

THE EFFECT OF PRODUCT QUALITY, PRICE AND SERVICE QUALITY ON CONSUMER SATISFACTION AT CAFE SAVA KOFFIE

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Abstract

This study examines the effect of product quality, price and service quality on customer satisfaction at Café Sava Koffie. This type of research is quantitative, the research process emphasizes objective measurement of results using statistical analysis. The population in this study are consumers who visit Café Sava Koffie. The total population is 606 people. The sampling technique used is accidental sampling based on certain criteria, namely consumers who visit Café Sava Koffie, while the number of samples is 86 people obtained using the slovin formula. The type of data used in this study is quantitative data. While the data sources are primary and secondary. The data analysis technique uses multiple linear regression using the SPSS version 21.00 program. The hypothesis was tested using the t test at $\alpha = 0.05$. This study indicates that product quality, price, and service quality have a positive and significant effect on consumer satisfaction at Café Sava Koffie.

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I. Introduction

In today's business era, competition in the business world is getting tougher. This increasingly fierce competition requires business people to maximize their company's performance to compete in the global market. The company must strive to study and understand the needs and desires of its consumers. The company in retaining consumers is an achievement in itself that reflects the company's reliability in maintaining the quality of products produced by the company, both goods and services.

One of the businesses that is growing rapidly and feeling the tight competition today is the business in the food sector or known as culinary. The increasingly fierce competition is characterized by the number of businesses in the culinary field that produce products of the same type but vary in price and service. Thus, culinary business people are required to create strategies that can attract consumers to consume the products and services offered in order to be able to compete and excel compared to their competitors. Culinary business people must always make changes or innovations and provide the best service to consumers to feel satisfied with the goods or services they have purchased.

Consumer satisfaction is always a must to every company, especially the culinary field in carrying out its business activities. Many culinary businesses are increasingly understanding the importance of consumer satisfaction and strategizing to provide satisfaction for their consumers. According to (Tombeng & Roring, 2019) defines Consumer satisfaction is the state of consumers both satisfied and unsatisfied after achieving wishes and expectations for the menu, prices, facilities and services provided, consumer satisfaction is determined by consumer perceptions of the performance of products or services in meeting consumer expectations. Consumers feel satisfied if expectations are met or will be very satisfied if consumer expectations are exceeded. Irawan argues that there are three main drivers of consumers: service quality, price, and product quality.

Consumer satisfaction is an important aspect to keep consumers using the company's products. retaining consumers who have used the product is more difficult than finding new consumers. Therefore, every company needs to ensure that consumers are satisfied with their products. Satisfied consumers can help companies to promote through recommendations from these consumers because they already have their own experience with the product so that it becomes more convincing (Kolang & Sintia, 2021)

According to (Dea et al., 2020), factors that can encourage consumer satisfaction include product quality, price, service quality, emotional factors, location, cost, and convenience. It is hoped that business owners, especially in the culinary field, really pay attention to the factors driving this satisfaction. This will create satisfaction for consumers after consuming goods or services of a company.

Good product quality can be one of the supporting factors for creating satisfaction for consumers. Consumers will feel more fasting if the products' quality exceeds their expectations. Therefore, the company must be able to provide its characteristics of the product in order to attract consumer interest, the quality of the product must be considered because it will show the identity of the company, if the product being marketed has a problem, consumers will feel dissatisfied and will switch to other similar companies to get better quality. Products that have different characteristics from others will make them superior products compared to similar products and balanced with quality that does not disappoint (Komang & Sintia, 2021)

According to research (Windarti & Ibrahim, 2017) In product quality there are eight main dimensions used are as follows: Product Results (*Performance*), Additional characteristics or privileges (*Features*), *Reliability (Reliability)* , Conformance to Specification (*Conformance to Specification*), Durability (*Durability*), Usefulness (*Serviceability*), Aesthetics, *Perceived Quality*

Product quality is closely related to the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. According to (Dea et al., 2020), there are 9 factors that affect product quality which is usually known as 9M, namely: Market (market), Money (money), Management (management), Man (human), Motivation (motivation), Material, Machine and Mechanization (materials, machinery and mechanization), Modern Information Method (modern information methods), Mounting Product Requirement (production process requirements). In this study, four indicators will be used: product features, durability of the packaging, and good taste.

According to the study results, product quality has a significant effect on consumer satisfaction, which shows that the better the quality of the product owned, the more consumer satisfaction increases and vice versa. Based on testing and observations for product quality variables, it has a positive effect and significantly affects consumer satisfaction. This means that if the taste of food is maintained properly, the menu served is varied, the food / drinks displayed are attractive, and the hygienic food is well maintained, it will increase consumer satisfaction (Tombeng & Roring, 2019)

According to research (Kumrotin, Laili evi, 2021) From the test results, the variable influence of quality on the T test obtained significant and positive results which were shown by product quality variables on consumer satisfaction.

H₁ =it is suspected that product quality has a positive and significant effect on consumer satisfaction.

In addition to product quality, price is also an important factor that the company must consider in selling a product. The company must survey determining a reasonable price

for its products. Improper pricing can be a big loss for the company, because it will make its products unsold in the market (Komang & Sintia, 2021)

Price has a very important role in influencing consumers' purchasing decisions. Price has a major role in the consumer decision-making process, namely the role of allocation and information. The role of allocation from price is the function of price in helping consumers to decide how to obtain the highest expected benefit or utility based on the power of buying it. Buyers tend to compare prices from various available alternatives, then decide on the desired allocation of funds.

The role of information from prices is to provide information to consumers, for example quality. The perception that often prevails among consumers is that expensive prices reflect high quality. The higher the consumer satisfaction, the better the price given to consumers (Windarti & Ibrahim, 2017).

According to (Hasbi et al., 2021), the price is a certain amount of money exchanged for a product or service. Furthermore, price is the value that consumers exchange for some benefits by owning or using a good or service. Price is the amount of money (added some goods if possible) needed to obtain a combination of goods and services

According to (Asaloei, 2019) Price is a determination of the value of a product. The more economical the price offered, coupled with satisfactory product quality, the more interested and satisfied consumers will be so that consumers want to revisit the place. Vice versa, if according to consumers the price that is not offered is too expensive and the taste is not by what is expected, then the consumer will not revisit the place. For this reason, the price factor determines the level of satisfaction of consumers who visit, because consumers also compare prices with other locations.

According to research (Hasbi et al., 2021) the price variable has a positive effect on consumer satisfaction, according to the results of the study (Tombeng & Roring, 2019) it is known that for the price variable (X₂) it partially has a significant effect on the consumer satisfaction variable (Y) . This means that if the price offered is affordable, the price is by the taste of the food and is cheaper than other restaurants, it will increase consumer satisfaction. And t research (Kumrotin, Laili evi, 2021) The second result of variable testing against the price variable T test showed a significant and positive effect on consumer satisfaction. According to research (Komang & Sintia, 2021) The Effect of Price (X₂) on Consumer Satisfaction (Y) at Hidden Garden Agro Cafe Baturiti Tabanan Bali. This means that partially the price has a positive and significant effect on consumer satisfaction at Hidden Garden Agro Cafe Baturiti Tabanan Bali.

H₂ = it is suspected that the price has a positive and significant effect on consumer satisfaction .

In addition to product quality and price, the quality of service can also affect a consumer's satisfaction. Good service will also leave a good impression in the minds of consumers so that they can attract consumers' interest better. Ensuring consumers get

the best service is also one of the strategies that can be used to attract consumers and increase consumer satisfaction with the company's products. Good service can also be an added value of the products sold by the company (Komang & Sintia, 2021) According to (Windarti & Ibrahim, 2017) service quality is the expected level of excellence and control over the level of excellence to meet customer desires.

Service quality affects customer satisfaction, service quality is a characteristic or trait that influences satisfy stated needs. If employees provide good service to consumers, then consumers will feel comfortable so that consumer satisfaction will increase (Asaloei, 2019) According to research (Hasbi et al., 2021) Price variables have a positive effect on consumer satisfaction. Producers will have quality in the restaurant, if the services provided meet or exceed consumer expectations.

Based on the Tombeng & Roring study results, 2019 it is known that the Service Quality variable (X3) partially has a significant effect on the consumer satisfaction variable (Y). Thus the result) which states that the quality of service has a positive and significant effect on consumer satisfaction. And the study (soegoto supandi, 2018) with the results of calculations of multiple linear regression analysis with partial testing of the Service Quality variable has a positive and significant influence on the Consumer Satisfaction variable.

H₃ = it is suspected that the quality of service has a positive and significant effect on customer satisfaction

II. Material and Method

The type of research in this study is quantitative. The object in this study focuses on consumers shopping at Café Sava Koffie. The population contained in this study were consumers at Café Sava Koffie. However, the number of consumers at Café Sava Koffie is so large that it is difficult to know the exact number. So that sampling is carried out with an *accidental sampling* technique with a sampling method by setting certain criteria for the sample (Sugiyono, 2017). And obtained the number of samples using the slovin formula with the following formula:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{606}{1 + 606(0.1)^2}$$
$$n = 85.84$$

Where:

n= Sample Size

N= Population Size

e= Estimated Error Rate

based on the formula above, it is obtained $n = 85.84$. So in this study the number of samples was rounded to 86 Respondents.

III. Results and Discussion

The results of the research instrument test for the influence of product quality, price and service quality on customer satisfaction at Café Sava Koffie.

Validity test

This test aims to determine whether a study is valid or not, this test is declared valid if the corrected Item-Total Correlation is more than 0.3 and if it is less than 0.3 it will be declared invalid.

Table 2
Consumer Satisfaction Validity Test (Y)

Realization	Corrected Item-total Correlation	Measurement Standards	Conclusion
Y1	0.420	0,300	Valid
Y2	0.521	0,300	Valid
Y3	0.525	0,300	Valid
Y4	0.438	0,300	Valid
Y5	0.449	0,300	Valid
Y6	0.490	0,300	Valid
Y7	0.371	0,300	Valid
Y8	0.340	0,300	Valid

Source : SPSS 21 Data (Data processed in 2022)

From table 2 it is taken that of all the pthe facts regarding the variable of consumer satisfaction dapat is declared valid where *the Corrected Item-Total Correlation* is greater dari 0.300. Therefore all statements can be used in further stages of data processing.

Table 3
Product Quality Validity Test (X1)

Realization	Corrected Item-total Correlation	Measurement Standards	Conclusion
X1.1	0.734	0,300	Valid
X1. 2	0.681	0,300	Valid
X1.3	0.507	0,300	Valid
X1. 4	0.695	0,300	Valid
X1.5	0,347	0,300	Valid

X1. 6th	0.393	0,300	Valid
X1. 7th	0.399	0,300	Valid
X1. 8th	0.399	0,300	Valid

Source : SPSS 21 Data (Data processed in 2022)

From table 3 it is taken that of all the pthe facts regarding the variable product quality dapat is declared valid where *the Corrected Item-Total Correlation* is greater dari 0.300. Therefore all statements can be used in further stages of data processing

Table 4

Price Validity Test (X2)

Realization	<i>Corrected Item-total Correlation</i>	Measurement Standards	Conclusion
X2.1	0.496	0,300	Valid
X2.2	0.487	0,300	Valid
X2.3	0.643	0,300	Valid
X2.4	0.490	0,300	Valid
X2.5	0.366	0,300	Valid
X2.6	0.526	0,300	Valid
X2.7	0.500	0,300	Valid
X2.8	0.440	0,300	Valid

Source : Data SPSS 21 (Data diolah year 2022)

From table 4 it can be seen that from all the pthe inverse of the variable price dapat is declared valid where *the Corrected Item-Total Correlation* is greater dari 0.300. Therefore all statements can be used in further stages of data processing.

Table 5

Service Quality Validity Test (X3)

Realization	<i>Corrected Item-total Correlation</i>	Measurement Standards	Conclusion
X3.1	0.553	0,300	Valid
X3.2	0.605	0,300	Valid
X3.3	0.653	0,300	Valid
X3.4	0.786	0,300	Valid
X3.5	0.487	0,300	Valid
X3.6	0.712	0,300	Valid
X3.7	0.533	0,300	Valid
X3.8	0.403	0,300	Valid

Source : SPSS 21 Data (Data processed in 2022)

From table 5 it can be seen that all thep-eds regarding the quality of service dapat is declared valid where *the Corrected Item-Total Correlation* is greater than 0.30 0. Therefore all statements can be used in further stages of data processing.

Reliability test

The Reliability Test is carried out using an Alpha cronback which if the value is more than 0.60 then shows the reliability (reability) of the instrument, and what if the value is less than 0.60 it is stated that the instrument is less reliable

Table 6
Reliability Test

No.	Research Variables	Cronbach's Alpha	Role Of Thumb	Conclusion
1.	Product Quality (X1)	0.748	0,600	Reliable
2.	Price (X2)	0.802	0,600	Reliable
3.	Quality of Service (X3)	0.788	0,600	Reliable
4.	Customer Satisfaction (Y)	0.847	0,600	Reliable

Source : SPSS 21 Data (Data processed in 2022)

Based on the reliability test results in table 8, it is shown that the value of Cronbach's Alpha on the variables of product quality, price, quality of service, and customer satisfaction > 0.600 . The table above shows that *Cronbach's Alpha* is greater than 0.600. So it can be concluded that the answers given by the respondents are reliable so that the next stage of data processing can be carried out.

Normality test

This test was carried out using the Kolmogorov-Smirnov test so that it could become a normal distribution. A data is said to be normally distributed if the result ≥ 0.05 and if it is not normal if the result shows ≤ 0.5 . (Sugiyono, 2017). For more information, please see the tale below.

Table 7
Normality Test

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.838	0.05	Normally Distributed

Source : SPSS 21 Data (Data processed in 2022)

Based on the table in 7, it can be seen from the processed data that the value of Asymp. Sig. (2-tailed) $0.838 > 0.05$, so it can be concluded that the yes n g processed data is normally distributed.

Multicholnearity Test

Mregression model enguji found a correlation between free/independent variables

Table 8

Multicholnearity Test

Variable	VIF	Tollerance	Conclusion
Productquality	1,119	0.893	No multicholnearity
Price	1,091	0.917	No multicholnearity
Quality of Service	1,028	0,973	No multicholnearity

Source : SPSS 24 Data (Data processed in 2022)

Based on the results of the multicholnearity test in table 10, it shows the toll valuelerance dari product quality variable $0.893 > 0.1$ and VIF values $1,119 < 10$, price variable $0.917 > 0.1$ and VIF value $1.091 < 10$, variable service quality $0.973 > 0.1$ and VIF value $1.028 < 10$, it can be concluded that between the two variables there is no multicholnearity problem or commonly called free from symptoms of multicholnearity.

Heteroskedasticity Test

Heteroskedasticity test is to test for differences in variance from the residual of one observation to another, where if this happens, it is concluded that there are symptoms of heteroskedasticity

Table 11
Heteroskedasticity Test

Variable	Sign	Alpha	Conclusion
Productquality	0.432	0,05	No heteroskedasticity occurs
Price	0.414	0,05	No heteroskedasticity occurs
Quality of Service	0.742	0,05	No heteroskedasticity occurs

Source : SPSS 21 Data (Data processed in the year (2022)

Based on the results of the heteroskedasticity test through SPSS, it can be seen that the sig value. each independent variable above is greater than the Alpha value (0.05). So it can be concluded that all independent variables do not indicate heteroskedasticity.

Multiple Linear Regression Analysis

(Ipan Ginanjar & Juarsa Badri, 2019) Based on the calculation of multiple linear regression between product quality (X1), price (X2), service quality (X3) and consumer satisfaction (Y) which in the calculation is assisted by the SPSS program so that the following results are obtained in the table below:

Table 4.13

Summary of Multiple Linear Regression Analysis Results

Information	Coefficient
Constand	8,542
Product Quality	0.386
Price	0.122
Quality of Service	0.234

Source: SPSS 21 Data (Data processed in 2022)

Based on table 4.13 can be obtained a model of regression equations as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 8.542 + 0.386 X_1 + 0.122 X_2 + 0.234 X_3 + e$$

Where that is to say, the regression equation above shows the relationship between independent variables and dependent variables partially, from the equation can be concluded that:

1. The value of the constant is 8,542. This means that if the variables of product quality (X1), price (X2) and service quality (X3) are assumed to be zero value, then consumer satisfaction (Y) will remain at 8,542 units.
2. The value of $X_1 = 0.386$. This means that the product quality regression coefficient indicates a positive direction. This means that if the product quality increases by one unit, consumer satisfaction will also increase by 0.386 units and the assumption of variable prices and constant service quality
3. The value of $X_2 = 0.122$. This means that the price regression coefficient shows a positive direction. This means that if the price increases by one unit, consumer satisfaction will also increase by 0.122 units and the assumption of variables of product quality and constant service quality
4. The value of $X_3 = 0.234$. This means that the coefficient of regression of service quality shows a positive direction. This means that if the quality of service increases by one unit, consumer satisfaction will also increase by 0.234 units and the assumption of product quality variables and prices is constant.

Hypothesis Test t

In this test, to be able to find out the tester in determining the influence of independent variables on dependent variables partially and used to measure the significant influence of independent variables on dependent variables.

Table 13
Hypothesis Test t

No.	Variable	t-count	t-table	A	Sign	Conclusion
1	Product Quality ((X1)	2,210	1.663	0,05	0.030	H1diterima
2	Price (X2)	2,836	1.663	0,05	0.000	H2 accepted
3	Quality of Service (X3)	2,021	1,663	0,05	0,047	H3 accepted

Source : SPSS 21 Data (Data processed in the year (2022)

Based on the partial test table above, it can be seen that each independent variable of product quality, price and service quality has a t-count value > t-table, where the product quality has a t-count value of 4,276 > 1,663, then the price has a t-count value of 1,629 > 1,663, and the quality of service has a t-count value of 3,248 > 1,663. Then it can be concluded that:

- a. Effect of product quality variables on consumer satisfaction (H_1)

Product quality variables positively affect consumer satisfaction at Café Sava Koffie with a t-count value greater than the t-table ($4,276 > 1,663$) and a significance value smaller than the alpha value ($0.000 < 0.05$).

Then in this case it is stated H_1 is accepted.

b. The effect of price variables on consumer satisfaction (H_2)

The price variable had no effect on consumer satisfaction at Café Sava Koffie with a t-count value smaller than the t-table ($1,629 < 1,663$) and a significance value greater than the alpha value ($0.107 < 0.05$).

Then in this case it is stated H_2 is rejected.

c. The effect of service quality variables on customer satisfaction (H_3)

The service quality variable positively affects consumer satisfaction at Café Sava Koffie with a t-count value greater than the t-table ($3,248 > 1,663$) and a significance value smaller than the alpha value ($0.002 < 0.05$).

Then in this case it is stated H_3 is accepted.

Discussion

The Effect of Product Quality on Consumer Satisfaction at Café Sava Koffie

Based on the results of the first hypothesis testing, it was found that product quality variables have a positive and significant effect on consumer satisfaction at Café Sava Koffie, with indicators (*product results, characteristics or additional privileges, reliability, conformity with specifications, durability, usefulness, aesthetics, perceived quality*). The calculated value of t is greater than t of the table and the value of significance is less than the value of alpha. Thus, in this study the first hypothesis (H_1) was accepted.

This shows that if a product has good quality, consumer satisfaction increases. As revealed that the quality of the product has a close relationship with consumer satisfaction, this means that if the taste of food is well maintained, the menu served is varied, the food / drinks displayed are attractive, and the hygienic food is well maintained, it will increase consumer satisfaction (Tombeng & Roring, 2019)

The results of this study are by the research of Dea et al., (2020) stated that product quality has a significant effect on consumer satisfaction which shows that the better the quality of the product owned, the more consumer satisfaction increases and vice versa. And the results of other studies also have the same conclusion where product quality is stated to have a positive and significant effect on consumer satisfaction Kumrotin, Laili evi, 2021).

The Effect of Price on Consumer Satisfaction at Café Sava Koffie

Based on the second hypothesis test results, it was found that the price variable had no effect on consumer satisfaction at Café Sava Koffie, with indicators (*affordability, price suitability with product quality, competitiveness and conformity of prices with benefits*). The calculated value of t is smaller than t of the table and the value of significance is greater

than the value of alpha. Thus, the second hypothesis (H2) in this study was rejected in this study.

This shows that the fairness of the price does not affect consumer satisfaction. The cheapness or high price of a product is very relative. That means the price is not by what is set by the same café sava koffie. Therefore, the café sava koffie needs to consider or review the policies in pricing so that consumers feel in pricing by what is obtained to create consumer satisfaction because price is the most important decision variable that must be taken by café sava koffie (Kurniawati Tias, 2019).

The results of this study are by the research of Mandey Silvia,. (2015) states that the price does not affect the Consumer Satisfaction of the users of the restaurant ocean 27 manado. And the same study followed by research (Hasbi et al., 2021) price variables do not affect consumer satisfaction. This means that the price does not affect consumer satisfaction, does not attach much importance to the price of the products offered, but pays attention to other factors such as product quality, and physical environment such as the scene of the furniture layout etc.

The Effect of Service Quality on Customer Satisfaction at Café Sava Koffie

Based on the results of the third hypothesis test, it was found that the variables of service quality have a positive and significant effect on consumer satisfaction at Cafe Sava Koffie, with indicators (*tangible, reliability, responsiveness, guarantee and empathy*). The calculated value of t is greater than t of the table and the value of significance is less than the value of alpha. Thus, in this study the third hypothesis (H3) was accepted.

This shows that customer satisfaction will increase if the quality of service provided is very good or good. Because it is very important to create, pay attention to and improve relationships with consumers, if the needs and desires of consumers can be met, it will increase satisfaction with these consumers, good service will increase consumer satisfaction (Asaloei, 2019).

The results of this study are in line with Tombeng & Roring, (2019) which concluded that Service Quality has a significant positive effect on consumer satisfaction (Y). And this research is also in line with the research conducted by Soegoto Supandi, (2018) with the results of the calculation of multiple linear regression analysis with partial testing of the Service Quality variable has a positive and significant influence on the Consumer Satisfaction variable.

IV. Conclusion

In the results of the research that has been carried out that the conclusions in this study are made, namely Product quality (X1) has a positive and significant effect on consumer satisfaction at Café Sava Koffie, the conclusion is that the hypothesis is accepted. The price does not affect consumer satisfaction at Cafe Sava Koffie. service quality (X3) has a positive and significant effect on customer satisfaction at Café Sava

Koffie

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