

The Influence Of Price, Product Quality, And Service On Apparel Purchase Satisfaction At Emi Boutique

Nur Aida Hasibuan¹, Junita Lubis^{2*}, Rizki Syahputra³

^{1,2,3} Department of Management, Universitas Labuhanbatu, Sumatera Utara, Indonesia

*Corresponding Author:

Email: junitayuri@yahoo.com

Abstark

The fashion business is a business that continues to grow rapidly, the latest fashions are published every day making business people engaged in this business sector to always keep abreast of the updates that occur. The updates that occur do not only focus on the design and fashion of clothing, but also consumer behavior in the fashion sector, which requires businesses to continue to pay attention to consumer behavior. Consumer satisfaction is the center of attention for companies engaged in the fashion business, not least at Emi Boutique, which is also always crowded with consumers who are looking for the best quality clothes. This research was conducted at Emi Boutique by analyzing the effect of price perception, product quality and service quality on customer satisfaction at Emi Boutique. The study was conducted with a quantitative approach using primary data and analyzed using SPSS. The results of this study indicate that all predictive variables have a specific and significant effect on customer satisfaction who shop for fashion products at Emi Boutique.

Keywords : Price, Product Quality, Service Quality, Satisfaction

I. INTRODUCTION

Customer satisfaction is the goal of all companies, because satisfaction is a predictor of customer loyalty. Companies with good management will always make customer satisfaction the main goal that must be achieved. The importance of knowing customer satisfaction is not only a discussion by practitioners and business people, but in the academic world, research that discusses customer satisfaction is very well established and has been widely studied. across many research contexts and in many disciplines. The fashion sector is, without a doubt, a highly developed sector and is always innovating to keep up with the times. Rapid development requires companies engaged in fashion, of course, it is very important to always keep abreast of developments that occur, developments do not only lie in products but also in consumer behavior. In the fashion business, product quality is the main thing that consumers will look for (Kassim et al., 2021) because fashion is a self symbol that can interpret various things from a person's personality, so consumers tend to look for high quality products.

Product quality is an understanding that the products offered have advantages as expected by consumers. In addition, product quality is also a public perception where the products offered by a company have advantages over competing products. So that the company will try to maintain the quality of the products it offers and compare with the products offered by competing companies (Firmansyah, 2019). In previous research conducted by Suryani (2013) said that in his research there was a positive and significant influence between product quality on customer satisfaction and loyalty and was also supported by his opinion (Lenzun et al., 2014) Customer satisfaction is an evaluation of the entire product (Suryani, 2014). 2013). or services of a company. Furthermore, the factor that can affect consumer satisfaction is the price of the product. Consumers who are sensitive to price will certainly look for prices that match the quality of the products purchased (Tendur et al., 2021). Various studies on perceived price fit, customer satisfaction, and loyalty have been made in the literature. These studies analyze these variables at different levels of perspective, suggesting that the fairness of customer prices affects Bassey's (2014) perception. Another consideration by consumers before buying goods is product quality, because consumers always compare whether the quality of goods is in accordance with the price paid.

Therefore, product quality is very important in influencing consumer perceptions regarding satisfaction. Product quality is the overall characteristics of a product or service to satisfy stated/implicit

needs (Tendur et al., 2021). Research has shown that service quality is positively related to customer satisfaction (Gera, 2011). In various fields of science, it is proven that service quality is a driving factor for achieving customer satisfaction. This is supported by previous research conducted by (Mersha et al., 2012; Kumar et al., 2009). The supporting literature above strengthens the opinion of researchers that service quality is feasible to be used as a predictor of consumer satisfaction. Research conducted by Tri (2017) explains that consumer satisfaction is the level of feeling where someone states the results of a comparison of product performance that are received and expected, to (Rosyihuddin, 2020) explain that consumer satisfaction is a stage where this stage focuses on fulfilling consumer desires and leads to customer satisfaction. the core concept of profit creation, namely customer loyalty or loyalty.” From the explanation above and supported by relevant previous studies, this study aims to examine, analyze, and explain the effect of price, product quality and service quality on customer satisfaction. From the description above, the research that will be carried out is entitled "The Influence of Price, Product Quality, and Service on Satisfaction of Purchasing Clothing at Emi Boutique".

II. RESEARCH METHOD

a. Research Design

Cooper and Schindler (2014) define research design as a design or concept of a study to answer research questions and objectives. This study aims to examine the effect of price, product quality, and service on satisfaction with clothing purchases at Emi Boutique. This research is an explanatory research, which explains the phenomenon of causal relationship between variables. Explanatory research will test an existing model and use it to strengthen, weaken or reject the hypothesis of the research results (Cooper & Schindler, 2014). Quantitative method is used in this research to test certain theories by examining the relationship between variables. The type of data used in this study is cross-sectional. Cross-sectional data is data from answering questionnaire questions collected at a certain point in time (Cooper & Schindler, 2014).

b. Population and Sample

According to Sugiono (2017) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. The population in this study are customers who buy clothes at the boutique. The sample is part of the population. The sample consists of several members selected from the population (Sekaran and Bougie, 2016). The sample in this study were women and had bought clothes at Emi Boutique. In this study the sample amounted to 149 people. This research was conducted by collecting data from the respondents. The data taken is from a sample that represents the entire population. Then the sample taken from the population must be truly representative (represent). According to Arikunto (2000), if using 3 or more independent variables, the number of samples in the minimum size is to use the formula:

$$n = \frac{Z^2}{4 \frac{(Moe)^2}{(10\%)^2}}$$

$$n = \frac{(1,96)^2}{4 \frac{(10\%)^2}{(10\%)^2}}$$

$$n = 96,04$$

Information:

n = number of samples

Z = Z score at a certain level of significance, Z value = 1.96 with a 95% confidence level

Moe = Margin of error.

c. Method of collecting data

This research data collection method uses primary data types. Primary data is data obtained from respondents directly and has not been translated or processed by other parties (Cooper & Schindler, 2014). Collecting data using a survey method, namely distributing questionnaires to respondents directly or online

questionnaires using Google Forms. The researcher used purposive sampling method to take the sample, namely by setting certain criteria that were suitable for the researcher's objectives. The criteria applied in this study were female respondents who lived in and had bought clothes at Emi Boutique.

Measurement Scale

This study uses a tool in the form of a questionnaire, in which the respondents' answers will be measured using a Likert scale. Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The answer to each instrument that uses a Likert scale has a gradation from very positive to very negative. For the purposes of quantitative analysis, the answers can be scored. Likert scale 1-5 with the following information:

Score 5 for the answer Strongly Agree

Score 4 for the answer Agree

Score 3 for Neutral answer

Score 2 for the answer Disagree

Score 1 for the answer Strongly Disagree

d. Instrument Validity Test

Researchers tested construct validity measured using multiple indicators to see the accuracy of the instrument from the construct used (Cooper & Schindler, 2014). Whether or not an instrument is valid can be determined by comparing the product moment correlation index with a significance level of 5% with its critical value. If the significance value (sig) of the correlation result is less than 0.05 (5%) then it is declared valid and vice versa is declared invalid (meaning that the question item is invalid). (Sulhan, 2011:5).

e. Reliability Test

Reliability test is a test to measure research instruments that can provide consistent and the same results when tested repeatedly under different conditions in measuring variables or constructs (Djamba & Neuman, 2002). Consistency is the main thing in reliability testing. Instrument reliability was measured using Cronbach Alpha. The requirement for a measuring instrument to show higher reliability is if the reliability coefficient (α) is close to one. If the alpha coefficient (α) is greater than 0.6 then the measuring instrument is considered reliable or there is internal consistency reliability and vice versa if the alpha is less than 0.2 then it is considered less reliable or there is no internal consistency reliability.

f. Classic assumption test

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a high or perfect correlation between the independent variables. The presence of multicollinearity or high correlation between independent variables can be detected by means of Tolerance and Variance Inflation Factor (VIF). These two measures indicate which independent variables are explained by other independent variables. In a simple sense, each independent variable becomes the dependent variable and is regressed to other independent variables. So a low tolerance is the same as a high VIF value (because $VIF = 1/\text{tolerance}$) the cutoff value commonly used to indicate the presence of multicollinearity is $\text{tolerance} < 0.10$ or the same as $VIF > 10$. (Ghozali, 2005: 25)

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in a regression model the variance inequality from one observation to another is fixed, it is called heteroscedasticity. A good regression model is that there is no heteroscedasticity.

To find out whether there is heteroscedasticity in a regression model, it can be seen in the scatterplot of the model. With the following conditions :

- The dots (data) spread over and around the number 0
- The points (data) do not collect only below
- The spread of dots (data) should not form a wavy pattern that widens then narrows and widens again

g. Data analysis technique

Analyzing with multiple linear regression method on the grounds that the independent variable consists of several variables. Based on the relationship between two variables expressed by linear equations, it can be used to make predictions (forecasts) about the magnitude of the value of Y (dependent variable) based on a certain value of X (independent variable). The prediction (prediction) will be better if we do not only pay attention to one influencing variable (independent variable) so that we use multiple linear regression analysis Arikunto (2000). The form of the multiple linear regression equation used can be formulated: (Ghozali, 2005). To find out whether the sample model is representative of the population model, it is necessary to test the regression parameters based on their statistical values by means of a partial test with t-test statistics. The test is based on the t-test statistic then: If sig. > then accept H0 which means that the tested regression coefficient parameter (the tested variable X) is stated to have no linear relationship with the response variable. And if sig. then reject H0 which means that the tested regression coefficient parameter (the tested variable X) is stated to have a linear relationship with the response variable.

h. Hypothesis testing

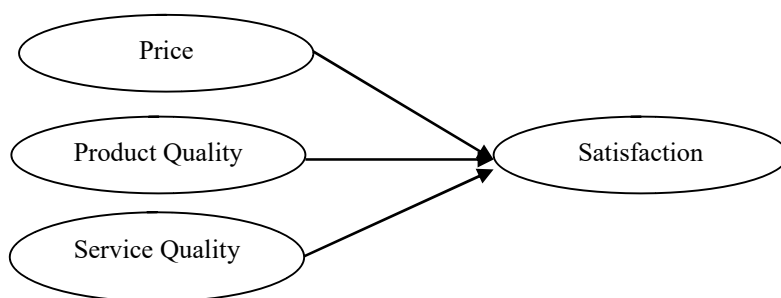
Partial test (t test)

The t-test measurement is intended to determine whether individually there is an influence between the independent variables and the dependent variable. Partial testing for each regression coefficient is tested to determine the partial effect between the independent variable and the dependent variable. Testing each regression coefficient is said to be significant if the absolute value of this t table or significance probability value is less than 0.05 (selected confidence level) then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, otherwise it is said to be insignificant if the value of this < ttable or the significance probability value is greater than 0.05 (the chosen confidence level) then the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) rejected.

i. Coefficient of Determination (R²)

The coefficient of determination is used to determine to what extent the percentage of variation in the independent variables in the model can be explained by the dependent variable. The coefficient of determination (R²) is expressed as a percentage. This R² value ranges from 0 < R² < 1.

j. Conceptual framework



k. Research Hypothesis

- H1: Price has a positive and significant effect on satisfaction with clothing purchases at Emi's boutique.
- H2: Product quality has a positive and significant effect on clothing purchase satisfaction at Emi's boutique.
- H3: Service has a positive and significant effect on satisfaction with clothing purchases at Emi's boutique.

III. RESULTS AND DISCUSSIONS

a. Instruments Testing

i. Validity Validity

Table 1. Validity Test Results

Variables	Items	Significance	Description
Price	X1.1	0,000	Valid
	X1.2	0,000	Valid

	X1.3	0,000	Valid
	X1.4	0,000	Valid
Product Quality	X2.1	0,000	Valid
	X2.2	0,000	Valid
	X2.3	0,000	Valid
	X2.4	0,001	Valid
Service Quality	X3.1	0,000	Valid
	X3.2	0,000	Valid
	X3.3	0,000	Valid
Satisfaction	Y1.1	0,000	Valid
	Y1.2	0,000	Valid
	Y1.3	0,000	Valid

Source: Data Processed by Researchers, 2022

Based on the table above, it can be seen that all items used as measuring instruments in this study are valid based on a significance value less than 0.05. So it can be concluded that all of the question items are valid and can be analyzed further.

ii. Reliability Test

Reliability test is used to measure the reliability or level of consistency of a questionnaire if it is used as a measuring instrument at different times.

Table 3. Reliability Test

Construct	Cronbach's Alpha	Description
Price	0.880	Reliabel
Product Quality	0.871	Reliabel
Service Quality	0.889	Reliabel
Satisfaction	0.872	Reliabel

Source: Data Processed by Researchers, 2022

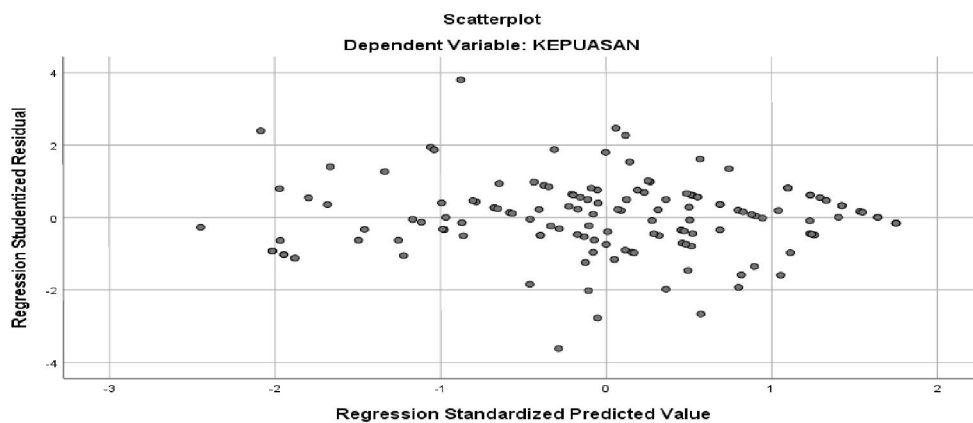
The reliability test table above shows the Cronbach's Alpha and Composite Reliability values. Based on the table, the value of Cronbach's shows a value greater than 0.70. So it can be said that all the variables in this study are reliable and have consistency when used as a measurement from time to time.

b. Classic Assumption Test

i. Heteroscedasticity Test

Heteroscedasticity test is used to see whether there is an inequality of variance from the residuals of one observation to another. Heteroscedasticity detection test can also be done using a graph method, namely by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the residual (Y predicted – Y actually). The test results using the graphical method are as follows:

Fig 1. scatter plot heteroscedasticity test



Source: Data Processed by Researchers, 2022

ii. Multicollinearity Test

Table 2. Multicollinearity Assumption Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.260	.839		.310	.757		
	Price	.285	.056	.378	5.125	.000	.394	2.537
	Product Quality	.458	.068	.480	6.698	.000	.418	2.392
	Service Quality	.403	.701	.404	5.611	.002	.414	2.414

a. Dependent Variable: Satisfaction

Source: Data Processed by Researchers, 2022

Based on the table, it can be seen that the independent variables in this study have a Variance Inflation Factor smaller than 10, so it can be said that there are no symptoms of multicollinearity between the independent variables in this study.

c. Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in the following

Table 3. Multiple Linear Regression Analysis Summary

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.260	.839		.310	.757
	Price	.285	.056	.378	5.125	.000
	Product Quality	.458	.068	.480	6.698	.000
	Service Quality	.403	.701	.404	5.611	.002

a. Dependent Variable: Satisfaction

Source: Data Processed by Researchers, 2022

The dependent variable in this regression is (Y) while the independent variables are price (X1), product quality (X2), service quality (X3). The regression model based on the results of the above analysis are:

$$Y = 0,260 + 0,285X1 + 0,458X2 + - 0,403X3 + e$$

d. Hypothesis testing

The t-test was used to determine whether the independent variables were price (X1), product quality (X2) and service quality (X3). partially has a significant effect on the dependent variable satisfaction (Y),

Based on the results of the regression analysis obtained the following results:

1. The price variable (X1) has a tcount value of 5.125 with a significance of 0.000. Because tcount > ttable (5.125 > 1.654) or sig. t < 5% (0.000 < 0.05), it can be concluded that partially the price variable (X1) has a significant effect on the satisfaction variable (Y).

2. The product quality variable (X2) has a tcount value of 6.698 with a significance of 0.000. Because tcount > ttable (6,698 > 1,654) or sig. t < 5% (0.000 < 0.05), it can be concluded that partially the Product Quality variable (X2) has a significant effect on the satisfaction variable (Y).

3. The service quality variable (X3) has a tcount of 5,611 with a significance of 0.002. Because tcount > ttable (5.611 > 1.654) or sig. t < 5% (0.000 < 0.05), it can be concluded that partially the service quality variable (X2) has a significant effect on the satisfaction variable (Y).

Based on the explanation above, it can be seen that all variables consisting of price, product quality and service quality have a significant influence on repurchase interest.

e. Coefficient of determination

Table 4. Coefficient of determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1					

1	.830 ^a	.689	.682	2.861	2.205
a. Predictors: (Constant), Service Quality, Product Quality, Price					
b. Dependent Variable: Satisfaction					

Source: Data Processed by Researchers, 2022

Based on the table above, it can be seen that the value of R square is 0.689, which means that the independent variable used in this study can affect the independent variable by 68%, the remaining 32% is influenced by other variables not used in this study.

f. Discussion

Price and Satisfaction

Price refers to the amount of money a customer spends on a product or service. In general, price is the value that customers provide in exchange for the benefits of using a product or service. Price has an influence on satisfaction. Researchers argue that user satisfaction is a more general concept than service quality. They suggest that the latter is a cognitive construct, whereas satisfaction is an affective reaction, following an evaluation process, to a particular service experience (Choi et al., 2005). The more customers there are, the more price conscious they will be. It is easy for individuals to find out the cost of goods/products/services via the internet or cell phones. While low (actual) prices mostly attract customers who develop a budget (Chua et al., 2015). Price plays an important role in generating consumer satisfaction, because customers always evaluate the value of a service by its price (Al-Msallam, 2015). The explanation above is in line with the results of this study, in this study it was found that the price variable had a positive and significant effect on customer satisfaction at Emi boutiques. It can be concluded that consumers will always evaluate the price paid with the quality obtained, if the quality is good, then the consumer will be satisfied with the price issued. On the other hand, if consumers judge the price too high for the quality of certain goods, then consumers will feel dissatisfied with the purchases made.

Product Quality and Satisfaction

Marketing is a social and managerial process by which individuals or groups get what they want and want through creating and exchanging products and values with others (Kotler, 2013). The aim of marketing studies is to optimize customer satisfaction through various integrated marketing strategies. The level of satisfaction of a consumer is a function of the difference between performance and expectations. Kotler (2013) states that consumers who are satisfied during the transaction process for goods or services obtained are more likely to come back and make other purchases and will also recommend to friends or family about the company and its products. Based on the explanation above, we can see the size of the importance of the role of product quality to achieve satisfaction,

This study examines the effect of product quality on customer satisfaction at Emi Boutique, and finds that the price quality variable is proven to have a positive and significant effect on customer satisfaction at Emi Boutique. The results of this study are also supported by previous research conducted by Ekildsen & Kristensen (2008). Stating that product quality also has a positive and significant effect on customer satisfaction and customer loyalty.

Service Quality and Satisfaction

Product quality is an understanding that the products offered have advantages as expected by consumers. In addition, product quality is also a public perception where the products offered by a company have advantages over competing products. So the company will try to maintain the quality of the products offered and compare with the products offered by competing companies. According to Sunarto, (2015). The results of this study found that service quality has a positive and significant influence on customer satisfaction. In line with the results of this study, the literature has confirmed the relationship between perceived service quality and satisfaction (Bakan et al., 2013). Cronin and Taylor (1992) also found a strong causal relationship between positive and general service quality and satisfaction.

IV. CONCLUSION

The description in the previous section shows that the results of multiple linear regression meet the criteria for the support of the hypothesis, so we can conclude that all hypotheses in this study are supported and have a significant influence on customer satisfaction buying clothes at Emi Boutique. The following is a summary of the conclusions in this study:

1. Price is proven to have a positive and significant effect on the satisfaction of buying clothes at Emi Boutique.
2. Product quality has been shown to have a positive and significant effect on the satisfaction of buying clothes at Emi Boutique.
3. Quality of service proved to have a positive and significant effect on the satisfaction of buying clothes at Emi Boutique.

V. ACKNOWLEDGEMENTS

From the description in the previous section, the researcher wants to give advice to Emi Boutique to pay attention to product quality, price and service quality. based on the results of the study the variables in this study have a positive effect on customer satisfaction. For further researchers, they can examine different variables from this study and test research with a larger number of samples.

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