
Analysis Of The Effect Of Service Quality, Product Quality And Price On The Purchase Decision Of Papaya Chips BUMDES Amartha Semboro

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Abstract: This study aims to analyze marketing performance in companies developed by BUMDes Amartha Semboro by analyzing the influence of service quality, product quality, and price on purchasing decisions on BUMDes Amartha Papaya Chips. The data analysis technique in this study used multiple linear regression tests with data collection using questionnaires. This research method is quantitative descriptive. The sample used in this study is primary data, with 85 respondents, namely consumers who are visiting or have purchased Bumdes Amartha Papaya Chips products, using the random sampling method. The results of this study show that the variable of service quality does not affect purchasing decisions with a calculated value of $t_{table} = -0.930 < 1.993$, while product quality affects purchasing decisions with a calculated value of $t_{table} = 4.588 > 1.993$, and price affects purchasing decisions with a calculated value of $t_{table} = 3.160 > 1.993$.

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Keywords: : Service Quality, Product Quality, Price, Purchasing Decision

INTRODUCTION

According to Kotler and Keller, marketing is a social process by which individuals and groups obtain what they need and want through creation, supply, and liberation and freely exchange valuable products and services with others [1]. The success of an enterprise can be determined through the qualities provided to such customers. Marketing management implements and controls marketing activities to achieve company targets and efforts to achieve a competitive advantage in serving the company. At the same time, the company's management functions include improving and developing the company's products and efforts so that the company has good customer service. In the current era of economic development, many business opportunities can be used as a business. All are easy to process so that they can generate business. In addition, there are many entrepreneurs with increasingly fierce competition to increase sales. This can also be used to open business opportunities for the village. It is known that every village is obliged to form Village-Owned Enterprises (BUMDes). One of the main goals of most companies is to optimize the company's value. Several factors influence consumers in making purchasing decisions.

Consumer purchasing decisions are based on different reasons, one of which is seen in the Quality of service sellers provide to consumers. Service quality measures how good or bad the service the company provides consumers and whether it can meet consumer expectations based on consumer needs. According to Wahyuni [2], "Quality of service can be defined as how far the difference is between reality and consumers' expectations of the service they receive. The Quality of service can be known by comparing customers' perceptions of the services they receive." Research conducted by Ainun Jariyah and Yucha [3] states that the

Quality of service has a positive and significant influence on purchasing decisions. In addition to service quality, other factors are why consumers make purchasing decisions, namely product quality.

Product Quality is the product's suitability and the benefits or functions provided to consumers to meet consumer needs or desires. According to Armstrong and Kotler [4], product quality is the ability of a product to demonstrate its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Research conducted by Sutrisna and Sejati [5] shows that product quality significantly and positively influences purchasing decisions. Another factor that gives consumers a reason to make decisions in the purchase is price because prices can attract consumers and generate profits.

Price is a value determined by the seller with all considerations that have been calculated and can also be equated with its competitors. According to Armstrong and Kotler [4], divide the price in a narrow sense as the amount billed for a product or service. In a broad sense, price is the sum of all the value customers provide to get benefits from owning or using a product or service. Based on research conducted by Febriano Clinton Polla, Lisbeth Mananeke, and Rita N Taroreh [6] states that price simultaneously has a significant effect on consumer purchasing decisions. Companies must be innovative in determining prices because the more competition is, the more difficult it is to determine prices.

Teguh Afwan dan Budi Santosa [7] Conduct research with the results that product quality, price perception, and service quality influence and have a positive and significant impact on purchasing decisions. However, there was gap research in the results of research conducted by Aini and Andjarwati [8] shows that the product quality variable of 0.080 does not affect the purchase decision.

However, based on the results of an interview conducted with the manager of BUMDes Amarnya Semboro, Mrs. Listika said several things could be improved in BUMDes Amarnya Semboro. BUMDes Amarnya Semboro could be more optimal in providing quality service, product quality, and consumer prices so that these factors affect the purchase decision [18]. Therefore, exciting innovations are needed in marketing papaya chips BUMDes Amarnya Semboro. Seeing these problems, the researcher assumes that the purpose is to use a study to increase sales and can add references to companies and academics in seeing current marketing developments [17].

LITERATURE REVIEW

1. Marketing Definition

Tjiptono [9] states, "Marketing is the activity, institution, and process of creating, communicating, delivering, and exchanging products that are of value to clients, clients, partners, and the public." According to the definition above, marketing is a business activity that meets the needs and desires of consumers that must be satisfied. The needs and desires of these consumers can be in the form of goods or services of a business. Thus, consumers can make their goods or services optional or needed. Instead, it has been provided by the company.

2. Marketing Management

Kotler [1], Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, freezing, and freely exchanging products and services of value with others. Marketing is a social process by which individuals and groups get what they need and want through creation, offering, freezing, and freely exchanging products and services of value with others. According to the American Marketing Society in the book, Kotler [1] States that Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. The definition states that marketing management is the art and science of selecting a target market and obtaining, keeping, and growing customers through creating accounts, conveying, and communicating superior customer value.

3. Marketing Mix

The marketing mix is a concept of marketing that has an essential role in influencing consumers to buy the products offered. [1] The marketing mix is the set of tactical marketing tools the firm uses to produce the response it wants in the target market. The marketing mix is a set of tactical marketing tools a company has to generate the desired response in the target market [19].

4. Quality of Service

Service is an activity or sequence of activities that occur in direct interaction between a person and another person or machine physically and provides Sampara customer satisfaction (Sinambela, 2011) [10]. Service is an activity provided by producers to consumers in order to meet consumer needs. Consumers will feel satisfied if the expectations of these consumers serve them. According to (Tjiptono, 2014) [11], Service quality focuses on efforts to meet consumer needs and desires and delivery accuracy to keep pace with consumers.

5. Product Quality

Quality is a factor that satisfies consumers' needs in the form of products or services provided by the company. *Product quality* is a measure the company gives consumers that the products offered have more selling value and are not owned by competing products. According to (Armstrong, 2015) [4], A product can be offered to the market to attract attention, acquisition, use, or consumption that satisfies a desire or need. Products are one of the things that a company must own in running a business. The good and bad of the product are the key to how consumers assess the quality of the product.

6. Price

Amstrong [4] Price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that a customer submits to benefit from owning or using a product or service. Price is one of the important points to influence buyers when they want to buy products. Price is the value of a good or service in the form of rupiah that has been determined by the producer for a product to be traded. Every company has a set price to make a profit.

7. Purchasing Decision

The purchase decision is whether to continue the purchase or not to continue purchasing a product, Kotler [12]. Purchasing is a consumer activity in deciding to buy a product. Consumers have the right to decide whether to buy a product to meet their needs or desires. One of the company's goals is how many consumers make purchases of the product.

CONCEPTUAL FRAMEWORK

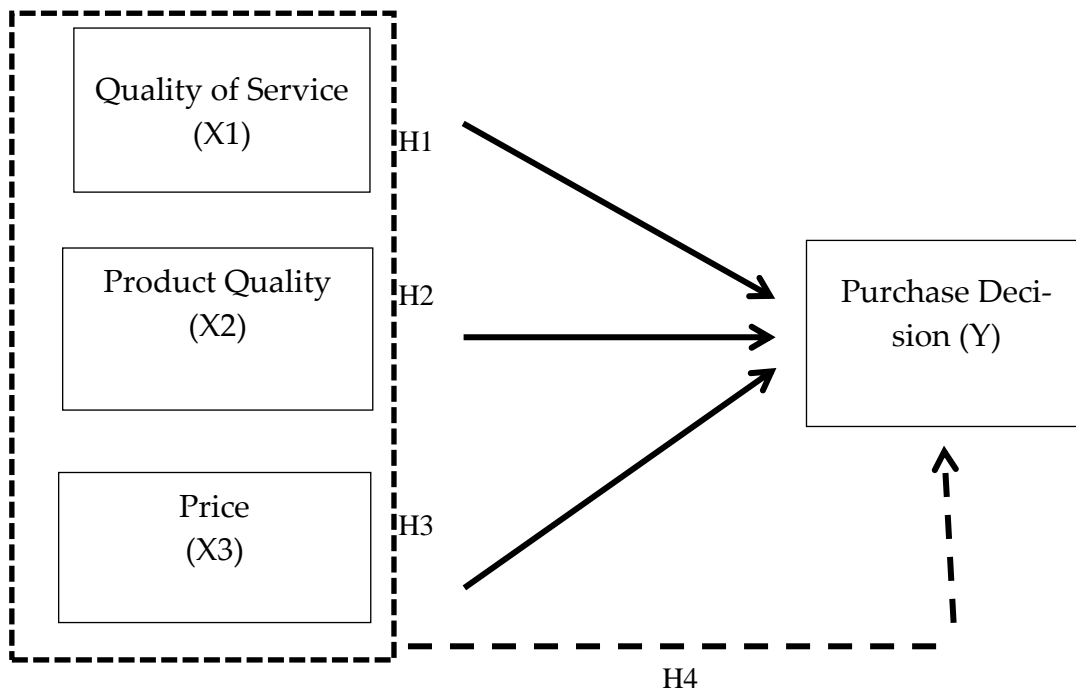


Figure 2.1 Conceptual Framework

Information:

(\longrightarrow) = Partial influence

H1 = Service Quality Partially Affects Purchasing Decisions

H2 = Product Quality Partially Affects Purchasing Decisions

H3 = Price has a partial effect on the Purchase Decision

(\dashrightarrow) = Simultaneous influence

H4 = Service Quality, Product Quality and Price simultaneously affect Purchasing Decisions

Based on the conceptual framework above, the relationship between service quality and purchasing decisions affects partially because of the facilities provided and being polite, friendly, and professional. The relationship of product quality with purchasing decisions also affects partially because the benefits and durability meet customer expectations. In addition, the relationship between price and purchase decisions affects partially because the pricing given is by what customers get. While the relationship between service quality, product quality, and price simultaneously affects purchasing decisions because these three factors are what customers expect, so they can affect the attractiveness of other consumers.

METODE

Research design

The research design used in this study used quantitative methods with an associative approach. The form of associative research itself is also divided into symmetric, casual (cause, effect), which is where there are in-

dependent variables (influencing variables), namely product quality, service, and price, and dependent (influenced), namely consumer satisfaction, according to Sugiyono [13].

Population, Sample, Sampling

The population in this study is consumers of the Amarthu BUMDes Papaya Chips business. The method used in this study is simple random sampling, which is taking sample members from a population carried out randomly without paying attention to the strata in the population, Sugiyono [13]. Ferdinand [14] suggested that the sample size guideline depends on the number of indicators used in the whole latent variable, the sample number being the number of indicators multiplied by 5 to 10. The number of samples in this study was set at 85 respondents obtained from the total number of variable indicators used, namely 17 indicators multiplied by 5 ($17 \times 5 = 85$). Data collection on consumers of Amarthu papaya chips was carried out by providing questionnaires to consumers who were making purchases and also carried out by distributing them to consumers who had purchased.

Instrument

1. Validity Test

Validity is a tool used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure Ghozali[15]To perform a validity test seen from the Item-Total Statistics table. The value is compared with the value of r calculated $> r$ table so it is said to be valid.

2. Reliability Test

Reliability is a tool to test the consistency of respondents' answers to questions in questionnaires. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time Ghozali[15].

3. Multiple Linear Regression Analysis

The data analysis used in this study was multiple regression. Multiple regression equations mean that in a regression equation there is one dependent variable and more than one independent variable, Algifari[16]

4. Normality Test

The normality test aims to test whether, in a regression model, confounding or residual variables have a normal distribution. As is known, the t and F tests assume that the residual values follow a normal distribution. The way to detect whether residuals are normally distributed or not by graph analysis is to look at the histogram graph and standard probability plot, namely: a) if the data spreads the diagonal line and follows the direction of the diagonal line or the histogram graph shows a typical distribution pattern (the significance value is more significant than 0.05) then the regression model satisfies the normality assumption; b) if the data spreads diagonal lines and follows the direction of the diagonal line or the histogram graph does not

show a typical distribution pattern (the significance value is less than 0.05) then the regression model does not meet the normality assumption, Ghozali [15]

5. Multicolonicity Test

The multicolonicity test aims to test whether the regression model found a correlation between independent variables. Test criteria on multicolonicity tests between independent variables in regression models, Ghozali[15]

6. Heterokedasticity Test

The results of the heterokedasticity test show the distribution of spreading data points above and below or around the number 0 on the Y axis and does not have a clear pattern and the spread of data points should not form a wavy pattern widening then narrowing and widening again and the spread of data points is not patterned. This means that the regression model does not occur heterokedasticity, so that all independent variables can be used for research, Ghozali[15].

7. Test t

The t-test is used to partially test each variable. The results of the t test can be seen in the coefficients table in the sig (significance) column. If the probability of the value of t or significance < 0.05 , then it can be said that there is an influence between the independent variable and the partially bound variable. However, if the probability of t value or significance > 0.05 , then it can be said that there is no significant influence between each independent variable and the dependent variable, Ghozali[15]

8. Simultaneous Significant Test (Statistical Test F)

The F statistical test shows whether all independent or independent variables included in the model have a joint influence on the dependent variable, Ghozali[15]

9. Determination Test (R^2 Test)

The determinant coefficient (R^2) is used to measure the extent to which the model's ability to explain the variation of independent variables. The value of the coefficient of determination is between zero and one. A small R^2 value means that the ability of independent variables to explain dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable, Ghozali[15]

RESULTS AND DISCUSSION

Table 1. VALIDITY TEST RESULTS

Indicator	Criterion 1		Criterion 2		Information
	r calcu- late	r table	Sig value	alpha	
Quality of Service					
X1.1	0,822	0,213	0,001	0,05	Valid
X1.2	0,791	0,213	0,001	0,05	Valid
X1.3	0,837	0,213	0,001	0,05	Valid
X1.4	0,924	0,213	0,001	0,05	Valid
X1.5	0.720	0,213	0,001	0,05	Valid
Product Quality					
X2.1	0,898	0,213	0,001	0,05	Valid
X2.2	0,758	0,213	0,001	0,05	Valid
X2.3	0,692	0,213	0,001	0,05	Valid
X2.4	0,863	0,213	0,001	0,05	Valid
Price					
X3.1	0,900	0,213	0,001	0,05	Valid
X3.2	0,915	0,213	0,001	0,05	Valid
X3.3	0,766	0,213	0,001	0,05	Valid
X3.4	0,787	0,213	0,001	0,05	Valid
Purchasing Decision					
Y1	0,872	0,213	0,001	0,05	Valid
Y2	0,851	0,213	0,001	0,05	Valid
Y3	0,820	0,213	0,001	0,05	Valid
Y4	0.864	0,213	0,001	0,05	Valid

Source : Primary data processing, 2022

Based on the results of validity testing in table 1 that the correlation between each of the indicators to the total construct score of each variable shows valid results, because by using a level of significance of 5% ($\alpha=0.05$) and $n = 85$ ($N = 85-2$) so that r -table = 0.213 is obtained. Thus, it is declared valid because the r -count > r -table (0.213) and the significance value < 0.05. So it can be concluded that from all items the statement is valid.

Table 2. RELIABILITY TEST RESULTS

Variable	Cronbach Alpha Value	Standart Alpha	Information
Kualitas Pelayanan (X_1)	0,878	0,6	Reliabel
Kualitas Produk (X_2)	0,881	0,6	Reliabel
Harga (X_3)	0,859	0,6	Reliabel
Keputusan Pembelian (Y)	0,872	0,6	Reliabel

Source : Primary data processed, 2022

Based on table 2, the reliability test results above produce a *cronboach alpha* number above 0.6. It can be stated that all of the statements are tested for reliability then declared reliable.

Table 3. NORMALITY TEST RESULTS

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		85
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,64623023
Most Extreme Differences	Absolute	,069
	Positive	,069
	Negative	-,063
Test Statistic		,069
Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	,393
	99% Confidence Interval	Lower Bound ,381
		Upper Bound ,406

Source : Primary data processed, 2022

Based on the results of the normality test in table 3, it is known that the significant value is $0.393 > 0.05$, it can be concluded that the residual value is normally distributed.

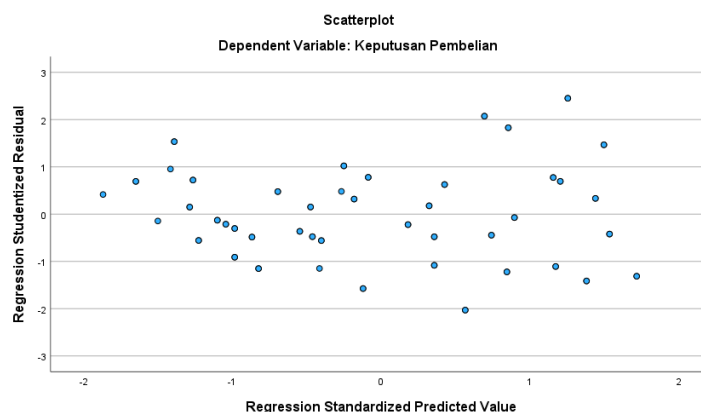
Table 4. MULTICOLLINEARITY TEST RESULTS

Variable	Tolerance	VIF	Information
Quality of Service	0,237	4,218	No multicollinearity
Product Quality	0,291	3,437	No multicollinearity
Price	0,192	5,199	No multicollinearity

Source : Primary data processed, 2022

Based on table 4 it can be seen that the VIF value of all independent variables in this study is smaller than 10 and the *tolerance* value of all independent variables is more than 0.10 which means there is no correlation between independent variables. Therefore, it can be concluded that multicollinearity does not occur.

Figure 1. HETEROSCEDASTICITY TEST RESULTS



Source : Primary data processed, 2022

Based on figure 1 that the points do not collect only above or below and the spread of data points is not patterned. Thus, it can be concluded that the influence of service quality, product quality and price on purchasing decisions **does not occur heteroscedasticity**.

Table 5 MULTIPLE LINEAR REGRESSION RESULTS

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,597	2,101		2,188	,032
	Quality of Service	-,085	,091	-,118	-,930	,355
	Product Quality	,541	,118	,526	4,588	,001
	Price	,402	,127	,446	3,160	,002

a. Dependent Variable: Purchasing Decision

Source : Primary data processed, 2022

Formula : $Y = a + b_1X_1 + b_2X_2 + b_3X_3$

So, $Y = 4.597 + (-0,085) + 0,541 + 0,402$

Information:

- A value of 4,597 is a constant or state when the variable of consumer satisfaction has not been influenced by other variables, namely the variables of service quality (X1), product quality (X2), and price (X3). If the independent variable does not exist, then the purchase decision variable does not change.
- b1 (value of regression coefficient X1) of (-0.085), shows that service quality variables have a negative influence on purchasing decisions. Which means that service quality variables do not influence purchasing decisions.
- b2 (value of regression coefficient x2) of 0.541, indicating that product quality variables have a positive influence on purchasing decisions. Which means that every increase of 1 unit of service quality variable will affect purchasing decisions by 0.541, assuming that other variables are not studied in this study.
- b3 (Regression Coefficient value X3) of 0.402, indicates that price variables have a positive influence on purchasing decisions. Which means that every increase of 1 unit of the price variable will affect the purchase decision by 0.402, assuming that other variables were not studied in this study.

Table 6 PARTIAL TEST RESULTS (Test t)

Variable	T count	Sig
Quality of Service (X1)	-0,930	,355
Product Quality (X2)	4,588	,001
Price (X3)	3,160	,002

Source : Primary data processed, 2022

Information :

- a. $H_1 = X_1$ against Y is calculated $t_{table} = -0.930 < 1.993$, which means that there is no effect of service quality (X_1) on purchasing decisions (Y). A negative sign indicates that the service quality variable does not have a positive influence on the purchase decision process, so the service quality variable needs to be improved. So with this it can be concluded if H_a is rejected.
- b. $H_2 = X_2$ against Y is calculated $t_{table} = 4.588 > 1.993$, which means that there is an influence of product quality (X_2) on purchasing decisions (Y) (Product quality has a significant effect on purchasing decisions). A positive sign indicates that the product quality variable has a positive influence on the purchase decision process, so when product quality is considered better, the purchase decision process will increase. So with this it can be concluded that H_a is accepted.
- c. $H_3 = X_3$ against Y by the calculated value of $t_{table} = 3.160 > 1.993$, then there is an influence of the Price variable (X_3) on the variable Purchase decision (Y) (Price has a significant effect on the purchase decision). A positive sign indicates that the Price variable has a positive influence on the purchase decision process, so when the price is considered better, the purchase decision process will increase. So with this it can be concluded that H_a is accepted.

Table 7. F TEST RESULTS

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	506,777	3	168,926	60,106	,001 ^b
	Residual	227,646	81	2,810		
	Total	734,424	84			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Product Quality, Service Quality

Source : Primary data processed, 2022

Based on table 7, it can be known that the significance value for the effect of service quality (X_1), product quality (X_2) and price (X_3) on consumer satisfaction (Y) is $0.001 < 0.05$ and $f_{calculate} 60.106 >$ the value of table 2.72. This proves that there is an influence of service quality (X_1), product quality (X_2) and price (X_3) on purchasing decisions (Y) significantly and simultaneously.

Table 8 R² DETERMINATION TEST RESULTS

No.	Kriteria	Koefisien
1.	R	0,831
2.	R Square	0,690
3.	Adjusted R Square	0,679

Source : Primary data processed, 2022

Based on table 8 of the results of the coefficient of determination test in this study, an adjusted r square value of 0.679 was obtained, which means that the influence of the independent variable (X) on the dependent variable (Y) is 67.9%, in this case the value explains that the variation of the purchasing deci-

sion variable can be explained by variations in service quality, product quality and price by 67.9%, while the remaining 32.1% is influenced by Other factors outside of the research model.

DISCUSSION

Based on the results of the multiple linear regression tests that have been carried out, it shows that the service quality variable shows that service quality has no positive and significant effect on purchasing decisions on Amartha Papaya Chips products. However, the results of multiple linear regressions show that the product quality variable has a positive and significant effect on purchasing decisions on Amartha Papaya Chips products and also shows that price has a positive and significant effect on purchasing decisions on Amartha Papaya Chips products. Based on the test results, it can be concluded that the hypothesis which states "there is an effect of service quality, product quality and price on purchasing decisions on Amartha Papaya Chips products" is rejected, because the service quality variable states that there is no effect on purchasing decisions on Amartha Papaya Chips products .

CONCLUSION

In this study, researchers conducted to find out whether there is an influence of Service Quality on purchasing decisions, Product Quality on purchasing decisions, and Price on Purchasing Decisions. Based on the results of calculations and hypothesis testing that has been done, it is concluded that the quality of service does not affect the direction of the negative relationship to purchasing decisions. Product quality influences purchasing decisions; it is what consumers expect, and many consumers want the product. Price affects the direction of a positive relationship to purchasing decisions. For consumers in terms of prices determined in the purchase process will help consumers in deciding on the purchase of the product. This study's results help increase sales and pay attention to several variables consumers consider when purchasing products.

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