

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE ON LOYALTY THROUGH CUSTOMER SATISFACTION (McDonald's Consumer Study in Rawajati Village)

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Abstract– This study aims to determine the effect of Service Quality, Product Quality and Price on Loyalty through Customer Satisfaction of Mc Donald's consumers in Rawajati Village. The research strategy used is an associative strategy with the SmartPLS data analysis method. There were 125 respondents in this study who had visited McDonald's at least once. The data collection technique used a questionnaire. The results of the study prove that service quality, product quality and price have a direct effect on customer satisfaction. The better the quality of service, the quality of the product and the more affordable prices make customers satisfied with McDonald's; while service quality, product quality and price have an indirect effect on loyalty. So that loyalty will depend on the good three variables that have a direct effect on customers.

Keywords: *Service Quality, Product Quality, Prices, Customer Satisfaction, and Loyalty*

I. PRELIMINARY

In the current era of globalization, the development of the business and business world is growing rapidly, leaving opportunities as well as challenges. This is followed by a fast-moving human life pattern. Humans are required to move fast and be proactive. This is what causes humans to want something, even food quickly or instantaneously. So it is no wonder that people today prefer fast food. In addition, it cannot be denied that some people have high levels of stress at work. Therefore many people have a habit of releasing stress by hanging out by enjoying fast food while chatting with friends, spouses, family, and business partners.

Enjoying fast food is now no longer just for fulfilling primary needs but as part of a lifestyle, where food courts, cafes, coffee shops, fast food restaurants are very popular gathering places. This lifestyle is in accordance with the character of the Indonesian people who like to gather. Food

courts, cafes, coffee shops, fast food restaurants have become a separate identity for certain groups, both teenagers and the elderly. Therefore, Mc Donald's penetration step is quite appropriate because as a local player, McDonald's must not lose the momentum of excellence that is rarely possessed by foreign fast food restaurants, namely better understanding the character and tastes of Indonesian consumers.

Figure 1.1 Top Brand Index of Fast Food Restaurants 2019

Brand	TBI 2019
KFC	26,2 %
MC Donald's	22,4 %
A & W	5,4 %
Hoka – Hoka Bento	5,4 %
Richeese Factory	4,3 %

Source : *topbrand-award.com*

Figure 1.1 above shows KFC occupies the first position as the top fast food restaurant brand in Indonesia with an index of 26.2%. The second position is occupied by McDonald's with an index of 22.4%. The third position is occupied by A&W and Hoka-Hoka Bento with an index of 5.4%. And the last position is occupied by Richeese Factory with an index of 4.3%.

Mc Donald's is one of the first fast food restaurants in the world founded in 1940 by brothers Dick and Mac McDonald, but later purchased by Ray Kroc and expanded throughout the world. Until now, McDonald's has 32,000+ outlets in nearly 119 countries in the world. McDonald's is in great demand in developing countries. McDonald's has a symbol of two yellow bows which are usually displayed outside their restaurants and can be immediately recognized by the wider community.

II. LITERATURE REVIEW

2.1 Research Review

The first research was conducted by Caesar Andreas and Tri Yuniati (2016). This research was conducted to examine the effect of product quality on customer loyalty with satisfaction as an intervening variable (study at Bu Rusli Restaurant Sidoarjo), this research uses quantitative methods by conducting observations, interviews, and questionnaire and using path analysis. The results of the study can be concluded that product quality has an effect on customer loyalty and satisfaction.

The second study was conducted by Kukuh Familiar and Ida Maftukhah (2015). This study was conducted to examine the effect of product quality and service quality on customer loyalty through customer satisfaction (study on KJKS BTM Doro). The results of this study indicate product quality affects customer loyalty, service quality affects customer loyalty, and customer satisfaction affects customer loyalty, and mediates the effect of product quality and service quality on customer loyalty. The analysis used in this research is path analysis.

The third research was conducted by Eugenia Andrea Dennisa and Suryono Budi Santoso (2016). This study was conducted to examine the effect of product quality, service quality, and brand image on customer loyalty through customer satisfaction as an intervening variable (study at a cosmetic beauty clinic in Semarang). Quantitative methods, data collection techniques using questionnaires, sampling using purposive sampling. Data analysis using SEM (Structural Equation Modeling). The results showed that product quality, service quality, and brand image had a positive

and significant impact on customer satisfaction. As well as product quality, service quality, and brand image that provide positive value and a significant influence on customer loyalty. And customer satisfaction also has a positive and significant impact on customer loyalty.

The fourth research was conducted by Setya Ayu Diasari and Hening Widi Oetomo (2016). This study was conducted to examine the effect of price, product and service quality on customer satisfaction and loyalty at PT. Pos Indonesia Apsari Park Surabaya branch. This research uses quantitative methods, data collection techniques using questionnaires, interviews, and documentation. Sampling using purposive sampling. Data analysis using path analysis. The results showed that price and service quality had an effect on loyalty.

The fifth research was conducted by Suwandi, et al. (2015) This study was conducted to examine the effect of service quality, price and brand image on customer satisfaction and loyalty of express mail customers at the Bondowoso and Situbondo post offices. This research used quantitative methods, data collection techniques used questionnaires. Sampling using nonprobability sampling. Data analysis using SEM (Structural Equation Modeling). The results showed that service quality, price, and brand image had a significant effect on customer satisfaction at the Bondowoso and Situbondo Post Offices.

The sixth study was conducted by Djumarno, et al. (2017) this research entitled Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction of Bali Ratihin Jakarta. Data collection techniques in this study using a questionnaire. Sampling using purposive sampling method. Data analysis used Structural Equation Modeling (SEM) by SPSS Amos program. The results showed that product quality and price had a significant effect on customer satisfaction. Results Customer satisfaction also has a significant effect on customer loyalty. Finally, the results also show that purchasing decisions intervene in the relationship between product quality and price with customer loyalty of Bali Ratihin Jakarta.

The seventh study was conducted by Henny Risnawati, et al. (2019) this research is entitled The Effect of Service Quality Prices and Location of Companies to Customer Satisfaction Implications on Customer Loyalty in Freight Forwarders in Jabodetabek. Data collection techniques in this study using a questionnaire. Sampling using Non-Probability / Convenience Sampling. Data analysis using Structural Equation Modeling with data analysis tools lisrel 8.80. The results showed that service quality, price suitability, and company location partially or jointly had a significant effect on customer satisfaction.

The eighth study conducted by Abraham Krey, et al. (2014) this study entitled Effect of Quality Services on Customer Satisfaction and Loyalty (Theoretical Study at Banking). Data collection techniques in this study using a questionnaire. Sampling using purpose sampling method. Data analysis used Classical Assumption Test and Hypothesis Test. The results showed that the relationship between service quality and customer loyalty in the bank may not have a direct influence between the two and is not unidirectional but has meaning. This means that the higher the quality of service provided by the Bank is not necessarily followed by customer loyalty and the higher customer loyalty. Mediating customer satisfaction can increase customer loyalty. Customer satisfaction requires handling with provisions so that customers are loyal to the bank.

2.2 Service Quality

According to Feigenbaum in Nasution (2015: 41) states that quality is full customer satisfaction. A quality product if it can give full satisfaction to consumers, namely in accordance with what consumers expect for a product / service.

According to Kotler in Nasution (2015: 6) service is any action or action that a party can offer to another party, which is basically intangible (intangible) and does not result in any ownership, the production of services may be related to physical products or not.

2.3 Product Quality

According to Kotler and Keller (2016: 347) Product quality is the ability of a product to carry out its functions, these capabilities include durability, reliability, accuracy produced by the product as a whole. Companies need to continue to improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases.

2.4 Price

According to Suparyanto (2015: 141), price is the amount of something that has a general value in the form of money that must be sacrificed to get a product. According to Kotler and Keller (2016: 484), there are four indicators that characterize prices, namely: (1) Price affordability, (2) Price compatibility with product quality, (3) price compatibility with benefits, (4) price according to ability or competitiveness price.

2.5 Customer Satisfaction

According to Philip Kotler in Sunyoto (2013: 35), consumers can experience one of three levels of general satisfaction, namely if the performance is below expectations, the customer will feel disappointed but the performance is in accordance with consumer expectations will be satisfied and if the performance can exceed expectations, the consumer will feel very satisfied happy or happy. Satisfaction according to Tjiptono (2014: 353) comes from Latin, namely "satis" which means good enough or adequate and "facio" means doing or making.

2.6 Loyalty

According to Oliver, quoted by Ratih Hurriyati (2014: 432), the definition of customer loyalty is the commitment of customers to persist deeply to re-subscribe or repurchase selected products / services consistently in the future, even though the influence of the situation and marketing efforts have potential for behavior change. Meanwhile, according to Lovelock (2011: 338) Loyalty is aimed at a behavior, which is aimed at repeated purchases and recommending company products to friends or partners.

III. RESEARCH METHODS

The strategy used in this study is to use a quantitative approach, namely a causal associative research strategy. Causal associative research is research that aims to determine cause and effect (Sugiyono, 2017: 37). In this study, the causal associative research strategy was used to explain the effect of service quality (X1), product quality (X2), and price (X3) on customer satisfaction (Y1), and loyalty (Y2).

Population is not just the number of objects / subjects studied, but includes all the characteristics / properties possessed by the subject or object (Sugiyono, 2017: 80). The population in this study were residents of Rawajati Village who had eaten at McDonald's, whose number and size were not known with certainty.

The sampling technique used was non-probability sampling purposive type. Sugiyono (2017: 84) states that non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for every element or member of the population to be selected as samples. Meanwhile, purposive is a sampling technique with certain considerations.

The type of data used in this study is primary data. According to Sugiyono (2017: 137) primary data is data that comes from original or first sources, which researchers collect to answer problems found in research that are obtained directly from sources, both interviews and through questionnaires. The primary data collection method used in this study was a questionnaire. The questionnaire is a way of collecting data by giving questions / written statements to respondents to

be asked for answers about service quality, product quality, price, customer satisfaction, and loyalty.

Table 3.1. Likert Scale for Research Instruments

No.	Skala	Keterangan	Skor
1	SS	Sangat Setuju	4
2	S	Setuju	3
3	TS	Tidak Setuju	2
4	STS	Sangat Tidak Setuju	1

Source : Sugiyono (2017: 93)

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Respondent Data

The following is a description of the identity of the research respondents consisting of gender, age, occupation, and income:

Table 4.1. Respondent Profile Data

Keterangan	Total	Persentase
Jumlah Sampel	125	100%
Jenis Kelamin: Laki – laki Perempuan	43 82	34,4 65,6
Usia: 17 – < 22 Tahun 22 – < 27 Tahun 27 – < 32 Tahun 32 – < 37 Tahun > 37 Tahun	12 69 25 6 13	9,6 55,2 20 4,8 10,4
Pekerjaan: Pelajar/Mahasiswa Karyawan Swasta Wiraswasta ASN Ibu Rumah Tangga Lainnya	56 36 7 1 10 15	44,8 28,8 5,6 0,8 8 12

Pendapatan Perbulan :		
Rp 300.000 – Rp 1.000.000	53	42,4
Rp 1.100.000 – Rp 3.000.000	20	16
Rp 3.100.000 – Rp 5.000.000	32	25,6
Rp > 5.000.000	20	16

Source : Data diolah 2020

The table above shows that as many as 82 consumers or 65.6% of respondents were dominated by female gender. The remaining 43 consumers or 34.4% of the respondents were male. Most of the respondents were aged 22 - <27 years as many as 69 consumers (55.2%), 12 consumers aged 17 - <22 years (9.6%), 27 - <32 years old as many as 25 consumers (20%), aged 32 - 37 years were 6 consumers (4.8%), and aged > 37 years were 13 consumers (10.4%). In addition, based on table 4.1 it can be seen that 56 consumers (44.8%) are dominated by students, 36 consumers (28.8%) work as private employees, 7 consumers (5.6%) work as entrepreneurs, 1 consumer (0, 8%) work as PASN / TNI / POLRI, 10 consumers (8%) are housewives and 15 consumers (12%) in other occupations. As for the monthly income, it is dominated by the category of Rp. 300,000 - Rp. 1,000,000 of 53 consumers (42.4%), and the category of Rp. 1,100,000 - Rp. 3,000,000 & Rp.> 5,000,000 places the lowest position, namely 20 consumers (16 %).

4.2. Convergent Validity

Convergent Validity is done by looking at the item reliability (validity indicator) which is indicated by the loading factor value. Loading factor is a number that shows the correlation between the score of a question item with the score of the indicator construct that measures the construct. The loading factor value is greater than 0.70 which is said to be valid.

Table 4.2. Outer Loading

Korelasi Indikator dengan Variabel	Loading Factor	T-statistic	Keterangan
X1.1 <- X1 Kualitas Pelayanan	0.721	17.542	Valid
X1.2 <- X1 Kualitas Pelayanan	0.824	26.931	Valid
X1.3 <- X1 Kualitas Pelayanan	0.739	21.820	Valid
X1.4 <- X1 Kualitas Pelayanan	0.782	19.957	Valid
X1.5 <- X1 Kualitas Pelayanan	0.806	22.570	Valid
X1.6 <- X1 Kualitas Pelayanan	0.706	12.249	Valid
X1.7 <- X1 Kualitas Pelayanan	0.768	15.622	Valid
X2.1 <- X2 Kualitas Produk	0.744	13.921	Valid
X2.2 <- X2 Kualitas Produk	0.769	15.392	Valid
X2.3 <- X2 Kualitas Produk	0.808	19.200	Valid
X2.4 <- X2 Kualitas Produk	0.768	16.309	Valid
X2.5 <- X2 Kualitas Produk	0.738	11.685	Valid
X2.6 <- X2 Kualitas Produk	0.775	18.581	Valid
X2.7 <- X2 Kualitas Produk	0.821	26.288	Valid
X2.8 <- X2 Kualitas Produk	0.720	13.481	Valid
X3.1 <- X3 Harga	0.815	18.439	Valid
X3.2 <- X3 Harga	0.790	13.501	Valid
X3.3 <- X3 Harga	0.832	19.783	Valid
X3.4 <- X3 Harga	0.857	36.447	Valid
Y1.1 <- Y1 Kepuasan Pelanggan	0.888	31.469	Valid

Y1.2 <- Y1 Kepuasan Pelanggan	0.928	77.844	Valid
Y2.1 <- Y2 Loyalitas	0.876	35.133	Valid
Y2.2 <- Y2 Loyalitas	0.837	25.269	Valid
Y2.3 <- Y2 Loyalitas	0.872	35.528	Valid
Y2.4 <- Y2 Loyalitas	0.818	14.324	Valid

Source : Tampilan Output PLS

From table 4.2 it can be seen that some validity values for each indicator of each latent variable are good because they have a loading factor value of more than 0.70.

Table 4.3. Composite Reliability, Cronbach Alpha, dan AVE

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
KUALITAS PELAYANAN	0.881	0.908	0.585
KUALITAS PRODUK	0.901	0.920	0.591
HARGA	0.842	0.894	0.678
KEPUASAN PELANGGAN	0.790	0.904	0.825
LOYALITAS	0.873	0.913	0.724

Source : Output PLS

From table 4.3 it can be seen that the construct (service quality, product quality, price, customer satisfaction, and loyalty) has a good value because it has a composite reliability value of more than 0.60 and an AVE value of more than 0.50.

4.3. Discriminant Validity

Discriminant validity is used to ensure that each concept of a latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the greatest loading value with other loading values against other latent variables. The results of discriminant validity testing were obtained as follows:

Table 4.4. Discriminant Validity

	Kualitas Pelayanan	Kualitas Produk	Harga	Kepuasan Pelanggan	Loyalitas
X1.1	0.721	0.502	0.449	0.377	0.448
X1.2	0.824	0.638	0.605	0.485	0.584
X1.3	0.739	0.489	0.429	0.363	0.405
X1.4	0.782	0.571	0.5	0.366	0.471
X1.5	0.806	0.591	0.548	0.408	0.458
X1.6	0.706	0.484	0.499	0.398	0.485
X1.7	0.768	0.605	0.567	0.412	0.545

X2.1	0.485	0.744	0.531	0.493	0.498
X2.2	0.494	0.769	0.533	0.433	0.476
X2.3	0.518	0.808	0.529	0.518	0.553
X2.4	0.589	0.768	0.623	0.443	0.517
X2.5	0.58	0.738	0.514	0.407	0.444
X2.6	0.661	0.775	0.692	0.562	0.751
X2.7	0.671	0.821	0.692	0.538	0.705
X2.8	0.478	0.72	0.603	0.573	0.636
X3.1	0.557	0.602	0.815	0.464	0.632
X3.2	0.529	0.607	0.79	0.535	0.554
X3.3	0.576	0.653	0.832	0.564	0.639
X3.4	0.572	0.681	0.857	0.563	0.728
Y1.1	0.456	0.525	0.549	0.888	0.575
Y1.2	0.501	0.652	0.62	0.928	0.74
Y2.1	0.61	0.709	0.737	0.654	0.876
Y2.2	0.584	0.661	0.696	0.572	0.837
Y2.3	0.498	0.617	0.609	0.675	0.872
Y2.4	0.48	0.588	0.597	0.588	0.818

Source : Output PLS

4.4. Model Fit Test

This fit model test is used to determine whether a model has a fit with the data. Table 4.5 is the result of the outer VIF value using SmartPLS.

Table 4.5. Nilai Outer VIF

	VIF
X1.1	2.379
X1.2	2.194
X1.3	2.425
X1.4	2.029
X1.5	2.234
X1.6	1.731
X1.7	1.974
X2.1	2.013
X2.2	2.67
X2.3	2.62
X2.4	2.225
X2.5	2.194
X2.6	2.206
X2.7	2.496
X2.8	1.777

X3.1	2.006
X3.2	1.793
X3.3	1.976
X3.4	2.208
Y1.1	1.742
Y1.2	1.742
Y2.1	2.398
Y2.2	2.207
Y2.3	2.551
Y2.4	2.164

Sumber : Output PLS

4.5. Determination Coefficient Test

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable. Table 4.6 is the result of the R-square estimation using SmartPLS.

Table 4.6. R-Square Value

	R Square	R Square Adjusted
KEPUASAN PELANGGAN	0.477	0.464
LOYALITAS	0.707	0.7

Source: Output PLS

Table 4.6 shows the value of Adj. The R-square for customer satisfaction is 0.477 and for loyalty it is 0.707. This means that simultaneously the variable service quality, product quality, and price can explain the effect on customer satisfaction by 47.7% and the remaining 52.3% is influenced by other variables, while for loyalty the effect is 70.7% and the remaining 29.3% is influenced. by other variables.

4.6. Hypothesis Test

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 4.7 provides the estimated output for structural model testing.

Tabel 4.7. Path Coefficients

	Sampel Asli	T Statistik	P Values
X1 Kualitas Pelayanan → Y1 Kepuasan Pelanggan	0.26	3.854	0.000
X2 Kualitas Produk → Y1 Kepuasan Pelanggan	0.37	2.635	0.000
X3 Harga → Y1 Kepuasan Pelanggan	0.343	2.520	0.000
X1 Kualitas Pelayanan → Y2 Loyalitas	0.247	3.586	0.000
X2 Kualitas Produk → Y2	0.37	4.41	0.000

Loyalitas			
X3 Harga → Y2 Loyalitas	0.44	5.15	0.000

Source : Output PLS

V. CONCLUSIONS DAN SUGGESTIONS

5.1 Conclusions

Based on the results of hypothesis testing in this study, it can be concluded that there is an influence between service quality, product quality and price on loyalty through customer satisfaction of McDonald's customers, which are as follows:

1. Based on the research results, it shows that service quality has an effect on customer satisfaction with the original sample estimate value of 0.26, which means that service quality affects customer satisfaction by 26%.
2. Based on the results of the study, it shows that product quality affects customer satisfaction with the original sample estimate value of 0.37 which means that the effect of product quality on customer satisfaction is 37%.
3. Based on the results of the study shows that the price has an effect on customer satisfaction with the original sample estimate value of 0.343 which means that the effect of price on customer satisfaction is 34.3%.
4. Based on the research results, it shows that service quality indirectly affects loyalty with the original sample estimate value of 0.247, which means that service quality indirectly affects loyalty by 24.7%.
5. Based on the research results, it shows that product quality indirectly affects loyalty with the original sample estimate value of 0.37 which means that the indirect effect of product quality on loyalty is 37%.
6. Based on the research results, it shows that price has an indirect effect on loyalty with the original sample estimate value of 0.44 which means that the indirect effect of price on loyalty is 44%.

5.2 Suggestions

Based on the conclusions above, the researcher can provide suggestions that can be taken into consideration. The things that are suggested are as follows:

1. In the service quality variable that gets the lowest score is the first indicator, namely "I feel satisfied with McDonald's Restaurant facilities." Therefore, McDonald's must always prioritize the facilities provided to consumers so that consumers feel satisfied with the facilities obtained.
2. In the product quality variable that gets the lowest score is the eighth indicator, namely "McDonald's restaurant is famous for the delicious taste of its products". Therefore, McDonald's must prioritize taste and make each product have its own distinctive taste so that more consumers are interested in buying products from McDonald's.
3. The price variable that gets the lowest score is the second indicator, namely "The price and taste of McDonald's products are equivalent". Therefore, McDonald's should always improve the taste quality of their products so that the delicacy attached to the product name from McDonald's never goes away.
4. In the customer satisfaction variable that gets the lowest score is the first indicator, namely "I am interested in coming back to McDonald's Restaurant". Therefore, McDonald's must always evaluate and improve everything in their company both on service, taste of each product and the facilities they have so that every consumer is interested in always coming back to McDonald's restaurant.

5. On the customer loyalty variable that gets the lowest score is the fourth indicator, namely "I want to enjoy more of McDonald's Restaurant products". Therefore, McDonald's should always provide innovation on the taste and appearance of each product so that consumers are interested in enjoying more often Mc Donald's products.

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