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INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CUSTOMER SATISFACTION AT CV. PRIMA JAYA PHARMACY, REGAT BARAT DISTRICT INDRAGIRI HULU REGENCY

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Abstract

Consumer satisfaction is very important to note because it will have an impact on sales results achieved by the organization, where customer satisfaction at CV. Prima Jaya Pharmacy, Rengat Barat District, Indragiri Hulu Regency has experienced a decline which can be seen from the product sales table, so this will have an impact on consumer satisfaction.

This study aims to analyze the influence of product quality, price and partial promotion variables on customer satisfaction at CV. Prima Jaya Pharmacy, Rengat Barat District, Indragiri Hulu Regency for 6 months.

The data collection method used is the census method, namely giving questionnaires to consumers according to the research conducted. Data were analyzed using the Quantitative Method which used the path analysis formula using the SPSS Statistics 21 computer program.

From the results of hypothesis testing, it can be seen that product quality partially has a significant effect on customer satisfaction at CV. Prima Jaya Pharmacy, Rengat Barat District, Indragiri Hulu Regency. Price partially has no significant effect on customer satisfaction at CV. Prima Jaya Pharmacy, Rengat Barat District, Indragiri Hulu Regency. Promotion partially has a significant effect on customer satisfaction at CV. Prima Jaya Pharmacy, Rengat Barat District, Indragiri Hulu Regency.

Keywords: *Product quality, price, promotion, and consumer satisfaction.*

INTRODUCTION

The company is a commercial entity that aims to gain profit from its products or operational activities, both those engaged in the goods, finance, and services sector. Product is everything that is offered to the market to be noticed, owned, used or consumed so as to satisfy the needs of society.

To deal with such situations and circumstances, entrepreneurs must be able and quick and responsive in making decisions so that the business they establish can develop properly. Business actors are required to be able to defend the market and win the competition. In winning the competition, companies must be able to understand the needs and desires of consumers. By understanding the needs and wants of consumers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers and survive in competing in the market.

Attention to the interests of consumers by looking at the needs and desires as well as satisfaction with product quality is a key factor for the success of a business amidst this increasingly fierce competitive climate. Therefore, companies are required to be able to

provide something of value and can give a deep impression to consumers by providing satisfaction through performance that is in accordance with the quality of the product and the price offered.

Consumer satisfaction is a level where the needs, desires and expectations of consumers can be fulfilled which will result in repeat purchases or continued loyalty. The more the expectations of consumers are fulfilled, the more satisfied consumers will be. A business must have strategies in marketing the services offered, so that consumers can be maintained or even increased in number. Intense competition and the increasing number of delivery service companies that have sprung up at this time make the owner or manager must be able to create a strategy to be able to compete and be superior to his competitors. Business competition in this case can be interpreted as efforts made by companies to get and retain consumers.

There are many companies that provide various services in the sale of drugs. The large number of sales companies, makes these business actors increasingly competing to provide the right price and the best product quality for their consumers. Companies that have been established for a long time and have broad consumers should protect their assets and innovate so that their customers do not switch to other companies. If this has been fulfilled, it will be very difficult for competitors to compete or seize these consumers. The company is obliged to provide quality and satisfactory service so that consumers are not reduced or even lost due to unsatisfactory service.

Price is an important factor in sales. Many companies go bankrupt because they set prices that don't match. The price set must be in accordance with the purchasing power of consumers, so that consumers can use the product. As for consumers, price is a material consideration in making purchasing decisions. Because the price of a product affects consumer perceptions of the quality of the product. Price and quality have a high influence on consumer satisfaction, there is empirical evidence that explores this relationship.

This is a factor that is not paid enough attention to by the company, so consumers will think again about using these services and will feel dissatisfied after buying or using these goods or services. In addition to price, product quality is also another important factor that affects consumer satisfaction. Product quality is a product that attracts more new customers, retains existing customers, avoids switching customers and creates special advantages. Companies that prioritize good product quality will have an impact on consumer satisfaction. Product quality as an effort to create comfort for consumers so that consumers feel they have more value than expected. Consumer expectations are an important factor, product quality that prioritizes consumer satisfaction will provide more expectations and vice versa. With excellent product quality, customer satisfaction will indirectly be realized.

In addition, the promotion of a product will have an impact on consumer satisfaction, because this will attract consumers to buy the product being promoted at a relatively low price.

Based on the background of the problem above, the writer is interested in raising the title: **"INFLUENCE OF PRODUCT QUALITY, PRICE AND PROMOTION ON CUSTOMER SATISFACTION AT PRIMA JAYA APOTIK CV, RENGAT BARAT DISTRICTINDRAGIRI HULU REGENCY"**.

LITERATURE REVIEW

Consumer Satisfaction

Definition of Consumer Satisfaction

Quality is an expectation of every person who will buy a product. The influence of quality greatly influences consumer decisions in choosing and buying a product. Product

quality, customer satisfaction, and company profitability are three things that are closely related. The higher the level of product quality, the higher the resulting consumer satisfaction, which supports higher prices and lower costs. Companies that cut their costs too far will pay the price when the quality of the customer experience suffers.

Consumer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met. (Rahmayanty, 2013: 43). Consumer satisfaction is a consumer's overall feeling about the product or service that has been purchased by the consumer. (Solomon, 2011: 115). Consumer satisfaction is a label used by consumers to summarize a set of visible actions or actions related to products or services. (Supranto, 2011: 94). Consumer satisfaction is a post-purchase evaluation in which the chosen alternative at least provides the same outcome or exceeds the expectations of the consumer, while dissatisfaction will arise if the results obtained do not meet consumer expectations. Consumer satisfaction is a post-purchase evaluation in which the selected alternative at least gives the same or exceeds consumer expectations. (Tjiptono, 2011: 292)

Factors Affecting Consumer Satisfaction

Factors that influence consumer satisfaction consumer satisfaction: (Tjiptono and Candra in Priansa, 2017:37)

1. Product quality

Good product quality and meeting consumer tastes and expectations can create consumer satisfaction. The basis for evaluating this product includes: product type, quality, or product quality and product supply.

2. Price

Price is an inherent part of the product that reflects the quality of the product. The basis for evaluating the price includes the price level and conformity with the selling price of the product, variations or price choices for the product.

3. Promotion

The basis of promotional research is information on company products and services in an effort to communicate the benefits of these products and services to target consumers. Research in this regard includes advertising of products and services, discounts on goods and gift giving.

4. Location

Place is part of the company's attributes in the form of company and consumer locations. Assessment of location attributes includes company location, speed and accuracy in transportation.

5. Employee service

Employee services are services provided by employees in an effort to meet the needs and desires of consumers in an effort to satisfy consumers. The basic assessment in this case includes employee service courtesy, friendliness, speed and accuracy.

6. Facility

Facilities are part of the company's attributes in the form of intermediaries to support the smooth operation of companies dealing with consumers. The basis for the assessment includes the arrangement of goods, places for storing goods, restrooms and places of worship.

7. Atmosphere

Atmosphere is a supporting factor, because if the company impresses, consumers will get their own satisfaction. Basic assessment includes air circulation, comfort and safety

Product quality

Definition of Product Quality

The product is the central point of marketing activities, because the product is the result of a company's activities that can be offered to the market for purchase, use for consumption, the purpose of which is to satisfy consumer needs and wants.

Products can be in the form of goods and services, if there is no product, there will be no transfer of ownership so there will be no marketing. All other marketing activities are used to support product movement. How great is the promotion, distribution and price effort if it is not followed by quality products and liked by consumers, then the business of a company will not be successful.

Factors Affecting Product Quality

The elements that can be included to have a superior product (positive quality factor) are as follows: (WiJaya, 2018: 13)

- a. Nice design
The design must be original and captivate the taste of consumers. For example, a refined design to get the impression of quality.
- b. Advantage over competition
Products must be superior, both in function and design compared to other similar products.
- c. Physical attractiveness
- d. Products must appeal to the five senses (appealing to touch or feel), must be well stamped, and must be beautiful.
- e. Authenticity
- f. Derivative or imitation products show the quality of derivatives that are not as good as the original or first product.

Price

Definition of Price

The study shows that consumers do not always remember the actual price of a product. Instead, they encode prices in a way that is meaningful to them. The level of consumer attention, awareness and knowledge about price appears to be much lower than necessary for consumers to know accurate prices from internal references for many products. In its business, companies that market goods or services need to set the right price.

Price is a monetary unit or other measure (including other goods or services) that is exchanged in order to obtain the right to use an item. Price can be interpreted as the amount of money (monetary unit) or other aspects (non-monetary) that contain certain utilities or uses that are treated to obtain a good or service.

Utility is an attribute or factor that has the potential to satisfy certain needs and wants.

Broadly speaking, there are 5 (five) main utilities, namely: (Tjiptono, 2014: 198)

- a. Form utility relates to production or convection processes, namely physical or chemical changes that make a product more valuable.
- b. Place utility, if the product is available in locations where consumers want to buy it.
- c. Time utility, created when a product is available when needed by potential consumers.
- d. Information utility, created by way of informing potential buyers about the existence or availability of a product.
- e. Ownership utility, created when there is a transfer of ownership or owner's rights to a product from the producer to the consumer.

Promotion

Definition of Promotion

Promotion comes from the word promote in English which is defined as developing or improving. Promotion is one component of the marketing mix. The promotion function in the marketing mix is to achieve various communication objectives with consumers.

Promotion is an activity that communicates the superiority of a product and persuades target consumers to buy it. (Kotler and Keller, 2016:47)

Promotion is one of the marketing mix tools. Promotion is important for a company. Promotional activities spearhead the target market's acceptance of a product. (Suparyanto, 2015:124)

Promotion is an activity that is inseparable from sales activities and as a means to increase sales. (Muhammad Adam, 2015:92)

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade and improve the target market for the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. (Tjiptono developed by Budi, 2015:1572)

RESEARCH METHODS

Path Analysis (Path Analysis)

The path analysis equation is used to determine the relationship between the dependent variables. The relationship between variables is expressed in the form of an equation, so that the value of variable Y can be determined or predicted if the value of variable X is known.

The path coefficient is the standardized regression coefficient, which shows the direct effect of the independent variable on the dependent variable that has been arranged in the path diagram. To be able to determine the path coefficient, a diagram is drawn up that describes the causal relationship framework or the influence of product quality, price and promotion variables on consumer satisfaction.

Path Analysis Equations

$$Y = \text{pyx1X1} + \text{pyx2X2} + \text{pyx3X3} + e$$

Information :

Y = Dependent Variable (Customer Satisfaction)

pyx1, pyx2 = Path Coefficient

X1 = Product Quality

X2 = Price

X3 = Promotion

e = errors

RESEARCH RESULTS AND DISCUSSION

Research result

Model Feasibility Test (F Test)

The model feasibility test is to test whether there is an overall significant effect on the regression model. The calculation of the hypothesis test uses the SPSS program with the following calculation results:

Table 1. F test of independent variables and dependent variables
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	437,804	3	145,935	97,575	,000b
	residual	143,580	96	1,496		
	Total	581,384	99			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Promotion, Product Quality, Price

Source: SPSS Processed Data, 2022

Basis for Decision Making

- If the value of the goodness of fit statistic is > 0.05 , then the research model is not correct.
- If the value of the goodness of fit statistic is < 0.05 , then it is correct.

In the table above it can be seen that the significant value is 0.000. The value of the goodness of fit statistic < 0.05 or $0.000 < 0.05$ means that the research model is correct.

Path Analysis Equations

Path analysis is used to determine the relationship between the dependent variables. The relationship between variables is expressed in the form of an equation, so that the value of variable Y can be determined or predicted if the value of variable X is known.

The path coefficient is the standardized regression coefficient, which shows the direct effect of the independent variable on the dependent variable that has been arranged in the path diagram. In order to be able to determine the path coefficient, a diagram is drawn up that describes the causal relationship framework or the influence of product quality, price and promotion variables on consumer satisfaction, to be more clearly seen as follows:

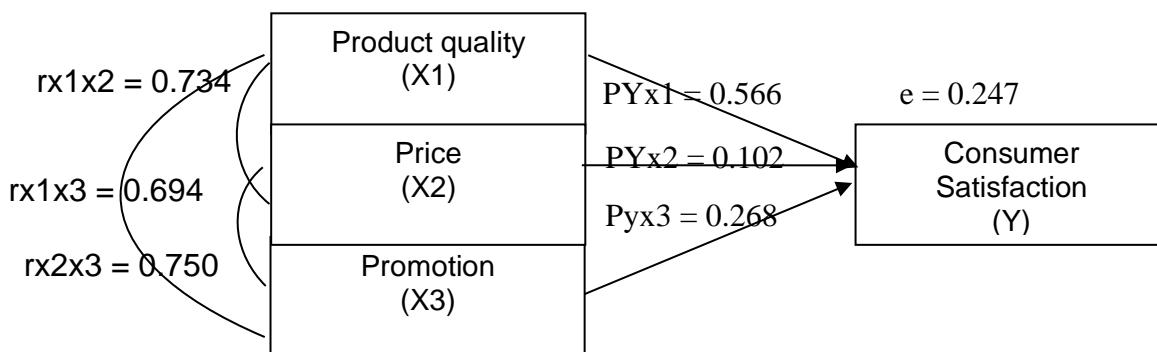


Figure 1. Path Diagram

Meanwhile, to determine the magnitude of the residual coefficient (ϵ) is calculated by the formula:

$$P_y\epsilon = 1 - 0.753 = 0.247$$

Based on the path diagram image, the results of path analysis can be calculated, namely the following results are obtained:

Table 2 : Multiple Correlation Coefficient Analysis

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,868a	,753	,745	1.22296	2,099

a. Predictors: (Constant), Promotion, Product Quality, Price

b. Dependent Variable: Consumer Satisfaction

Source: SPSS Processed Data, 2022

Table 3 : Path Analysis Equation

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-,516	,792		-,651	,516
	Product quality	,316	,048	,566	6,605	,000
	Price	,087	,068	,102	1,291	,200
	Promotion	,205	,062	,268	3,315	,001

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Processed Data, 2022

Table 4 : correlations

correlations

		Product quality	Price	Promotion	Consumer Satisfaction
Product quality	Pearson Correlation	1	,734**	,750**	,842**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Price	Pearson Correlation	,734**	1	,694**	,703**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Promotion	Pearson Correlation	,750**	,694**	1	,763**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Consumer Satisfaction	Pearson Correlation	,842**	,703**	,763**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Processed Data, 2022

Based on the processed data above, the structural equation is obtained as follows:

$$Y = 0.566X_1 + 0.102X_2 + 0.268X_3 + e$$

From the results of the calculation of the path analysis equation above, it can be interpreted:

1. Influence product quality on consumer satisfaction of 0.566, meaning that product quality has an effect of 56.6%.
2. Influence price on consumer satisfaction of 0.102, meaning that the price of the amount of influence is 10.2%
3. Promotional influence on consumer satisfaction of 0.268, meaning that the promotion of the amount of influence is 26.8%
4. Correlation between product quality and price of 0.734.
5. Correlation between prices and promotions of 0.694.
6. Correlation between product quality and promotion of 0.750.
7. The influence of other variables from the variables studied is equal to $(e) = 1 - 0.753 = 0.247$.

Multiple Correlation Coefficient Analysis(R)

Based on the results of calculations using the help of the IBM SPSS version 21 statistical program, the multiple correlation coefficients are obtained in the following table:

Table 5.: Multiple Correlation Coefficient Analysis

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,868a	,753	,745	1.22296	2,099

a. Predictors: (Constant), Promotion, Product Quality, Price

b. Dependent Variable: Consumer Satisfaction

Source: SPSS Processed Data, 2022

Table 5.21 : Correlation Coefficient

Correlation Coefficient (R)	Connection
0.00 – 0.199	Very weak
0.20 – 0.399	Weak
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1.0	Very strong

Based on the table above, it can be seen that the results of the multiple correlation coefficient (R) are 0.868. This shows the level of relationship between all independent variables and the dependent variable in this study is in the criteria of very strong closeness relationship.

Coefficient of Determination(R²)

Based on the results of calculations using the help of the IBM SPSS version 21 statistical program, the coefficient of determination is obtained as shown in the following table:

Table 6: Analysis of the Coefficient of Determination

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,868a	,753	,745	1.22296	2,099

a. Predictors: (Constant), Promotion, Product Quality, Price

b. Dependent Variable: Consumer Satisfaction

Source: SPSS Processed Data, 2022

Based on the table above, it can also be seen the results of the coefficient of determination(R²). Fromtebelabove it can be seen that the value of R Square is 0.753. So, Variable impact contributionproduct quality, price, and promotionto Variable Consumer satisfaction of 75.3%, while the remaining 24.7% is influenced by other factors not examined in this study.

Partial Hypothesis Test (t test)

To test the effect of each independent variable on the dependent variable partially or per variable, a t test is performed. Can be seen in table 5.24 below:

Table 7: Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	-,516	,792		-,651	,516
Product quality	,316	,048	,566	6,605	,000
Price	,087	,068	,102	1,291	,200
Promotion	,205	,062	,268	3,315	,001

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Processed Data, 2022

a. Effect of Product Quality on Consumer Satisfaction.

From the results of data management using the SPSS 21 program, a tcount of 6.605 was obtained, based on $\alpha = 0.05:2 = 0.025$ with $df = nk - 1 = 100 - 4 - 1 = 95$ obtained a ttable of 1.98525. Because tcount is bigger than ttable ($6.605 > 1.98525$) means that product quality affects consumer satisfaction.

b. Effect of Price on Consumer Satisfaction

From the results of data management using the SPSS 21 program, a tcount of 1.291 was obtained, based on $\alpha = 0.05:2 = 0.025$ with $df = nk - 1 = 100 - 4 - 1 = 95$ obtained a ttable of 1.98525. Because tcount is smaller than ttable ($1.291 < 1.98525$) means that the price has no effect on consumer satisfaction.

c. The Effect of Promotion on Consumer Satisfaction

From the results of data management using the SPSS 21 program, a tcount of 3.315 was obtained, based on $\alpha = 0.05:2 = 0.025$ with $df = nk - 1 = 100 - 4 - 1 = 95$ obtained a ttable of 1.98525. Because tcount is bigger than ttable ($3.315 > 1.98525$), meaning that promotions affect consumer satisfaction.

Discussion

Product Quality Affects Consumer Satisfaction.

Based on the results of data testing that has been processed on consumers on CV. Prima Jaya Pharmacy, Rengat Barat District, it is known that product quality has an effect on Consumer satisfaction, with a hypothetical value arithmetic $> t$ table so that product quality affects Consumer satisfaction.

This research is in line with research journals Dita Putri Anggraeni (2016), with the Influence of Product Quality on Customer Satisfaction and Loyalty, it is known that product quality has an effect on Consumer satisfaction, with a hypothetical value arithmetic $> t$ table so that product quality affects Consumer satisfaction.

From the results of the product quality path analysis has a positive correlation, meaning that if the product quality is on CV. Prima Jaya Pharmacy, Rengat Barat District well it will increase consumer satisfaction on CV. Prima Jaya Pharmacy.

Prices have no effect on consumer satisfaction

Based on the results of data testing that has been processed on consumers on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency, it is known that the price has no effect on Consumer satisfaction, with a hypothetical value count $< t$ table so the price has no effect on consumer satisfaction.

This research is not in line with research journals Fahmi Firdaus Rulfiansah (2020), with the Influence of Price and Product Quality on Consumer Satisfaction, it is known that the price has an effect on Consumer satisfaction, with a hypothetical value arithmetic $> t$ table so that prices affect Consumer satisfaction.

From the results of the price path analysis has a positive correlation meaning if the price product increase, but the quality of the product is very good it will be able to

increase consumer satisfaction in buying the product on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency.

Promotion Affects Consumer Satisfaction

Based on the results of data testing that has been processed on consumer on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency, it is known that promotion has an effect on Consumer satisfaction, with a hypothetical value $t_{arithmetik} > t_{table}$ so that promotion has an effect on Consumer satisfaction.

This research is in line with research journals Wakhid Yulianto (2020) with the title *The Effect of Promotion on Customer Satisfaction at the Aleea Shopid Kebumen Store*, it is also known that promotion has an effect on Consumer satisfaction, with a hypothetical value $t_{arithmetik} > t_{table}$ so that promotion has an effect on Consumer satisfaction.

From the results of the analysis of the promotion path has a positive correlation, meaning that if the promotion increases, it will increase consumer satisfaction on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the explanation of the results of the research and discussion that has been carried out by the author, it can be concluded as follows:

- a. Product quality affects Consumer satisfaction on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency.
- b. Price has no effect on Consumer satisfaction on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency.
- c. Promotion effect on Consumer satisfaction on CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency.

Suggestion

- a. Recommended to CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency to pay more attention to services so that consumers come back to make repeat purchases of related products.
- b. Recommended to CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency to sell products that have long durability.
- c. Recommended to CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency to offer low product prices.
- d. Recommended to CV. Prima Jaya Pharmacy, Rengat Barat District Indragiri Hulu Regency should always promote its products on social media.

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