THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT PONDOK POTENG RESTAURANT, SINGKAWANG

Mia Sara[1]
Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
211310054@unmuhpnk.ac.id

Muhammad Ebuziyya Alif Ramadhan[2]
Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
ebuziyya.alif@unmuhpnk.ac.id

Abstract

This study aims to analyze the influence of product quality, price perception, and service quality on customer satisfaction at Pondok Poteng Restaurant in Singkawang City. This research uses an associative quantitative approach with a total of 100 respondents selected through purposive sampling. Data were collected through questionnaires and interviews. The results of multiple linear regression analysis show the equation $Y = 1.018 + 0.219X_1 + 0.238X_2 + 0.223X_3$ with a correlation coefficient (R) of 0.712, indicating a strong relationship. The coefficient of determination (R^2) is 50.6%, which means that 50.6% of the variation in customer satisfaction is influenced by product quality, price perception, and service quality. The F test shows an F calculated value of 32.842, which is greater than the F table value of 2.70, with a significance value of 0.000 < 0.05, meaning that the independent variables simultaneously have a positive and significant effect. The partial t test also shows that each variable product quality, price perception, and service quality have a positive and significant effect on customer satisfaction. In conclusion, these three variables have a real contribution to increasing customer satisfaction. This study recommends strengthening product quality standards, adjusting pricing strategies to be more competitive, and improving service management to maintain customer loyalty. Future research is expected to add other variables, such as promotion or brand image, so that the results can be more comprehensive.

Keywords: Product Quality, Price Perception, Service Quality, Customer Satisfaction

INTRODUCTION

The development of the tourism sector creates great opportunities for the emergence of various tourism products, including culinary businesses in Singkawang City. One example is "Pondok Poteng Restaurant." This restaurant is able to compete with other culinary business players who each have their own advantages in terms of location, facilities, and variety of food and beverage menus. Although not classified as a large-scale restaurant, Pondok Poteng offers a wide range of menu options. Moreover, the cleanliness of the restaurant area as well as the employees' hygiene are always maintained, so that customers feel comfortable whether dining in or ordering takeaway.

The sales data at Pondok Poteng Restaurant in Singkawang City can be seen as follows:

Table 1.1 Sales Data for 2022–2024

No	Year	Revenue Amount
1	2022	Rp. 186.296.000
2	2023	Rp. 425.610.000
3	2024	Rp. 254.837.000

Source: Rumah Makan Pondok Poteng, 2025

Based on data obtained from Pondok Poteng Restaurant (2025), the sales trend over the past three years shows significant fluctuations. In 2022, total sales were recorded at Rp186,296,000. In 2023, sales increased substantially to Rp425,610,000, an increase of around 67.06%. However, in 2024, sales declined sharply to Rp254,837,000, a decrease of 91.6% compared to the previous year.

Pondok Poteng Restaurant exists in the community as a dining place with a concept of providing various menu choices based on fish, shrimp, and squid, which customers can select directly. Initially, some customers perceived that the prices of the dishes offered were quite expensive. However, this perception is not entirely accurate because the variety of menus provided is actually sold at relatively affordable prices while still maintaining good product quality. In addition, Pondok Poteng Restaurant strives to deliver friendly service supported by a professional and reliable work system.

Affordable prices enable customers from various economic backgrounds to enjoy the dishes offered, thereby expanding the restaurant's market reach. Customers tend to feel satisfied when the price they pay is in line with the quality of food and service received. In the culinary business competition, restaurants that can offer competitive prices without compromising quality will have their own advantage. The balance between price and perceived benefits is also an important consideration, as customers will feel they receive fair value for what they pay.

Service quality in a restaurant can be seen from several aspects that affect customer satisfaction. Physical evidence includes a clean environment, neat appearance of employees, and complete, comfortable facilities. Reliability is reflected in the restaurant's ability to provide consistent service, such as timeliness in serving food and order accuracy. In addition, responsiveness is evident from the speed and readiness of employees in serving and handling customer complaints. A sense of safety and trust from customers will also emerge if employees have sufficient knowledge and can serve professionally. Meanwhile, a friendly and attentive attitude shown by employees reflects empathy in understanding each guest's needs and wishes.

Customer satisfaction can be measured through their desire to recommend the restaurant to others as a positive response to their experience. The willingness to return also indicates that customers feel comfortable and satisfied. The match between expectations and reality received, whether in terms of food taste, service, or atmosphere, forms the basis for customer satisfaction.

Research conducted by Hamdan & Riski (2023) revealed that product quality and price perception have a positive and significant effect on customer satisfaction. Meanwhile, a study by Prasetyo et al. (2020) also showed similar results, indicating that service quality, facilities, and price perception positively and significantly affect customer satisfaction.

Based on an interview with the owner of Pondok Poteng Restaurant, it was found that there are still some customer complaints. These complaints generally arise due to a lack of experienced kitchen staff, resulting in the taste of dishes varying depending on who cooks and when the food is prepared. In addition, employees are sometimes less responsive or less friendly in serving guests during peak hours.

REVIEW OF LITERATURE

Product Quality

Product quality refers to the ability of a product to meet the needs of consumers according to their wants and expectations. According to Bakti et al. (2022), product quality is the condition of a good based on the assessment of its conformity with predetermined measurement standards. The more it meets these standards, the higher the quality of the product. Product quality is the characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs (Nurfalah et al., 2020). Product quality is highly considered by consumers, especially the quality of food in restaurants, where consumers tend to pay attention to whether the food provided is of good or poor quality when served (Cesariana et al., 2022). Aghitsni & Busyra (2022) state that product quality is the capacity of a product in its function, covering the processes and improvements in other valuable aspects that can satisfy needs and meet consumer expectations.

Price Perception

As stated by Asnawi et al. (2022), price perception is a marketing game that involves strategy; if the price set by a company is too high, then the product will be difficult to reach in the market or its selling value will be low. Price perception is a consumer's evaluation and spontaneous emotional response to whether the price offered by the seller, compared to other parties, is logically reasonable, acceptable, and justifiable (Syahputra et al., 2023). Furthermore, Clarita & Khalid (2023) explain that price perception is a parameter observed based on the amount of money given by consumers for the product or service that has been sold to them. In today's increasingly competitive market, price differences are perceived as an important factor in purchase decisions, where generally consumers will choose the most affordable price for the products or services offered (Syahputra et al., 2023).

Service Quality

According to Muafatun et al. (2022), service quality is a dynamic condition that is directly related to service commodities and human resources. Service quality in restaurants or food stalls is one of the keys to customer satisfaction; polite, responsive, and prompt service can create a pleasant dining experience for customers and encourage repeat visits.

Meanwhile, Wibowati (2021) states that service is any action or activity offered by one party to another that is essentially intangible and does not result in ownership of anything. Good service quality in a business will create customer satisfaction (Rizkiani & Sulistyowati, 2021). Restiani & Ardiansyah (2023) argue that factors influencing a service include expected service and perceived service.

Customer Satisfaction

According to Gök & Baltacı (2023) define customer satisfaction as the overall attitude of consumers toward goods and services after they have been acquired and used. It is an evaluative post-choice judgment resulting from a purchase and the experience of using the product or service. Furthermore, customer satisfaction is the fulfillment of needs, wants, and expectations through products or services consumed (Ridwan et al., 2021). According to Anggraini (2021), customer satisfaction is the level of feeling where a person expresses the result of comparing the performance of a product or service received with what is expected. Tjiptono & Chandra (2021) add that customer satisfaction is the buyer's evaluation, where perceptions of the performance of the chosen product or service meet or exceed the buyer's expectations.

RESEARCH METHOD

Type of Research

This research employs an associative method, which aims to determine the relationship between two or more variables. According to Siregar (2022, p. 15), *"Associative research is a study that aims to identify the relationship between two or more variables."* Through this method, it is expected that a theory can be developed to explain, predict, and control the phenomena under study. This research specifically aims to analyze the relationship and influence of Product Quality, Price Perception, and Service Quality on Customer Satisfaction at Pondok Poteng Restaurant, Singkawang.

Data Collection Techniques

The data collection technique in this research involves primary data and secondary data. Primary data is obtained directly by the researcher from the original source at the research site (Siregar, 2022, p. 37). The primary data collection techniques include interviews and questionnaires. The interview was conducted with the owner of Pondok Poteng Restaurant to gather relevant information. According to Sugiyono (2020, p. 195), *"Interviews are used as a data collection technique when the researcher wants to find out deeper information from respondents, especially when the number of respondents is small."* In addition, the researcher distributed questionnaires to the restaurant's customers. As Sugiyono (2020, p. 199) explains, *"A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to be answered."* Secondary data were obtained from existing sources not collected by the researcher. Siregar (2022, p. 37) states, *"Secondary data are data published or used by an organization other than the one that originally collected them."* The secondary data in this study include the menu and pricing list, data on restaurants in East Singkawang District, and total sales data for the past three years (2022–2024).

Population and Sample

The population in this research comprises all customers who have made purchases at Pondok Poteng Restaurant. According to Sugiyono (2020, p. 285), *"Population is defined as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn."* Sampling was conducted using the Rao Purba formula (1996) as cited in Sujarweni (2022, p. 155) since the total population is unknown. Based on the calculation with a margin of error of 10% and a significance level of 5%, the minimum sample size is 96 respondents; however, the researcher determined a sample size of 100 respondents. The sampling technique applied was purposive sampling, namely selecting samples based on specific criteria (Sugiyono, 2020, p. 153). The criteria were: (1) respondents must be at least 18 years old, and (2) must have made purchases at least twice at Pondok Poteng Restaurant.

Research Variables & Measurement Scale

This research uses two types of variables: independent and dependent variables. According to Sugiyono (2020, p. 68), *"A research variable is essentially an attribute or value of people, objects, or activities that has certain variations determined by the researcher to be studied and conclusions drawn."* The independent variables are Product Quality (X1), Price Perception (X2), and Service Quality (X3). The dependent variable is Customer Satisfaction (Y). A Likert scale was used to measure each variable indicator. As noted by Siregar (2022, p. 50), *"The Likert scale can be used to measure attitudes, opinions, and perceptions of a person regarding a particular object or phenomenon."* The answers are scored from Strongly Agree (5) to Strongly Disagree (1).

Data Analysis Technique

The data analysis in this study was conducted in several stages, starting with instrument testing including a validity test using Pearson Product Moment correlation, where an item is deemed valid if the calculated *r* value is greater than the table *r* value (Sugiyono, 2020, p. 361), and a reliability test using the Cronbach's Alpha method, with data considered reliable if the coefficient is greater than 0.60 (Siregar, 2022, p. 87). Classical assumption tests were then performed, consisting of a normality test using the Kolmogorov-Smirnov method, with data deemed normal if the significance of Deviation from Linearity is greater than 0.05 (Siregar, 2022, p. 153), and a multicollinearity test by examining the Tolerance (> 0.10) and VIF (< 10) values (Ghozali, 2018, p. 107). Relationships between variables were analyzed using multiple linear regression to measure the influence of product quality, price perception, and service quality on customer satisfaction with the equation $Y = a + b1X1 + b2X2 + b3X3$ (Siregar, 2022, p. 405). The strength of the relationships was evaluated using the correlation coefficient (Siregar, 2022, p. 337) and the coefficient of determination (R^2) to determine the contribution of independent variables to the dependent variable (Siregar, 2022, p. 338). Hypothesis testing involved a simultaneous test (F test) to examine the joint effect of the independent variables and a partial test (t test) to assess the individual effect of each independent variable (Ghozali, 2018, p. 179).

RESULTS AND DISCUSSION

Test Research Instruments

a. Validity Test

The Validity test aims to measure the extent to which each item in the questionnaire can represent the construct being studied. The test is conducted by correlating the score of each item with the total score, then comparing the r calculated value with the r table. With a sample size of 100 respondents and a significance level of 0.05 (df = 98), the r table value is 0.196. The validity test results for each statement item in each variable are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r calculate	r table	Description
Product Quality (X1)	X1.1	0.691	0.196	Valid
	X1.2	0.786		
	X1.3	0.837		
	X1.4	0.742		
	X1.5	0.835		
	X1.6	0.779		
	X1.7	0.830		
	X1.8	0.687		
	X1.9	0.775		
	X1.10	0.823		
	X1.11	0.754		
	X1.12	0.797		
	X1.13	0.809		
	X1.14	0.822		
	X1.15	0.816		
	X1.16	0.839		
	X1.17	0.788		
	X1.18	0.847		
Price Perception (X2)	X2.1	0.820	0.196	Valid
	X2.2	0.778		
	X2.3	0.800		
	X2.4	0.819		
	X2.5	0.799		
	X2.6	0.843		
	X2.7	0.814		
	X2.8	0.831		
	X2.9	0.813		
	X2.10	0.798		
	X2.11	0.862		
	X2.12	0.768		
Service Quality (X3)	X3.1	0.774	0.196	Valid
	X3.2	0.783		
	X3.3	0.850		
	X3.4	0.822		
	X3.5	0.853		

	X3.6	0.793		
	X3.7	0.825		
	X3.8	0.790		
	X3.9	0.788		
	X3.10	0.780		
	X3.11	0.833		
	X3.12	0.845		
	X3.13	0.818		
	X3.14	0.817		
	X3.15	0.835		
	X3.16	0.792		
Customer Satisfaction (Y)	Y.1	0.872	0.196	Valid
	Y.2	0.814		
	Y.3	0.858		
	Y.4	0.870		
	Y.5	0.790		
	Y.6	0.846		
	Y.7	0.882		
	Y.8	0.848		
	Y.9	0.868		

Source: Processed Data, 2025

Based on the validity test results for each variable presented in Table 1 above, it can be seen that all statement items have a r calculated value greater than the r table value of 0.196. Thus, all statement items in each variable are considered valid and suitable for use as instruments in this study.

b. Reliability Test

Reliability testing was conducted to evaluate the consistency of each item in the questionnaire. The testing used the Cronbach's Alpha method, with a value of ≥ 0.60 as the minimum threshold for instrument reliability. The results of the reliability test for each variable are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.965	Reliable
Price Perception (X2)	0.953	
Service Quality (X3)	0.966	
Customer Satisfaction (Y)	0.951	

Source: Processed Data, 2025

Based on the reliability test results for each variable presented in Table 2 above, Cronbach's Alpha > 0.60 is obtained, so it can be concluded that all items in each variable are considered reliable and suitable for use as instruments in this study.

Classical Assumption Test

a. Normality Test

The normality test aims to ensure that the data in the study is normally distributed. The test is conducted using the Kolmogorov-Smirnov method with the help of SPSS. The results are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.049
Asymp.Sig.(2-tailed)	.200[c]

Source: Processed Data, 2025

Based on the normality test results presented in Table 3 above, a value of 0.200 is obtained for Asymp. Sig. (2-tailed), which is greater than the normality significance value of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

b. Linearity Test

The linearity test is used to determine whether the relationship between the independent and dependent variables is linear. The test is conducted using the Test for Linearity method using SPSS, and the results are shown in Table 4.

Table 4. Linearity Test Results

Variable	Sig
Product Quality * Customer Satisfaction	0.704
Price Perception * Customer Satisfaction	0.308
Service Quality * Customer Satisfaction	0.234

Source: Processed Data, 2025

Based on the results of the linearity test on the dependent and independent variables shown in Table 4 above, the significance value of Deviation from Linearity > 0.05 is obtained, so it can be concluded that the relationship between the two variables is linear.

c. Multicollinearity Test

The multicollinearity test is conducted to detect high correlations between independent variables in the regression model. Strong correlations can influence the accuracy of coefficient estimates and reduce the reliability of the model. The results of the testing using SPSS are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality (X1)	.451	2.216
Price Perception (X2)	.448	2.234
Service Quality (X3)	.374	2.673

Source: Processed Data, 2025

Based on the results of the multicollinearity test in Table 5 above, the results can be explained as follows:

1. The Tolerance value for the Product Quality variable (X1) is 0.451, which is greater than 0.10. It also has a VIF value of 2.216, which is less than 10.00.
2. The Tolerance value for the Price Perception variable (X2) is 0.448, which is greater than 0.10. It also has a VIF value of 2.234, which is less than 10.00.
3. The Tolerance value for the Service Quality variable (X3) is 0.374, which is greater than 0.10. It also has a VIF value of 2.673, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there is no evidence of multicollinearity between the three independent variables in the regression model in this study.

Hypothesis Test

a. Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the simultaneous and partial influence of several independent variables on one dependent variable, as well as to form a predictive model of the relationship between variables. The results of the regression analysis obtained through SPSS are shown in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Variable	Coefficients	T Statistic	Signifinance Value
(Constant)	1.018	4.132	.000
Product Quality	.219	2.538	.013
Price Perception	.238	2.433	.017
Service Quality	.223	2.269	.026
Dependent Variable: Customer Satisfaction			

Source: Processed Data, 2025

Based on Table 6 above, a multiple linear regression coefficient equation can be created, and the following results are obtained and explained:

$$Y = 1.018 + 0.219\ X1 + 0.238\ X2 + 0.223\ X3$$

1. The constant (a) is 1.018, which means that if the variables Product Quality (X1), Price Perception (X2), and Service Quality (X3) are zero. then Customer Satisfaction (Y) will increase by 1.018.
2. The regression coefficient (b1) for the Product Quality variable (X1) is 0.219 with a positive direction, indicating that every one-unit increase in Product Quality will cause an increase of 0.219 in Customer Satisfaction.
3. The regression coefficient (b2) for the Price Perception (X2) variable is 0.238 with a positive direction, indicating that every one-unit increase in Price Perception will cause an increase of 0.238 in Customer Satisfaction.
4. The regression coefficient (b3) for the Service Quality (X3) variable is 0.223 with a positive direction, indicating that every one-unit increase in Service Quality will cause a 0.223 increase in Customer Satisfaction.

b. Correlation Coefficient and Determination Coefficient (R^2)

The correlation coefficient is used to assess the strength and direction of the relationship between two or more variables. In this study, the analysis of the relationship between variables is conducted using the product-moment correlation method. The test results are shown in Table 7.

Table 7. Correlation Coefficient and Determination Coefficient (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	.506	.491	.58897
Predictors: (Constant), Service Quality, Product Quality, Price Perception				
Dependent Variable: Customer Satisfaction				

Based on the results of the correlation coefficient test shown in Table 7 above, a correlation value (R) of 0.712 is obtained. This value indicates that the relationship between the variables of Product Quality, Price Perception, and Service Quality on Customer Satisfaction is relatively strong, as the value is in the range of 0.60-0.799.

Based on the results of the coefficient of determination (R^2) test shown in Table 7 above, an R-Square value of 0.506 is obtained. This indicates that the variables of Product Quality, Price Perception, and Service Quality can explain 50.6% (1 × 0.506 × 100%) of the influence on Customer Satisfaction, while the remaining 49.4% is influenced by other variables outside the scope of this study.

c. Simultaneous Test (Uji F)

The F test is used to evaluate whether all independent variables simultaneously have a significant influence on the dependent variable. Based on the results of the analysis using SPSS, complete information is presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.178	3	11.393	32.842	.000[b]
	Residual	33.301	96	.347		
	Total	67.479	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Product Quality, Price Perception

Source: Processed Data, 2025

Based on the simultaneous test results (F test) in Table 8 above, the calculated F value is 32.842 > F table 2.70 and the significance value is 0.000 < 0.05. Therefore, it can be concluded that there is a positive and significant simultaneous influence between the variables of Product Quality, Price Perception, and Service Quality on Customer Satisfaction.

d. Partial Test (T Test)

The partial test (t test) is used to evaluate the influence of each independent variable on the dependent variable individually in accordance with the proposed hypothesis. The results of the test using SPSS are presented in Table 9.

Table 9. Partial Test Results (T Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.018	.246		4.132	.000
	Product Quality	.219	.086	.271	2.538	.013
	Price Perception	.238	.098	.261	2.433	.017
	Service Quality	.223	.098	.266	2.269	.026

a. Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on the results of the partial test (t-test) in Table 9 above, the calculated t-test results will be compared with the t-table. The t-table value is 1.661. The results of the t-test (partial) in Table 9 can be explained as follows:

1. The calculated t-value for the Product Quality variable (X1) is 2.538 > t-table value of 1.661 and the significance value is 0.013 < 0.05, so it can be concluded that Ho is rejected and Ha is accepted. This means that Product has a positive and significant partial influence on Customer Satisfaction.
2. The calculated t-value for the Price Perception variable (X2) is 2.433 > the table t-value of 1.661, and the significance level is 0.017 < 0.05. Therefore, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that Price Perception has a positive and significant influence on Customer Satisfaction.
3. The t-value of the Service Quality variable (X3) is 2.269 > the t-table value of 1.661, and the significance level is 0.026 < 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that Service Quality partially has a positive and significant influence on Customer Satisfaction.

CONCLUSION

Based on the analysis results, this study concludes that product quality, price perception, and service quality have a positive and significant effect on customer satisfaction at Pondok Poteng Restaurant in Singkawang City. This is reflected in the correlation coefficient (R) of 0.712, which indicates a strong relationship, and the coefficient of determination (R^2) of 50.6%, meaning that more than half of the variation in customer satisfaction can be explained by these three factors. The F test shows that the independent variables simultaneously have a significant effect, while the partial t tests confirm that each independent variable also has a significant individual impact. These findings provide practical contributions for the management to consistently maintain product quality, adjust pricing strategies to remain competitive and aligned with customers' purchasing power, and enhance service quality by ensuring responsive, friendly, and professional staff behavior to sustain customer satisfaction. As a recommendation, management should use these results as a reference for making strategic business decisions, including employee training programs and regular reviews of menus and pricing. Future research is suggested to include additional variables, such as promotion strategies or brand image to produce more comprehensive insights into the factors that influence customer satisfaction in the culinary business sector.

REFERENCES

Aghitsni, W. I., & Busyra, N. (2022). Pengaruh kualitas produk terhadap keputusan pembelian kendaraan bermotor di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 38–51. https://doi.org/10.31955/mea.v6i3.2271

Anggraini, D. (2021). Komunikasi terhadap kinerja karyawan pada PT. Pati Sari Medan. *BISMA Cendekia*, 1(3), 148–152. https://doi.org/10.56473/bisma.v1i3.49

Asnawi, Widodo, M. H., & Supriyadi, S. G. (2022). Pengaruh keberagaman produk dan persepsi harga terhadap keputusan pembelian sepeda ontel di Toko Agung Jombang. *Efektor*, 9(1), 58–65. https://doi.org/10.29407/e.v9i1.16925

Bakti, U., Hairudin, & Alie, M. S. (2022). Pengaruh kualitas pelayanan, produk, dan harga terhadap minat beli pada Toko Online Lazada di Bandar Lampung. *Jurnal Ekonomi*, 22(1), 101–118. https://doi.org/10.36418/comserva.v1i10.135

Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model keputusan pembelian melalui kepuasan konsumen pada marketplace. *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 3(1), 211–224.

Clarita, N., & Khalid, J. (2023). Pengaruh persepsi harga, citra merek, dan lokasi terhadap keputusan pembelian di CFC Grande Karawaci. *AKSIOMA: Jurnal Manajemen*, 2(1), 37–53. https://doi.org/10.30822/aksioma.v2i1.2081

Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (Cetakan kesembilan). Semarang: Badan Penerbit Universitas Diponegoro.

Gök, T., & Baltacı, M. (2023). Digital marketing and consumer behavior in tourism. In *Innovation Strategies and Organizational Culture in Tourism* (pp. 61–69). https://doi.org/10.4324/9781032633374-6

Hamdan, & Riski, M. S. (2023). Pengaruh kualitas produk dan persepsi harga terhadap kepuasan konsumen. *Jurnal Eksis*, 19(2), 1–9.

Muafatun, Syaifulloh, M., & Sucipto, H. (2022). Pengaruh kualitas pelayanan publik dan disiplin kerja terhadap kepuasan masyarakat (Studi kasus pada Kantor Balai Desa Cimohong). *Jurnal Ilmiah Manajemen dan Kewirausahaan*, 1(3), 387–399.

Nurfalah, A. A., Zahra, S., & Tabrani, M. B. (2020). Pengaruh kualitas produk dan harga terhadap kepuasan konsumen di Kedai Kopi Mustafa85 Pandeglang Banten (Studi kasus Kedai Kopi Mustafa85 di Pandeglang Banten). *Jurnal Bina Bangsa Ekonomika*, 13(2), 313–318.

Prasetyo, M. D., Susanto, S., & Maharani, B. D. (2021). Pengaruh kualitas pelayanan, fasilitas, dan persepsi harga terhadap kepuasan konsumen: Studi kasus pada pelanggan Barbershop Pojur Yogyakarta. *Jurnal Ilmiah Manajemen Kesatuan*, 9(1), 23–32.

Restiani, I., & Ardiansyah, I. (2023). Pengaruh kualitas pelayanan dan citra merek lembaga terhadap kepuasan pelanggan (mahasiswa) di perguruan tinggi Bandung. *KarismaPro*, 14(1), 43–54.

Ridwan, R., Nur, Y., & Mariah, M. (2021). The influence of customer relationship management on customer satisfaction. *Jurnal Economic Resource*, 4(1), 90–100. https://doi.org/10.57178/jer.v4i1.367

Rizkiani, B. A. N., & Sulistyowati, D. K. (2021). Fotocopy Pelangi Desa Buniwah Kabupaten Tegal: The influence of product quality and service quality on. *Politeknik Harapan Bersama Tegal*.

Siregar, S. (2022). *Statistik parametik untuk penelitian kuantitatif: Dilengkapi dengan perhitungan manual dan aplikasi SPSS versi 17*. PT Bumi Aksara.

Sugiyono. (2020). *Metode penelitian pendidikan*. CV Alfabeta.

Sujarweni, V. W. (2022). *Metodologi penelitian bisnis dan ekonomi*. Pustaka Baru Press.

Syahputra, I., Ginting, P., & Lubis, A. N. (2023). The influence of eWOM and perception of price on purchase intention with brand image as an intervening variable in Kahf Care products. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 3(3), 983–988. https://doi.org/10.54443/ijebas.v3i3.951

Tjiptono, F., & Chandra, G. (2021). *Service, quality & satisfaction*. Andi Offset.

Toha, Mohamad & Habibah, N.J. (2023). MSME Empowerment and Development Program to Increase Consumer Satisfaction. *Sahwahita: Community Engagement Journal*, *1*(1), 26-39. https://e-journal.bustanul-ulum.id/index.php/Sahwahita/article/view/24

Wibowati, J. (2021). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada PT Muarakati Baru Satu Palembang. *Jurnal Manajemen*, 8(2), 15–31. https://doi.org/10.36546/jm.v8i2.348