

## ANALYSIS OF THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY AND PRICE ON CONSUMER SATISFACTION AT DOMINOS PIZZA IN BANDAR LAMPUNG

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### Abstract

The progress of modern times is no longer in doubt, many business people are competing fiercely, making business competitors required to create the advantages of their respective businesses in order to be able to compete with companies that are in the same business, talk about advantages, of course the company must can develop by producing good quality products and also competent services so that it will bring a sense of satisfaction from consumers and it is hoped that consumers will continue to come because they are satisfied with the products and services provided by the company. The purpose of this research is to determine the effect of product quality, service quality and price on consumer satisfaction at Dominos Pizza in Bandar Lampung. The population of this research is the icon consumers of Pizza Dominos, with a purposive sampling method, it is known that the sample in this study is 150 people. Analysis method using Multiple Linear regression analysis. From the results of this research, it is concluded that product quality, service quality and price jointly have an effect on consumer satisfaction of Dominos Pizza. It is hoped that with this research, Pizza Dominos can maintain the stability of product quality, service quality and good prices, so that it can attract consumer icon satisfaction when buying Pizza Dominos.

**Keywords:** iProduct Quality, Service Quality, Price and Consumer Satisfaction

### INTRODUCTION

The progress of modern times is no longer in doubt, many business people are competing fiercely, making business competitors required to create the advantages of their respective businesses in order to be able to compete with companies that are in the same business, talking about advantages of course the company must can develop by producing good quality products and also competent services so that it will bring a sense of satisfaction from consumers and it is hoped that consumers will continue to come because they are satisfied with the products and services provided by the company.

In modern times, people's activities in Indonesia are very dense, making workers no longer have enough time to make their own lunch, people are more likely to choose fast food or fast food. The number of business competitors who enter the field of Fast Food makes competition in the culinary market very tight.

In the province of Bandar Lampung itself, there are also many fast food restaurants that have developed, one of which is Dominos Pizza, Dominos Pizza is open in Bandar Lampung from 2021. Dominos Pizza was first opened in 1960 in Ypsilanti, Michigan, America Union by Tom Monaghan and his younger brother, James, Dominos Pizza was present in Indonesia in 2008. The franchise rights are held by PT Mitra Adi Perkasa. The first branch was opened in the elite area of Pondok Indah, South Jakarta. Even though it is new in Bandar Lampung, Domino's Pizza has been able to compete with its competitor, Pizza Hut, which has been around for a long time in Indonesia. Dominos Pizza itself sells various pizza menus such as Chicken delight, meat n meat, beef pepperoni feast, double beef burger, tuna delight services provided by Dominos Pizza to make consumers feel satisfied. Dominos Pizza in Bandar Lampung as one of the private companies engaged in the sale of food for daily needs (Pizza), this is driven by the increasing demand and purchasing power of the local community to meet satisfaction in terms of culinary, as well as the community. outside the Bandar Lampung area which over time increases to come and buy Dominos Pizza products in Bandar Lampung, especially pizza. In an effort to understand consumer needs and avoid and anticipate various consumer complaints, Dominos Pizza in Bandar Lampung must improve product quality, service quality and prices so that consumers are satisfied with the hope of having a positive impact on satisfaction. Dominos Pizza also provides many promotions to attract consumers to buy, one of which is only by paying Rp. 105.000.- consumers will get 3 medium pizzas with a choice of different flavors. The thing that makes Dominos Pizza different from other products is the pizza with thin and crispy bread. in terms of product variations, Dominos Pizza always makes new innovations that suit the wishes of consumers.

Understanding Consumer Satisfaction According to Kotler and Keller (2018:138) Consumer satisfaction is the extent to which product performance responses meet buyer expectations. there are some consumers who complain that

there are differences from expectations and reality, such as the advertisements offered on tv, it looks like a lot of toppings are given, but in reality, consumers complain that there are few toppings. there are some who complain about the time until more than the 30-minute guarantee arrives, and also about the price, sometimes there are some consumers who complain about the price given by dominos pizza. Based on previous research, the factors that influence consumer satisfaction are product quality, service quality, and price. It can be seen in the following assessment table:

**Table 1** Ratings of Domino's Pizza

No	Review Type	Ratings				
		1.0	2.0	3.0	4.0	5.0
1	Flavor	4	6	8	25	103
2	Presentation	9	10	14	33	67
3	Service	8	2	3	7	78
4	Delivery	3	1	4	19	59

Source: online application and interview.

It can be concluded that the ups and downs of reviews given by Dominos Pizza consumers, there are many judgments about the presentation, in interviews conducted by the author of several Dominos Pizza consumers who said that they were not given sauces and toppings that were a little messy because of the delivery.

### **Purpose of Research**

To find out and analyze that product quality, service quality and price have an effect on consumer satisfaction at Dominos Pizza in Bandar Lampung.

### **Literature review**

Marketing management according to Manullang & Hutabarat (2013) is "the process of analyzing, planning, implementing and controlling activities in marketing which include ideas, goods and services based on exchange with the aim of generating consumer satisfaction and producer responsibility". According to Kotler & Keller (2016, p. 156), product quality is the totality of features and characteristics of a product or service that is capable of satisfying consumer needs.

According to previous researchers Achmad (2020) service quality is a way to retain consumers. With quality, it means that companies must meet consumer expectations and satisfy their needs.

According to previous researchers, Saputra (2020) is the value of money that must be paid by consumers to sellers for the goods or services they buy. In other words, the price is the value of an item determined by the seller.

### **Research Hypothesis**

#### **The Effect of Product Quality on Consumer Satisfaction**

According to Kotler & Keller (2016, p. 156), quality is the totality of features and characteristics of a product or service that is capable of satisfying consumer needs. According to previous researchers Wibisono, (2019) a product is the end result of a series of production processes that can be in the form of goods or services and can be used to fulfill consumer desires. The relationship between the influence of product quality on customer satisfaction has also been found in Basith's research (2014) that the quality of the products offered is the basis for creating customer satisfaction. The quality of the products offered will affect the level of customer satisfaction. Based on this, the first hypothesis in this paper is:

**H1: Product Quality has a positive effect on Consumer Satisfaction at Dominos Pizza in Bandar Lampung**

#### **The Effect of Service Quality on Consumer Satisfaction**

According to Kotler (2013) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. According to previous researchers Achmad (2020) service quality is a way to retain consumers. With quality, it means that companies must meet consumer expectations and satisfy their needs. The relationship between service quality and customer satisfaction according to Fahmi (2012), the quality of service leads to an increase in customer satisfaction, service quality has a positive relationship with customer satisfaction, high service quality produces high customer satisfaction as well. Based on this, the second hypothesis in this paper is:

**H2: Service quality has a positive effect on customer satisfaction at the Dominos Pizza company in Bandar Lampung.**

#### **The Effect of Price on Consumer Satisfaction**

According to Kotler & Armstrong (2018, p. 308), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using an item

or service. Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value. According to previous researchers, Saputra (2020) is the value of money that must be paid by consumers to sellers for the goods or services they buy. In other words, the price is the value of an item determined by the seller. Price relationship to consumer satisfaction According to Gunawan (2012), price can affect consumer satisfaction where price plays an important role in determining consumer satisfaction to buy goods or services. This means that most or the majority of every consumer satisfaction that is done by the buyer is seen and determined from the value of the price of the goods or services.

Based on this, the third hypothesis in this paper is:

**H3: Price has a positive effect on consumer satisfaction at the Dominos Pizza company in Bandar Lampung.**

**The Influence of Product Quality, Service Quality and Price on Consumer Satisfaction**

According to Tjjiptono (2016, p. 146) Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations. product quality, service quality and price are closely related to the satisfaction of a consumer to buy a product or service. High satisfaction can be formed by the existence of product quality, service quality and prices offered by providers of goods or services. With the quality of products and good service quality and affordable prices, a consumer will certainly be very interested in buying the product or service he wants.

Based on this, the third hypothesis in this paper is:

**H4 : Product Quality, Service Quality and Price have a positive effect on Consumer Satisfaction at Dominos Pizza Company in Bandar Lampung.**

**Framework**



**Figure 1. Framework**  
Source: Processed by Researchers

**Research Methods**

The research method used by the researcher is a quantitative descriptive research. Quantitative descriptive research method is a method of solving problems using phenomena, circumstances, events or something that is happening in the present time based on facts that occur is an analysis of how things are happening in the current situation

The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by the author to be studied and then draw conclusions Sugiyono (2016b, p. 135). The population of this study are consumers of Domino Pizza in Bandar Lampung. According to Sugiyono (2015), the sample is part of the number and characteristics possessed by the population. For this reason, samples taken from the population must be truly representative. Meanwhile, according to Arikunto (2015) the sample is part or representative of the population being studied. The research sample is part of the number and characteristics possessed by the population. Ikuantitative analysis is an analysis that is used for idata for the forms of the form of the identification of the identification. so in this research I use the iSPSS i23 software.

**Validity test**

According to Sugiyono (2017, p. 121) A valid instrument means that the measuring instrument used to obtain data (measure) is valid.

### **Reliability Test**

According to Ghozali (2018, p. 45) reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct.

### **Multiple Linear Regression Technique**

The author uses multiple linear regression analysis to influence the variables of product quality, service quality and price on consumer satisfaction. Observational data also consists of independent variables, where the equation is intended to draw a pattern of relationships or functions between these variables.

### **Hypothesis Test (t Test)**

According to Sugiyono (2018, p. 223) The t-test is a temporary answer to the problem formulation, which asks the relationship between two or more variables.

### **Hypothesis Test (Test f)**

The f test is used to determine the effect of the independent variable on the dependent variable, namely whether the variables X1, X2 and X3 simultaneously affect the Y variable.

### **Coefficient of Determination Test**

According to Sujarweni (2014, p. 164) "The coefficient of determination (R<sup>2</sup>) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X)". If R<sup>2</sup> is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher.

### **Analysis of idata and Discussion**

#### **Product Quality Validity Test (X1)**

The validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the phenomenon/event being measured. Questionnaire items are declared valid if the value of r count > r table (0.160).

**Table 2 Product Quality Validity Test Results (X1)**

Question	Value of r Calculate	Table r value	N	Conclusion
Question1	0.669	0,160	150	Valid
Question2	0.865	0,160	150	Valid
Question3	0.850	0,160	150	Valid
Question4	0.843	0,160	150	Valid
Question5	0.783	0,160	150	Valid
Question6	0.801	0,160	150	Valid
Question7	0.809	0,160	150	Valid
Question8	0.795	0,160	150	Valid
Question9	0.760	0,160	150	Valid
Question10	0.802	0,160	150	Valid

Source: Processed Data, 2022

From the results of the statistical test above, it was found that there were 10 question items that had r count > r table = 0.160 so that all question items were valid.

#### **Service Quality Validity Test (X2)**

The validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the phenomenon/event being measured. Questionnaire items are declared valid if the value of r count > r table (0.160).

**Tabel 3 Service Quality Validity Test Results (X2)**

Question	Value of r Calculate	Table r value	N	Conclusion
Question1	0.658	0,160	150	Valid
Question2	0.658	0,160	150	Valid
Question3	0.724	0,160	150	Valid
Question4	0.724	0,160	150	Valid
Question5	0.746	0,160	150	Valid
Question6	0.746	0,160	150	Valid
Question7	0.754	0,160	150	Valid
Question8	0.718	0,160	150	Valid
Question9	0.708	0,160	150	Valid
Question10	0.734	0,160	150	Valid
Question11	0.684	0,160	150	Valid
Question12	0.713	0,160	150	Valid
Question13	0.679	0,160	150	Valid
Question14	0.641	0,160	150	Valid
Question15	0.652	0,160	150	Valid
Question16	0.657	0,160	150	Valid

Source: Processed Data, 2022

From the results of the statistical test above, there were 16 question items that had  $r_{count} > r_{table} = 0.160$  so that all question items were valid.

### Price Validity Test (X3)

The validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the phenomenon/event being measured. Questionnaire items are declared valid if the value of  $r_{count} > r_{table} (0.160)$ .

**Tabel 4 Price Validity Test Results (X3)**

Question	Value of r Calculate	Table r value	N	Conclusion
Question1	0.788	0,160	150	Valid
Question2	0.837	0,160	150	Valid
Question3	0.884	0,160	150	Valid
Question4	0.835	0,160	150	Valid
Question5	0.829	0,160	150	Valid
Question6	0.828	0,160	150	Valid
Question7	0.739	0,160	150	Valid
Question8	0.755	0,160	150	Valid

Source: Processed Data, 2022

From the results of the statistical test above, it was found that there were 8 question items that had  $r_{count} > r_{table} = 0.160$  so that all question items were valid.

### Consumer Satisfaction Validity Test (Y)

The validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the phenomenon/event being measured. Questionnaire items are declared valid if the value of  $r$  count  $>$   $r$  table (0.160).

**Table 5 Validity Test Results of Consumer Satisfaction (Y)**

Question	Value of r Calculate	Table r value	N	Conclusion
Question1	0.720	0,160	150	Valid
Question2	0.834	0,160	150	Valid
Question3	0.844	0,160	150	Valid
Question4	0.831	0,160	150	Valid
Question5	0.726	0,160	150	Valid
Question6	0.759	0,160	150	Valid
Question7	0.705	0,160	150	Valid
Question8	0.746	0,160	150	Valid
Question9	0.724	0,160	150	Valid
Question10	0.681	0,160	150	Valid

Source: Processed Data, 2022

### Reliability Test

**Table 6 Reliability Test**

Varibel	Cronbach's Alpha	Realibility
X1	0.936	Reliabel
X2	0.930	Reliabel
X3	0.926	Reliabel
Y	0.917	Reliabel

Source: Processed Data, 2022

From the results of the reliability test above, it can be seen that the alpha value is  $>$  0.60, so this research questionnaire is declared reliable. This means that the measuring instrument used in this study already has the ability to provide consistent measurement results in measuring the same symptoms.

### Multiple Linear Regression

Inferential analysis is intended to determine the magnitude of the effect of the independent variable on the dependent variable  $i$ , namely  $i$  by using multiple linear regression analysis. From the results of data processing  $i$  using the computer iprogram iSPSS version i23  $i$ , namely in the attachment  $i$ , the results  $i$  are as follows:

**Table 7 Multiple Linear Regression Analysis**

Variabel	B	t	Sig
(Constant)	2.471	0.832	0.407
Product quality	0.371	5.542	0.000
Service quality	0.144	3.055	0.003
price	0.392	6.027	0.000

Source: Processed Data SPSS23, 2022.

Based on the above results, i is then entered into the form of the multiple linear regression equation i, so that i becomes the equation i as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_t$
$Y = 2.471 + 0,371X_1 + 0,144X_2 + 0,392X_3$

Information:

- Y : Consumer Satisfaction
- $\alpha$  : Constant
- $\beta_1, \beta_2$  : Iregression Coefficient
- X<sub>1</sub> : Product quality
- X<sub>2</sub> : Quality of Service
- X<sub>3</sub> : Price
- E<sub>t</sub> : Error

Based on the equation of multiple linear regression i as above i can be given the interpretation i as follows i:

1. Constant value (a) of 2.471 means that if you do not pay attention to Product Quality, Service Quality and Price, then Customer Satisfaction is only 2,471.
2. The regression coefficient of X1 is 0.371. This shows that the contribution of Product Quality to Consumer Satisfaction is 0.371, or if the Product Quality increases with the assumption that other variables are fixed, then Consumer Satisfaction will increase. If Product Quality (X1) is increased by 1% with the assumption that Service Quality (X2) and Price (X3) are considered constant, then Consumer Satisfaction will increase by 3.71%.
3. The regression coefficient of X2 is 0.144. This shows that the contribution of Service Quality to Customer Satisfaction is 0.144, or if Service Quality increases with the assumption that other variables are fixed, then Customer Satisfaction will increase. If Service Quality (X2) is increased by 1% with the assumption that Product Quality (X1) and Price (X3) are considered constant, then Consumer Satisfaction will increase by 1.14%.
4. The regression coefficient of X3 is 0.392. This shows that the contribution of price to consumer satisfaction is 0.392, or if the price increases with the assumption that other variables are fixed, then consumer satisfaction will increase. If Price (X3) is increased by 1% with the assumption that Product Quality (X1) and Service Quality (X2) are considered constant, then Consumer Satisfaction will increase by 3.92%.
5. Based on the information above, it can be concluded that the value of the regression coefficient of Service Quality (X2) is greater than the coefficient of Product Quality (X1) and Price (X3), this shows that the contribution of the Price variable is higher or dominant compared to Product Quality and Service Quality. in increasing consumer satisfaction at Domino's Pizza.

**Coefficient of determination i(R<sup>2</sup>)**

The idetermination coefficient is used to find out how much influence the independent variables i have on the dependent variable. The value of the idetermination coefficient is determined by the adjusted value iR isquare.

**Table 8 Coefficient of Determination**

Model	R	R Square
1	0.678 <sup>a</sup>	0.460
Variable : (Constant), Price, Product Quality, Service Quality		

Source: Data Processed with SPSS23, 2022

The table above shows the close influence of the variables of Product Quality, Service Quality and Price on Consumer Satisfaction. The calculation results obtained R = 0.678 and the coefficient of determination of R<sup>2</sup> = 0.460 or 46%. The magnitude of the coefficient of determination means that the magnitude of the change in the Consumer Satisfaction variable is 46% influenced by Product Quality, Service Quality and Price, the remaining 54% is influenced by other factors that the authors did not examine.

### Test the Hypothesis Partially or Test t

Partial hypothesis testing can be done to determine the effect of each independent variable on the dependent variable, if the value of  $\text{sig} < 0.05$  then the proposed hypothesis is accepted or  $H_0$  is rejected and  $H_a$  is accepted.

**Table 9 Partial Hypothesis Testing or t Test**

Variabel	B	t	Sig.
(Constant)	2.471	0.832	0.407
Product quality	0.371	5.542	0.000
Service quality	0.144	3.055	0.003
price	0.392	6.027	0.000

Source: Data Processed SPSS23, 2022

1. Hypothesis Testing Product Quality on Consumer Satisfaction
2. Based on the hypothesis test above, it can be seen that the t-count of the Product Quality variable is 5.542 which is greater than the t-table, which is 1.976 with a significant level of 0.000 because the probability is smaller than 0.05, so Product Quality has an effect on Consumer Satisfaction, meaning  $H_0$  is rejected and  $H_a$  is accepted. Thus the first hypothesis "Product Quality has a positive and significant effect on Consumer Satisfaction at Dominos Pizza" is accepted.
3. Hypothesis Testing Service Quality on Consumer Satisfaction
4. Based on the hypothesis test above, it can be seen that the t-count of the Service Quality variable is 3.055 which is greater than the t-table, which is 1.976 with a significant level of 0.003 because the probability is smaller than 0.05, the Service Quality has an effect on Consumer Satisfaction, meaning  $H_0$  is rejected and  $H_a$  is accepted. Thus the second hypothesis "Service Quality has a positive and significant effect on Consumer Satisfaction at Dominos Pizza" is accepted.
5. Test the Price Hypothesis on Consumer Satisfaction
6. Based on the hypothesis test above, it can be seen that the t-count of the price variable is 6.027 which is greater than the t-table, which is 1.976 with a significant level of 0.000 because the probability is less than 0.05, then the price affects consumer satisfaction, meaning  $H_0$  is rejected and  $H_a$  is accepted. Thus the second hypothesis "Price has a positive and significant effect on Consumer Satisfaction at Dominos Pizza" is accepted.

### ANOVA Hypothesis Test or F . Test

**Table 10 Simultaneous Hypothesis Testing or F . Test**

Variabel	F	Sig.
a. Dependent Variable: Consumer Satisfaction	41.406	0.000
b. Predictors: (Constant), Price, Product Quality, Service Quality		

Source: Data Processed SPSS23, 2022

From the ANOVA test or F test, it is obtained that the calculated F is 41,406 which is greater than the F table of 2.67, with a significant level of 0.000 because the probability is less than 0.05, so Product Quality, Service Quality and Price together have an effect on Consumer Satisfaction, meaning  $H_0$  rejected  $H_a$  accepted. Thus the third hypothesis: "Product Quality, Service Quality, and Price together have a significant effect on Consumer Satisfaction at Dominos Pizza" can be accepted.

### CONCLUSION

Based on the results of data analysis, it can be concluded that the findings of the analysis are as follows:

1. Product quality has a significant positive effect on consumer satisfaction at Dominos Pizza. The results showed that good product quality will increase consumer satisfaction.

2. Service quality has a significant positive effect on customer satisfaction at Dominos Pizza. In this case, Dominos Pizza has been able to provide good service quality for its customers, high service quality will result in high customer satisfaction as well.
3. Price has a significant positive effect on consumer satisfaction at Dominos Pizza. The results showed that consumer acceptance of the price is very good, then consumer satisfaction will be even greater.
4. Product Quality, Service Quality, and Price have a positive and significant influence together on Consumer Satisfaction at Dominos Pizza. Consumer responses and their descriptions of their satisfaction with the products, services and prices found at Dominos Pizza are very good and consumers are satisfied.

### SUGGESTION

Based on the results of qualitative and quantitative data analysis, there are several things that need to be recommended to Dominos Pizza in order to increase customer satisfaction so that they are more amenable to the current situation, including:

1. For Companies
  - Need to improve product quality, service and prices in order to remain able to compete with other companies on the same type of product and be able to increase the value of the quality of its products to match consumer expectations.
  - It is expected that Dominos Pizza is more thorough and careful with the selection and determination of product quality so that it is good in the eyes of consumers and the achievement of goals at Dominos Pizza
  - In maintaining the stability of service quality, it is expected that Dominos Pizza should continue to suppress the best service quality so that consumers feel comfortable and feel valued by employees.
  - It is expected that Dominos Pizza can maintain their respective prices in order to maintain consumer satisfaction with Dominos Pizza.
2. For Further Researchers
  - Future researchers are expected to examine more sources and references related to educational infrastructure and the effectiveness of the learning process so that the results of their research can be better and more complete.
  - Adding other research variables such as customer trust or customer loyalty that can affect customer satisfaction. As well as taking other research objects so that the results of the study can be compared with this research.

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