

The Effect of Differentiation, Price, and Facility on Customers' Satisfaction (Case Study on Goen Authentic In East Jakarta)

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ABSTRACT

This study aimed to analyze "The Effect of Differentiation, Price and Facilities on Consumer Satisfaction (Case Study on Goen Authentic East Jakarta). The research method was quantitative using purposive sampling, with a sample of 35 respondents. The results of this study indicated that (1) the differentiation variable (X1) had a partially significant effect on consumer satisfaction with a t count of 2,538 and a signification level of 0,016, which was less than 0,05, therefore differentiation (X1) had a significant effect on consumer satisfaction (Y) (2) the price variable (X2) had a t-count result of 0.527 with a signification level of 0,602, which was greater than 0,05, therefore the price (X2) did not significantly affect consumer satisfaction (Y) (3) The facilities had a result of 3,041 with a signification level of 0,005, which was less than 0,05, therefore the facility (X3) had a significant effect on consumer satisfaction (Y) (4) differentiation (X1) Price (X2) and facilities (X3) on consumer satisfaction (Y) obtained F count of 12,57 and a signification level of 0,000, which was less than 0,05, therefore from the regression model it can be concluded that differentiation, price and facilities together affect consumer satisfaction at Goen Authentic.

1. INTRODUCTION

The development of MSMEs (Micro, Small and Medium Enterprises) is relied upon to increase contribution to the current economy, which the development hasn't been great yet. MSMEs are the mover for economic growth in several countries, especially developing countries. With the increasing role of MSMEs, they can overcome several economic problems that are often faced, such as a large number of unemployed and high levels of poverty.

The rapid growth of the existing MSME business, starting from the service business, property business to the culinary business, has created competition among business actors. Tight business competition forces business actors to create innovative and creative business concepts or ideas in business competition in the era of globalization and the digital economy, both large companies and MSMEs (Mariam and Ramli, 2020). One of the growing and promising culinary businesses nowadays is the coffee cafe business. The concept of this coffee shop business is diverse, starting from simple coffee shops from booths to coffee shops with exclusive nuances both in terms of location, menu concept, price and service concept.

Many things affect the purchase at a coffee shop or coffee cafe. The differences in services, facilities, product quality and prices will affect the level of consumer satisfaction and the consumer's interest in buying back to the coffee shop. The suitability of price levels and facilities with estimates of consumer satisfaction will encourage the number of visits (Utama, et al., 2020; Mariam and Ramli, 2019), but if the estimates are not appropriate, consumers will make decisions to make purchases at other similar coffee shops. Furthermore, location, atmosphere, brand, promotion become the factors that influence consumer purchases at coffee shops.

Previous research related to the effect of product differentiation and price, among others, by

Susanto and Rahmi (2013) examined the effect of Product and Price Differentiation on Buying Interest on *Fixie* Bikes in Padang City, stated that differentiation and price have a significant influence on buying interest on *Fixie* bicycles in Padang. According Saidani and Arifin (2012), in their research concluded that it is empirically proven that product quality and service quality affect repurchase interest. Lauw and Kunto, (2013) concluded that of the five dimensions of Service Quality, the variable or dimension of Tangible quality is the dimension that has the most influence on customer satisfaction at the *Light Cup Cafe* and there is no significant difference in satisfaction and expectations between at the *Square* branch and *Sutos* branch, either on the Tangible, Reliability, Responsiveness, Assurance or Empathy dimensions. In this research, the novelty of the research lies in the research subject, namely the diverse coffee cafe business, where many things affect purchases at coffee shops or coffee cafes. And this study wants to prove the uniqueness of the differences in services, facilities, product quality and prices that will affect the level of consumer satisfaction and consumer interest in buying back at the coffee shop.

Based on the above background, this study aims to examine the effect of differentiation, price and facilities on consumer satisfaction in a case study on Goen Authentic in East Jakarta.

Literature Review

Differentiation

Product differentiation is the creation of a product or product image that is quite different from products that have been circulating with the intention of attracting consumers (Griffin, 2003). Differentiation is an activity carried out by a company in producing or marketing a product that is different from those offered by competitors. To explore the elements that exist in product differentiation, it can be seen from the dimensions of product differentiation. According to Kotler and Armstrong (2012), As for the scope of product differentiation are: Form, Features, Quality Performance, Reliability, Easy to Repair, Style and design.

Price

According Oentoro (2012) had an opinion that price is a conversion scale that can be equated with cash or other merchandise for profits obtained from goods or services for a person or group at a certain time and place. Meanwhile, according to Sunarya and Saefullah (2011) price is a number of values (in currency) that must be paid by buyers to buy and enjoy the products or services offered.

According Kotler and Keller (2016), that there are four measures that describe price, namely price affordability, price suitability with product or service quality, price suitability with benefits, and price according to ability or price competitiveness.

Facility

Lupiyoadi and Hamdani. (2011) has an opinion that facilities are individual components of the offering that are easy to add or subtract without changing the quality and capital of services. Facilities are also a tool to differentiate one program from its competitors. Meanwhile, according to Tjiptono (2014) said facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that makes it easier for consumers to get satisfaction. Facilities are everything that is physically provided by the seller to make it easier for consumers to feel comfort and satisfaction (Ghazmahadi et al., 2020).

The elements that need to be considered by a company in providing facilities for its business, namely: Spatial Planning, Room Planning, Equipment / Furniture, Lighting, Color and Graphic Messages (Tjiptono, 2014).

Consumer Satisfaction

According to Ramli (2019) that consumer satisfaction has an important role and a very large influence in determining product quality (goods or services) and customer satisfaction in evaluating customers will use their expectations as a standard or reference thus customer expectations the background of two organizations in the same business can be judged differently by their customers. According to (Rezaldi and Mariam, 2021) satisfaction is defined as an evaluative assessment of consumers based on cognitive and affective responses as emotional responses.

According to (Ramli, 2016; Imran and Ramli, 2019), there are six-core concepts that have similarities between various ways of measuring consumer satisfaction, namely: Overall Customer Satisfaction, Dimensions of Consumer Satisfaction, Confirmation of Expectations, Repurchase Interest, Willingness to Recommend and Consumer Dissatisfaction (customer dissatisfaction).

Theoretical framework

Hypothesis 1: Partial differentiation is thought to have an effect on consumer satisfaction.

Hypothesis 2: Price is assumed to have a partial effect on consumer satisfaction.

Hypothesis 3: Facilities are partially suspected to have an effect on customer satisfaction.

Hypothesis 4: Differentiation, price and facilities simultaneously are thought to have an effect on consumer satisfaction

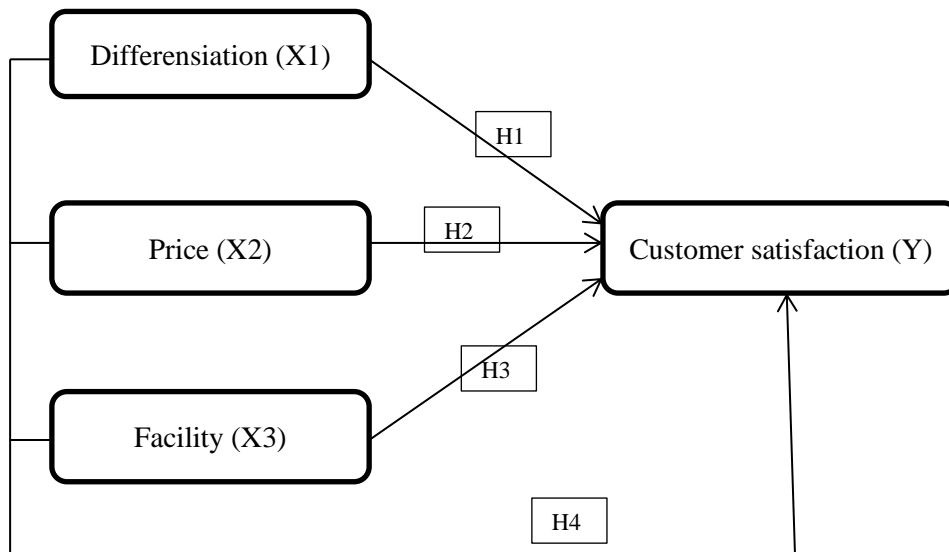


Fig 1 : Conceptual Framework

2. METHOD

The research method used in this research is quantitative method. This research describes the relationship between influencing and being influenced by the variables to be studied. The population in this study are consumers who visit Café Goen Authentic starting from November 9 to December 10 with a total of 350 consumers. In determining the number of samples, the researcher uses Arikunto (2010: 112), if the subject is less than 100 people, it should be taken all, if the subject is large or more than 100 people, it can be taken 10%-15% or 20%-25% or more. While the data collection technique is done by distributing questionnaires to respondents. Conceptual models are analyzed using of Software Statistical Program of Social Science (SPSS) version 22 is used in hypothesis testing.

3. RESULTS

In this research, researchers used the help of Software Statistical Program of Social Science (SPSS) version 22 for windows in performing calculations to obtain accurate data and minimize data processing errors,

Validity Test

A validity test was conducted to measure the validity or invalidity of the questionnaire. Validity testing in this research was done by using SPSS (Statistical Product and Service Solutions). The validity test can be done in the following way, namely by comparing the calculated r-value with the r-table value including:

1. If the value of $r\text{-count} > r\text{-table}$, then the item in the questionnaire is declared valid.
2. If the value of $r\text{-count} < r\text{-table}$, then the item in the questionnaire is declared invalid.

Table 1 : Validity Test

Indicator		R-Count	R-Table	Description
Differentiation (X1)	X1.1	0,76	0,33	VALID
	X1.2	0,74	0,33	VALID
	X1.3	0,65	0,33	VALID
	X1.4	0,62	0,33	VALID
	X1.5	0,73	0,33	VALID
	X1.6	0,53	0,33	VALID
Price (X2)	X2.1	0,57	0,33	VALID
	X2.2	0,61	0,33	VALID
	X2.3	0,68	0,33	VALID
	X2.4	0,81	0,33	VALID
	X2.5	0,60	0,33	VALID
	X2.6	0,73	0,33	VALID
Facility (X3)	X3.1	0,69	0,33	VALID
	X3.2	0,69	0,33	VALID
	X3.3	0,77	0,33	VALID
	X3.4	0,57	0,33	VALID
	X3.5	0,51	0,33	VALID
	X3.6	0,61	0,33	VALID
	X3.7	0,55	0,33	VALID
	X3.8	0,58	0,33	VALID
Consumer Satisfaction (Y)	Y.1	0,74	0,33	VALID
	Y.2	0,78	0,33	VALID
	Y.3	0,64	0,33	VALID
	Y.4	0,55	0,33	VALID
	Y.5	0,81	0,33	VALID
	Y.6	0,55	0,33	VALID

From the results of the data above, it shows that all data (items) for questions (indicators) with a sample of 35 respondents have r-count > r-table (0.33) and have a positive value. From these data it can be concluded that the questions that have been distributed to the respondents are declared valid.

Normality Test

The normality test is one of the parts of the data analysis test, it means that before carrying out the actual analysis, the research data must be tested for the normality of the distribution.

Table 2 : Normality test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			35
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		1,22133836
Most Extreme Differences	Absolute		,193
	Positive		,193
	Negative		-,121
Test Statistic			,193
Asymp. Sig. (2-tailed)			,002 ^c
Monte Carlo Sig. (2-tailed)	Sig.		,132 ^d
	99% Confidence Interval	Lower Bound	,124
		Upper Bound	,141

Based on the Table 2 above, normality test that has been carried out with the Kolmogorov-Smirnov test, it can be seen that the unstandardized residual value has a Monte Carlo.sig. (2-tailed) value of 0,132 which means it is greater than 0,05. This proves that the data is normally distributed.

a. Multicollinearity Test

The multicollinearity test aims to determine whether there is a significant correlation (correlation) between independent variables. The multicollinearity test with SPSS is shown through the coefficient table, namely the Tolerance column and the VIF (Variance Inflation Factors) (Hair et al. 2014).

Table 3 : Multicollinearity test

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.055	4,221		-.013	,990		
	Diferensiasi	,503	,198	,462	2,538	,016	,439	2,279
	Harga	,094	,179	,099	,527	,602	,413	2,423
	Fasilitas	,302	,099	,389	3,046	,005	,893	1,120

a. Dependent Variable: Kepuasan

Based on the data above, from the test results of Variant Inflation Factor (VIF) output results of the SPSS 22 coefficient table, each independent variable has a $VIF \leq 10$, namely the Differentiation variable 2.279, Price Variable 2.423, Facility Variable 1.120 so it can be concluded that there is no multicollinearity.

b. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression there is an inequality of variance from the residuals of another observation. If the variance of the residual from one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity.

Table 4 : Heteroscedasticity test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-1,280	3,012		-.425	,674
	Diferensiasi	,092	,141	,163	,653	,518
	Harga	-.207	,128	-.418	-1,617	,116
	Fasilitas	,141	,071	,349	1,992	,055

From the output results in the table above, it can be seen that the significance value for the differentiation variable (X1) is 0,518, the price variable (X2) is 0,116 and the facility variable (X3) is 0,055. Because the significance level is $> 0,05$, it can be concluded that there is no heteroscedasticity problem in the regression model (Hair et al. 2014).

c. Multiple Linear Regression Test

The aim is to prove the hypothesis regarding the effect of the variable either independently, partially, or jointly on the dependent variable.

Table 5 : Multiple Linear Regression test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.055	4,221		-.013	,990
	Diferensiasi	,503	,198	,462	2,538	,016
	Harga	,094	,179	,099	,527	,602
	Fasilitas	,302	,099	,389	3,046	,005

Based on the results obtained from the regression coefficients above, a regression equation can be made as follows:

$$Y = -,055+0,503X_1+0,094X_2+0,302X_3$$

From the regression equation above, the Y constant is -0,055. It means that if the input variable and the output variable are considered constant, then the level of consumer satisfaction variable is 0,055.

d. Multiple Correlation Test

The purpose of multiple correlation analysis is to determine whether or not there is a relationship between two or more independent variables (X) to the dependent variable (Y) simultaneously (simultaneously).

Table 6 : Multiple Correlation test

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,741 ^a	,549	,505	1,27907	,549	12,568	3	31	,000

a. Predictors: (Constant), Fasilitas, Diferensiasi, Harga

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from the test results in the table above, it shows that sig. F Change of 0,000 < 0,05, it can be said that between the variables of differentiation, price and facilities together (simultaneously) are related to the variable of customer satisfaction. Then the correlation coefficient (R) is 0,74, which means the degree of relationship between the differentiation variable (X1), price (X2), and facilities (X3) has a strong correlation degree category (Hair et al. 2014).

e. F-Test (Simultaneous)

The F statistic test (simultaneous) explains whether all independent variable or independent (X) which are included in the model have a simultaneous (simultaneous) effect on the dependent variable (Y). The F statistical test was used to fulfill all the effects of the independent variables tested at a significant level of 5% (0,05).

Table 7 : F-Test (Simultaneous)

ANOVA*					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	61,683	3	20,561	12,568	,000 ^b
Residual	50,717	31	1,638		
Total	112,400	34			

Based on the results of the test data in table 4.14 above, f_{count} value obtained is 12.568 while the F_{table} is 2,90 so it is known that F_{count} value is 12,569 > F_{table} 2,90, with a significant level of 0,000 < 0,05. So that the hypothesis which reads that there is an influence between differentiation, price and facilities simultaneously on consumer satisfaction is accepted (H_a is accepted and H_0 is rejected), in other words, it can be said that the variables of differentiation, price and facilities together (simultaneously) have a significant effect on variable Y (consumer satisfaction).

f. T-Test (Partial)

T-test (Partial) is used to partially test the hypothesis intended to determine whether or not there is a partial influence of the independent variable on the dependent variable.

Table 8 : T-test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	(Constant)	-.055	4,221		
Diferensiasi	,503	,198	,462	2,538	,016
Harga	,094	,179	,099	,527	,602
Fasilitas	,302	,099	,389	3,046	,005

Based on the table 8 above, the results of the T-test carried out can be seen the effect of each variable partially as follows:

a. Differentiation Variable (X1) on Consumer Satisfaction (Y) In table 4.15 the T_{count} value for the differentiation variable is 2,538 while the T_{table} value is 2,039. Then it can be seen that T_{count} is $2,538 > T_{table}$ 2,039 and a significant value of $0,016 < 0,05$. So that the hypothesis that there is a significant influence between differentiations on consumer satisfaction is accepted (H_a is accepted and H_0 is rejected). This means that partially there is a significant influence between the differentiation variables on the consumer satisfaction variable.

b. Price Variable (X2) on Consumer Satisfaction (Y)

In table 4.15 the T_{count} value for the price is 0,527 while the T_{table} value is 2.039. then it can be seen that T_{count} is $0,527 < 2,039$ dan nilai signifikan $0,602 > 0,05$. So the hypothesis that there is an insignificant effect between price on consumer satisfaction is rejected (H_a is rejected and H_0 is accepted) which means that partially there is no significant effect between the price variable on the consumer satisfaction variable.

c. Facility Variable (X3) on Consumer Satisfaction (Y)

In table 4.15 the T_{count} value for facilities is 3,046 while the T_{table} value is 2,039. Then it can be seen that T_{count} is $3,046 > 2,039$ and a significant value is $0,005 < 0,05$. So that the hypothesis of a significant influence between facilities on customer satisfaction is accepted (H_a is accepted and H_0 is rejected). This means that partially there is a significant influence between the facilities variable on the customer satisfaction variable.

g. Coefficient Determination Test (R^2)

This test aims to measure the ability of variable X (differentiation, price and facilities) in describing the variation of variable Y (consumer satisfaction).

Table 9 : Coefficient Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741 ^a	,549	,505	1,279

a. Predictors: (Constant), Fasilitas, Diferensiasi, Harga

From the table 9 data above, it can be seen that the coefficient of determination or (R^2) is 0,549. This result means that the independent variables, differentiation, price and facilities can only explain 55% of the dependent variable, namely consumer satisfaction, while the remaining 45% is explained by other variables not included in this model.

4. DISCUSSION

The following is a discussion based on test results on the effect of each independent variable

(differentiation, price and facilities) which has gone through the testing phase through SPSS version 22 to test the effect on the dependent variable (consumer satisfaction) both partially and simultaneously.

a. The Effect of Differentiation on Consumer Satisfaction

In the results of research that has been carried out through the completion of poll information with consumer respondents from Goen Authentic Coffee Cafe, the results of the analysis of this research indicate that differentiation has a partially significant impact on consumer satisfaction. This can be shown by the test results that the X1 coefficient value is 0,503 that the greater or the variety of differentiating products provided, the greater the satisfaction felt by consumers in using or enjoying the products offered.

These results are in line with the opinion about the importance of differentiation for consumer satisfaction (Hamidizadeh & Taheri, 2013). Based on this research, it is proven that Goen Authentic Coffee Cafe has a differentiation value that distinguishes it from competitors (Hawkins & Mothersbaugh, 2010; Kotler & Armstrong, 2012). This differentiation will support Goen Authentic Coffee Cafe's customer satisfaction.

b. The Effect of Price on Consumer Satisfaction

In the results of research that has been carried out through filling out questionnaire data with visitor respondents from Goen Authentic Coffee Cafe, the results of the analysis of this research indicate that price has a partially significant effect on consumer satisfaction. This can be shown by the test results that the X1 coefficient value is 0,094 that the greater the price offered to consumers, the less consumer satisfaction in buying the products offered.

This research proves that price affects consumer satisfaction as previous research (Amandin et al., 2021). Strategies related to price should be formulated so that consumers feel satisfied, such as through discounts on social media (Ulmaghfiroh et al., 2021).

c. The Effect of Facilities on Consumer Satisfaction

In the results of research that has been carried out through filling out questionnaire data with visitor respondents from Goen Authentic Coffee Cafe, the results of the analysis of this study indicate that facilities have a partially significant influence on consumer satisfaction. This can be shown by the test results that the X1 coefficient value is 0,302 that the more complete the facilities provided by Goen Authentic, the greater the satisfaction felt by consumers to be in Goen Authentic Coffee Cafe.

This research has proven that facilities will affect customer satisfaction. This is in line with previous research that has been done (Ristiani, 2017; Setyawan & Kussudiyarsana, 2015). Good facilities will increase consumer confidence and then affect customer satisfaction (Aisah et al., 2021; Vikaliana et al., 2021) at Goen Authentic Coffee Cafe's customer satisfaction, and will encourage consumer loyalty.

d. Differentiation, Price, and Facilities for Consumer Satisfaction

Taken together, differentiation, price and facilities have a significant influence on customer satisfaction. This is shown in the calculated F-value coefficient of $12,57 > 2,04$ with a significance of $0,00 < 0,05$. Because the significance level is less than 0,05, H_a is accepted, so it can be said that differentiation, price and facilities on consumer satisfaction have a simultaneous effect. This indicates that the higher the level of differentiation, price and facilities, the higher simultaneously the consumer satisfaction in buying products at Goen Authentic Coffee Cafe.

The three independent variables examined in this study, namely differentiation, price and facilities, have been shown to simultaneously influence consumer satisfaction. Consumer

satisfaction needs to be continuously improved, by making differentiation through unique value creation (Othman et al., 2017) at Goen Authentic Coffee Cafe. Consumers who are satisfied with Goen Authentic Coffee Cafe, will encourage the formation of consumer loyalty (Dick & Basu, 1994; Familiar & Maftukhah, 2015; Othman et al., 2017).

5. CONCLUSSION AND SUGGESTIONS

Conclusion

Based on the results of tests and analysis as well as discussion of research data, the authors get a conclusion, as follows:

1. Based on the results of the T-test conducted on the X1 variable (Differentiation) partially there is a significant effect between differentiation on consumer satisfaction where it is accepted (H_a is accepted and H_0 is rejected) with $t_{count} 2,538 > t_{table} 2,039$ and a significant value of $0,016 < 0,05$.
2. Based on the results of the T-test conducted on the X2 variable (Price) partially, there is no significant effect between the price variable on the consumer satisfaction variable where it is rejected (H_a is rejected and H_0 is accepted) with $t_{count} 0,527 > t_{table} 2,039$ and significant value $0,602 < 0,05$.
3. Based on the results of the T-test that was carried out on the X3 variable (Facilities) partially there was a significant influence between differentiation on consumer satisfaction where it was accepted (H_a is accepted and H_0 is rejected) with $t_{count} 3,046 > t_{table} 2,039$ and significant value $0,005 < 0,05$.
4. Based on the results of the F test that was carried out for the differentiation variable, the price variable and the facility variable simultaneously had a significant effect on the customer satisfaction variable with the calculated F-value of $12,569 > F\text{-table } 2,90$ with a significant level of $0,000 < 0,05$.

Suggestions

Based on the conclusions, the following suggestions can be given:

- a. To innovate the design of the container as a coffee serving, so that it becomes different from similar businesses or competitors.
- b. Giving promos or giving discount for visitors who have visited more than once (1X) visit so that it becomes an attraction for visitors to revisit Goen Authentic café.
- c. Showing more modern equipment or equipment that impresses visitors.

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