

THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PT. AIRMAS PERKASA

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ABSTRACT

This study aims to analyze the impact of service quality and product quality on customer satisfaction at PT. Airmas Perkasa, a provider of information technology hardware in Jakarta. The study uses a quantitative approach with a survey method, involving 98 respondents. Service quality is measured based on dimensions of reliability, responsiveness, assurance, empathy, and tangible evidence, while product quality is assessed through performance, features, durability, and product reliability. Customer satisfaction is measured through consumer evaluations of the products and services received. The analysis results show that service quality has a significant impact on customer satisfaction. Product quality also significantly affects customer satisfaction. Simultaneously, service quality and product quality have a significant impact on customer satisfaction, with an F-value of 289.216 and an R^2 of 0.859, indicating that both variables together explain 85.9% of the variation in customer satisfaction. The study concludes that improving both service quality and product quality can significantly enhance customer satisfaction. PT. Airmas Perkasa is advised to continue improving its services and products to maintain customer satisfaction and strengthen its competitive edge in the market.

Keywords: Service Quality, Product Quality, Customer Satisfaction

1. INTRODUCTION

Economic growth is closely linked to the development of businesses, both corporate and retail, in major cities across Indonesia, including Jakarta. According to klc2.kemenkeu.go.id, in 2022, economic growth is a process of changes in economic conditions occurring continuously within a country to achieve a better state over a certain period. Business competition in the current era of globalization is extremely tight, requiring every company to meet consumer needs while striving to create products with advantages and differentiation from competitors. This can be observed from the increasing number of business sectors established and growing over time. According to Databooks.katadata.co.id, Indonesia's trade growth, particularly in Jakarta, increased by 8.25% in 2022 (year on year).

With rapid business growth, competition among companies has become more intense. Consequently, businesses are increasingly focused on maximizing service quality and building strong relationships with consumers. Based on data from the Central Statistics Agency (BPS), cited by Databooks.katadata.co.id, the gross added value from the information and communication sector, particularly in the field of IT procurement or sales, grew by 7.14% (year on year), reaching IDR 181.72 trillion in the first quarter of 2022. This news is further supported by Google, Temasek, and Bain & Co, which reported that around 77% of merchants surveyed in 2021 plan to increase the use of digital payment services within the next one or two years. Thus, it can be concluded that the competition in the information and communication sector will become increasingly intense, both locally and nationally. Therefore, companies operating in this sector need to optimize their marketing efforts to compete with competitors by engaging more closely with consumers.

Consumers are the sole reason for the existence and growth of a company. This rationale makes consumer satisfaction the top priority for businesses. Consumer satisfaction leads to demands from consumers, who not only expect high-quality products at relatively affordable prices but also ease in accessing these products. The sense of satisfaction experienced by customers is an essential aspect of achieving success and gaining a competitive edge in the business landscape. Customer satisfaction refers to the feelings of pleasure or disappointment that consumers experience when comparing a product's performance with their expectations. Factors influencing customer satisfaction in this study include the quality of service and the quality of products provided by PT. Airmas Perkasa. This company operates in the IT hardware procurement sector, targeting government institutions and corporations as its primary consumers.

Field data indicates that sales at PT. Airmas Perkasa remain unstable and fluctuate due to consumer dissatisfaction with the quality of service and products. A pre-survey questionnaire distributed to 34 respondents revealed that many consumers expressed dissatisfaction with these aspects. The highest dissatisfaction was reported in product quality, with 19 respondents disagreeing with positive statements about the products. Service

quality followed, with 16 respondents expressing dissatisfaction. Consumer satisfaction is a result of evaluating purchase decisions and experiences with goods or services. To succeed in marketing, companies must understand consumer needs, meet expectations, and ensure satisfaction by improving service quality. Service quality reflects the overall experience consumers have with a company's offerings and their ability to meet expectations. Companies can enhance service quality by providing user-friendly facilities, responsive customer service, and a seamless shopping experience.

Product quality encompasses the durability, reliability, functionality, and overall attributes of a product. It is a critical factor in consumer satisfaction, as customers seek not just the physical product but a comprehensive experience. Good product quality fosters loyalty and positive customer responses, while poor quality leads to dissatisfaction, complaints, and product returns. PT. Airmas Perkasa has received feedback that the quality of its products does not always meet consumer expectations. Although the company strives to ensure products comply with established standards, inconsistencies in product quality have led to customer dissatisfaction. Ensuring consistently high-quality products is essential to maintaining consumer trust and satisfaction.

The data shows that in 2019, a total of 4,787 customers made purchases from PT. Airmas Perkasa. In 2020, this number decreased to 2,831 customers, while in 2021, it rose slightly to 3,733 customers. By 2022, the total number of customers increased to 4,358. Over the span of four years, the total number of customers who made purchases from PT. Airmas Perkasa amounted to 15,709. Based on this data, customer trends are linked to sales realization data in Table 1.2, indicating a tendency for sales achievements to decline. Amid increasingly intense competition in the retail business, PT. Airmas Perkasa has actively pursued innovations, service improvements, and product quality enhancements to better serve customers. These efforts aim not only to drive sales but also to provide excellent after-sales service, ensuring that customers feel satisfied with the services offered by PT. Airmas Perkasa.

The pre-survey results reveal that within the service quality variable, statement number 4 was identified as the highest factor that did not meet consumer expectations. This is evident from the 19 respondents who disagreed with the statement in the pre-survey. Following this, statement number 2 was the second highest factor that fell short of consumer expectations, with 18 respondents disagreeing. Thus, it can be concluded that the service quality implemented by PT. Airmas Perkasa is still lacking in perfection. It was also found that within the product quality variable, from the four statements provided to 34 consumers, the results indicated that consumer expectations were not met. Statement number 1 received the highest number of disagreements, with 21 respondents. Following this, statement number 3 had the second-highest number of disagreements, with 18 respondents. Based on this data, it can be concluded that the product quality provided by PT. Airmas Perkasa is still lacking in perfection.

Based on consumer complaints data, there are still several aspects that PT. Airmas Perkasa needs to address regarding the quality of service and product standards and operations implemented by the company. From the sales data, pre-survey results distributed to consumers, and the consumer complaints table regarding service and product quality, it can be concluded that service quality that does not meet established standards and suboptimal product quality are likely factors contributing to consumer dissatisfaction and a lack of interest in making purchases from PT. Airmas Perkasa.

2. METHODS

This study uses a quantitative approach based on the philosophy of positivism, aimed at testing the established hypotheses. The method involves data collection from a specific population or sample, which is then analyzed using statistical association techniques. The research was conducted at Komplek Ketapang Indah, West Jakarta, focusing on the influence of service quality and product quality on consumer satisfaction at PT. Airmas Perkasa. The study period spans from August 2024 to March 2025. The operationalization of the variables in this study includes three main variables: service quality, product quality, and consumer satisfaction. Service quality is measured through dimensions such as tangibles, reliability, responsiveness, assurance, and empathy, while product quality is assessed based on performance, features, reliability, and durability of the product. Consumer satisfaction is defined as the evaluation of consumer choices after using a product or service, influenced by product and service quality.

The population for this study consists of all registered consumers of PT. Airmas Perkasa as of 2022, totaling 4,358 individuals. Using a probabilistic sampling technique and the Slovin method, a sample of 98 respondents was obtained. Data collection was carried out through observations, questionnaires, interviews, and literature reviews to gather valid information regarding the studied variables. Data analysis involves validity and

reliability tests, classical assumption tests such as normality, multicollinearity, autocorrelation, and heteroscedasticity, as well as simple and multiple linear regression analysis. Hypothesis testing was performed using t-tests to examine partial effects and F-tests to assess the simultaneous effects of service and product quality on consumer satisfaction. The coefficient of determination is used to measure the extent of the influence of independent variables on the dependent variable.

3. RESULT AND DISCUSSION

A. Profile

PT. Airmas Perkasa is an Information Technology company specializing in government procurement, e-commerce, leasing, and solutions. Founded by Mr. Basuki Surodjo on April 4, 2009, the company is located in Komplek Ketapang Indah, Jl. Kyai Haji Zainul Arifin, Krukut, Taman Sari District, West Jakarta, DKI Jakarta. Since its inception, Airmas Group has collaborated with international IT brands and served clients ranging from government institutions to corporations. As an IT product provider, PT. Airmas Perkasa works with reputable and validated suppliers across Indonesia. The company maintains strong partnerships with government agencies, corporations, and individuals to support its business operations (source: Official Website of PT. Airmas Perkasa).

Vision

To become a leading national company with international standards, oriented towards technology, and recognized for having the most comprehensive, extensive, and reliable network.

Mission

1. Provide genuine and high-quality products.
2. Develop excellent corporate infrastructure, human resources, and management systems.
3. Be a trusted partner offering integrated and reliable solutions with high-quality services.
4. Maintain strong relationships with users and business partners.
5. Enhance employee welfare and fully commit to corporate social responsibility.

B. Characteristics Of Respondents

The characteristics of respondents in this study provide valuable insights into the demographic profile of individuals associated with PT. Airmas Perkasa. Gender distribution shows a nearly equal representation, with female respondents slightly dominating at 52%, while male respondents constitute 48%. This balanced gender composition reflects a diverse participant base. In terms of age, the majority of respondents are young adults, with 61% falling within the 20–30 age range. The 31–40 age group follows at 34%, and only 5% of respondents are aged 41–50. This indicates that most respondents belong to a dynamic and active age group, likely contributing to the company's consumer engagement.

Educational background analysis reveals that the respondents are predominantly well-educated, with 68% holding a bachelor's degree. High school graduates make up 26% of the sample, while diploma holders account for 6%. This suggests a high level of educational attainment among the respondents, which may influence their expectations for product and service quality. Regarding occupation, private-sector employees dominate the respondent pool, representing 70%. Civil servants account for 10%, followed by students at 8%, entrepreneurs at 7%, and others at 5%. This distribution highlights a significant engagement from working professionals, particularly those in the private sector, indicating the company's alignment with a professional consumer base.

C. Validity and Reliability Test

The analysis of data instruments aimed to determine the accuracy and reliability of variables as tools for hypothesis validation, encompassing both validity and reliability testing. Validity tests were conducted to examine whether each questionnaire item was appropriately measuring the intended variables. Utilizing SPSS software version 25, the results revealed that all items for the independent variable of service quality were valid. This was evident as each calculated correlation coefficient exceeded the critical value of 0.199 at a 5% significance level. Similarly, the independent variable of product quality and the dependent variable of customer satisfaction also demonstrated validity, with all questionnaire items showing correlation coefficients higher than the critical value. These results confirm that the instruments reliably measured the intended constructs.

Reliability testing was conducted to ensure the consistency and stability of responses across time, as described by Ghozali (2017). The criteria for reliability were based on Cronbach's Alpha, where a value exceeding 0.600 indicates a reliable instrument. The findings indicated that service quality achieved a Cronbach's Alpha of 0.932, product quality scored 0.922, and customer satisfaction recorded 0.895. These values substantiate that all

variables are highly reliable, ensuring that the instruments consistently measure the constructs as intended. Consequently, the questionnaire can be used confidently for further analysis in this study.

D. Classic Assumption Test

1. Normality Test

Table 1. One Sample Kolmogorov-Smirnov Test

NPar Tests		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.97216586
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.029
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

In this study, normality testing was carried out using the Kolmogorov-Smirnov test, where data is considered normally distributed if the p-value > 0.05. Based on the results of the Kolmogorov-Smirnov test, the significance value (2-tailed) obtained was 0.200, indicating that the residual values are normally distributed because the significance value is greater than 0.05.

2. Multicollinearity Test

The purpose of the Multicollinearity Test is to examine whether there is correlation among the independent variables in the regression model. A good regression model should not have correlation between the independent variables. To test for multicollinearity, the first step is to examine the tolerance value; if the tolerance value is greater than 0.10, then multicollinearity is not present, whereas if the tolerance value is less than or equal to 0.10, then multicollinearity exists. Next, the test is performed by looking at the Variance Inflation Factor (VIF). If the VIF value is less than 10.00, multicollinearity is not present, but if the VIF value is greater than or equal to 10.00, multicollinearity exists. Based on the results of this test, the tolerance value for the Service Quality (X1) and Product Quality (X2) variables is 0.155, which is greater than 0.10. Additionally, the VIF values for both variables are 6.458, which is less than 10. Therefore, it can be concluded that this regression model does not have multicollinearity issues.

3. Autocorrelation Test

The autocorrelation test is conducted to determine if there are deviations in correlation among sample members. This test is performed using the Durbin-Watson (DW) test and comparing the Durbin-Watson value with the established interpretation guidelines.

Table 2. Autocorrelation Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.927 ^a	.859	.856	1.993	2.187

The test results show that the Durbin-Watson value obtained is 2.187. Based on the autocorrelation test guidelines, this value falls between 1.550 and 2.460, indicating that there is no autocorrelation among the sample members. Therefore, it can be concluded that this regression model is free from autocorrelation.

4. Heteroscedasticity Test

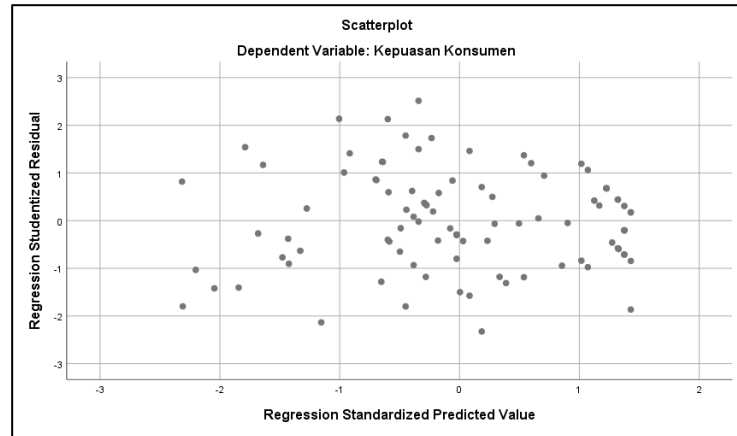


Figure 1. Heteroscedasticity Test

The heteroskedasticity test is conducted to examine whether there is unequal variance in the residuals of the regression model. This test uses a scatter plot, which shows that the points on the graph do not form a specific pattern, indicating that there is no heteroskedasticity issue.

E. Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.289	1.201		3.572	.001
	Kualitas Pelayanan	.263	.072	.359	3.670	.000
	Kualitas Produk	.494	.083	.586	5.979	.000

a. Dependent Variable: Kepuasan Konsumen

Based on the data analysis results using SPSS version 25, the regression equation obtained is as follows:

$$Y = 4,289 + 0,263 X_1 + 0,494 X_2 + e$$

Based on the results, it can be concluded that the constant value (α) of 4.289 indicates that without changes in service quality (X_1) and product quality (X_2), customer satisfaction (Y) will remain at 4.289 units. Additionally, the regression coefficient for service quality (X_1) of 0.263 means that every one-unit increase in service quality, assuming product quality remains constant, will increase customer satisfaction by 0.263 units. The significance value (Sig) for the service quality variable (X_1) is 0.000, and the t-value for the service quality variable (X_1) is 3.670. Since the Sig. Value of 0.000 is less than 0.05 and the t-value is greater than the t-table value ($3.670 > 1.985$), it can be concluded that H_1 is accepted and H_0 is rejected. This means that service quality (X_1) has an effect on customer satisfaction (Y) at PT. Airmas Perkasa.

Meanwhile, the regression coefficient for product quality (X_2) of 0.494 indicates that every one-unit increase in product quality, assuming service quality remains constant, will increase customer satisfaction by 0.494 units. The significance value (Sig) for the product quality variable (X_2) is 0.000, and the t-value for the product quality variable (X_2) is 5.979. Since the Sig. Value of 0.000 is less than 0.05 and the t-value is greater than the t-table value ($5.979 > 1.985$), it can be concluded that H_2 is accepted and H_0 is rejected. This indicates that product quality (X_2) has an effect on customer satisfaction (Y) at PT. Airmas Perkasa.

Table 4. F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2297.143	2	1148.571	289.216	.000 ^b
	Residual	377.276	95	3.971		
	Total	2674.418	97			

The significance value (Sig.) is 0.000, which is less than 0.05. Based on the F-test decision criteria, it can be concluded that the hypothesis is accepted, indicating that service quality (X1) and product quality (X2) influence customer satisfaction (Y). Additionally, the F-value of 289.216 exceeds the F-table value of 3.091. Therefore, it can be concluded that H_0 is rejected, and H_3 is accepted, meaning that service quality (X1) and product quality (X2) together significantly affect customer satisfaction (Y). In summary, the F-test results confirm that service quality and product quality simultaneously impact customer satisfaction at PT. Airmas Perkasa.

D. Discussion

Service quality has long been recognized as one of the main pillars in building customer satisfaction. This is also evident at PT. Airmas Perkasa, where analysis results indicate that service quality has a positive and significant impact on customer satisfaction. This finding suggests that every effort to improve service quality will directly enhance customer satisfaction. In this context, responsiveness, accuracy, and genuine attentiveness in service delivery are key elements that need to be well-managed.

Customers feel valued when the company responds promptly to their needs. This responsiveness creates the impression that the company cares and is ready to assist whenever needed. Moreover, the accuracy of information and services provided also plays a decisive role in building customer trust. When customers receive accurate information and reliable service, they tend to feel more satisfied and trust the company. This is further reinforced by the importance of personal touches in service, where genuine attention and friendly attitudes foster stronger emotional connections between customers and the company.

In an increasingly competitive business world, success in delivering excellent service can be a key differentiator in the market. Customers who have positive experiences with the service tend to remain loyal to the company and even recommend it to others. This loyalty not only brings short-term benefits but also creates long-term opportunities for PT. Airmas Perkasa to build a strong customer base. Therefore, maintaining consistent service standards is both a challenge and a necessity. Consistency ensures that every customer has the same positive experience every time they interact with the company.

To achieve consistency in service, regular training for employees is a strategic step that cannot be overlooked. Through such training, PT. Airmas Perkasa can ensure that employees possess the skills and knowledge needed to deliver high-quality service. In this way, the company can continually improve service quality while maintaining the standards already established.

In addition to service quality, product quality is also a key factor in determining customer satisfaction. Customers not only expect products that meet their needs but also those that offer added value such as durability, reliability, and ease of use. When a product functions as expected, customers are more likely to give positive evaluations of the company. This positive experience not only strengthens the relationship with customers but also enhances the company's public image.

PT. Airmas Perkasa has significant opportunities to continue improving its product quality through innovation. By listening to customer feedback, the company can identify aspects of its products that still need improvement. Investment in product research and development becomes a strategic step to meet the evolving expectations of customers. Additionally, by introducing relevant new features, the company can not only attract customer attention but also strengthen its competitiveness in the market.

The combination of excellent service quality and high product quality has proven to have a very strong impact on customer satisfaction. These two aspects must be managed together to deliver maximum results. PT. Airmas Perkasa, as a company operating in the information technology sector, can leverage this synergy to create an

optimal customer experience. By focusing on improving service and product innovation, the company can build closer relationships with customers while strengthening its position in the market. Customer satisfaction is not determined by a single factor but is the result of the interaction between various elements, including service quality and product quality. In this regard, PT. Airmas Perkasa has a significant responsibility to continuously maintain and improve its quality standards, both in service and products. With an integrated and customer-focused strategy, the company can continue to grow and gain sustainable customer trust.

4. CONCLUSION

The conclusion of this study reveals that service quality and product quality have a strong influence on customer satisfaction at PT. Airmas Perkasa. Service quality, encompassing reliability, responsiveness, empathy, and genuine attentiveness, plays a vital role in creating positive customer experiences. Similarly, product quality, including performance, durability, and reliability, is a key factor affecting customer satisfaction levels. This study emphasizes that to enhance customer satisfaction, PT. Airmas Perkasa must focus on improving both aspects simultaneously. Consistency in delivering excellent service and developing innovative products can boost customer trust while strengthening the company's position in an increasingly competitive market. Based on the findings, it is recommended that PT. Airmas Perkasa enhance employee training to maintain service standards and invest in product research and development. By doing so, the company can consistently meet customer needs and expectations, foster stronger loyalty, and sustain long-term business growth.

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