

ANALYSIS EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, AND CUSTOMER LOYALTY TO SAMSUNG MOBILE PHONE PURCHASE DECISIONS ON SINAR MAS CELL IN SEMARANG CITY

Citra Rizkiana¹, Edy Suryawardana², Maria Augustine Gracia Fernandy³
^{1,2,3}Faculty of Economics, University of Semarang

ABSTRACT

The tighter the competition between similar products, companies compete with each other for consumers. The purpose of this study was to find out whether Product Quality, Price Perception, Customer Loyalty to Samsung Mobile Purchase Decisions on Sinar Mas Mobile in Semarang City. The population in this study was all customers or consumers who used or made mobile phone purchase decisions at Sinar Mas cells that found 185 customers. The purpose of sampling is the selection of samples based on the specific characteristics of 100 respondents. Data analysis methods use multiple linear regressions, coefficients of determination and hypothesis tests. The results of this study showed that with a product quality regression co-effectiveness meaning the quality of the product had a positive and significant effect on purchasing decisions. Variable the price perception has a positive and significant effect on the purchasing decision. Whereas variable customer loyalty has a positive and significant effect on purchasing decisions. Product Quality, Price Perception and Customer Loyalty together – both positively and significantly affect purchasing decisions, this is evidenced in the F test. Based on the results of research that the decision to purchase Samsung phones on Sinar Mas phones in Semarang City in the medium category, and it is advisable to improve the Quality of Products offered, so that consumers against Samsung phone brands in the cell space in Semarang City.

Keywords: *Product Quality; Price Perception; Customer Loyalty; Purchasing Decisions*

INTRODUCTION

Mobile phones are a development of landlines that can be carried everywhere, because mobile phones are mobile and can also help human activities not only to call but can send messages, internet, listen to music, even capture human activities with camera technology. The longer the mindset of consumers will always change in accordance with the times. Consumers today are very critical in choosing a product, until the decision to buy the product. Currently there are many brands on the market that offer various features or product differences at a cheaper price compared to other brands on the market. This leaves consumers with many choices in making purchasing decisions. The quality of the phone has a big influence in purchasing decisions. At a more affordable price with a brand that provides many quality phones with the latest features.

Samsung mobile phone is one of the mobile phone brands originating from South Korea that has entered Indonesia whose name began to be known to the People of Indonesia because

¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

²*Corresponden Author, Email: citra@usm.ac.id

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it has good camera features and an up to date design. South Korean technology manufacturer, Samsung is reported to be the world's mobile phone sales champion in 2021. The total number of Samsung shipments reached 272 million mobile phones. Samsung's shipments increased according to a report by market research firm IDC. Samsung's shipments in 2021 increased 5.7 percent over the previous year. However, with supply chain problems and the recent shortage of components, shipments of mobile phones in the fourth quarter of 2021 have decreased slightly compared to the same period in 2020. Furthermore, IDC also sees potential consumer interest in foldable phones. In addition, consumer interest in 5G phones is also said to be increasing.

In making a purchase, the consumer will consider a few things in his mind and someone who will realize the brand is ready to take immediate action. Likewise, the brand association that exists on the same product or brand in the minds of each consumer is different. Brands getting considerable attention from businesses and management, both from practitioners and theoreticalists, remember that the important the brand for success product or service that will launched and already in the market.(Din Jannah, 2022). Quality perception is a process that involves the entry of messages or information into the human brain, through continuous human perception in contact with its environment. In addition to the perception of the quality of brand loyalty is also a change in a person's behavior arising from his past experiences. Consumers gain a wide range of experience in buying products, consuming products, and brands of products they like. Likewise with brand loyalty that has been attached is no less important. Consumer perception of product quality (Kotler and Armstrong, 2008: 347) states that product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, ease, operation and repair, and other attributes. When a product has been able to carry out its function then it can be said that the product has good quality.

According to (Kotler and Keller, 2008:330), most products are provided at one of four levels of quality, namely: low quality, medium average quality, good quality and excellent quality. Some of the above attributes can be measured objectively. However, from a marketing point of view quality must be measured in terms of buyer perception of product quality. According to previous research, by (Molanda Deisy et al, 2018) confirmed that product quality has a significant influence on purchasing decisions. But in another study conducted by (Salman Farisi, 2020) showed that product quality has no significant effect on purchasing decisions. Consumer perception of a price can influence his decision in making a transaction or purchase of a product. According to Hawkins et al (Ratlan Pardede and Tarcicius (Yudi Haryadi, 2017) Perception is a process that begins with exposure and

¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

²*Corresponden Author, Email: citra@usm.ac.id

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consumer attention to marketing stimuli and ends with interpretation by consumers. According to Malik and Yaqoob (Tonny Hendratono and Ayu Destyani Santosa, 2017) price perception is "the process by which consumers interpret prices and attribute values to a process of goods or services", meaning processes in which customers interpret price values and attributes for desired goods or services. Research from (Tonny Hendratono,2017) which shows price perception variables positively affect purchasing decisions. This study does not support the results of a study from (Ratlan Pardede, 2017) that showed price perception variables had no significant effect on purchasing decisions.

Consumer perception of consumer loyalty can influence purchasing decisions in making transactions or product purchases. Research from (Wahyu Setia Dewi. et al,2016) which shows customer loyalty variables have a significant positive effect on purchasing decisions. This research is not in line with the results of research by (Sri Nawasari & Wahyu Ning Premesti, 2017) points out that partially the variables of trust, quality of service, and security have no positive and significant effect on purchasing decisions. Comparing the result of several previous study indicated that the relation about product quality, price perception, and customer loyalty to purchasing decisions have a research gap. By growing and pampering consumers with various advantages of mobile products. Currently there are many brands on the market that offer various features or product differences at a cheaper price compared to other brands on the market. This leaves consumers with many choices in making purchasing decisions so that the quality of the product and the price of Samsung phones have a big influence in purchasing decisions that will increase customer loyalty. The purpose of this study was to find out whether Product Quality, Price Perception, and Customer Loyalty influence Samsung Phone Purchase Decisions on Mobile Sinar Mas in Semarang City.

LITERATURE REVIEW

PURCHASING DECISION

Shipped by Kotler di (Aldoko & Yuliyanto, 2013) the purchase decision is to buy a brand that is much in demand, but two components can be between the purpose of the purchase and the purchase option. That said, every individual has a similar method of decision-making. Even so, there are several factors that can distinguish decision making between individuals, including age, character, income, and lifestyle. As Peter and Olson explain in (Nasution & Lesmana, 2018) assume that individual buying options are compromise patterns that combine data to evaluate options around two elective practices and choose one of them. In short, consumer decision is the interaction of

¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

²*Corresponden Author, Email: citra@usm.ac.id

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choosing an activity in which at least 2 elective decisions to achieve certain critical thinking.

Based on The (Company & Keller, 2019: 178) the purchase decision indicator has 6 dimensions and 4 indicators, namely: product choice, product excellence, product benefits, product selection, brand choices, and interest in brands.

PRODUCT QUALITY

Based on (Amilia, 2017) the quality of a product becomes part of the most important positioning reference for marketers. The performance of a product or service is directly influenced by the quality of the product, so that quality is expressly identified through value and customer satisfaction. For a company, the product has a very important role because the company cannot run its business without the product. Then the manufacture of a product will be better if placed in the interests of the market or the tastes and needs of buyers.

Product quality within the ISO 9000 framework is defined as "the overarching characteristics and character of a product or service that affect a product's ability to meet specific needs". That is, we must be able to identify the characteristics and characteristics of the product related to quality and then used as the basis of the benchmark and the way of control. (Andriyani & Zulkarnaen, 2017) Meanwhile, according to (Anggraeni & Soliha, 2020) The quality of goods is the importance of racing on customers so that it can be concluded if the seller's service or product has met or exceeded customer assumptions means the seller has provided the quality of his product. From this explanation, the first hypothesis is formulated as follows:

H1: Product Quality Has A Significant Positive Effect On Purchasing Decisions

PRICE PERCEPTION

Price is a measure of cash used on goods, services or a measure of tunia's value of money purchased for several uses since the purchase of goods and services (Lubis & Hidayat, 2017). Price plays an important role in influencing buyers' choices in buying goods and services. Kotler in (Lubis & Hidayat, 2017). Explained also in (Limbonong, H.Ramadhan, 2020) the price indicated by the customer or buyer is the cost incurred for something. The company's price is one of the many elements of the award mix that generates revenue (Sudrartono & Saepudin, 2020). In essence as stated by (Insani & Madiawati, 2020), withholding profits, the value that needs to be paid or traded to customers in buying something or commodity provided. Payment can be money, goods, services, and assistance from parties. From this explanation, the first hypothesis is formulated as follows:

¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

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H2: Price Perception Has A Significant Positive Effect On Purchasing Decisions

CUSTOMER LOYALTY (CUSTOMER LOYALTY)

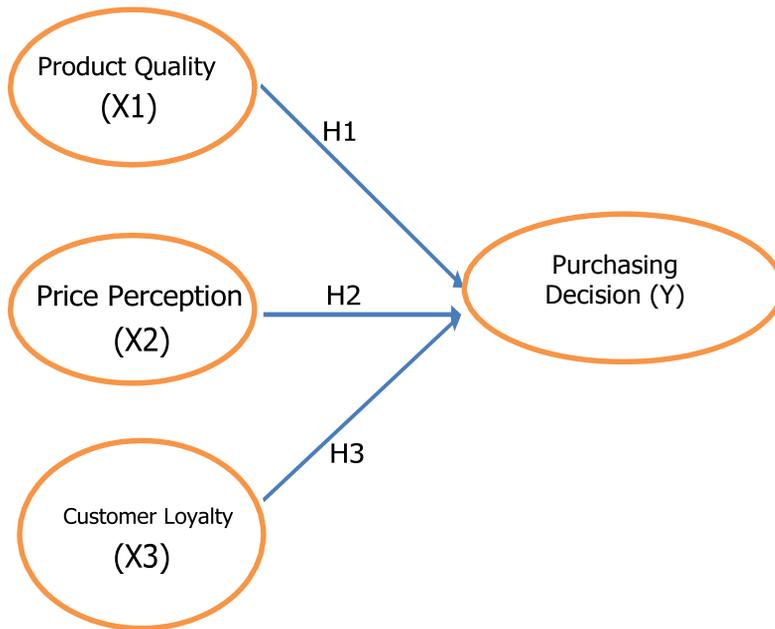
According to (Tankovic & Benazic, 2018) and (Ha & Stoel, 2012), perceived value and customer satisfaction can shape customer loyalty. Customer loyalty can be defined as a buying process based on preferences, attitudes, and habits toward one or more brands expressed over a period of time, i.e. loyalty is viewed as the result of satisfied customers and delivering superior value over the best quality services and products (Yang & Peterson, 2004). Loyalty is a strong relationship between brand and consumer, so customers will always support and use the product no matter what happens because of perceived value and satisfaction obtained by consumers (Kotler & Keller, 2016). When customers give a positive assessment of the e-servicescape and feel that they benefit a lot by issuing a business rate that is not high, then customers will return to using the website and make it the main choice (Wang et al. 2001).

According to (Tankovic & Benazic, 2018), when users feel an e-commerce service provides economic benefits, saves time, and buying and selling activities can be done easily without great effort, then the condition will encourage users to recommend it to others, so that perceived value over e-commerce successfully affects user loyalty. From this explanation, the first hypothesis is formulated as follows:

H3: Customer Loyalty Has A Significant Positive Effect On Purchasing Decision

FIGURE 2.1

THEORETICAL FRAMEWORK



Source : Data Processed 2022

Hypotesis:

H1: Product Quality Has A Significant Positive Effect On Purchasing Decisions

H2: Price Perception Has A Significant Positive Effect On Purchasing Decisions

H3: Customer Loyalty Has A Significant Positive Effect On Purchasing Decisions

METHODOLOGY

Population and Sample

A population is a combination of all elements that share the same set of properties for research purposes as well as a set of elements or elements that are the object of research, can be institutions, individuals, groups, documents, or concepts. The population in this study is all customers or consumers who use or make mobile phone purchase decisions in sinae mas cell Semarang city.

From the mas cell ray consumer in Semarang City who made a transaction to purchase mas ray cells in the city of Semarang. This characteristic is taken on the grounds that consumers who make purchase transactions tend to be consumers who make purchasing decisions so the sample in this study is consumer samsung brand mobile 100 users.

METHODS OF ANALYSIS

The method of data analysis in this study is: Classic Assumption Test. The purpose of

testing this classic assumption is to test and find out the feasibility of the integrity esi model used in this study, testing includes: Normality Test, Multicollinearity Test, Heteroskedasticity Test. Individual Parameter Significance Test (Statistical Test t), Simultaneous Significance Test (Statistical Test F), Coefficient of Determination (R2), Multiple Linear Regression Analysis

$$\text{Purchasing Decision} = a + b_1 \text{Produk Quality} + b_2 \text{Price Perception} + b_3 \text{Customer Loyalty} + e$$

OPERATIONAL DEFINITIONS

VARIABLE MEASUREMENT				
No	Variable Name	Variable Definition	Indicator	Source
1	Purchasing Decision (Y)	purchasing decisions are the next step in the consumer decision-making process. Currently, consumers gain preference between brands, products/services being considered and intend to purchase the brand of choice	Product selection Dealer choice Purchase time Purchase amount Payment method	(Stefan, 2019)
2	Quality Product (X1)	Product quality is a characteristic of a product or service that depend on its ability to meet the needs of customers who stated or implied	a. Durability b. Privileges c. Reliability d. compatibility with specification e. Product aesthetics	Fandy Tjiptono (2012:121)
3	Price Preception (X2)	Price is a product value, because it will affect the producer profits. Price is also a consumer consideration for buy, so it needs special consideration to determine the price. Prices are directly related to revenue and profit. Price is an element marketing mix that generates revenue for the company, which in turn This in turn affects the size of the profits and market share obtained.	A. Price affordability b. Price match with product quality C. Price competitiveness D. Discount E. Price match with product benefits	(Ollila,2012)
4	Customer loyalty (X3)	customer loyalty is one's feelings of devoted attachment to the loyalty object, rather than repeated commercial transactions	A. Statisfaction B. WTP	(Casidy and Wymer,2016)

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²*Corresponden Author, Email: citra@usm.ac.id

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DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis is essentially a science that studies the dependence of variables bound to one or more free variables, the results of multiple linear regression tests as follows:

Table 3
Multiple Linear Regression

Coefficient						
	Type	Non-standart Coefficient		Standard Coefficient		vision
		B	Std. Error	Beta	T	
1	(Konstan)	.824	1,408		.585	0,560
	Product Quality	.301	.076	.237	3.958	0,000
	Price perception	.303	.082	.504	3,694	0,000
	Customer Loyalty	.242	.070	.271	3,438	0,001

a. Independent DVariabel:Purchasing Decision

From the results of the analysis with the SPSS program version 24 can be known regression equations from this study. The linear regression equations formed are:

$$Y = 0,824 + 0,301 X_1 + 0,303 X_2 + 0,0242X_3.$$

Determination Coefficient Test

This test is used to find out how much influence free variables together have on bound variables. But the fundamental disadvantage of using the coefficient of determination (R²) is the bias towards the number of free variables incorporated into the model. The results of the coefficient of determination are indicated that R Square value of 0.658 means that the variables of Product Quality, Price Perception, Customer Loyalty to Purchasing Decisions, together have a role of 65.8% to be able to explain or explain the Variables of the Purchase Decision. The remaining 44.2% (100% - 48.2%) is explained by other variables that influence purchasing decisions.

HYPOTHESIS

Partial Hypothesis Test with T-Test

¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

²*Corresponden Author, Email: citra@usm.ac.id

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The t test is used to find out the extent to which free variables partially affect bound variables, with an error rate of 5%.

Hypothesis 1 Testing

Product Quality variables to Samsung phone purchase decisions. Based on the table t Test Results for Product Quality Variables obtained the value of T-Test = 3.958 While t_{table} ($\alpha = 0.05$, $dk = n - 4$, $dk = 63 - 3 = 60$) is 1.66 T-test (3,958) > t_{table} (1.66) Significance number = 0.000 < $\alpha = 0.05$ (H_0 rejected and H_a accepted). Based on the above criteria it can be known that at a significance level of 0.05 the product quality variable has a significant influence on the Purchase Decision variable.

Hypothesis 2 Testing

Variable price perception of samsung phone purchase decision. Based on the table of t test results for variables, Price perception obtained thitung value = 3.694 while t_{table} ($\alpha = 0.05$, $dk = n - 3$, $dk = 63 - 3 = 60$) is 1.66 t_{count} (3.694) > t_{table} (1.66) Significance number = 0.000 < $\alpha = 0.05$ (H_0 rejected and H_a accepted). Based on the above criteria it can be known that at the significance level of 0.05 Variable price perception has a significant influence on the variables of the purchase decision.

Hypothesis 3 Testing

Variable customer loyalty to samsung phone purchase decisions. Based on the table of test results t for customer loyalty variables the value t-count = 3.348 while t-table ($\alpha = 0.05$, $dk = n - 3$, $dk = 63 - 3 = 60$) is 1.66 t-count (3.348) > t-table (1.66) Significance of the number = 0.001 < $\alpha = 0.05$ (H_0 rejected and H_a accepted). Based on the above criteria it can be known that at the significance level of 0.05 the Customer loyalty variable has a significant influence on the purchase decision variable.

DISCUSSION

Effect of Product Quality on Purchase Decision

The results showed that the Product quality variable had a positive and significant effect on the decision to purchase samsung mobile phones in Sinar Mas cells in Semarang city. Its shows that higher product quality makes the purchasing decision more increasing. In this case, shows that the consumer always makes the product quality as a main considering before they

¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

²*Corresponden Author, Email: citra@usm.ac.id

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buy the product. The results of this study are in line with research conducted by (Sumiati,2008). This study shows that from the results of this study, the influence of consumer product quality, quality perception, consumer attitudes, and brand image together on the decision to buy Apple Ipad tablets.

Effect Of Price Perception on Purchase Decision

The results of this study showed that the Price Perception variable had a significant influence on samsung mobile phone purchase decisions on mas cell ray in Semarang City. the second hypothesis proposed there is a positive and significant influence on the decision to purchase Samsung mobile phones in Sinar Mas phones in Semarang City, proved acceptable. The results of this study are not in line with research conducted by (R Bongsu & Aisha, 2012) which showed that cultural factors, social factors have a positive and significant effect on consumer decisions. Personal factors, psychological factors have a positive and insignificant effect on consumer decisions.

Effect of Customer Loyalty On Samsung Mobile Purchase Decision on Sinar Mas Mobile In Semarang City.

The results of this study showed that the Customer Loyalty variable had a significant influence on samsung phone purchase decisions on Sinar Mas cells in Semarang City.. The decision to purchase Samasung's mobile phone in Sinar Mas Semarang city cell, proved acceptable. The results are also in line with research conducted by (Jesica Monica. et al 2015) which showed that, Product Quality, Price Perception and Customer Loyalty had a significant positive effect on the decision to purchase iPhone phones at ITC Shopping Center Manado.

CONCLUSION

Product Quality Has a Positive and Significant Effect on The Purchase Of Samsung Mobile Phone On Mobile Phone Sinar Mas Semarang City. This is indicated by the largest regression coefficient value of 0.301. As for the tmenghitung value of 3,958 > t-table 1.66 and the sign of 0.000. The higher the quality of the product, the higher the purchase decision samsung mobile phones in Sinar Mas cells in Semarang City. Price Perception has a significant influence on the decision to purchase samsung mobile phones in Sinar Mas cells in Semarang City. This is indicated by a co-effective regression value of 0.303. As for t calculate the value of 3,694 > tmeja 1.66 and

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the mark 0.000. The lower the price perception, the higher the product sales, so that the Samsung mobile phone company in Sinar Mas Cell Semarang city can make sales decisions. Customer Loyalty has a significant influence on Samsung Mobile Purchase Decisions on Sinar Mas cells in Semarang City. This is indicated by a co-effective regression value of 0.242. As for t-count the value of $3,438 > 1.66$ and the sign 0.001. The higher the customer loyalty, the higher the purchase decision on the Samsung cellphone at Sinar Mas Cell in Semarang City.

LIMITATION AND FUTURE RESEARCH

This study has a limitation about the duration of research and the number of a respondent, beside the indicator of variable have to be more develop and related to the situation and condition of economics. Its giving the potential chance in the future about another research.

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¹Email: ¹ citra@usm.ac.id, ² edysurya6@usm.ac.id, ³ gracefernandy@gmail.com

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