



## The Influence of Service Quality and Price on Customer Loyalty at PT. Tri Sapta Jaya Sibolga

Rina Anjela

STIE Al Washliyah Sibolga, Tapanuli Tengah, Indonesia

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#### Email :

rinaanjela@gmail.com

### ABSTRACT

This study aims to examine the influence of Service Quality and Price on Customer Loyalty at PT. Tri Sapta Jaya Sibolga. The research sample consisted of 41 customers in May 2025 at PT. Tri Sapta Jaya Sibolga. The research method used was quantitative with a descriptive approach. Data collection was conducted using a questionnaire with a Likert scale, while the data analysis employed Classical Assumption Tests and other statistical tests. The results of the study indicate a perfect correlation of the variables Service Quality (X1) and Price (X2) simultaneously on Customer Loyalty (Y) at PT. Tri Sapta Jaya Sibolga, with a significance value of  $F\text{-change} = 0.000 < 0.05$  and an R value of 0.856. The effect of Service Quality (X1) on Customer Loyalty (Y) was shown by  $t\text{-count} > t\text{-table}$ , namely  $3.860 > 2.028$ . This means that the initial hypothesis ( $H_a$ ) is accepted, and it can be concluded that Service Quality (X1) partially has a positive and significant effect on Customer Loyalty (Y). The effect of Price (X2) on Customer Loyalty (Y) was shown by  $t\text{-count} > t\text{-table}$ , namely  $7.056 > 2.028$ , indicating that the initial hypothesis ( $H_a$ ) is accepted, and it can be concluded that Price (X2) partially has a positive and significant effect on Customer Loyalty (Y). The regression equation obtained is:  $Y = 2.697 + 0.354X_1 + 0.584X_2$ . From the F-test, the value of  $F\text{-count} > F\text{-table}$ , namely  $52.111 > 3.24$ , so  $H_0$  is rejected. This indicates that there is a positive simultaneous effect of Service Quality (X1) and Price (X2) on Customer Loyalty (Y) at PT. Tri Sapta Jaya Sibolga. The coefficient of determination ( $R^2$ ) is 0.733, which practically means that Service Quality (X1) and Price (X2) together contribute 73.3% to Customer Loyalty (Y), while the remaining 26.7% is influenced by other variables not examined in this study.

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### INTRODUCTION

Distribution is the process of delivering goods and services from producers to consumers to meet daily needs. Distribution is one aspect of marketing and can also be understood as marketing activities aimed at facilitating the delivery of goods and services from producers to consumers, ensuring usage aligns with the required type, quantity, price, place, and timing. Businesses that continue to develop will face increasingly competitive environments. Therefore, each business is required to constantly improve its ability to maintain and expand its operations. Businesses that are consistently oriented toward customer desires will be able to serve and satisfy existing customers, encouraging them to continue purchasing marketed products.

With the rapid development of business sectors, including trade, industry, services, and mass media, companies are required to compete effectively with similar enterprises. In the distribution service industry, service quality becomes a critical factor in determining customer loyalty. If service quality fails to satisfy customers, they are likely to switch to other providers.

According to Kotler (2020:25), "Service quality is the performance offered by one party to another through intangible actions that do not result in ownership of any goods." Lena (2021:101) states that service quality provides customer satisfaction, indicating a very close relationship between the two. Service quality encourages customers to establish strong bonds with an organization, thereby allowing the organization to improve customer satisfaction.

PT. Tri Sapta Jaya has strived to provide consistent service to its customers to build satisfaction and trust. In serving prospective customers, PT. Tri Sapta Jaya ensures excellent service and responds appropriately to any complaints. Their strategy to enhance service quality includes excellent customer service by speeding up query and complaint handling, accelerating the ordering process, offering competitive prices, running attractive promotions, and providing top-quality products.

According to Kotler and Armstrong (2019:61), “Service quality can generally be defined as the combination of product or service characteristics that meet customer needs directly or indirectly.” Service quality is closely related to customer loyalty. High-quality service can enhance customer trust, reputation, and retention. A product or service is considered high quality if it meets or exceeds customer expectations, thereby delivering customer satisfaction. Customer satisfaction is a key factor in building loyalty, as satisfied customers are more likely to repurchase, recommend to others, and remain loyal to a brand or company even amid competition.

Besides service quality, price is also a factor influencing customer purchasing decisions. Price is the monetary value that must be sacrificed to own, use, or consume a good or service to meet needs. A product’s price should cover production, distribution, and promotion costs, as well as expected profits. Competitive pricing that aligns with the value of the product or service enhances customer satisfaction. When customers feel they receive “value for money,” they are more likely to be satisfied and loyal. Price plays a critical role in marketing: if too high, products become unaffordable or customers may switch to competitors; if too low, companies may struggle to earn profits or customers may perceive quality as poor. Proper pricing is essential to maintain market position, increase sales, and maximize profit.

In other words, price determination strongly affects a company’s competitive ability and its influence on customers. Affordable pricing ensures customers can access the product and encourages purchasing decisions. Excellent service increases satisfaction, while reasonable pricing strengthens repeat purchase intentions.

Tri Sapta Jaya acts as a regional or local distributor, assisting Enseval in distributing pharmaceutical products, health supplements, and consumer goods to pharmacies, hospitals, and retail stores. Price and loyalty are interrelated; competitive pricing enhances fairness perception, encouraging repeat business, while customer loyalty reinforces this effect. According to Tjiptono (2021:203), “Customer loyalty is the consumer’s commitment to a brand, store, or supplier, reflected in favorable attitudes and consistent repeat purchase patterns.” Customer loyalty is a consumer’s tendency to continuously purchase products or use services from a specific brand or company, even when alternatives exist. Loyalty is key to retaining customers, driven by ongoing satisfaction and positive experiences. It not only reflects satisfaction with products and services but also serves as an indicator of long-term business sustainability.

Loyal customers tend to make repeat purchases, give positive recommendations, and show tolerance toward price fluctuations, creating stable revenue streams and reducing new customer acquisition costs. Factors such as consistent product quality, responsive customer service, competitive pricing, and relevant incentive programs are crucial for building loyalty. In highly competitive distribution and trade industries, retaining loyal customers is far more efficient than attracting new ones. Therefore, investment in customer relationship management (CRM) is a key differentiator for PT. Tri Sapta Jaya. Service quality is a critical strategy to attract new customers, retain existing ones, and create a competitive advantage in the eyes of customers.

According to Griffin (2020:61), “Customer loyalty has four indicators: average repeat purchases, purchases from the same company, recommendations or promotions of products, and resistance to competition.” Higher and consistent service quality leads to higher customer loyalty. To maintain loyalty, companies should focus on delivering consistent positive experiences, including excellent customer service, high-quality products, and attractive loyalty programs. This approach ensures customers feel valued, return, and build a strong relationship with the company, maintaining their loyalty.

## METHODS

This research was conducted at PT. Tri Sapta Jaya Sibolga, located at Jalan Mesjid No. 10, Pasar Baru Village, Sibolga Kota District, Kota Sibolga. The study began with the preparation of a research proposal. The population of this study consisted of 408 customers from March to May 2025. On average, there were 17 customers per day over a month (24 working days × 17 customers/day = 408 customers), making the total population 408 customers. The sample for this study consisted of 41 customers. Sampling was conducted using probability sampling techniques.

The data collection techniques employed in this research included literature studies and field studies. The literature study involved reviewing various sources closely related to the research problem, including scientific books and relevant regulations. The field study involved directly collecting data from the research location through several methods: observation by directly monitoring the research object at PT. Tri Sapta Jaya

Sibolga; interviews conducted face-to-face with informants knowledgeable about service quality, price, and customer loyalty, in this case, the Branch Manager of PT. Tri Sapta Jaya Sibolga, Mr. David Sianturi; and questionnaires, which involved providing written instruments to respondents to be answered based on their experiences.

Based on the research objectives and hypotheses, the analysis method used for testing and proving the hypotheses was a descriptive quantitative approach using the Statistical Package for the Social Sciences (SPSS) software. In this study, validity tests were conducted using bivariate correlation (Spearman Correlation) with a two-tailed test at a 5% significance level. A statement item is considered valid if the calculated r value is greater than the table r value of 0.361.

Next, reliability testing, according to Ghozali (2021:61), aims to measure the extent to which the questionnaire, as an indicator of the research variables, can provide consistent or stable results over time. Reliability measurement was conducted using the Cronbach Alpha ( $\alpha$ ) statistical test. A construct or variable is considered reliable if it has a Cronbach Alpha value greater than 0.6. Reliability testing of items was carried out by observing the Alpha coefficient value through the Reliability Analysis menu in SPSS version 26, paying attention to the Cronbach Alpha value as an indicator of the overall reliability of all items within a variable.

**RESULTS AND DISCUSSION**

**Results**

**Descriptive Analysis of Respondents**

Based on the observations conducted by the researcher, the data analysis of respondents at PT. Tri Sapta Jaya Sibolga was classified according to gender, age, purchase frequency, and length of subscription.

Table 1. Respondent Characteristics Based on Gender and Age

<b>Gender</b>	<b>Frequency (People)</b>	<b>Percentage (%)</b>
Male	19	46%
Female	22	54%
<b>Total</b>	<b>41</b>	<b>100%</b>
<b>Age</b>		
<30 years	16	39%
>30 years	25	61%
<b>Total</b>	<b>41</b>	<b>100%</b>

From Table 1, it can be seen that the majority of respondents in this study were female, totaling 22 people or 54% of all respondents, while male respondents totaled 19 people or 46%. Additionally, based on age, respondents over 30 years old were the largest group, totaling 25 people or 61% of all respondents, while respondents under 30 years old numbered 16 people or 39%.

Table 2. Validity Test Results

<b>Question Item</b>	<b>r Count</b>	<b>r Table</b>	<b>Description</b>
<b>Service Quality Variable (X1)</b>			
X1_1	0,572	0,308	Valid
X1_2	0,630	0,308	Valid
X1_3	0,729	0,308	Valid
X1_4	0,633	0,308	Valid
X1_5	0,672	0,308	Valid
X1_6	0,594	0,308	Valid
X1_7	0,645	0,308	Valid
X1_8	0,690	0,308	Valid
X1_9	0,521	0,308	Valid
X1_10	0,683	0,308	Valid
<b>Price Variable (X2)</b>			
X2_1	0,704	0,308	Valid

X2_2	0,847	0,308	Valid
X2_3	0,776	0,308	Valid
X2_4	0,820	0,308	Valid
X2_5	0,760	0,308	Valid
X2_6	0,582	0,308	Valid
X2_7	0,728	0,308	Valid
X2_8	0,685	0,308	Valid
X2_9	0,805	0,308	Valid
X2_10	0,741	0,308	Valid
<b>Customer Loyalty Variable (Y)</b>			
Y1	0,741	0,308	Valid
Y2	0,684	0,308	Valid
Y3	0,677	0,308	Valid
Y4	0,584	0,308	Valid
Y5	0,729	0,308	Valid
Y6	0,646	0,308	Valid
Y7	0,742	0,308	Valid
Y8	0,737	0,308	Valid
Y9	0,768	0,308	Valid
Y10	0,715	0,308	Valid

The validity test results indicate that all statement items in the Service Quality, Price, and Customer Loyalty variables are valid. This can be seen from the r-count values in Table 2, all of which are greater than the r-table value of 0.308. Therefore, it can be concluded that all question items for each variable are appropriate to be used as research instruments.

Table 3. Reliability Test of Variables

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Reliability</b>
Service Quality	0,838	Reliable
Price	0,911	Reliable
Customer Loyalty	0,889	Reliable

Based on the reliability test results shown in Table 3, the Cronbach's Alpha value for each item in each variable is greater than 0.70, indicating that the instrument is reliable. This means the data is consistent and can be trusted for analysis.

Based on the scoring scale used, the interpretation of the average respondent responses regarding the Service Quality variable at PT. Tri Sapta Jaya Sibolga shows very good results. Respondents evaluated that the quality of products and services provided is satisfactory, consistent, reliable, and meets customer needs. Additionally, aspects such as the physical appearance of products, packaging, clarity of product information, strategic location of the company, and responsiveness in serving customers also received very good ratings. Overall satisfaction with the service, including willingness to recommend products to others, reflects the high quality of service provided by the company. In general, the average score of 4.35 places the Service Quality at PT. Tri Sapta Jaya Sibolga in the "very good" category.

Based on the scoring scale used, the interpretation of the average respondent responses indicates that the Service Quality and Price variables at PT. Tri Sapta Jaya Sibolga fall into the "very good" category. Respondents assessed that the quality of products and services provided is satisfactory, consistent, reliable, and meets customer needs, supported by attractive physical appearance and packaging, clear information, strategic company location, and high service responsiveness. This positive assessment is reflected in the average Service Quality score of 4.35, which falls into the "very good" category. In addition, respondents also evaluated that the pricing of products or services by PT. Tri Sapta Jaya Sibolga is proportional to the quality and benefits obtained, competitive compared to competitors, affordable for customers, and an important factor in purchasing and repurchasing decisions. Discounts were also seen as effectively attracting customer interest.

Overall, the average score for the Price variable of 4.37 indicates that the company’s pricing policies are in the “very good” category.

Based on the scoring scale used, the interpretation of the average respondent responses regarding the Customer Loyalty variable at PT. Tri Sapta Jaya Sibolga shows very good results. Respondents assessed that consistent product quality, the availability of product variations suited to customer needs, reliable and efficient service, and ease of delivery increase customer satisfaction and encourage repeat purchases. Additionally, good service and delivery experiences make customers more likely to recommend products to others, remain less influenced by competitor offers, and continue using the same products or services. This also contributes to business growth through increased sales, expanded market reach, and strengthened company reputation. Overall, the average score of 4.44 indicates that the level of Customer Loyalty at PT. Tri Sapta Jaya Sibolga falls into the “very good” category.

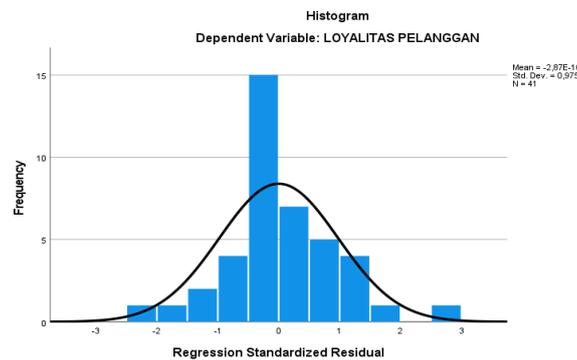


Figure 1. Histogram Normality Test Results

In Figure 1, it can be observed that the variables are normally distributed. This is indicated by the data distribution forming a bell-shaped curve (peaked), meaning the data are normally distributed or it can be assumed that the data do not have significant differences.

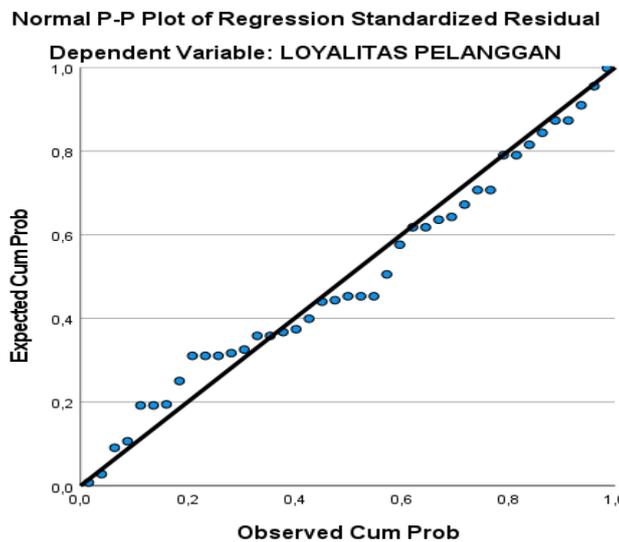


Figure 2. P-Plot Normality Test Results

Based on the output chart above, it can be seen that the plotted points in Figure 4.3, “P-Plot Normality Results,” are spread around the diagonal line and follow the diagonal direction. Therefore, it can be concluded that the data follow a normal distribution pattern. Consequently, the normality assumption for the residuals in this study is met, and the research analysis can proceed.

Table 4. Kolmogorov-Smirnov Test

		Unstandardized Residual
N		41
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	1,83491312
Most Extreme Differences	Absolute	0,111
	Positive	0,109
	Negative	-0,111
Test Statistic		0,111
Asymp. Sig. (2-tailed)		0,239 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table above, it can be seen that the Asymp. Sig. value is  $0.239 > 0.05$ , which means that both variables are normally distributed. This indicates that the data meet the normality test standards or can be assumed not to have significant differences.

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	1 (Constant)	2,697	4,177				0,646
Service Quality	0,354	0,092	0,354	3,860	0,000	0,834	1,199
Price	0,584	0,083	0,648	7,056	0,000	0,834	1,199

a. Dependent Variabel: Customer\_Loyalty

The results of the multicollinearity test show that the tolerance value for both variables is  $0.834 > 0.10$ , and the VIF value is  $1.199 < 10.00$ . This indicates that there is no multicollinearity, meaning that none of the variables are strongly correlated with each other. Therefore, the predictive strength of the model is reliable and stable, and the study can proceed.

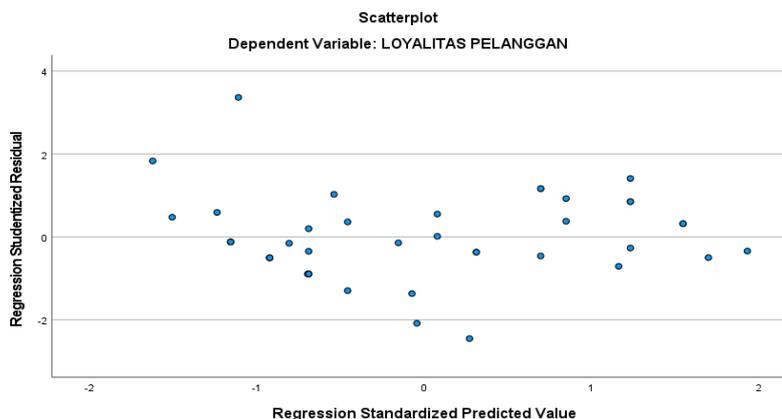


Figure 3. Scatterplot

The results of the heteroscedasticity test using the Scatterplot graph show that the points are randomly scattered both above and below the zero line on the Y-axis. This indicates that heteroscedasticity does not occur, meaning that the variance of the errors is consistent for all observations of each independent variable in the regression model.

The Glejser test results also indicate that there is no significant relationship between any of the independent variables and the absolute residuals, as shown by the significance values for Service Quality (X1) = 0.989 and Price (X2) = 0.656, both of which are greater than 0.05. This suggests that the regression model is free from heteroscedasticity or unequal error variance across observations.

Furthermore, the correlation analysis shows that Service Quality (X1) has a correlation value of 0.619 with a significance of 0.000 (< 0.05), indicating a strong correlation between Service Quality and Customer Loyalty (Y) at PT. Tri Sapta Jaya Sibolga. The Price variable (X2) also shows a strong correlation with Customer Loyalty (Y), with a correlation value of 0.793 and significance of 0.000 (< 0.05). Meanwhile, the coefficient of determination (R<sup>2</sup>) is 0.733, meaning that Service Quality and Price together contribute 73.3% to Customer Loyalty at PT. Tri Sapta Jaya Sibolga, while the remaining 26.7% is influenced by other variables not examined in this study.

Based on the multiple linear regression analysis, if Service Quality (X1) and Price (X2) are zero, Customer Loyalty (Y) has a baseline value of 2.697. An increase of one unit in Service Quality (X1) will increase Customer Loyalty by 0.354, assuming other variables are constant, while an increase of one unit in Price (X2) will increase Customer Loyalty by 0.584, assuming other variables remain constant. The regression equation shows that all independent variables have positive and significant coefficients, indicating that Service Quality and Price have a significant effect on Customer Loyalty.

The results of the t-test using SPSS version 27 show that Service Quality (X1) has a t-value of 3.860, which is greater than the t-table value of 2.028, with a significance of 0.000 < 0.05. This indicates that Service Quality has a significant partial effect on Customer Loyalty. Similarly, the Price variable (X2) has a t-value of 7.056, which is greater than the t-table value of 2.028, with a significance of 0.000 < 0.05, meaning that Price also has a significant partial effect on Customer Loyalty at PT. Tri Sapta Jaya Sibolga.

Table 6. F-Test Results

		ANOVA <sup>a</sup>				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369,373	2	184,686	52,111	0,000 <sup>b</sup>
	Residual	134,676	38	3,544		
	Total	504,049	40			

a. Dependent Variable: Customer Loyalty (Y)

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

Based on the F-test in Table 6, the calculated F-value (Fhitung) is 52.111 with a significance level of 0.000, which is less than 0.05, while the F-table value (Ftabel) is 3.24. Since Fhitung is greater than Ftabel (52.111 > 3.24), H0 is rejected and Ha is accepted. This indicates that Service Quality (X1) and Price (X2) simultaneously have a significant effect on Customer Loyalty (Y) at PT. Tri Sapta Jaya Sibolga.

**Discussion**

**Effect of Service Quality (X1) on Customer Loyalty (Y)**

Service Quality (X1) has a significant effect on Customer Loyalty (Y), as indicated by the t-calculated value (thitung) greater than the t-table value (ttabel), i.e., 3.860 > 2.028, with a significance level of 0.000 < 0.05. Therefore, Ha is accepted and H0 is rejected, meaning that Service Quality (X1) significantly influences Customer Loyalty (Y).

This finding is supported by the research of Insani, N., & Madiawati, P. (2020), conducted in a different setting, which also showed that Service Quality positively and significantly affects Customer Loyalty.

**Effect of Price (X2) on Customer Loyalty (Y)**

Price (X2) has a significant effect on Customer Loyalty (Y), as indicated by the t-calculated value (thitung) greater than the t-table value (ttabel), i.e., 7.056 > 2.028, with a significance level of 0.000 < 0.05. Therefore, H0 is rejected and Ha is accepted, meaning that Price (X2) has a significant influence on Customer Loyalty (Y). This finding is supported by the research of Harahap, Sinori Borita (2022), conducted in a different location, which also showed that Price significantly affects Customer Loyalty.

**Effect of Service Quality (X1) and Price (X2) on Customer Loyalty (Y)**

This study proves that Service Quality (X1) and Price (X2) together have a significant effect on Customer Loyalty, meaning that the higher the Service Quality and Price offered, the greater the Customer Loyalty, thereby positively influencing the high level of Customer Loyalty at PT. Tri Sapta Jaya Sibolga. This is shown by the significance value of  $0.000 < 0.05$  and  $F\text{-calculated} > F\text{-table}$ , i.e.,  $52.111 > 3.24$ , so  $H_0$  is rejected and  $H_a$  is accepted. This indicates that Service Quality (X1) and Price (X2) simultaneously influence Customer Loyalty (Y) at PT. Tri Sapta Jaya Sibolga, with an R-square value of 0.733 (73.3%). This means that approximately 73.3% of the variation in Customer Loyalty can be explained by Service Quality and Price, while the remaining 26.7% is influenced by other variables not examined in this study.

The results of this study indicate that Service Quality and Price have a significant effect on Customer Loyalty at PT. Tri Sapta Jaya Sibolga.

**CONCLUSION**

Based on the results of the research and discussion in the previous chapter, it can be concluded that all research instruments used, namely Service Quality, Price, and Customer Loyalty variables, have met the validity and reliability requirements as measurement tools. This is indicated by the Corrected Item-Total Correlation values being greater than 0.308 and Cronbach's Alpha values exceeding 0.70. The classical assumption tests showed that the data are normally distributed, there is no multicollinearity, and the model is free from heteroscedasticity, making the regression model feasible for use. Correlation analysis indicated a strong relationship between Service Quality and Customer Loyalty, as well as between Price and Customer Loyalty. The coefficient of determination ( $R^2$ ) of 0.733 shows that Service Quality and Price simultaneously contribute 73.3% to Customer Loyalty, while the remaining 26.7% is influenced by variables outside the scope of this study. The multiple linear regression equation obtained shows that both independent variables have a positive effect on Customer Loyalty. The t-test results prove that Service Quality and Price have a significant partial effect on Customer Loyalty, while the F-test results indicate that both variables simultaneously have a significant effect on Customer Loyalty at PT. Tri Sapta Jaya Sibolga.

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