



The Effect of Product Quality, Price and Quality of Service on Consumer Satisfaction (Case study in Perumahan Sawangan Indah Depok)

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Abstract *This study aims to determine the effect of product quality, price and service quality on MyRepublic consumer satisfaction in Serua Permai Housing, South Tangerang. This research method is quantitative method. The population in this study were 243 users with a sample of 151 respondents. The analytical model used is Multiple Linear Regression which is processed using the SPSS version 26 application program, data is collected using questionnaires. Based on the results of this research, it shows that product quality has a significant effect on consumer satisfaction. Price has a significant effect on Consumer Satisfaction. Service Quality has a significant effect on consumer satisfaction and simultaneously Product Quality, Price and Service Quality has significant effect on MyRepublic Consumer Satisfaction in Serua Permai, South Tangerang.*

Keywords: *Product Quality; Price; Service Quality; Consumer Satisfaction*

A. INTRODUCTION

The corona virus which was endemic in early 2020 until now has had a widespread impact on both the health sector and the economy. So that people reduce activities outside the home with the aim of avoiding its spread. Since the existence of this new virus, it has hampered all activities. So that it becomes a reference for many people to be able to understand all new activities until they become accustomed to it, but as technology is currently developing very rapidly the need for network problems is being helped in every activity, even people in all parts of the world tend to depend on technology helped by current conditions. Technology, information and communication are mandatory things that must be fulfilled in human life today after primary needs. The more technology develops, the more competition in the world.

The need for internet is in the spotlight amid quarantine policies in various regions in overcoming the corona virus outbreak, which ultimately reveals inequality of life opportunities, this also provides new impetus so that quality internet access is seen as a human right. Many companies offer various forms of service to the public in order to attract many consumers. One of the companies following this development is myrepublic (PT. Eka Mas Republic).



MyRepublic is a multinational internet service provider company that already has services in several countries including Singapore, New Zealand and currently in Indonesia. Its flagship product is engaged in internet services, MyRepublic brand of end-to-end internet access services for residential or residential use. small and medium businesses based on fiber to the home (FTTH) access. This service provides a speed guarantee according to the service package used by the customer.

MyRepublic began operating in 2015 as an internet company based on fiber optic technology (FTTH) and currently MyRepublic already has networks in 13 major cities in Indonesia, namely Jakarta, Bogor, Depok, Semarang, Bekasi, Cibubur, Bandung, Surabaya, Bali, Malang. , Medan, Palembang and Tangerang. MyRepublic comes with fiber technology with download and upload speeds of up to 500 Mbps. In Indonesia, MyRepublic is ranked first among other internet providers for streaming speed of Netflix. MyRepublic also provides entertainment TV services with more than 72 channels from Indonesia and premium channels from abroad. In June, MyRepublic again won 2 awards at once from Marketing Magazine (one of the leading and recognized award organizers in Indonesia), namely: Excellent Service Experience Award Index (ESEA) 2021 and Digital Touch Point Customer Engagement Award (DTPCE) 2021 and Tangerang received an award best band. Penghargaan ESEA ini berhasil diperoleh MyRepublic setelah lolos dari penilaian yang meliputi : *Customer Sense Experience (Sense Index)*, *Customer Emotional/Mood Experience (Mood Index)*, *Customer Problem Solution Experience (Solution Index)* serta untuk penghargaan DTPCE dinilai berdasarkan penciptaan engagement dalam setiap rangkaian touch point pelayanan yang memiliki nilai terbaik dan dibutuhkan pelanggan, yang terdiri dari : *Accessibility, Availability, Information process, Transaction/inquiry/order process, Payment process, CS in online chatting, Solution to inquiry, dan Solution to complain handling.*

From 2016-2021 there are very many consumers who subscribe to MyRepublic, even though MyRepublic itself is the newest provider in Indonesia, the number of subscribers continues to increase in contrast to the number of MyRepublic withdrawals or unsubscriptions, therefore the quality of products needs to be improved so that more and more people feel satisfied, so that more enthusiasts. And if the quality of the product offered is good, the community will give a good response and they can even promote it to the theme, neighbors and family. According to Runtunuwu and Oroh (2014), product quality is the ability of a product to carry out a function which includes reliability, durability, ease of operation, accuracy, goodness of the product, or another valuable attribute.

B. LITERATUR REVIEW

Management, an introduction

According to Hasibuan (2012: 11) "management is the science and art of managing the process of utilizing human resources and other sources effectively and efficiently to achieve a certain goal". According to Rivai (2015: 2) "management is the science and art of managing the process of utilizing other resources efficiently, effectively and productively which is the most important thing in achieving a goal". According to Robbins and Coulter (2015: 8), "management involves coordinating and supervising other work activities so that their activities are completed effectively and efficiently. The meaning of efficient itself is getting the most output from the minimum possible input, while effective is "doing the right thing", namely doing a job that can help the organization achieve its goals". Meanwhile, according to Terry (2012: 16) explains "Management is a process of planning actions



organizing, activating and controlling to determine and achieve goals through the utilization of human resources and other resources".

Product quality

Quality is the most important concept in creating a product, a quality product is a product that is received by customers in accordance with the needs and desires of customers. The product is also the core of a marketing activity because the product is the output or result of one of the company's activities or activities that can be offered to the target market to meet the needs and desires of consumers.

Price

Price is the exchange rate that all parties expect to be able to reach to meet the expected needs, which can be equated with money or other goods at a certain time and place for individuals or groups to benefit from goods or services. The term price is used to assign a financial value to a product or service. Generally, the term price is used in the form of a nominal figure relative to currency exchange rates, which represents the high or low value of the quality of goods or services.

According to Kotler and Armstrong (2014: 151) Price is the amount of money charged for an item or service or the amount of money exchanged by consumers for the benefits of having or using the product or service. Still according to Kotler and Armstrong (2012: 290) price is the amount of money billed for a product or service, which is exchanged by customers to obtain benefits from owning or using a product or service. Price is all forms of monetary costs that are sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors (Hasan, 2013: 521). Meanwhile, according to Gitosudarmo (2014: 272), "Price is a measure of the size of the value of a person's satisfaction with the product he buys."

Service Quality

Service quality is important because it will have a direct impact on the company's image. Good service quality will be an advantage for the company. How could it not be, if a company has received a positive value in the eyes of consumers, then these consumers will provide good feedback, and it is not impossible that they will become regular customers or repeat buyers. Therefore, it is very important to consider aspects of customer satisfaction related to the quality of services provided.

According to Yuniar and Setyorini (2015), service quality is the quality (quality) of the totality of features and characteristics of a product or service which depend on its ability to satisfy stated or implied needs. Meanwhile, according to Tjiptono (2012: 236) suggests that "service quality is a presentation of a product or service according to the size that applies where the product is held and the delivery is at least the same as what is desired and expected by consumers".

Customer Satisfaction

There are different theories of customer satisfaction that have been proposed and tested by researchers. Some of the most common ones are:

Disconfirmation theory: This theory suggests that customers compare their expectations of a service or product with their actual experience and form a satisfaction judgment based on the gap between them. If the experience exceeds the expectations, the

customer is satisfied; if the experience falls short of the expectations, the customer is dissatisfied; and if the experience matches the expectations, the customer is indifferent.

Expectancy-value theory: This theory proposes that customers evaluate a service or product based on its perceived value, which is determined by the attributes or benefits of the service or product and their relative importance to the customer. The higher the perceived value, the higher the satisfaction; and vice versa.

Adaptation-level theory: This theory states that customers adjust their expectations and satisfaction levels based on their previous experiences and current context³. Customers tend to adapt to a certain level of quality or performance and become less sensitive to changes above or below that level.

Consumer culture theory: This theory focuses on how customers construct their experiences and meanings through their cultural and social contexts. Customers are not passive recipients of services or products, but active participants who co-create their experiences with other customers, firms, and cultural symbols.

C. RESEARCH METHODS

This study uses a quantitative research method with a quantitative descriptive approach. According to Sugiyono (2016: 9) a quantitative descriptive method is a research method based on the philosophy of postpositivism used to research on natural object conditions (as opposed to experiments) where the researcher is a key technical instrument data collection was carried out in a triangulation (combined) manner, data analysis was inductive/quantitative in nature, and the results of quantitative research emphasized meaning rather than generalization. which is based on an assumption that a symptom can be clarified and the relationship of symptoms is causal (cause and effect). Quantitative research is a problem that you want to know using data in the form of numbers which will later be analyzed and using an associative problem formulation which is a statement that asks the relationship between two or more variables. According to Sugiyono (2019: 17) quantitative research is defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative / statistical, with the aim of testing a predetermined hypothesis.

The author uses this method, aims to see the effect of product quality, price and service quality on myrepublic consumer satisfaction in Serua Permai housing, with a total response of 151 people. Data collected using the questionnaire method. By indicating that there is an influence of product quality, price and service quality on consumer satisfaction.

D. RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test Results Based on Product Quality

No	Question	r count	r table	Notes
1.	The tools quality is in good condition	0.720	0.194	Valid
2.	The access speed is trusted	0.751	0.194	Valid



3.	Provides convenience in virtual activities	0.740	0.194	valid
4.	Connected facilities with TV and Netflix	0.727	0.194	Valid
5.	Can be used for a long time	0.843	0.194	Valid
6.	Product quality is reliable	0.790	0.194	Valid
7.	In accordance with standard operating procedures	0.779	0.194	Valid
8.	Cheaper price and good quality	0.763	0.194	Valid
9.	The tools material good and strong	0.857	0.194	Valid
10.	Strong in any weather condition	0,764	0.194	Valid
11.	Customer service guarantee in any size of the Mbps	0.735	0.194	Valid
12.	Myrepublic outlets are easy to find	0.827	0.194	Valid
13.	Product variants and internet speed are in line with consumer expectations	0.775	0.194	Valid
14.	The TV channels offered are very interesting	0.749	0.194	Valid

Source : Primary Data 2022

Based on the above table, the product quality obtained the value of r count $>$ r table (0.194), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data.

Table 2. Validity Test Results Based on Price

No	Question	r count	r table	Notes
1	Provide products with good quality but affordable prices	0828	0.194	Valid
2	The price offered is in accordance with the quality of the product and service provided	0.891	0.194	Valid
3	The price offered is comparable to the benefits felt by consumers	0.855	0.194	Valid
4	The price offered is in accordance with the purchasing power of the customer	0.913	0.194	Valid
5	The prices of the products offered are varied and affordable by consumers	0.845	0.194	Valid
6	Lower product prices make consumers want to continue to subscribe	0.727	0.194	Valid
7	The price of the product offered is similar to the price offered by other providers	0.807	0.194	Valid
8	Prices of products offered tend to be low	0.879	0.194	Valid

Source : Primary Data 2022

Based on the above table, the price obtained the value of r count $>$ r table (0.194), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data

Table 3. Validity Test Results Based on Service Quality

No	Question	r count	r table	Notes
1	Appearance, ability of the company's physical	0.761	0.194	Valid



No	Question	r count	r table	Notes
	facilities and infrastructure is good			
2	Ability to show existence	0.723	0.194	Valid
3	Accuracy in serving the service	0.822	0.194	Valid
4	Good service according to service standards	0.840	0.194	Valid
5	Timely service	0.823	0.194	Valid
6	Guarantee of certainty in service	0.887	0.194	Valid
7	Able to provide the right solution	0.882	0.194	Valid
8	Prompt and swift in service	0.915	0.194	Valid
9	Prioritize customer requests	0.847	0.194	Valid
10	Care about the condition of the customer	0.864	0.194	Valid

Source: Data Primer diolah 2022

Based on the table data above, the service quality variable (X3) obtained the value of r count > r table (0.194), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data.

Table 4. Validity Test Results Based on Consumer Satisfaction

No	Question	r count	r table	Notes
1	Knowing that in terms of price MyRepublic is cheaper than other providers	0.652	0.194	Valid
2	Knowing that the equipment / equipment is very complete	0.733	0.194	Valid
3	MyRepublic really prioritizes service	0.829	0.194	Valid
4	Liked the MyRepublic service system	0.870	0.194	Valid
5	Love the employees who are very polite	0.852	0.194	Valid
6	Liked Myrepublic because the response was fast	0.768	0.194	Valid
7	Always wanted to use MyRepublic's services because they can be trusted	0.778	0.194	Valid
8	Always wanted to use MyRepublic because it is credible in conveying information	0.759	0.194	Valid
9	Always use MyRepublic because of the best maintenance	0.783	0.194	Valid
10	Liked the price set by MyeRepublic very cheap	0.768	0.194	Valid

Source : Primary Data 2022

Based on the table above, the consumer satisfaction, obtained the value of r count > r table (0.194), thus all questionnaire items were declared valid. For this reason, the questionnaire used is feasible to be processed as research data

Reliability Test

Table 5. Reliability Test Results

Variabel	Cronbach Alpha	Standar Cronbach Alpha	Remarks
Product quality (X1)	0.947	0.600	Reliabel
Price(X2)	0.942	0.600	Reliabel
Service Quality(X3)	0.952	0.600	Reliabel
Customer Satisfying (Y)	0.928	0.600	Reliabel

Source : Primary Data 2022

Based on the test results, it shows that the product quality (X1), price (X2), service quality (X3) and consumer satisfaction (Y) are declared reliable, this is evidenced by each variable having a greater Chronbath Alpha value from 0.600.

Normality Test

The normality test in this study used the Kolmogorov-Smirnov test with the significance $\alpha > 0.050$. The results of the normality test with the Kolmogorov-Smirnov are as follows:

**Table 6. Normality Test Results With Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		101
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.58944312
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.073
Test Statistic		.082
Asymp. Sig. (2-tailed)		.092 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Primary Data 2022

Based on the normality test results, a significance value of $\alpha = 0.092 > 0.050$ which mean the assumption of the distribution of equations in this test is normal.

Heteroscedasticity Test

Table 7. Heterocedasticity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.607	.890		4.052	.000
	KUALITAS PRODUK	-.031	.028	-.219	-1.107	.271
	HARGA	-.019	.043	-.090	-.449	.654
	KUALITAS PELAYANAN	.005	.039	.028	.137	.892

a. Dependent Variable: Absut

Source : Primary Data 2022

Based on the test results, the glejser test model on the product quality variable (X1) obtained a significant probability value (Sig.) of 0.271, price (X2) obtained a significant probability value (Sig.) of 0.654 and X3 obtained a significant probability value (Sig.) of 0.892 where the three significance values (Sig.) > 0.05 . Thus the regression model on this data does not have heteroscedasticity disturbances, so this regression model is suitable for use as research data.

Multiple Linier Regression

Table 8. Results of Multiple Regression Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.437	1.444		1.688	.095
	KUALITAS PRODUK	.106	.046	.147	2.321	.022
	HARGA	.159	.069	.147	2.301	.024
	KUALITAS PELAYANAN	.656	.063	.694	10.459	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Source : Primary Data 2022

Based on the results of the analysis of the regression calculation in the table above, it can be obtained the regression equation $Y = 2.437 + 0.106X_1 + 0.159X_2 + 0.656X_3$. From the equation above, it can be concluded as follows:

- a. a. A constant value of 2.437 means that if the variable product quality (X1), price (X2) and service quality (X3) does not exist, then there is a consumer satisfaction value (Y) of 2.437 points.



- b. b. Product quality value (X1) 0.106 means that if the constant is constant and there is no change in the price variable (X2) and service quality (X3), then every change of 1 unit in the product quality variable (X1) will result in a change in consumer satisfaction (Y) of 0.106 points.
- c. c. Price value (X2) 0.159 means that if the constant is constant and there is no change in the product quality variable (X1 and service quality (X3), then every 1 unit change in the price variable (X2) will result in a change in customer satisfaction (Y) of 0.159 point.
- d. d. The value of service quality (X3) 0.656 means that if the constant is constant and there is no change in the product quality variable (X1) and price (X2), then every change of 1 unit in the service quality variable (X3) will result in a change in customer satisfaction (Y) of 0.656 points.

Determinant Coefficient Analysis (R²)

Table 9. Determinant Coefficient Analysis (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 ^a	.905	.902	1.614

a. Predictors: (Constant), KUALITAS PELAYANAN, KUALITAS PRODUK, HARGA
 b. Dependent Variable: KEPUASAN KONSUMEN

Above result shows the value of determination or influence contribution is 0.905 or 90.5% while the remaining 9.5% is influenced by other factors.

T Test Analysis

Table 10. T Test Analysis Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.437	1.444		1.688	.095
	KUALITAS PRODUK	.106	.046	.147	2.321	.022
	HARGA	.159	.069	.147	2.301	.024
	KUALITAS PELAYANAN	.656	.063	.694	10.459	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Above table informed that partially product quality has positive significant effect on customer satisfaction with value of t count > t table or (2.321 > 1.660). and p value < Sig.0.05 or (0.022 < 0.05), H0 is rejected and H1 is accepted, this indicates that there is a partial significant effect between product quality on Myrepublic customer satisfaction in Sawangan Indah Depok.

Price partially has significant effect on customer satisfaction, the test results show the value of t count $>$ t table or $(2.301 > 1.660)$ and the value of p value $<$ Sig.0.05 or $(0.024 < 0.05)$. Thus, H_0 is rejected and H_2 is accepted, this indicates that there is a partially significant effect between price and customer satisfaction at Myrepublic in Sawangan Indah Depok.

Service quality has significant effect on customer satisfaction, show by the result that value of the t count $>$ t table or $(10.459 > 1.660)$. and the p value $<$ Sig.0.05 or $(0.000 < 0.05)$. Thus, H_0 is rejected and H_1 is accepted, this indicates that there is a partial significant effect between service quality on MyRepublic customer satisfaction in Sawangan Indah Depok.

F Test Analysis

Table 11. F Test Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2414.615	3	804.872	309.035	.000 ^b
	Residual	252.633	97	2.604		
	Total	2667.248	100			

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), KUALITAS PELAYANAN, KUALITAS PRODUK, HARGA

According to the above table obtained, the calculated F value $>$ F table or $(309.035 > 2.470)$, and the p value $<$ Sig.0.05 or $(0.000 < 0.05)$. Thus, H_0 is rejected and H_3 is accepted, this indicates that there is a simultaneous significant influence between product quality, price and service quality on customer satisfaction in MyRepublic housing, Serua Permai, Tengerang Selatan

Based on the description in the previous chapters, and from the results of the analysis and discussion regarding the effect of product quality, price and service quality on MyRepublic customer satisfaction in Sawangan Indah Depok housing.

1. Effect of Product Quality (X1) on Consumer Satisfaction (Y)

The test results in the table above, it is obtained that t count $>$ t table or $(2.321 > 1.660)$. This is also reinforced by the p value $<$ Sig.0.05 or $(0.022 < 0.05)$. Thus, H_0 is rejected and H_1 is accepted, this indicates that there is a partial significant effect between product quality on Myrepublic customer satisfaction in Sawangan Indah Depok.

2. Effect of Price (X2) on Consumer Satisfaction (Y)

The test results in the table above, the value of t count $>$ t table or $(2.301 > 1.660)$ is obtained. This is also reinforced by the value of p value $<$ Sig.0.05 or $(0.024 < 0.05)$. Thus, H_0 is rejected and H_2 is accepted, this indicates that there is a partially significant effect between price and customer satisfaction at Myrepublic in Sawangan Indah Depok.

3. Effect of service quality (X3) on consumer satisfaction (Y).

In accordance with the results of the SPSS calculation, it is obtained that t count $>$ t table or $(10.459 > 1.660)$. This is also reinforced by the p value $<$ Sig.0.05 or $(0.000 < 0.05)$. Thus, H_0 is rejected and H_1 is accepted, this indicates that there is a partial significant effect between service quality on MyRepublic customer satisfaction in Sawangan Indah Depok.



4. Effect of Product Quality (X1), Price (X2) and Service Quality (X3) on consumer satisfaction (Y)

According to the results obtained, the calculated F value $>$ F table or (309.035 $>$ 2.470), this is also reinforced by the p value $<$ Sig.0.05 or (0.000 $<$ 0.05). Thus, H0 is rejected and H3 is accepted, this indicates that there is a simultaneous significant influence between product quality, price and service quality on customer satisfaction in MyRepublic housing, Serua Permai, Tengerang Selatan.

The value of the multiple regression equation $Y = 2.437 + 0.106X1$ is obtained. correlation coefficient of 0.795 means that the two variables have a moderate level of relationship. The value of determination or influence contribution is 0.905 or 90.5% while the remaining 9.5% is influenced by other factors. The hypothesis test obtained by the value of t count $>$ t table or (2.321 $>$ 1.660). Thus H0 is rejected and H1 is accepted, meaning that there is a partially significant influence between service quality on MyRepublic customer satisfaction in Sawangan Indah Depok housing.

E. CONCLUSION

The result of the research concluded that there is positive and significant effect of Product Quality (X1) on Customer Satisfaction (Y), positive and significant effect of Price (X2) on Consumer Satisfaction (Y) and positive and significant effect of service quality (X3) on consumer satisfaction (Y) both partial and simultaneous.

The results of this study are in line with previous research conducted by Risatuul Umami, As'at Rizal & Sumartik (2019), entitled "The Influence of Product Quality, Price and Service Quality on Consumer Satisfaction at Warsu Coffe Café". Which states, the results of the t test obtained t count of 4.779 this shows that tcount 4.779 is greater than ttable 1.662. Variable Product quality has a significant influence on consumer satisfaction at Warsu Coffe Café

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