THE INFLUENCE OF SERVICE QUALITY AND PRICES ON PURCHASING DECISIONS AT WARUNG ANGKRINGAN
(Case study of boarding house residents in Yogyakarta)

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Keywords :

service quality; price; purchase decision

Abstract

This study aims to find out whether service quality and price influence consumer decisions about their purchases at angkringan stalls (a case study of boarding houses in the city of Yogyakarta). The population of this study was all residents living in boarding houses in Yogyakarta, especially students/workers. The sample is 140 respondents with a purposive sampling technique. The questionnaire was prepared according to the Likert scale. The analytical method used was multiple linear regression analysis. The results of the correlation regression analysis obtained the equation: $Y = 0,852 + 0,429 X_1 + 0,268 X_2 + e$ This proves that there is a positive influence from the variables of Service Quality and Price on Consumer Decisions of angkringan stalls in Yogyakarta

INTRODUCTION

Warung Angkringan is well known to the public, especially on the island of Java. In most cases, Angkringan is a simple tent shop, open only in the afternoon until early morning. The menu that is most widely sold from this stall is cat rice. as it is known in Javanese "Sego cat". Usually there are additional side dishes on the menu such as egg satay, fried anchovies, tempeh, and quail, fish, claws, and intestine satay. For drinks, they generally sell ginger drink, ginger milk, sweet tea, orange juice and coffee.

Nowadays, angkringan can be found in many areas, including Jogjakarta. It seems that apart from its romantic features, this simple stall functions as a unique evening hangout. Besides, the cost of food is quite cheap. Angkring means

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sitting relaxed in Javanese.

Angkringan truly belongs to wong cilik, or small communities. And that was the beginning of angkringan which was aimed at small people. However, as time progressed, angkringan appeared, a popular stall in Yogyakarta for migrant students. They are indeed the target market for this angkringan. Therefore, it is not surprising that around the student boarding houses, this angkringan business is moldy and always busy. The growth and development of the angkringan business cannot be separated from the skills of the traders in managing this business. In reality, consumers do not always look for the lowest price for the food offered; Instead, they must consider the location of the angkringan stall they choose as well as the excellent service of the seller.

Currently, the angkringan business is managed very well. There are many angkringan stalls that provide comfortable facilities. We often encounter modern angkringan. by offering spacious parking services, bathrooms, WiFi available, live music, comfortable seating, which makes consumers comfortable so they feel at home to stay for a while. It seems to be an example for angkringan business people who can develop better in the future. They must understand consumer needs, behavioral motivations and also learn about consumer decision-making techniques.

Consumer decision making is an integration process that integrates knowledge to analyze two or more different behaviors and choose one of them. The result of this integration is a cognitively presented choice (Choice). Based on the level of buyer involvement and degree of brand differentiation, Henry Assael (Kotler, 2016:221) identified four categories of consumer behavior: complex purchasing behavior, purchasing behavior that reduces discomfort, purchasing behavior that seeks variety, and routine/usual purchasing behavior.

Meanwhile, Schiffman and Kanuk, 2015, explain that consumer decision making has three main components, namely: 1). entry, 2). Process (this component relates to how consumers make decisions, including the steps of need recognition, pre-purchase research and evaluation of different alternatives) and 3) results when consumers make a decision to purchase a product or service.

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Decisions cannot be separated from consumption behavior, namely buying products for personal consumption (Kotler and Armstrong, 2016: 135).

Many factors can influence consumer behavior and decisions to purchase a product or service. Apart from product and price, these are the main considerations in consumer decisions. Location, facilities and service quality are also important factors in consumer decision making. In fact, these three factors can create customer satisfaction which ultimately creates new customers.

Service quality is a model that can describe customer status by comparing the service they expect with what they receive according to quality ratings. Good service quality is one of the important factors in creating customer satisfaction. Service is also an important factor in attracting buyers. In other words, service is one of the important things in the growth of every business.

The first thing a person usually looks at when shopping is price, followed by a number of other considerations. As quoted by Brown in (Hasan, 2016), the choice of character in the store is more about the buyer's impression of the price than the actual price of the store. A company must set prices commensurate with the quality and value of the product. Prices that are too high or vice versa can be a determining factor in purchasing. High prices can cause consumers to switch to other similar products and vice versa.

Initially, angkringan was established with the target of students who had migrated to universities and factory workers with low wages. However, now the angkringan business is not only an economical place to eat, but also a culinary tourism destination at night. With the target market expanding and developing as it is now, it is very important for angkringan traders to pay attention to strategic location factors, adequate facilities and good service.

The city of Yogyakarta has become a target city for people from outside the city. They come with various interests, such as studying and working in this city. As migrants, they try to fulfill their living needs as best as possible, of course this requires them to be smart in managing their finances, especially for students. But on the other hand, there is a statement about the need for practicality as a child (boarding house). For example, regarding fulfilling basic needs such as food. Buying or having snacks is a practical choice for them.

For this reason, this research will examine the extent to which service

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quality and price influence the decision making of angkringan consumers in Yogyakarta. The target objects studied were migrant students (boarders) in the city of Yogyakarta. The method used in taking samples was purposive sampling. With a sample of 140 people.

Consumer Purchase Decisions

As stated by Kotler and Armstrong (2016), consumer decisions are the purchasing behavior of final consumers, both individuals and households who buy products for personal consumption. Meanwhile, according to Swastha and Handoko (2014) stated that consumer behavior is individual activity that is directly related to obtaining and using goods or services which includes the decision-making process in preparing and defining this activity.

According to Henry Assael (Kotler, 2016), consumer decision making is an integrated process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration is a Choice, presented cognitively.Consumer Decision Making Stage According to Kotler and Armstrong, consumers will go through five stages of the purchasing decision process, namely:

1.	Recognition of needs

According to Purboyo et al in the book Consumer Behavior (Evaluation of Concepts and Practices) (2021), need generation is the stage where consumers recognize a problem or need that they want to satisfy. Consumers feel the emergence of differences between the actual situation and the desired situation. At this stage consumers will differentiate between their needs and desires.

2.	Information search

According to the book Consumer Behavior in the Millennium Era (2018) by Yossie Rossanty et al., information search is carried out when consumers feel that their needs can be met by purchasing and consuming products. Consumers will try to find information stored in their memory (internal search) and will look for external information (external search).

3.	Evaluate alternatives

The process of evaluating product and brand options based on consumer

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expectations. At this stage, consumers compare different brands of their choice, which can be useful and has the potential to fix the problem they are facing.

4. Purchase decision

After going through different stages, consumers will determine their attitude and make a decision to buy or not. If they choose to buy, consumers are faced with several alternative decisions. Starting with the product and brand, to determining the quantity and when to buy.

5. Post-purchase behavior

This final purchasing decision process describes whether a product or company can retain customers. This is manifested in post-purchase consumer behavior. If consumers are satisfied, they will usually make repeat purchases.

Service Quality

According to Arianto (2018:83) Service Quality focuses on fulfilling needs and requirements, and being able to meet customer expectations in a timely manner. According to Kasmir (2017:47) Service Quality is defined as the actions or deeds of a person or organization that aims to provide satisfaction to customers or employees.

Fandy Tjiptono (2019) states that quality is a dynamic condition involving products, services, people, processes and environments that meet or exceed expectations. Meanwhile, according to Stanton (2019), services are activities that can be clearly identified, which are basically intangible, are the satisfaction of needs, and should not be associated with the sale of other products or services. Services are acts or actions that one party may provide to another that are essentially invisible and produce no results. Service production may or may not involve physical products.

Philip Kotler (2016) states that a service is any action or activity that one party can provide to another party, which is essentially intangible and does not claim any assets. The manufacturing may or may not be related to a single physical product. Service is a producer's action to satisfy the needs and desires of consumers in order to obtain satisfaction from the consumers themselves. Kotler also states that this behavior can occur during, before, and after transactions. Overall, a high level of service will result in high satisfaction and more frequent repeat purchases. Lovelock (in Fandy Tjiptono, 2019:58) suggests that service

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quality is the level of good or bad conditions. Thus, consumer assessments of service quality reflect consumer perceptions of the services they receive at certain times.

Service Quality Factors

Parasuraman, Zeithaml, and Berry (in Fandy Tjiptono 2019), to evaluate the quality of customer service generally use 5 dimensions as follows. 1) tangibles are tangible evidence of care and attention by consumer service providers. The importance of this real dimension will improve the image of the service provider, especially for new consumers in assessing the quality of the company's services. If they do not pay attention to the facilities, it will cause confusion or even damage the company's image. 2) Reliability is the company's ability to provide services as promised in a timely manner. The importance of this dimension is that customer satisfaction will decrease if the service provided does not match what was promised. So the component or factor of this reliability dimension is the company's ability to serve appropriately and charge appropriately. 3) Responsiveness or Responsiveness is a business ability that is directly achieved by employees to provide fast service. Responsiveness can increase positive perceptions of the quality of services provided. This includes errors or delays in service delivery, service provider efforts to promptly correct or mitigate consumer losses. Involved in responding to consumer inquiries and consumer complaints. So, the components or elements of this dimension include staff readiness to serve customers, staff accuracy in serving customers and handling customer complaints. 4) Assurance is the knowledge and behavior of employees (employees) to build consumer trust and confidence in the services provided. This dimension is important because it captures the consumer's perception of a high risk of uncertainty regarding the competence of the service provider. Companies build customer trust and loyalty through employees who deal directly with consumers. Therefore, the components of this dimension consist of employee competence which includes the skills, knowledge that employees have to provide services, and

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company credibility. The company includes matters related to consumer trust in the company such as company reputation, achievements and so on. 5) Empathy is a company capability that is realized by employees who directly pay attention to each consumer, including sensitivity to consumer needs. Therefore, the components of this dimension are a combination of access rights, namely ease of use of services provided by the company, communication being a capability that needs to be carried out to send information to consumers or get feedback from consumers and understanding is an effort to know and understand consumer needs and desires.

Price

According to Mardia et al. (2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits from a product or service. According to Indrasari (2019) price is the amount of money that consumers must pay to obtain a product. Price reflects the value of a product or service based on demand and supply in the market.

Price is one of the most important marketing mix variables in marketing management. Price is also one of the most flexible marketing mix variables. To understand price according to experts: a. According to Alma (2020), price is a unit of currency or other measure (including other goods and services) that is exchanged with the aim of obtaining ownership or the right to use goods and services in a way that leads to consumer satisfaction. In B.C. According to Assauri (2014), price is the only element of the marketing mix that generates income, while other factors are only cost factors. Based on the description above, it can be concluded that price is the amount paid for a product by consumers in exchange for the benefits provided by the product.

Pricing Strategy

Price is one of the marketing mix variables. According to Kotler (2016), price marketing strategies are divided into 6 strategies, namely:

1. Pricing

Penetration Penetration pricing is a strategic marketing approach that sets selling prices lower than normal prices with the aim of increasing market penetration or acceptance of the products offered. Means a company, a business unit that focuses

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on increasing its market share by pricing goods at a lower price than the normal price. The long-term strategy is to accelerate market adoption or increase existing market share.

2. Price skimming

Unlike Penetration Price, Skimming Price actually sets a high price for a certain period of time. This strategy assumes that some consumers will pay a high price for products, both goods and services, because they see the product as having reputational value. The marketing strategy is to set high prices for a certain period of time and then slowly reduce them to competitive or market prices.

3. Leader Pricing

Leader Pricing is a market leader's pricing strategy that uses competitors as a model for setting prices for goods or services. .

4. Variable Pricing

A business unit establishes a variable pricing strategy to offer price incentives to certain consumers. In some business units, many companies offer a two-part price list, a standard price and a discount price, for certain buyers. Simply put, variable pricing is a marketing method that sets more than one price for a product or service with the goal of pricing it out to consumers.

5. Flexible pricing

This approach can be used if the number of goods and services a business offers is very limited, while buyers' needs are likely to change in the future. Therefore, this strategy proposes marketing methods with different prices to reflect differences in consumer demand.

6.Price linking

Price linking is a marketing method that involves setting several different prices for a commodity. This strategy identifies several different prices that have similar retail merchandise for sale. This pricing strategy has the advantage of simplifying choices for consumers and reducing minimum inventory requirements.

The Influence of Service Quality on Consumer Purchasing Decisions

Service is the behavior of producers to satisfy consumer needs and desires with the aim of achieving consumer satisfaction. Kotler also stated that this behavior

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can occur during, before and after transactions. Abdul and Kartin's (2021) research shows that service quality has a significant influence on consumer purchasing decisions.

H1: The influence of service quality on consumer decisions at angkringan stalls in Yogyakarta

The Influence of Price on Consumer Decisions

Research on the influence of price on purchasing decisions was conducted by Walter (2021) on the topic of the influence of product design, price and promotion on purchasing decisions. The test results show that all variables have a significant effect on purchasing decisions. Consumers will pay attention to price when buying a product or service. Consumers will compare prices with the benefits they will receive, so that prices can influence consumer purchasing decisions.

H2: The influence of price on consumer decisions at angkringan stalls in Yogyakarta

METHODOLOGY

This research uses a quantitative approach. The population used is all residents who live in Yogyakarta. The sample was taken by 140 respondents using the Purposive Sampling method, who were students living in boarding houses in Yogyakarta.

Data types and sources

The types of data needed in this study based on the source are: (1) primary; and (2) secondary. Primary data is usually obtained by direct field surveys. Primary data can be defined as data collected from original sources (Kuncoro, 2021). In this research, primary data was collected from interviews with boarding house residents living in Yogyakarta. The research took 140 respondents. This research also uses secondary data, namely data that has been collected by other parties (Kuncoro, 2021). The secondary data used is literature, journals and unpublished writings.

Indicator

Independent (Free) Variables: a) Service Quality (X1) The service quality indicators include (Fandy Tjiptono 2019:70): 1) Physical Evidence (Tangibles), 2) Reliability (Realibity), 3) Responsiveness (Responsiveness), 4) Guarantees and Certainty (Assurance), 5) Individual Attention (Empathy).

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Furthermore, for the price variable indicator (X2) according to Stanton (1998), namely: 1) Price affordability, namely the company's aspect of setting prices that are adjusted to consumer purchasing power. 2) Suitability of price to product quality, namely the company's aspect of setting prices that is adjusted to the quality of the product that consumers can obtain. 3) price competitiveness. And the indicators for consumer purchasing decisions in this research are according to (Kotler and Susanto, 2016). 1) Culture can influence, 2) Role and status, 3) and personality.

Data analysis methods

1. Validity and Reliability Test

2. Multiple linear regression analysis

$Y = b_1X_1 + b_2X_2 + e$

Note: Y = Value of the consumer decision variable

b_1, b_2 = Multiple linear regression coefficients

X_1 = Service quality variable

X_2 = Price variable

E = Error

3. F Test

4. Coefficient of Multiple Determination

5. T test

6. Partial Correlation coefficient analysis

7. Test the Classical assumptions

RESULT AND DISCUSSION

a.Validity Test

Validity means the extent to which the accuracy and accuracy of a measuring instrument (in this case a questionnaire) carries out its measuring function. Validity testing in this research was carried out using Pearson Validity correlation with the product moment technique, namely the score for each item was correlated with the total score. This validity test uses the SPSS for Windows program package with the following results:

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Table 1**.** Recapitulation of Validity Test Results

Variabel	r hitung	Sig.	Keterangan
X1			
X1.1	0,613	0,000	Valid
X1.2	0,422	0,000	Valid
X1.3	0,549	0,000	
X1.4	0,513	0,000	Valid
X1.5	0,347	0,000	Valid
X2			
X2.1	0,655	0,000	Valid
X2.2	0,762	0,000	Valid
X2.3	0,798	0,000	
Y			Valid
Y1.1	0,755	0,000	Valid
Y1.2	0,791	0,000	
Y1.3	0,772	0,000	Valid

Source: processed data

The validity test used a sample of 140 respondents and a significance level of 0.05 so that the average obtained was above. Thus it can be concluded that the validity test in this study is declared valid because > and the level of significance.

Table 2. Reliability Test Results

Variabel	α	Keterangan
X1	0,643	Reliabel α > 0,5
X2	0,585	
Y	0,655	

Source: processed data

Based on table 2, it can be concluded that all variables used in this research are reliable, because they have a Cronbach Alpha (α) value greater than 0.50. As required by Ghozali (2000), a construct is said to be reliable if the Cronbach Alpha value is more than 0.50.

Multiple Linear Regression Analysis

Multiple linear regression testing is useful for determining the level of influence of the independent variable on the dependent variable. Based on the testing, the results obtained can be presented in the following table.

Table 3. Multiple Linear Regression Calculation Results

Variabel	Koef. Regresi	thitung	ttabel	Sig.
KonstantaX1	0,852	0,492	1,96	0,624
X2	0,429	5,378	1,96	0,000
	0,268	3,447	1,96	0,001

Source: processed data

Based on these results, the following multiple linear regression equation can be obtained:

$Y = 0.852 + 0.429 X1 + 0.268 X2 + e$

Interpretation of the results of this analysis can be stated as follows:

1. The constant is 0.852, indicating the amount of Y when variables X1 and X2 are equal to zero.

2. $b1 = 0.429$, meaning that if variable X2 is equal to zero, then increasing variable X1 by one unit will increase Y by 0.429 units.

3. $b2 = 0.268$, meaning that if variable X1 is equal to zero, then increasing variable X2 by one unit will increase Y by 0.268 units.

F Test Results

This test aims to determine the influence of variables X1 and X2 on Y together. Together the variables X1 and X2 will be proven to have a significant effect on Y if Fcount > Ftable. On the other hand, if Fcount ≤ Ftable then the variables X1 and X2 does not have a significant effect on Y. The Ftable value at n = 140, k = 2, and α = 5% is 2.99.

Table 4. F Test Calculation Results

Dependent Variable	Independent Variable	R Square	Fhitung	Ftabel	Sig.
Y	X₁, X₂	0,230	20,411	2,99	0,000

Source: processed data

Based on the table it can be seen that Fcount > Ftable at (k − 1) (n − k) (20.411 > 2.99) so X1 and rejected. Thus, the hypothesis which states that it is suspected that factors X1 and X2 together has a positive and significant effect on Y at a significance level of 5%, in this case H0 is rejected. Thus, the hypothesis which

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states that it is suspected that factors X1 and X2 simultaneously and partially has a significant influence on Y and is proven to be true (Ha1 is accepted).

Coefficient of Multiple Determination (R2)

The coefficient of multiple determination (R2) is intended to determine the magnitude of the contribution of the independent variable to the dependent variable. The coefficient of determination value lies between 0 and 1. If R square or R2 = 1, then the regression line from the model contributes 100% to the change in the dependent variable. If R2 = 0, then the model cannot influence or cannot contribute to changes in the dependent variable. The model fit will be better as it approaches one.

Based on the results of the analysis which can be seen in table 4. the coefficient of multiple determination (R2) is 0.230, this means that 23.0% of changes in Y are influenced by variables X1 and X2 while the remaining 77.0% is caused by other factors not included in created regression equation.

Partial Testing (t Test)

This test is intended to determine the effect of each independent variable on the dependent variable. The method is to compare the tcount statistical value with the ttable statistical value with the significance level (α) used, namely 5%. Each independent variable is said to have a significant (real) influence if tcount is greater than ttable or if the probability is <5% (α). Ttable values at n = 140, k = 2, and (n − k) = (60 − 5)

= 55 is 2.00.

The results of the t test calculation using the SPSS for Windows program can be seen in table 3. Based on this table, it can be seen the magnitude of the influence of each independent variable on the dependent variable as follows:

    1.   Influence of variable X1 on Y

Based on table 3, it can be seen that tcount > ttable, namely 5.378 > 1.96 and significance < α, namely 0.000 < 0.05. Because tcount is greater than ttable and the probability level is smaller than 5%, H0 is rejected, meaning that partially the variable (X1) has a significant influence on Y.

    2.   Influence of the responsiveness variable (X2) on Y (Y)

Based on table 3, it can be seen that tcount > ttable, namely 3.447 > 1.96 and

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significance < α, namely 0.001 < 0.05. Because tcount is greater than ttable and the probability level is smaller than 5%, H0 is rejected, meaning that partially the responsiveness variable (X2) has a significant influence on Y.

Partial Correlation Coefficient Analysis (r)

The partial correlation coefficient is a coefficient to measure the closeness of the relationship between two variables, while other variables are considered constant (have no influence) in relationships involving more than two variables (Iqbal Hasan, 2004: 69). Based on the results of the regression analysis, it can be seen that the magnitude of the partial correlation coefficient for each variable is as follows.

Table 5. Partial Correlation Coefficient

variable	R partial
X1	0,418
X2	0,213

Source: processed data

Based on the partial correlation coefficient as seen in the table, it can be seen that the partial correlation coefficient for the variable (X1) is 0.418 and (X2) is 0.213. Based on these results, it can be concluded that of the two variables (X1 and X2) the one that has the dominant influence on Y is variable X1.

Classical Assumption Test

To get the right empirical model, the regression coefficients must meet the Best Linear Unbiased Estimation (BLUE) requirements. To obtain BLUE coefficient results, it must meet the classical assumptions, namely no multicollinearity and no heteroscedasticity.

1. **Multicollinearity Test**

Multicollinearity means that there is intercorrelation between independent variables which indicates the existence of more than one significant linear relationship. If the value of the correlation coefficient of the variable in question lies outside the acceptance limits (critical value), then the correlation coefficient is meaningful and multicollinearity occurs. If the correlation coefficient is within the acceptance limits, the correlation coefficient is not meaningful and

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multicollinearity does not occur.

Table 6. Collinearity Statistics

Variabel	VIF	Keterangan
X1	1,000	VIF < 10
X2	1,000	Tidak ada multikolinearitas

Source: processed data

Based on the results of the Collinearity Statistical analysis, it is known that there is no multicollinearity in the model. This can be seen in Appendix 6 where the VIF value of each variable is less than 10.

2. Heteroscedasticity Test

This test is carried out to find out whether in a regression model there is an inequality of variance from one observation to another. The procedure carried out is to detect by looking at the presence or absence of certain patterns.
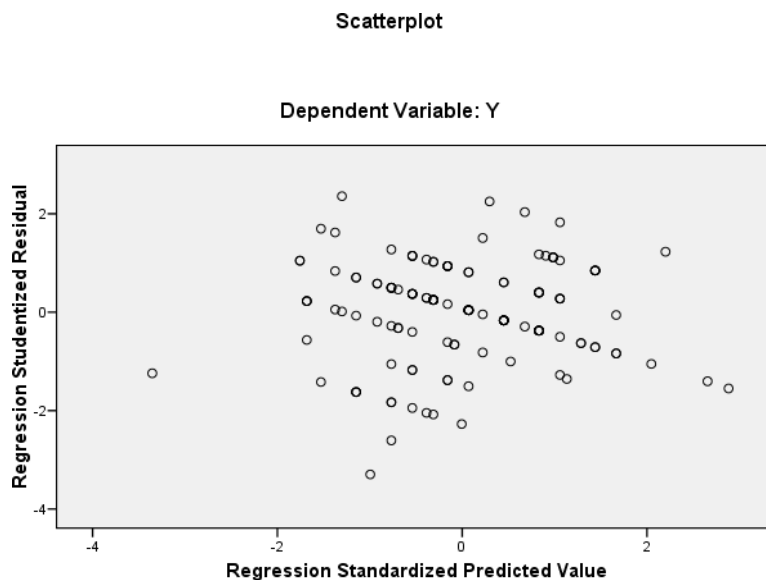
In the scatter plot in Appendix 6, where the X axis is the Y that has been predicted and the Y axis is the residual (predicted Y – actual Y) that has been studentized. The basis for decision making is as follows:

a.If there is a certain pattern, such as the points forming a certain regular pattern (wavy, widening, then narrowing), then heteroscedasticity has occurred.

b.If there is no clear pattern and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

The results of the analysis of the scatterplots graph in Figure 1 show that

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the points are spread randomly, do not form a clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the model.

CONCLUSION AND SUGGESTIONS

1. The results of this research have proven that service quality influences purchasing decisions in Yogyakarta angkringan. This has implications for the need to create better services. friendliness in sales, fast provision of service. Traders must have good communication skills with customers, and always build good relationships with customers.

2. The results of this research have proven that price influences purchasing decisions in Yogyakarta angkringan. This has implications for the need for cheap prices, considering that the majority of the target market is students.

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