

THE EFFECT OF PRODUCT QUALITY ON CONSUMER BUYING INTEREST WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE BLACK MARKET TEBING TINGGI ONLINE STORE

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Abstract

This study aims to determine how the influence of product quality on consumer buying interest with customer satisfaction as an intervening variable at the Tebing Tinggi Black Market Online Store. The research method used is the method of qualitative data and quantitative data. While the data used is primary data. The data analysis method in this study uses simple linear regression analysis to obtain a comprehensive picture of the effect of product quality variables on consumer buying interest using the SPSS 25 for Windows program. To find out whether there is a significant effect of the independent variable on the dependent variable, a simple linear regression model is used. The results of testing the first hypothesis are accepted, meaning Product Quality(X) has a positive and significant effect on Customer Satisfaction (Z). The second hypothesis is accepted, meaning that the product quality (X) has a positive and significant effect on Purchase Interest (Y). The third hypothesis is accepted, meaning Customer Satisfaction (Z) has a positive and significant effect on Purchase Interest (Y). Path analysis shows the direct effect of variable X on variable Y of 0.670. Meanwhile, the indirect effect through variable Z is $0.803 \times 0.273 = 0.2192$. From the calculation results obtained, it shows that the direct effect through variable X is greater than the indirect effect on variable Y.

Keywords: Product Quality, Customer Satisfaction, Purchase Interest

1. INTRODUCTION

Competition in the increasingly open business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. According to Sukmawati and Suyono in Pramono quoted from Annafik and Rahardjo (2012), buying interest is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set. Then in the end make a purchase on an alternative that he likes the most or the process that consumers go through to buy an item or service based on various considerations.

The following are the facts of consumer purchases through the black market, which are more every month than the overall percentage data with the following data:

Table 1.1
Consumer Purchase Facts Through Black Market

Month/ year 2021-2022	Brand or type of goods	Amount
September	cell phone	40%
October	Motorcycle	35%
November	Electronic devices	50%
December	WL	60%
January	WL	50%
February	Motorcycle	40%

Source: High Cliff Black Market

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TINGGI ONLINE STORE**

Hastuti Handayani Harahap

The company diversifies its products with consideration to take advantage of existing strengths in its current business in the fields of marketing, production, technology or finance. While Kotler & Keller translation Bob Sabran (2012:145) defines product quality as follows: "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes".

Richard L. Oliver (in Fandy Tjiptono, 2015: 23) defines customer satisfaction as a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or outcome) of a product and its expectations. A consumer is satisfied or not, it really depends on the product's performance (Perceived Performance) compared to customer expectations, and whether the consumer interprets the deviation or gap between the performance and the expectation. Consumer satisfaction is defined as a situation where consumer expectations of a product are in accordance with the reality accepted by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied. Consumer expectations can be known from their own experiences when using the product, information from other people, and information obtained from advertising or other promotions. In this study, the phenomena and facts that are currently happening in this study are that many have used this online buying and selling facility used by all groups. What has been clarified in the table above is a number of sales ranging from electronic equipment to motorcycles.

2. LITERATURE REVIEW

2.1 Product quality

According to Kotler and Armstrong (2015:224) product quality is how the product has a satisfactory value consumers both physically and psychologically who show on the attributes or properties contained in an item or result. Assauri (2015: 90) says that product quality is a the factors contained in an item or result that cause the goods or results are in accordance with the purpose for which the goods or intended results.

Product quality is an important thing that must be cultivated by every company if they want the product they produce can compete in the market. Today, due to the economic capacity and the level of public education tends to increase, so that some People are increasingly critical in consuming a product. Consumers always want to get quality products according to their needs the price paid. Although there are some people who believes that an expensive product is a quality product.

2.2 Customer satisfaction

(Khan, 2012) customer satisfaction is used to measure company performance in both internal to compensate human resources, observe performance and assign funds as well as for external customer satisfaction as well as a source of information for all stakeholders (customers, public policies made competitors and investors). According to Richard Oliver (in Zeithaml., et al. 2018) customer satisfaction is a fulfillment response from customers towards a product or service itself that have met the needs and expectations of customers. Customer satisfaction is a post-purchase evaluation in which the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises when the outcome does not meet expectations (in Sudaryono, 2016).

2.3 Buying Interest

Durianto (2013: 58), reveals that "Buying interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses and advantages of the product. compared to other brands. Buying interest is the selection of two or more alternative choices which means that the condition for someone to be able to make a decision must be

available various alternative choices. The decision to buy can affect how the decision-making process is carried out.

Sutisna and Pawitra (Meldarianda & Lisan, 2010) state that buying interest is a person's plan to buy a product that is needed. Then Meldarianda and Lisan (2010) concluded that buying interest is a process of planning a person's purchase of a product by considering several things, including the number of products, brands, and attitudes in consuming the product.

3. IMPLEMENTATION METHOD

The data used is quantitative data according to Sugiyono (2015) which is data in the form of numbers or qualitative data that is numbered. In this study, primary data in the form of data from questionnaires and interviews conducted by researchers (Ghozali 2011). Data collection techniques carried out are by: Questionnaires or questionnaires are a number of questions or written statements about factual data or opinions related to the respondent, which are considered facts or truths that are known and need to be answered by the respondent (Suroyo anwar 2009:168.). In this questionnaire, a closed question model will be used, namely questions that have been accompanied by previous alternative answers so that respondents can choose one of these alternative answers.

Sample According to (Sugiyono, 2016:81) that: "The sample is part of the number and characteristics possessed by the population. This sampling must be carried out in such a way that a sample can truly function or can describe the actual state of the population, in other terms it must be representative. Data analysis is a desire to group, make a sequence, manipulate and abbreviate data so that it is easy to read and understand.

Simple regression analysis according to Ghozali (2011) is based on a causal or functional relationship between one independent variable and the dependent variable. This regression coefficient aims to determine whether the independent variables contained in the regression equation individually affect the value of the dependent variable. Simple linear regression analysis serves to examine the causal relationship between the causal factors and the effect variables.

4. RESULTS AND DISCUSSION

4.1 Normality test

Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Testing the normality of the data can be done using two methods, graphs and statistics. Test the normality of the graph method using a normal probability plot.

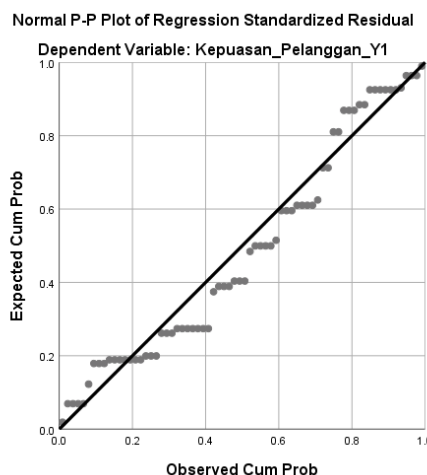


Table 4.1. Normal P Plot

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TINGGI ONLINE STORE**

Hastuti Handayani Harahap

Data that is normally distributed will form a straight diagonal line and plotting residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016).

4.2 Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF).

Table 4.1 Multicollinearity Test Results

Model		Coefficients ^a				Sig.	Collinearity Statistics	
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t		Tolerance	VIF
1	(Constant)	5.104	1.026		4.974	.000		
	Quality_Product_X	.681	.061	.803	11.107	.000	1,000	1,000

a. Dependent Variable: Customer_Satisfaction_Z

Source: Data processed from attachment 4 (2022)

The tolerance value of Product Quality (X) is 1,000, all of which are greater than 0.10, while the VIF value of Product Quality (X) is 1,000, all of which are less than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables are greater than 0.10 and the VIF value of all independent variables is also smaller than 5 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

4.3 Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test, in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity.

Table 4.2 Glejser Test Results

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	
1	(Constant)	.748	.569		1.314	.193
	Quality_Product_X	.011	.034	.039	.324	.747

a. Dependent Variable: Abs_RES

Source: Data processed from attachment 4 (2022)

Based on the above test, the significance value of Product Quality (X) is greater than 0.05 (5%) which is 0.747, so there is no indication of heteroscedasticity.

4.4 Multiple Linear Regression Test

Multiple linear regression testing explains the role of the Product Quality variable (X) on the Customer Satisfaction variable (Z). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows.

Table 4.3. Multiple Linear Regression Results

Model		Coefficients ^a			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta			Tolerance	VIF
1	(Constant)	5.104	1.026		4.974	.000		
	Quality_Product_X	.681	.061	.803	11.107	.000	1,000	1,000

a. Dependent Variable: Customer_Satisfaction_Z
Source: Data processed from attachment 4 (2022)

Based on these results, the multiple linear regression equation has the formulation: $Z = a + b X +$, so that the equation is obtained: $Z = 5,104 + 0,681 X +$

4.5 Coefficient Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R²) is getting bigger (closer to 1), it can be said that the influence of the variable Product Quality (X) is big against Customer Satisfaction variable (Z).

Table 4.4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Model Summary ^b	
				Std. Error of the Estimate	Durbin-Watson
1	.803a	.645	.639	1.136	1,867

a. Predictors: (Constant), Quality_Product_X
Source: Data processed from attachment 4 (2022)

It can be seen that the adjusted R square value is 0.639 or 63.9%. This shows if variable Product Quality (X) can explain the variable Customer Satisfaction (Z) of 63.9%, the remaining 36.1% (100% - 63.9%) is explained by other variables outside this research model.

4.6 Normality test

Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Testing the normality of the data can be done using two methods, graphs and statistics. Test the normality of the graph method using a normal probability plot.

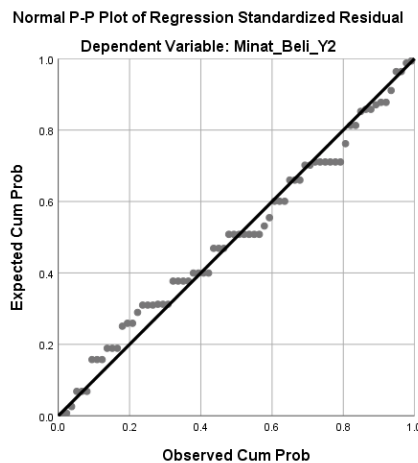


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CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE BLACK MARKET TEBING
TINGGI ONLINE STORE**

Hastuti Handayani Harahap

Data that is normally distributed will form a straight diagonal line and plotting residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016).

4.7 Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF).

Table 4.5 Multicollinearity Test Results

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.156	.973		1.188	.239		
	Quality_Product_X	.638	.084	.670	7,644	.000	.355	2.814
	Customer_Satisfaction_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Interest_Beli_Y

Source: Data processed from attachment 4 (2022)

Tolerance value of Product Quality (X) is 0.355, Customer Satisfaction (Z) is 0.355, all of which are greater than 0.10, while the VIF value of Product Quality (X) is 2.814 and Customer Satisfaction (Z) is 2.814, where all of them are higher. smaller than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 5 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

4.8 Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test, in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity.

Table 4.6 Glejser Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.406	.623		2.257	.027
	Quality_Product_X	-.112	.053	-.413	-2.094	.140
	Customer_Satisfaction_Z	.069	.063	.214	1.088	.281

Dependent Variable: Abs_RES

Source: Data processed from attachment 4 (2022)

Based on the above test, the significance value of Product Quality (X) is greater than 0.05 (5%) which is 0.140, Customer Satisfaction (Z) is greater than 0.05 (5%) which is 0.281, so there is no indication of heteroscedasticity.

4.9 Multiple Linear Regression Test

Multiple linear regression testing explains the magnitude of the role of Product Quality (X) and Customer Satisfaction (Z) on Purchase Interest (Y). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows.

Table 4.7. Multiple Linear Regression Results

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	1.156	.973		1.188	.239	
	Quality_Product_X	.638	.084	.670	7,644	.000	.355 2.814
	Customer_Satisfaction_Z	.307	.098	.273	3.121	.003	.355 2.814

a. Dependent Variable: Interest_Beli_Y

Source: Data processed from attachment 4 (2022)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X + b_2Z +$, so that the equation is obtained: $Y = 1.156 + 0.638 X + -0.307 Z +$

4.10 Coefficient Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R²) is getting bigger (closer to 1), it can be said that the influence of the variable X is large on Customer Satisfaction (Z).

The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables.

Table 4.8. Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.904a	.817	.812	.922	1.495

a. Predictors: (Constant), Customer_Satisfaction_Z, Quality_Product_X

b. Dependent Variable: Interest_Beli_Y

Source: Data processed from attachment 4 (2022)

It can be seen that the adjusted R square value is 0.812 or 81.2%. This shows that Customer Satisfaction (Z) and Product Quality (X) can explain Purchase Interest (Y) of 81.2%, the remaining 18.8% (100% - 81.2%) is explained by other variables outside the model. this research.

4.11 Partial Test (t)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable.

Table 4.9 Partial Test (t) of Equation I

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	5.104	1.026		4.974	.000	

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Hastuti Handayani Harahap

Quality_Product_X	.681	.061	.803	11.107	.000	1,000	1,000
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a. Dependent Variable: Customer_Satisfaction_Z

Source: Data processed from attachment 4 (2022)

- a. Hypothesis Testing the effect of Product Quality variable (X) on Customer Satisfaction variable (Z).

Obtained a ttable value of 1.667. From the description it can be seen that tcount (11.107) > ttable (1.667), as well as a significance value of 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the Product Quality variable(X) has a positive and significant effecton Customer Satisfaction (Z).

Table 4.10 Partial Test (t) of Equation II

		Coefficientsa					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.156	.973		1.188	.239		
	Quality_Product_X	.638	.084	.670	7,644	.000	.355	2.814
	Customer_Satisfaction_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Interest_Beli_Y

Source: Data processed from attachment 4 (2022)

- a. Hypothesis Testing the Effect of Product Quality(X)to Purchase Interest (Y)

Obtained a ttable value of 1.667. From the description it can be seen that tcount (7.644) > ttable (1.667), and the significance value is 0.000 <0.05, it can be concluded that the second hypothesis is accepted, meaning thatProduct quality(X) has a positive and significant effectto Purchase Interest (Y).

- b. Hypothesis Testing the Effect of Customer Satisfaction (Z) on Purchase Interest (Y)

Obtained a ttable value of 1.667. From the description it can be seen that tcount (3.121) > ttable (1.667), and the significance value is 0.003 <0.05, it can be concluded that the third hypothesis is accepted, meaning thatCustomer Satisfaction (Z)take effectpositive andsignificantto Purchase Interest (Y).

4.12 Path Analysis

In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, the direct and indirect effects of the independent variable on the dependent variable will be calculated. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct effect of the independent variable on the dependent variable, then that variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To perform direct and indirect calculations, it is carried out from the following standardized coefficients of regression equations I and II:

Table 4.11 Value of Standardized Coefficients Equation I

		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
		1	(Constant)	5.104
	Quality_Product_X	.681	.061	.803

a. Dependent Variable: Customer_Satisfaction_Z

Source: Data processed from attachment 4 (2022)

Table 4.12 Value of Standardized Coefficients Equation II

Model		Coefficients ^a		Standardized Coefficients Beta
		Unstandardized Coefficients B	Std. Error	
1	(Constant)	1.156	.973	
	Quality_Product_X	.638	.084	.670
	Customer_Satisfaction_Z	.307	.098	.273

a. Dependent Variable: Interest_Beli_Y

Source: Data processed from attachment 4 (2022)

Furthermore, the standardized coefficients beta values will be included in the path analysis image as follows:

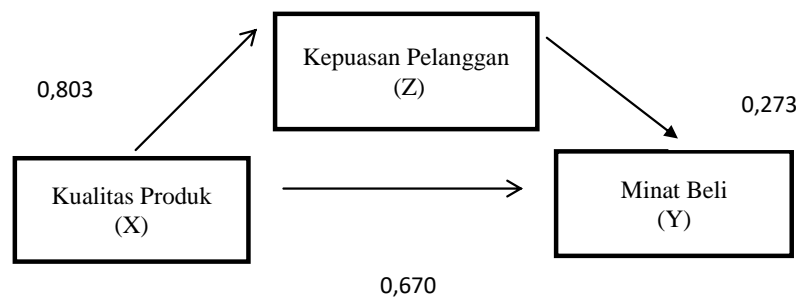


Figure 4.3 Path Analysis

Path analysis shows the direct effect of variable X on variable Y of 0.670. Meanwhile, the indirect effect through variable Z is $0.803 \times 0.273 = 0.2192$. From the calculation results obtained, it shows that the direct effect through variable X is greater than the indirect effect on variable Y. These results can be seen in the following table:

Table 4.13 Direct and Indirect Relationships

No	Variable	Direct	Indirect	Total	Criteria	Conclusion
1	Product quality (X)	0.670	0.803	-	Significant	As Independent Variable
2	Customer satisfaction (Y)	0.273	-	0.219	Significant	Not As an Intervening Variable

Source: Data processed from attachment 4 (2022)

5. CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded as follows:

- Obtained a ttable value of 1.667. From the description it can be seen that tcount (11.107) > ttable (1.667), as well as the significance value of $0.000 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning that the product quality(X) has a positive and significant effecton Customer Satisfaction (Z).
- Obtained a ttable value of 1.667. From the description it can be seen that tcount (7.644) > ttable (1.667), and the significance value is $0.000 < 0.05$, it can be concluded that the second hypothesis is accepted, meaning thatProduct quality (X) has a positive and significant effectto Purchase Interest (Y).

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Hastuti Handayani Harahap

- c. obtained a ttable value of 1.667 From the description it can be seen that tcount (3.121) > ttable (1.667), and the significance value is 0.003 <0.05, it can be concluded that the third hypothesis is accepted, meaning that Customer Satisfaction (Z) take effect positive and significant to Purchase Interest (Y).
- d. Path analysis shows the direct effect of variable X on variable Y of 0.670. Meanwhile, the indirect effect through variable Z is $0.803 \times 0.273 = 0.2192$. From the calculation results obtained, it shows that the direct effect through variable X is greater than the indirect effect on variable Y.

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