

The Effect of Product Quality and Price on Purchase Decisions through Customer Satisfaction at the Marketplace Shopee (Case Study on Employees of PT Wahana Makmur Sejati)

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Abstract

This research is a result of capturing the quality of the product weight and cost satisfaction. This research channel is based on PT Wahana Makmur which uses the shopee marketplace. This research uses quantitative method where the technique of unification of questionnaire data. So that the sample quantity of 112 respondents. Data is worked on SPSS software version 25. Data analysis techniques use path analysis. The indirect harvesting of product quality through Customer Satisfaction has positive and significant effect on the Purchase Decision, and also Price through Customer Satisfaction has positive and significant effect on the Purchase Decision. In equation 1, Product Quality has a significant influence on Customer Satisfaction, while Price also has a significant influence on Customer Satisfaction. For equation 2 states that Product Quality has a significant influence on Purchasing Decisions, Price has a significant influence on Purchasing Decisions, and Customer Satisfaction also has a significant influence on Purchasing Decisions. Thus it can be concluded that Product Quality and Price simultaneously have a significant effect on Customer Satisfaction, while Product Quality, Price and Customer Satisfaction simultaneously have a significant effect on Purchasing Decisions.

Keywords

product quality; price; purchase decision; customer satisfaction



I. Introduction

Along with the development of the digital era and the rapid development of information, competition between companies inevitably becomes very tight. The most prominent problem of competition between companies in order to stay afloat is to build a strategy to maintain customer satisfaction so that customers continue to buy products from their company. Therefore, the company's success must be achieved by producing services and goods according to the needs of its customers. In the business world, high product quality can attract buying interest among customers (Palma & Andjarwati, 2016).

With the quality of the product and there is an adjustment, namely the price. Price can also influence purchasing decisions and create customer satisfaction with the products offered. By paying attention to this, it is hoped that the company's sales can continue to run well and develop in the future and can survive in competition with other competitors. Moreover, the better the feedback from customers, the more attention must be paid to the quality of the products to be distributed. This is so that customers feel satisfied when they receive the goods or services offered. There are four indices to measure customer satisfaction, namely fulfillment of weight chapters, fulfillment of chapter numbers, superior interpretation and customer desire (Ghassani & Suryoko, 2017).

According to website performance measurements, the Shopee marketplace is in first place. In addition, quoting from iPrice in August 2020, in the second quarter of 2020 the total money spent through the Shopee website was recorded at 93.44 million per month. Shopee is considered the best marketplace because of the many promotions that are held every month. Plus Shopee often collaborates with domestic and foreign artists to attract the interest of its customers and potential customers. Products found at Shopee Mall can be guaranteed authenticity and always present promotions in the form of free product returns to refunds if the product does not match what the customer ordered. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

Another important thing is that the Shopee Marketplace can be accessed anywhere and anytime, especially in the current era of digitalization 4.0. Where we can save time by shopping online, and customers are also facilitated with the various features that Shopee currently provides so that customers from all walks of life feel safe and comfortable using this Shopee application. While the reason the author chose a case study on Shopee Marketplace users at PT Wahana Makmur Sejati is because we have entered the digitalization era where everything is completely online. And it is hoped that in this study the authors can find out the online shopping behavior of PT Wahana Makmur Sejati employees through the Shopee Marketplace.

II. Review of Literature

2.1 Buying Decision

Purchase decisions are in line with customer behavior when using a product. Before deciding to make a purchase, customers take various considerations to decide what product they need or want (Walukow & Maneneke, 2014).

2.2 Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment for customers or buyers that grows from the results of considering the results and expectations of a product with the impression it gets (Tjiptono & Diana, 2019).

2.3 Product Quality

Product quality is the capability of a product to fulfill its functions. The ability to fulfill this function can be seen as a whole from the accuracy of needs and ease of operation (Kotler & Keller, 2020).

2.4 Price

Price is the amount/value of money that customers are obliged to pay to business people to obtain the services or goods they need. Prices are usually determined by the business actor as the seller or owner of services or goods. However, customers as buyers can make offers at prices that have been determined by the seller (Sejati, 2016).

2.5 Hypothesis

H1: Product quality affects customer satisfaction

H2: Price affects customer satisfaction

H3: Customer satisfaction has an effect on purchasing decisions

H4: Product quality influences purchasing decisions

H5: Price has an effect on purchasing decisions

H6: Product quality and price affect purchasing decisions through customer satisfaction.

III. Research Method

The method used in this study uses quantitative research whose analysis is described in the form of statistics (Ghozali, 2013). Employees of PT Wahana Makmur Sejati were used as the population in the research that the researchers carried out. It is known that there are 112 employees and the entire population is used as the research sample. Then because the researcher used the entire population as a sample, the sampling technique that the researcher used was the saturated sample technique (Kurniawan, Puspataningtyas, & Zarah, 2016). Researchers used questionnaires and conducted interviews and observations as data collection techniques. This study also uses the path analysis method as a research analysis technique. Below is the formula that researchers use in research, namely:

$$Y = \beta_{YX1}X1 + \beta_{YX2}X2 + \varepsilon_1$$

$$Z = \beta_{ZX1}X1 + \beta_{ZX2}X2 + \beta_{ZY}Y + \varepsilon_2$$

Information:

Y = Customer Satisfaction

Z = Purchase Decision

X1 = Product Quality

X2 = Price

β_{YX1} = Line Coefficient of Product Quality on Customer Satisfaction

β_{YX2} = Price Path Coefficient on Customer Satisfaction

β_{ZY} = Path Coefficient of Customer Satisfaction on Purchase Decision

ε = Effect of other factors

IV. Results and Discussion

4.1 Descriptive Statistics

The descriptive statistics below provide an overview to provide information in terms of standard deviation, maximum and minimum.

Table 1.Product Quality Variable Descriptive

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|----|-----------|----|----|-----|-----|-----|-------------|---------|-----------|
| 1 | X1.1 | 0 | 0 | 3 | 54 | 55 | 500 | 4.46 | Very good |
| | | 0% | 0% | 3% | 48% | 49% | 89% | | |
| 2 | X1.2 | 0 | 0 | 3 | 61 | 48 | 493 | 4.40 | Very good |
| | | 0% | 0% | 3% | 54% | 43% | 88% | | |
| 3 | X1.3 | 0 | 0 | 21 | 62 | 29 | 456 | 4.07 | Well |
| | | 0% | 0% | 19% | 55% | 26% | 81% | | |
| 4 | X1.4 | 0 | 0 | 4 | 65 | 43 | 487 | 4.35 | Very good |
| | | 0% | 0% | 4% | 58% | 38% | 87% | | |
| 5 | X1.5 | 0 | 0 | 5 | 78 | 29 | 472 | 4.21 | Very good |
| | | 0% | 0% | 4% | 70% | 26% | 84% | | |

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|-----------------|-----------|----|----|-----|-----|-----|-------------|---------|-----------|
| 6 | X1.6 | 0 | 0 | 9 | 68 | 35 | 474 | 4.23 | Very good |
| | | 0% | 0% | 8% | 61% | 31% | 85% | | |
| 7 | X1.7 | 0 | 0 | 17 | 63 | 32 | 463 | 4.13 | Well |
| | | 0% | 0% | 15% | 56% | 29% | 83% | | |
| 8 | X1.8 | 0 | 0 | 11 | 69 | 32 | 469 | 4.19 | Well |
| | | 0% | 0% | 10% | 62% | 29% | 84% | | |
| 9 | X1.9 | 0 | 0 | 3 | 68 | 41 | 486 | 4.34 | Very good |
| | | 0% | 0% | 3% | 61% | 37% | 87% | | |
| 10 | X1.10 | 0 | 0 | 1 | 73 | 38 | 485 | 4.33 | Very good |
| | | 0% | 0% | 1% | 65% | 34% | 87% | | |
| Product quality | | | | | | | 4785 | 4.27 | Very good |
| Percentage | | | | | | | 105% | | |

Source: Research results, 2021

Based on table 1 above, it can be said that the product quality variable score of 4785 is equivalent to 4.27 and the average is in the range of 4.21-5.0 and it can be concluded that the product quality is in the very good category.

Table 2. Price Variable Descriptive

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|----|-----------|----|----|----|-----|-----|-------------|---------|-----------|
| 1 | X2.1 | 0 | 0 | 5 | 61 | 46 | 489 | 4.37 | Very good |
| | | 0% | 0% | 4% | 54% | 41% | 87% | | |
| 2 | X2.2 | 0 | 0 | 10 | 53 | 49 | 487 | 4.35 | Very good |
| | | 0% | 0% | 9% | 47% | 44% | 87% | | |
| 3 | X2.3 | 0 | 0 | 1 | 60 | 51 | 498 | 4.45 | Very good |
| | | 0% | 0% | 1% | 54% | 46% | 89% | | |
| 4 | X2.4 | 0 | 0 | 2 | 50 | 60 | 506 | 4.52 | Very good |
| | | 0% | 0% | 2% | 45% | 54% | 90% | | |
| 5 | X2.5 | 0 | 0 | 1 | 47 | 64 | 511 | 4.56 | Very good |
| | | 0% | 0% | 1% | 42% | 57% | 91% | | |
| 6 | X2.6 | 0 | 0 | 3 | 64 | 45 | 490 | 4.38 | Very good |
| | | 0% | 0% | 3% | 57% | 40% | 88% | | |
| 7 | X2.7 | 0 | 0 | 3 | 70 | 39 | 484 | 4.32 | Very good |
| | | 0% | 0% | 3% | 63% | 35% | 86% | | |
| 8 | X2.8 | 0 | 0 | 5 | 74 | 33 | 476 | 4.25 | Very good |
| | | 0% | 0% | 4% | 66% | 29% | 85% | | |
| 9 | X2.9 | 0 | 0 | 4 | 70 | 38 | 482 | 4.30 | Very good |
| | | 0% | 0% | 4% | 63% | 34% | 86% | | |
| 10 | X2.10 | 0 | 0 | 4 | 77 | 31 | 475 | 4.24 | Very good |
| | | 0% | 0% | 4% | 69% | 28% | 85% | | |

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|------------|-----------|----|----|----|-----|-----|-------------|---------|-----------|
| 11 | X2.11 | 0 | 0 | 7 | 75 | 30 | 471 | 4.21 | Very good |
| | | 0% | 0% | 6% | 67% | 27% | 84% | | |
| Price | | | | | | | 5369 | 4.36 | Very good |
| Percentage | | | | | | | 118% | | |

Source: Research results, 2021

Based on table 2 above, it can be said that the price variable score of 5369 is equivalent to 4.36 and the average is in the range of 4.21-5.0 and it can be concluded that the product quality is in the very good category.

Table 3. Descriptive of Purchase Decision Variables

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|----|-----------|----|----|-----|-----|-----|-------------|---------|-----------|
| 1 | Y1 | 0 | 0 | 15 | 61 | 36 | 469 | 4.19 | Well |
| | | 0% | 0% | 13% | 54% | 32% | 84% | | |
| 2 | Y2 | 0 | 0 | 15 | 69 | 28 | 461 | 4.12 | Well |
| | | 0% | 0% | 13% | 62% | 25% | 82% | | |
| 3 | Y3 | 0 | 0 | 2 | 53 | 57 | 503 | 4.49 | Very good |
| | | 0% | 0% | 2% | 47% | 51% | 90% | | |
| 4 | Y4 | 0 | 0 | 6 | 68 | 38 | 480 | 4.29 | Very good |
| | | 0% | 0% | 5% | 61% | 34% | 86% | | |
| 5 | Y5 | 0 | 0 | 2 | 58 | 52 | 498 | 4.45 | Very good |
| | | 0% | 0% | 2% | 52% | 46% | 89% | | |
| 6 | Y6 | 0 | 0 | 3 | 64 | 45 | 490 | 4.38 | Very good |
| | | 0% | 0% | 3% | 57% | 40% | 88% | | |
| 7 | Y7 | 0 | 0 | 3 | 63 | 46 | 491 | 4.38 | Very good |
| | | 0% | 0% | 3% | 56% | 41% | 88% | | |
| 8 | Y8 | 0 | 0 | 10 | 59 | 43 | 481 | 4.29 | Very good |
| | | 0% | 0% | 9% | 53% | 38% | 86% | | |
| 9 | Y9 | 0 | 0 | 2 | 70 | 40 | 486 | 4.34 | Very good |
| | | 0% | 0% | 2% | 63% | 36% | 87% | | |
| 10 | Y10 | 0 | 0 | 4 | 75 | 33 | 477 | 4.26 | Very good |
| | | 0% | 0% | 4% | 67% | 29% | 85% | | |
| 11 | Y11 | 0 | 0 | 4 | 70 | 38 | 482 | 4.30 | Very good |
| | | 0% | 0% | 4% | 63% | 34% | 86% | | |
| 12 | Y12 | 0 | 0 | 3 | 45 | 64 | 509 | 4.54 | Very good |
| | | 0% | 0% | 3% | 40% | 57% | 91% | | |
| 13 | Y13 | 0 | 0 | 3 | 47 | 62 | 507 | 4.53 | Very good |
| | | 0% | 0% | 3% | 42% | 55% | 91% | | |
| 14 | Y14 | 0 | 0 | 5 | 44 | 63 | 506 | 4.52 | Very good |
| | | 0% | 0% | 4% | 39% | 56% | 90% | | |

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|-----------------|-----------|----|----|----|-----|-----|-------------|---------|-----------|
| 15 | Y15 | 0 | 4 | 6 | 64 | 38 | 472 | 4.21 | Very good |
| | | 0% | 4% | 5% | 57% | 34% | 84% | | |
| 16 | Y16 | 0 | 8 | 8 | 58 | 38 | 462 | 4.13 | Well |
| | | 0% | 7% | 7% | 52% | 34% | 83% | | |
| 17 | Y17 | 0 | 1 | 2 | 62 | 47 | 491 | 4.38 | Very good |
| | | 0% | 1% | 2% | 55% | 42% | 88% | | |
| Buying decision | | | | | | | 8265 | 4.34 | Very good |
| Percentage | | | | | | | 182% | | |

Source: Research results, 2021

Based on table 3 above, it can be said that the purchasing decision variable score of 8265 is equivalent to 4.34 and the average is in the range of 4.21-5.0 and it can be concluded that the product quality is in the very good category.

Table 4. Descriptive of Customer Satisfaction Variables

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total Score | Average | Category |
|-----------------------|-----------|----|----|-----|-----|-----|-------------|---------|-----------|
| 1 | Z1 | 0 | 1 | 2 | 56 | 53 | 497 | 4.44 | Very good |
| | | 0% | 1% | 2% | 50% | 47% | 89% | | |
| 2 | Z2 | 0 | 2 | 11 | 50 | 49 | 482 | 4.30 | Very good |
| | | 0% | 2% | 10% | 45% | 44% | 86% | | |
| 3 | Z3 | 0 | 1 | 8 | 58 | 45 | 483 | 4.31 | Very good |
| | | 0% | 1% | 7% | 52% | 40% | 86% | | |
| 4 | Z4 | 0 | 3 | 8 | 59 | 42 | 476 | 4.25 | Very good |
| | | 0% | 3% | 7% | 53% | 38% | 85% | | |
| 5 | Z5 | 0 | 4 | 15 | 54 | 39 | 464 | 4.14 | Well |
| | | 0% | 4% | 13% | 48% | 35% | 83% | | |
| 6 | Z6 | 0 | 1 | 7 | 64 | 40 | 479 | 4.28 | Very good |
| | | 0% | 1% | 6% | 57% | 36% | 86% | | |
| 7 | Z7 | 0 | 2 | 14 | 61 | 35 | 465 | 4.15 | Well |
| | | 0% | 2% | 13% | 54% | 31% | 83% | | |
| 8 | Z8 | 0 | 0 | 3 | 54 | 55 | 500 | 4.46 | Very good |
| | | 0% | 0% | 3% | 48% | 49% | 89% | | |
| 9 | Z9 | 0 | 0 | 2 | 58 | 52 | 498 | 4.45 | Very good |
| | | 0% | 0% | 2% | 52% | 46% | 89% | | |
| 10 | Z10 | 0 | 1 | 3 | 55 | 53 | 496 | 4.43 | Very good |
| | | 0% | 1% | 3% | 49% | 47% | 89% | | |
| 11 | Z11 | 0 | 3 | 6 | 57 | 46 | 482 | 4.30 | Very good |
| | | 0% | 3% | 5% | 51% | 41% | 86% | | |
| Customer satisfaction | | | | | | | 5322 | 4.32 | Very good |
| Percentage | | | | | | | 117% | | |

Source: Research results, 2021

Based on table 4 above, it can be said that the customer satisfaction variable score of 5322 is equivalent to 4.32 and the average is in the range of 4.21-5.0 and it can be concluded that the product quality is in the very good category.

4.2 Hypothesis

Table 5. The Effect of Product Quality on Customer Satisfaction

| | | | ρ | tcount | t-table | Label |
|------------------------|---|-----------------------|--------|--------|---------|-------------|
| Product quality | → | Customer satisfaction | 0.351 | 3,561 | 1,982 | Significant |

Source: SPSS 2021 data processing results

Based on table 5 above, it can be concluded that product quality has a positive and significant effect on customer satisfaction with a value of 0.351, meaning that an increase in one unit of product quality variable will increase customer satisfaction variables. Where the t test of 3.651 is more than the t table of 1.928.

Table 6. The Effect of Price on Customer Satisfaction

| | | | ρ | tcount | t-table | Label |
|--------------|---|-----------------------|--------|--------|---------|-------------|
| Price | → | Customer satisfaction | 0.597 | 5,833 | 1,982 | Significant |

Source: SPSS 2021 data processing results

Based on table 6 above, it can be concluded that the price has a positive and significant effect on customer satisfaction with a value of 0.597, meaning that an increase in one unit of the price variable will increase the customer satisfaction variable. Where the t test of 5.833 is more than the t table of 1.928.

Table 7. The Effect of Customer Satisfaction on Purchase Decisions

| | | | ρ | tcount | t-table | Label |
|------------------------------|---|-----------------|--------|--------|---------|-------------|
| Customer satisfaction | → | Buying decision | 0.347 | 5.505 | 1,982 | Significant |

Source: SPSS 2021 data processing results

Based on table 7 above, it can be concluded that customer satisfaction has a positive and significant effect on purchasing decisions with a value of 0.347, meaning that an increase in one unit of the customer satisfaction variable will increase the purchasing decision variable. Where the t-test is 5.505 more than the t-table is 1.928.

Table 8. Effect of Product Quality on Purchase Decisions

| | | | ρ | tcount | t-table | Label |
|------------------------|---|-----------------|--------|--------|---------|-------------|
| Product quality | → | Buying decision | 0.298 | 4,348 | 1,982 | Significant |

Source: SPSS 2021 data processing results

Based on table 8 above, it can be concluded that product quality has a positive and significant effect on purchasing decisions with a value of 0.298, meaning that an increase in one unit of product quality variable will increase the purchasing decision variable.

Where the t-test is 4.348 more than the t-table is 1.928.

Table 9.Influence of Price on Purchase Decision

| | | | ρ | tcount | t-table | Label |
|--------------|----------|-----------------|--------|--------|---------|-------------|
| Price | → | Buying decision | 0.241 | 3.116 | 1,982 | Significant |

Source: SPSS 2021 data processing results

Based on table 9 above, it can be concluded that price has a positive and significant effect on purchasing decisions with a value of 0.241, meaning that an increase in one unit of the price variable will increase the purchasing decision variable. Where the t-test numbered 3.116 more than the t-table 1.928.

Table 10. The Influence of Product Quality and Price on Purchase Decisions through Customer Satisfaction

| Variable | Path Coefficient | tcount | R ² |
|----------------------------------|------------------|--------|----------------|
| Product Quality (X1) | 0.298 | 4,348 | 0.771 |
| Price (X2) | 0.241 | 3.116 | |
| Customer Satisfaction (Z) | 0.347 | 5.505 | |

Source: SPSS 2021 data processing results

Based on table 10 above, it can be concluded that the coefficient of determination of the influence of product quality and price on purchasing decisions through customer satisfaction is 0.771 while the remaining 21.9 comes from the influence of external factors that researchers have not used in this study. The value of the product quality path coefficient of 0.298 has a positive effect, which means that the quality of the product increases by one unit so that the purchase decision also increases. The value of the product quality path coefficient of 0.241 has a positive effect, which means that the price increases by one unit so that purchasing decisions also increase. The value of the product quality path coefficient of 0.347 has a positive effect, which means that customer satisfaction is one unit so that purchasing decisions also increase.

Based on the results of the statistical analysis that has been described previously, it was found that; 1) Product quality has a positive effect on customer satisfaction; 2) Price has a positive effect on customer satisfaction; 3) Customer satisfaction has a positive effect on purchasing decisions; 4) Product quality has a positive effect on purchasing decisions; 5) Price has a positive effect on purchasing decisions; 6) Product quality and price have a positive effect on purchasing decisions through customer satisfaction. It can be concluded that the six hypotheses proposed by the researcher are accepted.

The identification of the research that the researchers carried out was the influence of product quality and price on purchasing decisions through customer satisfaction. The research carried out by the researchers is supported by research conducted by Pardede and Haryadi (2017) which proves that there is a positive and significant influence on the price variable and product quality variable on the purchasing decision variable through the consumer satisfaction variable. Good price and product quality will give satisfaction to customers so that it will affect the customer's purchase decision to buy the products offered by the company.

V. Conclusion

Based on the explanation that the researchers described earlier, that product quality and price have a positive effect on customer satisfaction. Based on the results of the study, it was also found that customer satisfaction had a positive effect on purchasing decisions. Then product quality and price have a positive effect on purchasing decisions. The results of the path analysis prove that the influence of product quality and price through the purchase satisfaction variable directly affects purchasing decisions.

The suggestion that researchers can give to PT Wahana Makmur Sejati is to make innovations by issuing new products which of course can be useful in every way and can attract the attention of loyal customers and even new customers, so Shopee can dominate the market and can compete with other marketplaces. For the price, Shopee must always pay attention that the price given must be in accordance with the quality and usability obtained from the products offered, so that customers do not feel disappointed. Especially in the era of digitalization like now where everything has switched to online, and many new marketplaces have sprung up so Shopee must always follow the market to be able to always innovate and survive among other competitors, such as adding various product brands that are being desired by customers from various circles

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