

The Influence of Product Quality on Purchasing Decisions at Love Tempe

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Abstract

This study aims to examine the effect of price and product quality on purchasing decisions at Love Tempe. The object of this research is Love Tempe buyers. The method used by the author is quantitative research with associative research using accidental sampling techniques. The data applied in this study are primary data, data obtained from questionnaires distributed to 97 respondents. The analysis method used is simple linear regression with the help of SPSS 26. From the results of the simple linear regression test $Y = 18.518 + 0.273 X$: the constant value (a) is 18.518, which means that if there is no increase in purchasing decisions, the value of purchasing decisions is 18.518. The coefficient for the product quality variable (X) is 0.273, which means that every 1 unit increase in product quality, the buyer's decision will increase by 0.273. The coefficient of determination test results show that product quality is able to influence purchasing decisions by 63.8%. The remaining 36.2% is influenced by other variables that are not included in this research model. Based on the results of the T test using SPSS 26, it can be seen that the probability value of the significance of the product quality variable is $0 < 0.05$, the t_{count} value of the product quality variable (X) is $12.894 > 1.98525 t_{table}$. so it can be concluded that there is an influence between variable X on variable Y.

Keyword: product quality, purchase decision

1. INTRODUCTION

At present, globalization has made changes to the industrial world which is growing more and more. This is due to the flow of globalization which is increasingly wide open for every business actor. The emergence of very intense competition has caused businesses to compete with each other to be able to face competition and gain a competitive advantage. Marketing is an even, integrated and planned activity, which is attempted by an organization or institution in carrying out a business in order to accommodate market demand by the method of producing products of selling value, ensuring prices, communicating, delivering, and exchanging valuable offers for consumers, clients, partners, and universal citizens (Indrasari, 2019).

Product quality is a factor that exists in an object or result that causes the object or result to match the purpose for which the object was made (Miguna & Nurhafifah, 2020).

Purchasing decisions made by consumers can occur if consumers have received services from service providers and after that consumers feel satisfaction and dissatisfaction, therefore the concept of purchasing decisions cannot be separated from the concept of customer satisfaction. Consumer satisfaction is the level of consumer feelings after comparing what he receives and his expectations. Satisfying consumer needs is the desire of every company. Apart from being an important factor for the survival of the company, satisfying consumer needs can increase the advantage in competition (Febriyana et al., 2022; Martono et al., 2021; Putri et al., 2022; Yultavera & Arwin, 2022). Consumers who are satisfied with products and services tend to repurchase products and reuse services when the same needs reappear in the future (Evelyn et al., 2022; Tanaka et al., 2022). This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume (Indrasari, 2019).

Love Tempe is located at Jl. H. Hanif, beside the kuta fir complex. The difference between love tempe and other tempeh is that love tempe uses local selected soybeans that are 100% organic, the soybeans used are also 100% non-GMO (genetically modified organism) or not genetically modified. The advantages of Love Tempe are that it is safe to eat raw, because it has been sterilized before packing, love tempe is softer than other tempeh, good for health, the manufacture is also very hygienic, made using machines and stainless tools that have been sterilized.

Jansen William with the title "The Effect of Product Quality on Buyer Decisions at PT. Hanwha Life" The purpose of this study was to determine whether there is an influence between Product Quality (X) and Buying Decisions (Y) at PT. Hanwha Life, Medan. The research method used is quantitative associative. The population in this study were all customers or consumers who bought Hanwha Max Protection Link products on the research agency team at PT Hanwha Life, Medan, totaling 30 people. Determination of the sample in this study using census sampling technique by taking the entire population as a sample. The results of this study indicate that there is a significant influence between product quality on the decision to buy a policy at PT Hanwha Life, Medan. From the tabulation results of Product Quality (X), product quality must be maintained and improved so that new customers are more interested when offered by agents. From the results of the buying decision tabulation (Y), it was found that customers tend to be interested in products that are unique and have added value compared to similar insurance products.

Product Quality.

Product quality is a factor that exists in an object or result that gives rise to a result in accordance with the purpose of the object (Miguna & Nurhafifah, 2020). Product Quality is a condition where an object is worth matching the measuring standard that has been formalized. Continue to match the standard that was formalized, until it continues to be the quality of the object's value (Tengku Firli Musfar, 2020). Product quality is the product's ability to fulfill its functions. Products are one of the main positioning facilities for marketers. Quality has a direct effect on product or service performance, therefore quality is closely related to customer value and satisfaction. Quality products will be sought after by consumers because they want satisfaction in using these products, even consumers do not hesitate to spend more to fulfill their satisfaction (Miguna & Nurhafifah, 2020).

There are eight product quality indicators that can be used as a strategic planning and analysis framework. The following is an explanation of the eight indicators:

1. Performance: Namely the operating characteristics and core products purchased. Related to the results of product benefits
2. Features: These are complementary characteristics or benefits that usually add ease of operation. If the main benefits are standardized, features are often added. The idea is that features can improve product quality where competitors don't have them.
3. Reliability: This is how likely it is to malfunction or fail.
4. Repairability: Includes speed, comfort, ease of repair, service, and satisfactory handling of complaints.
5. Conformance: Namely how far the design and operating characteristics meet the applicable standards and product design.
6. Durability: That is how long the product lasts and continues to be used. Usually measured by the technical life and economic life of product use.
7. Aesthetics: Namely the attractiveness of the product to the five senses (taste, aroma, sound, beauty, and others)
8. Perceived quality: Related to the image that the company has. Usually not only the brand, also the reputation of the company, even the country of manufacture (Miguna & Nurhafifah, 2020).

Purchasing Decisions

Consumer purchasing decisions are a selection of two or more alternative choices, in other words, alternative choices must be available to someone when making a decision (Firmansyah, 2019). Purchasing decisions are an intergression process used to combine to evaluate two or more alternative behaviors and choose one of them (Indrasari, 2019). The purchase decision is a decision process session where consumers actually carry out product purchases (Tjiptono, 2020).

Every consumer has a goal or behavior to be achieved or satisfied. Furthermore, consumers make decisions about the behavior they want to do to solve their problems. Thus a consumer in making a buying decision there are several stages, namely (Firmansyah, 2019):

1. Problem recognition: The consumer buying process begins when the buyer recognizes a need or problem. These needs can be generated by internal or external stimuli. Consumers will seek information about certain products or brands and re-evaluate how well each alternative can meet their needs. Decision making occurs when there is a special interest for consumers, or decisions that require a high level of involvement.
2. Information search: After consumers have aroused their needs, consumers will be encouraged to seek more information. People are more sensitive to product information. Information searches can be active or passive, internal or external, active information searches can include visits to several stores to make comparisons of product prices and quality, while passive information searches are simply reading advertisements in magazines or newspapers without having a specific purpose about the desired product description.
3. Evaluation of alternatives: Alternative evaluation consists of two stages, namely setting purchase objectives and assessing and making selections of purchase alternatives based on their purchase objectives. After consumers collect information about alternative answers to a need, consumers will evaluate choices and simplify choices on the desired alternative.
4. Purchase decision: Consumers can make several sub-decisions, including brand, supplier, quantity, execution time and payment method. Consumers make real purchases based on the alternatives that have been selected. Purchasing decisions include consumer decisions regarding what to buy, whether or not to buy, when to buy, where to buy, and how to pay.
5. Post-purchase behavior: Marketers must pay attention to consumers after purchasing a product. After buying a product, consumers will experience some level of satisfaction or no satisfaction. Consumers will compare the product or service they have purchased, with other products or services.

2. RESEARCH METHODS

2.1 Research Framework

According to (Sugiyono, 2018b), research methodology is basically a scientific way to get data with specific purposes and uses. There are two types of research methods, namely qualitative and quantitative research methods. The associative problem formulation refers to a statement of research problems that aims to ask about the relationship between two or more variables. This study uses quantitative research methods with an associative

form, which aims to determine the relationship between two or more variables through statistical analysis. In this study, the authors used independent and dependent variables. The independent variable is Product Quality (X), while the dependent variable is Purchase decision (Y). This research will be conducted at Love Tempe which is located at Jl. H. Hanif, Medan Estate, Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra 20371. This research was also conducted only about the effect of price at Love Tempe which was conducted in the period February 2023 - June 2023.

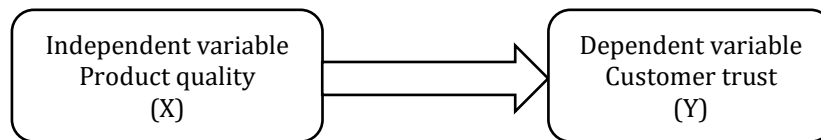


Figure 1. Research variable
 Source: Author 2023

2.2 Population dan Sample

According to (Sugiyono, 2018a) population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study, the population used by the author is all customers who have experienced and made purchases at Love Tempe.

According to (Sugiyono, 2018a) the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population. What is learned from the sample, the conclusion will be applicable to the population. for samples taken from the population must be truly representative (representative).

In this study, the authors used the Accidental Sampling technique, which is a form of sampling based on coincidence where, anyone who happens to meet the researcher and is considered suitable to be a data source will be the sample of this researcher (Sugiyono, 2018a). In calculating the number of samples using the Accidental Sampling technique, researchers used the Lemeshow formula, which is as follows:

$$n = \frac{(Z\alpha)^2 \times P \times Q}{L^2}$$

Description:

n = Minimum sample size required

Z α = Standard value of the distribution according to the value $\alpha = 5\% = 1.96$

P = Prevalence of the outcome, because the data has not been obtained, used 50%

Q = 1 - P

L = 10% level of accuracy

Based on the formula, then :

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96.04$$

In accordance with the above calculations, the result of the minimum sample size needed in this study is 96.04 respondents and the authors fulfill the sample to 97 people.

2.3 Data Collection Technique

According to Sujarweni, (2019:73), there are six types of data collection techniques that can be used: tests, interviews, observations, questionnaires, surveys, and document analysis. This research collects data using questionnaires to obtain research results. The questionnaires used in this study are closed-ended and employ a Likert scale. According to (Sugiyono, 2018a), the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of people about social phenomena. In using the Likert scale, the researcher describes the variable to be measured using variable indicators. Afterward, these indicators are used as a starting point to create instrument items, which can take the form of questions or statements.

In this study, the author employed a quantitative research method with an associative (or correlational) approach because the author aimed to understand the relationship between two or more variables using statistical analysis. The author utilized a multiple linear regression model to predict the value of the dependent variable, purchase decision (Y), influenced by the independent variables, product quality (X) in a cause-and-effect relationship.

2.4 Research Instrument Analysis

This study employed data analysis techniques including validity testing, reliability testing, normality testing, linearity testing, correlation testing, coefficient of determination testing, simple linear regression testing, and hypothesis testing.

3. RESULT AND DISCUSSION

3.1 Based on Age Respondent Characteristics

Descriptive Characteristics

The total number of respondents used in this study is 97 individuals, categorized by age as shown in the table below:

Table 2. Characteristics Based on Age

No	Age	Number	Percentage
1.	15-30 Years	75	77,00%
2.	31-46 Years	21	22,00%
3.	> 46 Years	1	1%
Total		97	100%

Based on table 4.2, shows that of the 97 respondents: 75 people or 77% are between 15-30 years old, 21 people or 22% are 31-46 years old, and 1 person or 1% is > 46 years old and above. This shows that the majority of respondents in this study are between 15-30 years old.

Descriptive Characteristics by Gender

The total number of respondents used in this study were 97 people, who were categorized by gender as shown in the table below:

Table 3. Descriptive Characteristics Based on Gender

No.	Gender	Number	Percentage
1.	Man	40	41,20%
2.	Women	57	58,80%
Total		97	100%

From table 3. It can be seen that the number of 97 respondents is divided into two, namely male gender as many as 40 people (41.2%) and female gender as many as 57 people (58.8%). This shows that the majority of respondents in this study were female respondents.

3.2 Validity and Reliability Test Results

3.2.1 Validity Test Results

According to (Sugiyono, 2018a), validity shows the degree of accuracy between the data that actually occurs on the object and the data that can be collected by researchers. To ensure that the data obtained is valid, reliable, and objective, a valid and reliable instrument is used in this study, as stated by (Sugiyono, 2018a). The validity of the instrument was tested by distributing it to respondents who were not part of the research sample, so the authors chose for the pre-test sample to be carried out on Love Tempe consumers as many as 30 research samples out of 97 research samples determined by the Lemeshow formula.

Table 4. Results of Validity Test for Product Quality (X) and Purchase Decision (Y)

Validity Test For Product Quality (X)				Validity Test For Purchase Decision (Y)			
item	r _{count}	r _{tabel}	Validity	item	r _{count}	r _{tabel}	Validity
1	0.054	0.325	Valid	1	0.330	0.325	Valid
2	0.350	0.325	Valid	2	0.148	0.325	Not Valid
3	0.453	0.325	Valid	3	0.542	0.325	Valid
4	0.368	0.325	Valid	4	0.588	0.325	Valid
5	0.293	0.325	Not Valid	5	0.218	0.325	Not Valid
6	0.485	0.325	Valid	6	0.569	0.325	Valid
7	0.508	0.325	Valid	7	0.447	0.325	Valid
8	0.537	0.325	Valid	8	0.459	0.325	Valid
9	0.263	0.325	Not Valid	9	0.585	0.325	Valid
10	0.466	0.325	Valid	10	1	0.325	Valid
11	0.327	0.325	Valid				
12	0.558	0.325	Valid				
13	0.473	0.325	Valid				
14	0.218	0.325	Not Valid				
15	0.039	0.325	Not Valid				
16	1	0.325	Valid				

From Table 4. above shows that the results of the validity test (X) which shows all the r_{count} values are greater than the r_{tabel} value of 0.325 so that the results obtained that of the 16 statements in the questionnaire there are 12 statements are valid. And the results of the validity test (Y) show that all r_{count} values are greater than the r_{tabel} value of 0.325 so that the results obtained that of the 10 statements in the questionnaire there are 8 are valid.

3.2.2 Reliability Test Results

According to Sujarweni (2019:110), reliability testing is a measure of stability and consistency of respondents in answering questions related to the constructs of the questions, which are dimensions of a variable

and arranged in the form of a questionnaire. Reliability testing can be done collectively for all question items. If the Alpha value >0.60, then it is considered reliable.

Table 5. Results of Reliability Test for Product Quality (X) and Purchase Decision(Y)

Product Quality Variable (X) Reliability Test		Purchase Decision (Y) Reliability Test	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0,905	16	0,881	10

Based on Table 5, it can be seen that the reliability coefficient for the product quality instrument (X) is 0.905 which is greater than 0.600. Therefore, the questionnaire / instrument for the product quality variable (X) is considered reliable in this study. And the reliability coefficient for the purchasing decision instrument (Y) is 0.881, which is also greater than 0.600. Thus, the questionnaire/instrument for the purchasing decision variable (Y) is considered reliable in this study.

3.3 Results of Normality Test

According to Sujarweni (2019:52), the purpose of the normality test is to determine the distribution of data in the variables to be used in the research. Good and suitable data for research is data that has a normal distribution. The normality of data can be assessed using the Kolmogorov-Smirnov Normality Test in SPSS. If the test result is significant (p Value > 0.05), then the distribution is considered normal.

Table 6. Results of Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.19667834
Most Extreme Differences	Absolute	.070
	Positive	.063
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

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 above results of the normality test using the Kolmogorov-Smirnov test on SPSS 26 in table 6. above, it can be seen that the significance value (Asymp.Sig) is 0.200 > 0.05, it can be concluded that the residual value is normally distributed and can be carried out for further research.

3.4 Results of Linearity Test

The purpose of the Linearity Test is to determine whether two or more tested variables have a significant linear relationship. This test is usually used as a prerequisite in correlation or linear regression analysis. The decision-making basis in the linearity test is that if the probability value > 0.05, then the relationship between variable (X) and variable Y is linear. If the probability value < 0.05, then the relationship between variable X and variable Y is non-linear.

Table 7. Results of Linearity Test

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Quality Product	Between Groups	(Combined)	282.819	21	13.468	10.603	.000
		Linearity	240.607	1	240.607	189.426	.000
		Deviation from Linearity	42.212	20	2.111	1.662	.060
	Within Groups		95.264	75	1.270		
	Total		378.082	96			

Based on the SPSS 26 output table, especially the "ANOVA table", the linearity test results show a significance value (p value sig) of 0.60 in the "Deviation from Linearity" column. Because the significance value is greater than 0.05, it can be concluded that there is a linear relationship between the product quality variable (X) and purchasing decisions (Y).

3.5 Results of Correlation Test

According to Silaen (2018:222), correlation analysis using statistical tests is intended to measure the degree of correlation between two variables or to determine the significance of the relationship between independent and dependent variables. According to (Sugiyono, 2018a), here is the guide for interpreting correlation coefficients:

Table 8. Correlation Test Results

		X	Y
Quality	Pearson Correlation	1	.798**
Product	Sig. (2-tailed)		.000
	N	97	97
Purchase	Pearson Correlation	.798**	1
Decision	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the SPSS 26 output table, in the table above, in the column labeled "Pearson Correlation", it is known that the Pearson correlation coefficient between the product quality variable (X) and the purchasing decision (Y) is 0.798. The correlation value of 0.798 is in the range of 0.60 - 0.799 (strong), A positive correlation value means that if product quality increases, purchasing decisions also increase.

3.6 Results of Coefficient of Determinasi Test

According to Suliyanto (Wahyuni, 2020:79), the coefficient of determination represents the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the greater the ability of the independent variable (dependent) to explain the variation in the dependent variable (independent). As stated by Silaen (2018:227), the coefficient of determination (KD), also known as the determination coefficient (KP), is the square of the correlation coefficient value. This means that the change in the dependent variable (variable Y) caused by the independent variable (variable X) is equal to the square of the correlation coefficient (r^2). The coefficient of determination explains the percentage of influence of variable X on the fluctuations in the value of variable Y, while the remainder, or the difference from 100%, is influenced by other unexamined factors. The coefficient of determination is calculated as follows:

$$KD = r^2 \times 100\%$$

Explanation:

KD = Coefficient of Determination

r = Correlation Coefficient

The value of R square (coefficient of determination) ranges from 0 to 1, meaning that the smaller the R square, the weaker the relationship between the two variables, and vice versa, the larger the R square, the stronger the relationship between the variables.

Table 7. Results of Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.636	.633	1.203

a. Predictors: (Constant), Quality Product

b. Dependent Variable: Purchase Decision

The formula for testing the coefficient of determination (r^2) is as follows:

$$KD = r^2 \times 100\% = 0.798^2 \times 100\% = 63.8\%$$

Based on the SPSS output table "Model Summary" above, in the "R" column it is known that the coefficient of determination or R is 0.798. When calculated using the formula above, it produces a coefficient of determination (KD) value of 63.8%. This means that product quality is able to influence purchasing decisions by 63.8%. The remaining 36.2% is influenced by other variables that are not included in this research model.

3.7 Results of Simple Linear Resression Test

According to Silaen (2018:204), simple linear regression analysis is used to predict the linear relationship between two variables when there is only one independent variable.

Table 9. Results of Simple Linear Regression Test

Model	Unstandardized Coefficients			Standardized Coefficients		t	Sig.
	B	Std. Error		Beta			
1	(Constant)	18.518	1.026			18.054	.000
	Quality Product	.273	.021		.798	12.894	.000

a. Dependent Variable: Purchase Decision

Based on the table above, it shows the simple linear regression results. Simple linear regression results can be seen in the "Unstandardized Coefficients" column in the section labeled "B". The equation for simple linear regression results is as follows:

$$Y = a + bX$$

$$Y = 18.518 + 0.273X$$

The meaning of the equation is that the constant value (a) is 18,518, which means that if there is no increase in buyer decisions, the value of buyer decisions is 18,518. The coefficient for the product quality variable (X) is 0.273, which means that every 1 unit increase in product quality, the buyer's decision will increase by 0.273.

3.8 Hypothesis Test (T-test)

In this study, the authors used SPSS 26 to determine the results of the partial test (T test) with the following decision-making requirements decision making requirements if the significance probability number <0.05 or

$t_{count} > t_{table}$, then there is an influence of variable X on variable Y (Siregar, 2017) With the calculation of t_{table} using the formula:

$$t_{table} = t(\alpha; n - k) = t(0.05; 97 - 2) = 1.98525$$

Based on the Table 9 results of the T test using SPSS 26 in the table above, it can be seen that the probability number of significance of the product quality variable is $0 < 0.05$, the t_{count} value of the product quality variable (X) is $12.894 > 1.98525 t_{table}$. so it can be concluded that there is an influence between variable X on variable Y.

4. CONCLUSION

Based on the test data and discussion above, the authors summarize the following conclusions. Product quality (X) and purchasing decisions (Y) are both valid in validity testing. Then based on reliability testing, the product quality variable has a value of 0.905, and the purchasing decision reliability value is 0.881. The normality test results show that the Significance value is $0.200 > 0.05$, so the residual value is normally distributed. The product quality variable and purchasing decisions have a linear relationship with a significance value of 0.060. The product quality variable has a positive effect on purchasing decisions, with a Pearson correlation coefficient between the product quality variable and purchasing decisions of 0.798. The simple linear regression model is as follows: $Y = 18.518 + 0.273 X$, where the constant value of the linear regression model is 18.518. This means that if there is no increase in product quality, the value of the purchase decision is 18.518. The coefficient for the product quality variable (X) is 0.273, which means that for every one unit increase in product quality, the purchasing decision will increase by a factor of 0.273. Hypothesis testing is done partially using the T test. The results of the hypothesis test tested can be seen that partially Product Quality has a positive and significant effect on Purchasing Decisions at Love Tempe. Based on the results of the T test using SPSS 26, it can be seen that the probability number of significance of the product quality variable is $0 < 0.05$, the t_{count} value of the product quality variable (X) is $12.894 > 1.98525 t_{table}$. so it can be concluded that there is an influence between variable X on variable Y.

THANK YOU-NOTE

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