

*Research Article*

## The Effect of Price Perceptions, Service Quality, Promotion and Consumer Value on Satisfaction

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### Abstract

This study examines the impact of cost perception, service quality, innovation, and customer value on Xiboba customer satisfaction in DKI Jakarta, viewed from an Islamic perspective. The research employs purposive sampling, with 200 respondents surveyed using a questionnaire. Data analysis is conducted through multiple linear regression. The results indicate that (1) cost perception has a positive and significant effect on customer satisfaction, (2) service quality positively and significantly influences customer satisfaction, (3) innovation has a positive and significant impact on customer satisfaction, and (4) customer value also plays a crucial role in satisfaction. Furthermore, (5) collectively, cost perception, service quality, innovation, and customer value significantly affect Xiboba's customer satisfaction. These independent variables contribute to the dependent variable. Managerial implications highlight the need for businesses to focus on competitive pricing, enhancing service quality, implementing unique innovative strategies, and delivering clear added value to customers. Aligning with Islamic business ethics, emphasizing fairness in pricing, service excellence, and ethical innovation is essential for achieving and maintaining optimal customer satisfaction.

Keywords: Price Perception, Service Quality, Promotion, Consumer Value, Consumer Satisfaction

JEL Classification: L81, D83, M37

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## 1. Introduction

In today's era of globalization, it is essential for every business to effectively manage its competitiveness. To achieve marketing success, companies must adopt modern, market-oriented marketing concepts. It is crucial for enterprises to craft the right strategies for promoting their products. There are various marketing approaches that can satisfy consumers, such as offering quality products, excellent services, and pricing that is perceived as affordable by customers.

The trend of boba-topped drinks is rapidly gaining popularity in Indonesia, leading numerous entrepreneurs to explore this as a promising business opportunity. Consumer satisfaction reflects an individual's evaluation of their purchasing decisions or outcomes in relation to their expectations. When a product fails to meet expectations, it results in consumer dissatisfaction and disappointment. Conversely, if a product meets expectations, the consumer feels satisfied; and if it exceeds expectations, the consumer experiences happiness (Kotler, 2019). According to Kotler (2019), several factors can influence consumer satisfaction, including price perception, service quality, consumer value, and promotional efforts.

Research findings on price perceptions and consumer satisfaction, as presented by Abbas (2019), consistently indicate a significant positive relationship between price perceptions and consumer satisfaction. In addition to price perception, both product quality and courteous service also play crucial roles in influencing consumer satisfaction. Furthermore, effective promotions can impact consumer satisfaction, as they help align with consumer expectations (Kotler, 2019).

State that both service quality and promotion have a positive and significant impact on consumer satisfaction at the Santika Luwuk Hotel. In contrast, indicates that while service quality has a partial influence on consumer satisfaction, promotion does not have a partial effect. Based on the research results above, there is a gap in research results where the research results of state that there is an influence, all variables do not have a significant influence.

Apart from price perceptions and service quality, promotion can influence consumer satisfaction because promotions that are carried out well can meet consumer expectations (Kotler, 2019). Promoting business in the digital world can be effective and efficient. This business development is also in line with people's mindset, where almost most aspects of their lives run online or digitally. Promotion is one of the factors that makes a consumer satisfied or not with the performance of a company's products or services (Kotler, 2019).

In the era of increasing digitalization, business competition in the beverage industry is getting tighter, especially with the increasing trend of boba-based drinks in Indonesia. Previous studies have shown that factors such as price perception, service quality, promotion, and consumer value have varying effects on customer satisfaction, with some studies finding a significant positive relationship, while other studies show conflicting results. This gap indicates the need for further research to understand how these factors simultaneously affect customer satisfaction in the boba beverage industry, especially Xiboba in DKI Jakarta. This study aims to analyze the effect of price perception, service quality, promotion, and consumer value on customer satisfaction and examine these findings from an Islamic perspective. The main contribution of this study is to provide insight for business actors in developing more effective and customer-oriented marketing strategies, as well as add to the literature related to customer satisfaction factors in the boba beverage industry in Indonesia.

## 2. Literature Review and Hypothesis

### Literature Review

#### Consumer Satisfaction

According to Indrasari (2019), satisfaction is the emotional response either happiness or disappointment that arises when individuals compare the performance or outcomes of a product with their expectations. When the services provided by companies align with consumer desires, satisfaction ensues. Conversely, when consumers' needs are unmet, dissatisfaction occurs. Satisfaction can thus be understood as a comparison between the service or results received and the consumer's expectations. Ideally, the service or outcomes should meet or exceed these expectations (Maghfur et al., 2023)(Abbas, 2022). In essence, consumer satisfaction reflects an individual's feelings after assessing the actual performance of a product against what they anticipated (Indrasari, 2019).

**Price perception**

Price perception is the process through which consumers interpret the expected price values or attributes of goods and services. When evaluating and researching product prices, consumers' decision-making is significantly influenced by their own behavior (Sumardika et al., 2024). Understanding price perception is crucial, as it offers substantial benefits to consumers. In relation to price information, consumers often compare actual published prices with their perceptions of what the prices should be or with their expected price ranges. These price perceptions ultimately shape individuals' views on what constitutes an appropriate price for a product.

**Service quality**

Service quality is basically centered on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to match consumer expectations (Indrasari, 2019). Service Quality is all forms of activities carried out by the company to meet consumer expectations. Service in this case is defined as the service or services provided by the service owner in the form of convenience, speed, relationships, abilities and friendliness which are addressed through attitudes and characteristics in providing services to consumers (Katira et al., 2024). Service quality is a special quality that is expected to influence the level of consumer satisfaction because if the service received can meet expectations, then the service quality is perceived as good and satisfying.

**Promotion**

Promotion is one of the factors that determines whether a consumer is satisfied with the performance of a company's products or services. It is also one of the factors that influence consumer satisfaction (Muhammad et al., 2024). Promotion is an expression in a broad sense about activities that are effectively carried out by companies (sellers) to encourage consumers to buy the products or services offered (Sukirno and Poerwanto, 2019).

**Consumer Value**

Consumer Value is the difference between the benefits received by consumers and the sacrifices they make to obtain these benefits. Meanwhile, consumer value is the difference between the total added value obtained by consumers and the total costs incurred. Tjiptono (2020) also defines consumer value as the emotional bond that exists between consumers and producers after consumers use products and services from the company and find that these products or services provide added value.

**Hypothesis****The Influence of Price Perceptions on Consumer Satisfaction**

Price perception is a process where consumers interpret the expected price values or attributes of goods and services. When consumers evaluate and research product prices, this is largely influenced by consumer behavior itself. Price is an agreement regarding the sale and purchase transaction of goods/services where both parties accept the agreement. This price perception must be accepted by both parties in the contract (Indrasari, 2019). The results of previous research conducted by Maharani et al. (2022), Jannah et al. (2022), showed consistent results, namely that price perception significantly influences consumer satisfaction. By referring to theory and supported by previous research, the following hypothesis can be formulated:

**H1: Price Perception has a positive and significant effect on Consumer Satisfaction.**

**The Influence of Service Quality on Consumer Satisfaction**

Benefit quality is essentially centered on endeavors to fulfill buyer needs and wants as well as the precision of conveyance to coordinate customer desires (Indrasari, 2019). Benefit Quality is all shapes of exercises carried out by the company to meet customer desires. Benefit, in this case, is characterized as the benefit or administrations given by the benefit proprietor within the frame of comfort, speed, connections, capacities and invitingness, which are tended to through demeanors and characteristics in giving administrations to buyers. Service quality may be an extraordinary quality that's anticipated to impact the level of buyer fulfillment since if the benefit gotten meets desires, at that point the benefit quality is seen as great and fulfilling. The comes about of past

inquire about conducted by Ralahallo (2022), and Nasution (2022) appear reliable comes about, specifically that Benefit Quality includes an altogether positive impact on Buyer Fulfillment. By alluding to hypothesis and upheld by past inquire about, the taking after theory can be defined:

**H2: Service Quality has a positive and significant effect on Consumer Satisfaction.**

#### **The Influence of Promotion on Consumer Satisfaction**

Advancement is one of the components that produces a buyer fulfilled or not with the execution of a company's items or services. Advancement is additionally one of the components that impacts buyer fulfillment. Advancement is an expression in a wide sense of exercises that are viably carried out by companies (dealers) to empower buyers to purchase the items or administrations advertised (Sukirno and Poerwanto, 2019). The comes about of past investigate conducted by Abbas et al. (2022), Nurjaya et al. (2022), and Marlim et al. (2022), appear steady comes about, specifically that advancement features a essentially positive impact on Customer Fulfillment. By alluding to hypothesis and bolstered by past investigate, the taking after speculation can be defined:

**H3: Promotion has a positive and significant effect on consumer satisfaction.**

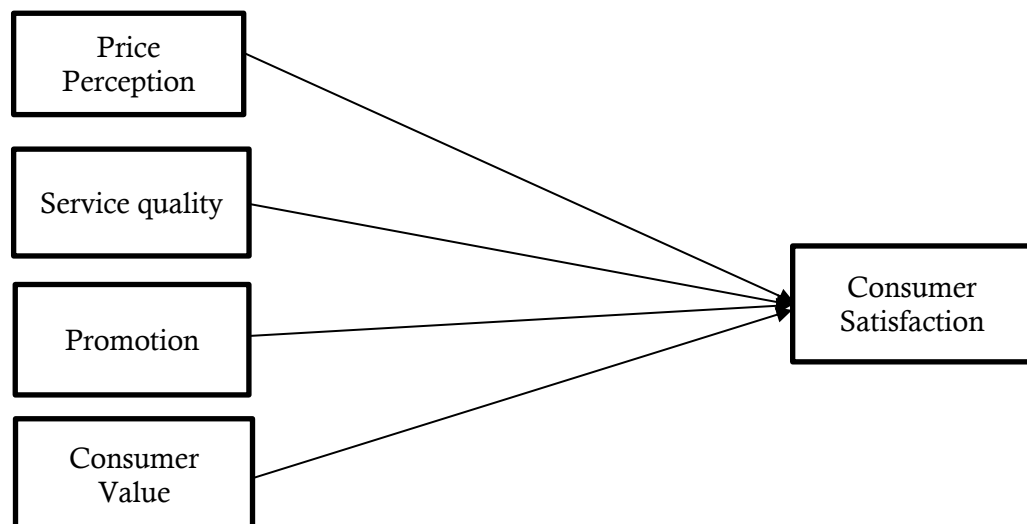
#### **The Influence of Consumer Values on Consumer Satisfaction**

Customer Esteem is the distinction between the benefits gotten by shoppers and the penances customers make to get these benefits. In the meantime, shopper esteem is the contrast between the full added value gotten by shoppers compared to the whole costs brought about. Tjiptono (2020) too characterizes customer esteem as the enthusiastic bond that exists between customers and makers after customers utilize the company's items and administrations and discover that the items or administrations give included esteem. The comes about of past inquire about conducted by Paputungan (2022), and Andrian (2021), appeared steady comes about, to be specific that Buyer Esteem had a altogether positive impact on Buyer Fulfillment. By alluding to hypothesis and upheld by past investigate, the taking after theory can be defined:

**H4: Consumer Value has a positive and significant effect on Consumer Satisfaction.**

#### **Research Conceptual Framework**

The dependent variable of this research is The Influence of Price Perceptions, Service Quality, Promotion and Consumer Value on Consumer Satisfaction. Based on this explanation, the conceptual framework in this research is shown in Figure 1 as follows:



**Figure 1. Research Conceptual Framework**

### 3. Data and Method

#### Data Types and Sources

The type of subject data used in this research uses sources in the form of primary data. Primary data was obtained directly from respondents in the field. The primary data obtained in this research came from a research questionnaire using Google Forms. This research was conducted on Xiboba consumers.

#### Method of collecting data

Information collection in this inquire about utilized study and survey strategies as investigate rebellious. Information collection was carried out by going to inquire about respondents specifically on Xiboba. The inquire about survey contains composed questions that buyers are anticipated to reply to. The survey aims to gather data that's utilized to deliver certain data. This is often done by giving a list of questions with pointers for each variable (Santosa & Hidayat, 2014).

#### Population and Sample

##### Population

Researchers took the population in DKI Jakarta. This is because DKI Jakarta is a big city, and people tend to like fast, cold drinks and, on average, Xiboba drinks.

##### Sample

In this inquire about, the examining method utilized was non-probability inspecting, which can be done effortlessly and rapidly. Utilizing purposive testing, Xiboba in DKI Jakarta, who have characteristics that coordinate those required within the inquire about, can be utilized as respondents. The number of markers in this ponder is 20, and the number of tests = pointers  $\times$  10, so the number of tests in this think about is  $20 \times 10 = 200$  respondents.

#### Descriptive Analysis

In this research, descriptive analysis is a central tendency, namely mean, median, and mode. A computer program is used to find the mean, median and mode. The data is also depicted using a pie chart created based on the category data for each variable.

#### Multiple Regression Test

Numerous straight relapse examination is utilized to degree the impact of two or more free factors on a single subordinate variable; through the SPSS program, complex numerical calculations for this investigation are carried out consequently (Hardani, et., al, 2020). The relapse investigation are coefficients for each free variable. The relapse condition in this inquiry about can be clarified as follows:

$$Y_i = \alpha + \beta_{PP} + \beta_{SQ} + \beta_P + \beta_{CV} + e_i \quad (1)$$

### 4. Results

#### Data Normality Test

Data normality testing is carried out in two ways, namely by creating a histogram for the distribution of standardized residuals. To obtain accurate results, calculations are carried out with the help of a computer; the research results are as follows:

**Table 1. Data Normality Test**

		Price Perception Service	Service Quality	Promotion	Consumer Value	Consumer Satisfaction
N		200	200	200	200	200
Normal	Mean	396.099	492.466	294.126	398.072	392.063
Parameters <sup>a, b</sup>	Std. Deviation	569.932	700.368	437.234	568.573	640.752
Most Extreme	Absolute	.136	.194	.207	.157	.230

Differences	Positive	.136	.194	.207	.157	.230
	Negative	-.115	-.129	-.156	-.135	-.151
Test Statistic		.136	.194	.207	.157	.230
Asymp. Sig. (2-tailed)		.123 <sup>c</sup>	.112 <sup>c</sup>	.143 <sup>c</sup>	.129 <sup>c</sup>	.132 <sup>c</sup>

Source: Processed Primary Data (2023)

Based on Table 5 above, all variables have Asymp values. Sig (2-tailed) is greater than 0.05, which means the data in this study meet the assumption of normality.

### Multicollinearity Test

Collinearity tests are carried out to find out whether there is collinearity or not between the independent variables. The method used is to calculate tolerance and VIF. From the results of computer calculations using the SPSS program, Tolerance values were obtained for each research stage; the researchers stated the following:

**Table 2. Multicollinearity Test**

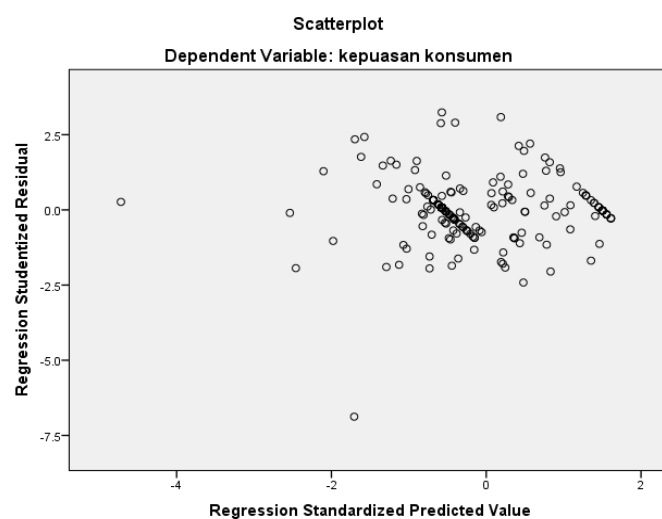
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Price perception	0.174	5.751
Service quality	0.279	2.732
Promotion	0.125	8.011
Consumer value	0.290	1.089

Source: Processed Primary Data (2023)

Based on Table 6, it is known that the tolerance value for the price perception, service quality, promotion and consumer value variables is  $> 0.1$ . The VIF value of the variable price perception, service quality, promotion and consumer value  $< 10$ .

### Heteroscedasticity Test

This test is used to check whether the distribution of consumer satisfaction data is random for the value of the price perception variable, service quality variable, promotion variable and consumer value. For this test, a scatterplot diagram was created between the predicted value and the residual. The results of the heteroscedasticity test can be seen in the following image:



**Figure 2. Heteroscedasticity test**

The image above shows that the data is scattered around the number 0 (0 on the Y-axis) and does not form a particular pattern or trend line.

### Multiple Linear Regression Analysis

Multiple linear regression between price perception variables, service quality variables, promotion variables and consumer value variables on consumer satisfaction variables can be seen in the table below:

**Table 3. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	.857	1.239	
price perception	.325	.071	.289
service quality	.272	.086	.297
promotion	.958	.110	.654
consumer value	.286	.099	.254

Source: Processed Primary Data (2023)

The important data in the table is the  $\beta$  value to form the multiple regression equation.

### Partial test (t-Test)

To test the hypothesis or suspicion of partial influence, namely by comparing the t-count value with the t-table value with the assumption that if the t-count value  $>$  t-table, then there is a significant influence between the independent variable and the dependent variable, and vice versa if the t-count value  $<$  t-table then the independent variable does not affect the dependent variable. The results of the calculation of the t-count value using SPSS 25 are as follows:

**Table 4. T-count value**

Model	Ttabel	Thitung	Sig
1 (Constant)			
Price perception	1.652	4.551	.000
Service quality	1.652	3.141	.002
Promotion	1.652	8.719	.000
Consumer value	1.652	2.878	.004

Source: Processed Primary Data (2023)

Based on the results of the t-test, it was obtained that all independent variables in this study have a significant influence on consumer satisfaction. Price perception has a t-value of 4.551 with a significance of 0.000, which means it has a positive and significant influence because the t-value  $>$  t-table (1.652) and sign  $<$  0.05. Service quality also has a significant influence on consumer satisfaction, with a t-value of 3.141 and a sign of 0.002. Furthermore, promotion shows the strongest influence with a t-value of 8.719 and sign 0.000, confirming that an effective promotional strategy contributes greatly to consumer satisfaction. Finally, consumer value also has a significant influence with a t-value of 2.878 and sign 0.004. Thus, the four variables price perception, service quality, promotion, and consumer value individually have a significant influence on consumer satisfaction.

## 5. Discussion

### The Influence of Price Perceptions on Consumer Satisfaction

The effect of cost discernment is clear from the critical comes about supporting the speculation. It has been established that cost discernment includes a positive and significant impact on shopper fulfillment with Xiboba drinks. Cost discernment alludes to the method by which customers translate the anticipated cost values or qualities of merchandise and administration. When shoppers survey and analyze item costs, their assessments are intensely impacted by their possession behavior. Cost is basically an understanding between the buyer and dealer with respect to the exchange of merchandise and administration, which both parties must acknowledge

(Indrasari, 2019). Past inquiry about conducted by Maharani et al. (2022), Jannah et al. (2022), reliably demonstrates that cost discernment altogether influences buyer fulfillment.

### **The Influence of Service Quality on Consumer Satisfaction**

The impact of the benefit quality variable can be seen from the critical esteem of the acknowledged speculation. So, it is known that benefit quality encompasses a positive and noteworthy impact on shopper fulfillment with Xiboba drinks. Benefit quality is fundamentally centered on endeavors to fulfill customer needs and wants as well as the precision of conveyance to coordinate customer desires (Indrasari, 2019). Benefit Quality is all shapes of movement carried out by the company to meet customer desires. Benefit in this case is characterized as the service or administrations given by the benefit proprietor within the frame of comfort, speed, connections, capacities and neighborliness, which are tended to through demeanors and characteristics in giving administrations to shoppers. Benefit quality could be an uncommon quality that's anticipated to impact the level of buyer fulfillment since if the benefit gotten meets desires, at that point the benefit quality is seen as great and fulfilling. The comes about of past investigation conducted by Ralahallo (2022), and Nasution (2022) appear steady comes about, to be specific that benefit quality encompasses an essentially positive impact on customer fulfillment.

### **The Influence of Promotion on Consumer Satisfaction**

The noteworthy esteem appears the impact of the advancement variable. In this way, advancement encompasses a positive and critical impact on shopper fulfillment with Xiboba drinks. Advancement is one of the components that produces a customer fulfilled or not with the execution of a company's items or administrations. Advancement is additionally one of the variables that impact customer fulfillment cited. Advancement is an expression in a wide sense of exercises that are successfully carried out by companies (dealers) to empower shoppers to purchase the items or administrations advertised (Sukirno and Poerwanto, 2019). The comes about of past inquire about conducted by Abbas et al. (2022), Nurjaya et al. (2022), and Marlim et al. (2022), appear steady comes about, to be specific that advancement contains an essentially positive impact on shopper fulfillment.

### **The Influence of Consumer Values on Consumer Satisfaction**

The impact of the customer esteem variable can be seen from the noteworthy esteem of the acknowledged theory. So, it is known that buyer esteem incorporates a positive and critical impact on customer fulfillment with Xiboba drinks. Shopper Esteem is the distinction between the benefits gotten by shoppers and the penances shoppers make to get these benefits. Customer esteem is the contrast between the full included esteem gotten by shoppers compared to the whole costs caused. Tjiptono (2020) moreover characterizes shopper esteem as the enthusiastic bond that exists between buyers and makers after buyers utilize the company's items and administrations and discover that the items or administrations give included esteem. The comes about of past inquire about conducted by Papatungan (2022) and Andrian (2021), appeared reliable comes about, specifically that shopper esteem had a altogether positive impact on buyer fulfillment.

## **6. Conclusion**

Based on the investigation and discourses conducted, the conclusions with respect to the impact of cost recognition, benefit quality, advancement, and shopper esteem on customer fulfillment are as takes after:

Cost recognition emphatically and essentially impacts Xiboba buyer fulfillment. Additionally, benefit quality moreover includes a positive and noteworthy impact on the fulfillment of Xiboba buyers. Advancements contribute emphatically and altogether to customer fulfillment as well, and shopper esteem moreover plays a critical role in impacting Xiboba customer fulfillment. Besides, cost recognition, benefit quality, advancement, and shopper esteem collectively have a critical impact on buyer fulfillment at Xiboba. Administrative Suggestions: This investigate permits supervisors to determine a few key conclusions. To begin with, the noteworthiness of compelling cost recognition in cultivating buyer fulfillment cannot be downplayed. It is fundamental for

supervisors to comprehend how shoppers see estimating and to offer esteem that adjusts with the cost inquired. Moment, keeping up tall benefit quality proceeds to be a imperative component in driving buyer fulfillment.

## Recommendation

To improve future, investigate, it is prudent to broaden the scope of factors considered by consolidating mental components such as brand devotion, shopper believe, and client involvement. This would give a more comprehensive understanding of customer fulfillment. Besides, this consider may well be expanded to incorporate different geographic districts and advertise portions in arrange to recognize any contrasts in customer behavior designs. Utilizing subjective investigate strategies, such as in-depth interviews or case considers, might too complement quantitative discoveries and offer a more all encompassing point of view on the components affecting customer fulfillment inside the refreshment industry.

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