotion simultaneously influence Consumer Interests in the Electoral Buy at Life Fitness Center Gym Yogyakarta. Based on the t-test results, the variables quality of service, location, and Promotion partially influence consumer purchase interest. While the perception of price variables and partial facilities do not influence consumer purchase interest and the magnitude of the coefficient of multiple determination (Adjusted R<sup>2</sup>) of 0.302, it means that 30.2% of the Interests Buy Consumers in the selection of Life Fitness Center Gym in Yogyakarta influenced by five variables free which consists of Quality of Service, perception of price, location, facilities and Promotions.

**Keywords:** Quality of Service, Perception of Price, Location, Facilities, Promotion, Consumer Buying Interest

## INTRODUCTION

Understanding consumers and developing the right marketing strategy requires understanding what consumers think, feel, and do. Consumer buying interest is the result of a relationship that is influenced each other by marketers. However, these factors are very useful for identifying buyers who have the greatest interest in a product. The buying process begins when the buyer realizes a problem of need. The buyer realizes that there is a difference between the actual condition and the desired condition. This need can be caused by internal stimulation from a person's normal needs, namely hunger, thirst, or sex increases to a certain level and turns into a drive. Or a need can arise because of external stimulation.

Growing buying interest and finally making a purchasing decision is not easy. Many factors can influence it. Both from internal factors/from within the consumer, or external influences, namely stimuli carried out by the company. And the company must be able to identify consumer behavior, to win the competition. Swastha (2003) stated that consumer behavior is the actions of individuals, groups or organizations related to the decision-making process in obtaining economic goods or services that can be influenced by the environment. Buying interest is consumer behavior that shows the extent of their commitment to making a purchase. Consumer needs and desires for goods and services develop over time and influence their behavior in purchasing products. Consumers often complain where these complaints because of the use of a product or service. This needs to be responded to by the company to improve a positive image and the existence of better service, of course it will have an impact on consumer buying interest to buy.

Each company has a policy for setting prices that are adjusted to the goals to be achieved by the company. Companies can set high prices to form or maintain a prestigious image. In image-oriented goals, companies try to avoid competition by differentiating products or by serving special market segments. And this happens most often in companies that sell products that are included in the category of special goods or products that require high involvement in the purchasing process.

Meanwhile, according to Handoko (2003), companies need to choose a location based on the community environment, proximity to the market, availability of labor, and other proximity. This has special relevance to services because services often cannot be stored and will be produced and consumed at the same time. "Place" also has an important meaning

because the environment in which services are delivered, and how services are delivered, are part of the perceived value and benefits of the service. Service marketers must strive to develop appropriate service delivery approaches that result in competitive advantages. Companies must also prepare the provide physical equipment to provide convenience to consumers to carry out activities so that consumer needs can be met.

As the era becomes more modern, it is also followed by the development of more sophisticated technology. No exception to the development of sports equipment with a sophisticated technology base that provides complete benefits for the body at affordable prices, easy to find on the market, easy to use, and store. So that it can be used by people who are busy with their daily activities, who do not have time to exercise for hours. The increasing number of sports equipment that is easy to use, sports equipment that is more difficult to use, is not cheap, requires a large space to store it, and requires experienced instructors to monitor its use, is becoming a little forgotten. This sports equipment is usually found in fitness centers or fitness centers which are often also called gyms.

One of the fitness centers that realizes the importance of exercise for body health is Life Gym Yogyakarta. In the business industry, fitness centers are classified as service industry sectors. According to Swastha (2008), services are intangible products that are bought and sold in the market through a mutually satisfying exchange transaction. The more fitness centers there are, the tighter the competition faced by gym owners, which requires them to carry out various innovations and promotions to increase and retain customers. Tjiptono (2006) argues that success in competition can be achieved if the company can create and retain customers.

## **LITERATURE REVIEW**

Good service is one of the requirements for the success of a service company. Service quality is seen as one of the components that needs to be realized by the company because it influences attracting new consumers and can reduce the possibility of old customers moving to other companies. By providing better service, the company will be superior to competitors both as a market leader and as a strategy to continue to grow and survive (Tjiptono, 2001). Service quality is a powerful weapon in the superiority of a company, especially a service company. Therefore, quality service must be provided continuously so that the company

becomes strong in competing with other companies that provide similar services. From the description, it is explained about the dimensions of service quality that can reflect a casual relationship with buying interest.

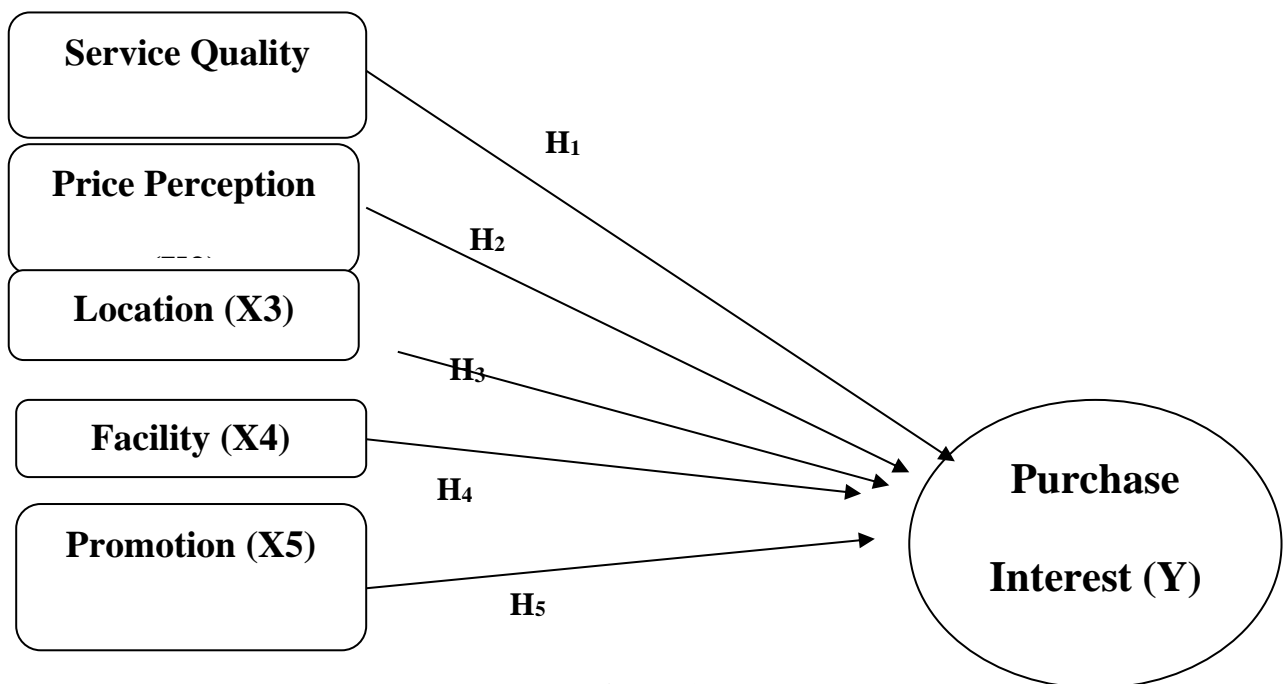
Price is the most easily adjusted element of the marketing mix, product features, distribution channels and even promotion take more time. Price also communicates the company's intended value position to the market about its products and brands. According to Kotler (1996) said that initially, price was a determining factor that influenced purchasing choices; this is still a reality, among poor social groups, as well as in everyday basic necessities. Companies can set high prices to form or maintain a prestigious image. In image-oriented goals, companies try to avoid competition by differentiating products or by serving special market segments. And this happens most often in companies that sell products that are included in the category of special goods or products that require high involvement in the purchasing process.

Lupiyoadi (2001) stated that location means relating to where the company should be headquartered and conduct operations. According to Heizer (2006), the purpose of location strategy is to maximize the benefits of location for the company. Location decisions often depend on the type of business. In the analysis of location in the industrial sector, the strategy carried out focuses on minimizing costs, while in the service sector, the focus is aimed at maximizing revenue. In general, factors that need to be considered in selecting a company location include the location can be easily reached by consumers, the location is strategic (locations that are crowded with visitors and shopping centers), there is a large place available, namely a place to build buildings as well as a parking area for consumers, in the area there are not many competitors.

Facilities are the provision of physical equipment to provide convenience to consumers to carry out activities, so that consumer needs can be met. The main task of facilities is to protect operations (Swastha, 1994). According to Tjjiptono (2001), the design and layout of service facilities are closely related to the formation of customer perceptions. A number of types of services, perceptions formed from interactions between consumers and facilities, affect the quality of the service in the eyes of customers which will affect consumer purchasing intentions.

In marketing its products, companies need to stimulate and disseminate information about the presence, availability, characteristics, condition of the product, and benefits or uses of the products produced. This activity is called promotion. Promotion is one of the marketing mixes used by companies to communicate with their markets. Promotion is also often said to be a continuous process, because it can create a series of subsequent activities for the company (Tjiptono, 2001). No matter how good a product is, if consumers have never heard of it and are not sure that the product will not be useful for them, then they will never buy it.

Purchase interest is a consumer behavior that shows the extent of their commitment to making a purchase. Consumer needs and desires for goods and services develop over time and influence their behavior in purchasing products. Consumers often complain when these complaints are created due to the use of a product or service. This needs to be responded to by the company to improve a positive image and the existence of better service, of course, it will have an impact on consumer purchasing interest to buy. Based on a review of the theoretical basis and previous research, a theoretical framework can be compiled as presented in the following Figure:



**Figure 1**  
**Research Framework**

### Hypothesis

Hypothesis is a temporary answer to the formulation of research problems (Sugiyono, 2005). It is said to be temporary because the answer given is only based on theory and has

not used facts. Therefore, every research conducted has a hypothesis or a temporary answer to the research to be conducted. In order to direct the research results, a research hypothesis is submitted. This hypothesis will be tested for its truth, from the results of this study can be used as input in improving company performance. The hypotheses that will be tested for their truth are as follows: It is suspected that Service Quality, Price Perception, Location, Facilities, and Promotion influence on consumer buying interest

## RESEARCH METHOD

The type of research conducted is survey research, which is the systematic collection of information from respondents with the intention of understanding and/or predicting several aspects of the behavior of the observed population. Survey research is generally conducted to draw a generalization from observations that are not in-depth (Sugiyono, 2010). Population is the subject of research (Sugiyono, 2010). The population is all individuals who will be subject to generalization and samples that will be taken in a study (Sugiyono, 2010). In this study, the population used was permanent members of Life Gym Fitness Yogyakarta. The population in this study where the total number of permanent members of Life Gym Fitness Yogyakarta was 525 members.

According to Ghozali (2006), a sample is a part of a subject or object that has a population. The sample in this study was consumers who only do fitness at Life Gym Fitness Yogyakarta, totaling 84 permanent members of Life Gym Fitness Yogyakarta. In this study, a non-random sampling technique was used, which is a sampling technique that does not provide equal opportunities to all populations. The technique used is purposive sampling, which is sampling where the elements included in the sample are taken intentionally, with the note that the sample is representative or represents the population (Sugiyono, 2010). The criteria for sampling that are eligible to meet the criteria are members of Life Gym Fitness Yogyakarta who have trained their body fitness at Life Gym Fitness Yogyakarta at least 2 times in the last 1 month before being studied. To determine the size of the sample to be used in research from a population, the Slovin approach formula can be used as follows (Umar, 2004):

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{525}{1 + 525(0,1)^2}$$

$$n = \frac{525}{6,25}$$

$$n = 84$$

Multiple linear regression analysis is used to determine the influence of Service Quality, Price Perception, Location, Facilities, Promotion, and Purchase Interest. The form of the equation is as follows (Algifari, 2000):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Description:

- Y = Purchase Interest
- X1 = Service quality
- X2 = Price perception
- X3 = Location
- X4 = Facilities
- X5 = Promotion
- a = Constant
- b1, b2, b3, b4, b5 = Regression coefficients X1, X2, X3, X4, and X5

By looking at the regression coefficient values in the equation above, we can see the magnitude of the influence of the independent variables on the dependent variable.

## RESULTS AND DISCUSSION

### Multiple Linear Regression Analysis

Multiple linear regression model to determine the influence of independent variables consisting of Service Quality, Price Perception, Location, Facilities, Promotion on purchase interest. The results of multiple regression calculations with the SPSS program are presented in the following table:

**Table 1.**  
**Results of Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.123	.460		2.444	.017
1 Service quality	.239	.077	.293	3.094	.003
Price perception	-.003	.285	-.004	-.010	.992

Location	.196	.070	.298	2.798	.006
Facilities	.156	.297	.197	.524	.602
Promotion	.147	.062	.225	2.367	.020

a. Dependent Variable: Purchase Interest  
Source: Data processing results, 2024

From the table above, the following regression equation can be drawn up:

$$Y = 1,123 + 0,239X_1 - 0,003X_2 + 0,196X_3 + 0,156X_4 + 0,147X_5$$

Based on this equation, it can be explained as follows:

#### 1. Constant

The constant value of 1.123 means that the variables covering Service Quality, Price Perception, Location, Facilities, and Promotion have not changed or are considered constant, so the magnitude of the direction of the Consumer Purchase Interest value in Choosing a Fitness Center at Life Gym Yogyakarta is positive or 1.123.

#### 2. Service Quality regression coefficient (b1)

The Service Quality variable has a positive regression coefficient on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, with a regression coefficient of 0.239. With this positive influence, it means that between Service Quality and Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta shows a unidirectional relationship, which means that the higher the Service Quality, the higher the Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, assuming that other variables remain constant..

#### 3. Price Perception Regression Coefficient (b2)

In the Price Perception variable, there is a negative regression coefficient on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, with a regression coefficient of -0.003. With this negative influence, it means that between Price Perception and Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta shows an inverse relationship, which means that the higher the Price Perception, the lower the Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, assuming that other variables remain constant..

#### 4. Location Regression Coefficient (b3)

The Location variable has a positive regression coefficient on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, with a regression coefficient of 0.196. With this positive influence, it means that the relationship between Location and Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta shows a unidirectional relationship, which means that the better the Location, the higher the Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, assuming that other variables remain constant.

5. Regression Coefficient of Facilities (b<sub>4</sub>)

The Facilities variable has a positive regression coefficient on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, with a regression coefficient of 0.156. With this positive influence, it means that between Facilities and Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta shows a unidirectional relationship, which means that the higher the Facilities, the higher the Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, assuming other variables remain constant. Koefisien regresi Promosi (b<sub>5</sub>).

The Promotion variable has a positive regression coefficient on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, with a regression coefficient of 0.147. With this positive influence, it means that between Promotion and Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta shows a unidirectional relationship, which means that the higher the Promotion, the higher the Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta, assuming that other variables remain constant.

**Multiple Determination Coefficient (R<sup>2</sup>)**

To determine the magnitude of the influence of Service Quality, Price Perception, Location, Facilities, and Promotion on Consumer Interest in Choosing a Fitness Center at Life Gym Yogyakarta, a multiple determination coefficient (Adjusted R Square) is used. The results of the multiple determination coefficient can be shown in the following table :

**Table 2.**  
**Multiple Determination Coefficient (R<sup>2</sup>)**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.587 <sup>a</sup>	.344	.302	.40283	2.285

a. Predictors: (Constant), Service Quality, Price Perception, Location, Facilities, and Promotion

b. Dependent Variable: Purchase Interest

Source: Data processing results, 2024

It can be seen that the magnitude of the multiple determination coefficient (Adjusted R<sup>2</sup>) is 0.302, which means that 30.2% of Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta is influenced by the five independent variables consisting of Service Quality, Price Perception, Location, Facilities, and Promotion. While the remaining 69.8% is influenced by other variables that are not included in the research model.

### Partial Determination Coefficient Analysis (Dominant Influence)

Partial Correlation Analysis is used to determine the dominant influence of independent variables on dependent variables using the partial determination coefficient (r<sub>2</sub>). The results of the partial correlation coefficient can be seen in Table 3 and can be explained as follows

**Table 3.**  
**Partial Determination Coefficient Coefficients<sup>a</sup>**

Model	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
(Constant)					
1					
Service quality	.323	.331	.284	.940	1.063
Price perception	.384	-.001	-.001	.959	1.996
Location	.423	.302	.257	.740	1.351
Facilities	.403	.059	.048	.960	1.803
Promotion	.203	.259	.217	.930	1.075

a. Dependent Variable: Purchase Interest

Source: Data processing results, 2024

Based on the table above, the dominant influence of the independent variable on the dependent variable can be explained using the partial determination coefficient (r<sub>2</sub>), namely as follows:

- a.  $r_{x_1y} = 0,331$  means that there is a positive relationship of 33.1% between service quality and purchase interest. While the coefficient of determination (r<sup>2</sup>) is 0.109, meaning that 10.9% of the purchase interest variable is influenced by the service quality variable.

- b.  $r_{x_2y} = -0,001$  means that there is a negative relationship of 0.1% between price perception and purchase interest. While the coefficient of determination ( $r^2$ ) is 0.000001, meaning that 0.0001% of the purchase interest variable is influenced by the price perception variable..
- c.  $r_{x_3y} = 0,302$  means that there is a positive relationship of 30.2% between location and purchase interest. While the determination coefficient ( $r^2$ ) is 0.091, meaning that 9.1% of the purchase interest variable is influenced by the location variable.
- d.  $r_{x_4y} = 0,059$  means that there is a positive relationship of 5.9% between facilities and purchase interest. While the coefficient of determination ( $r^2$ ) is 0.00348, meaning that 0.348% of the purchase interest variable is influenced by the facility variable.
- e.  $r_{x_5y} = 0,259$  means that there is a positive relationship of 25.9% between promotion and purchase interest. While the coefficient of determination ( $r^2$ ) is 0.0670, meaning that 6.70% of the purchase interest variable is influenced by the promotion variable.

**Hypothesis Testing**

**Simultaneous Testing (F Test)**

The F statistical test basically shows whether all independent variables included in the model have a joint influence on the dependent variable. The results of the F test using the SPSS program are as follows:

**Table 4.**  
**Simultaneous Hypothesis Testing**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.644	5	1.329	8.189	.000 <sup>b</sup>
Residual	12.657	78	.162		
Total	19.301	83			

a. Predictors: (Constant), Service Quality, Price Perception, Location, Facilities and Promotion

b. Dependent Variable: Purchase Interest

Source: Data processing results, 2024

Based on the calculation results shown in the Table, the p value from the F test results is 0.000. Because the p value is smaller than the significance level 5% or ( $0.000 < 0.05$ ),  $H_0$  is rejected; which means that the variables of Service Quality, Price Perception, Location, Facilities, and Promotion simultaneously have an influence on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta.

**Partial Testing (t-Test)**

The t-statistic test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable. The results of the t-test can be shown in Table 5. This hypothesis test aims to determine whether or not the variables of Service Quality, Price Perception, Location, Facilities, and Promotion partially have an influence on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta. The results of the t-test using the SPSS program are as follows:

**Table 5.**  
**Partial Hypothesis Testing**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.123	.460		2.444	.017
1 Service quality	.239	.077	.293	3.094	.003
Price perception	-.003	.285	-.004	-.010	.992
Location	.196	.070	.298	2.798	.006
Facilities	.156	.297	.197	.524	.602
Promotion	.147	.062	.225	2.367	.020

a. Dependent Variable: Purchase Interest

Source: Data processing results, 2024

1. The Effect of Service Quality on Consumer Purchase Interest

H0: Service quality partially has no effect on consumer purchase interest.

Ha: Service quality partially has an effect on consumer purchase interest

Based on the calculation results shown in the table above, the p-value of the t-test result of the Service Quality variable is 0.003. Because the p-value is smaller than the significance level 5% or (0.003 < 0.05), Ho is rejected; which means that service quality partially has an effect on consumer purchase interest.

2. The Effect of Price Perception on Consumer Purchase Interest

H0: Price Perception partially has no effect on consumer purchase interest.

Ha: Price Perception partially has an effect on consumer purchase interest

Based on the calculation results shown in the table above, the p-value of the t-test result of the Price Perception variable is 0.992. Because the p-value is greater than the significance level 5% or (0.992 > 0.05), Ho is accepted, which means that Price Perception partially does not affect consumer purchasing interest.

### 3. The Influence of Location on Consumer Purchasing Interest

H0: Location partially does not affect consumer purchasing interest.

Ha: Location partially affects consumer purchasing interest

Based on the calculation results shown in the Table above, the p-value of the t-test result of the Location variable is 0.006. Because the p-value is smaller than the significance level 5% or ( $0.006 < 0.05$ ), H<sub>0</sub> is rejected, which means that Location partially affects consumer purchasing interest.

### 4. The Influence of Facilities on Consumer Purchasing Interest

H0: Facilities partially do not affect consumer purchasing interest.

Ha: Facilities partially affect consumer purchasing interest

Based on the calculation results shown in the Table above, the p-value of the t-test result of the Facilities variable is 0.602. Because the p-value is greater than the significance level 5% or ( $0.602 > 0.05$ ), H<sub>0</sub> is accepted, which means that facilities partially do not influence on consumer purchasing interest.

### 5. Effect of Promotion on Consumer Purchasing Interest

H0: Promotion partially does not influence consumer purchasing interest.

Ha: Promotion partially influences consumer purchasing interest

Based on the calculation results shown in the table above, the p-value of the t-test results of the Promotion variable is 0.020. Because the p-value is smaller than the significance level 5% or ( $0.020 < 0.05$ ), H<sub>0</sub> is rejected, which means that promotion partially influences consumer purchasing interest.

## CONCLUSION

The conclusion is used to answer the results of the Multiple Linear Regression Analysis obtained the results  $Y = 1.123 + 0.239X_1 - 0.003X_2 + 0.196X_3 + 0.156X_4 + 0.147X_5$ , where the variables of Service Quality, Location, Facilities and Promotion have a positive regression coefficient on Purchase Interest, while the Price Perception variable has a negative regression coefficient on Consumer Purchase Interest in Choosing a Fitness Center at Life Gym Yogyakarta. For agencies, especially the Fitness Center at Life Gym Yogyakarta, they must improve the services and facilities available to consumers. The price paid by consumers of Fitness Center at Life Gym Yogyakarta must be able to provide deep meaning to

consumers, so that the value obtained is more important than the price itself, which will later affect consumer purchasing interest. And must maintain a positive image in the minds of consumers as a fitness company that always provides a sense of security and provides the best aesthetic services for the community through complete and up-to-date facilities so that consumers will feel the added value so that it will increase interest in making repeat purchases.

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