

Influence of product quality, brand image and price on consumer satisfaction of Amanda brownies in the city of Probolinggo

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Article Info

Article history:

Received : Jan 10, 2024

Revised : Feb 23, 2024

Accepted : Mar 29, 2024

Keywords:

Product Quality;

Brand Image;

Price;

Customer Satisfaction.

ABSTRACT

This study aims to determine the effect of product quality, brand image and price partially and simultaneously on consumer satisfaction of Amanda Brownies in Probolinggo City. The population of this study are consumers who have purchased Amanda Brownies in Probolinggo City. The data collection technique used a query. In addition, this study used a sample of 104 people with a sampling method, namely incidental sampling. This type of research is causal associative. Data processing in this study used SPSS version 23. Data analysis methods are validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination and hypothesis testing. The results of this study indicate that product quality (X1) has a positive and significant effect on customer satisfaction (Y) with at test value of 4.810 and is at a significance of 0.000 and the regression test results are 0.383, brand image (X2) has a positive and significant effect on customer satisfaction (Y) with at test value of 1.948 and is at a significance of 0.004 and the regression test results are 0.238, and price (X3) has a significant positive effect on customer satisfaction (Y) with at test value of 4.310 and is at a significance of 0.000 and the regression test results are 0.449. The results of statistical analysis obtained an F count value of 27.883 > 2.694 and a significance of 0.000 < 0.05. So that there is a joint influence of the variables of product quality (X1), brand image (X2) and price (X3) on customer satisfaction of Amanda Brownies in Probolinggo City.

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1. INTRODUCTION

In the current business era, competition in the business world is increasingly fierce. Companies use various ways to make a profit and attract consumer interest. The strategies used vary, but to make a profit, companies must prioritize consumer satisfaction (Kumar, 2008). If consumers are satisfied, then the marketing relationship with consumers will be good in the long term and the consumer's status can change to become a customer. Consumer satisfaction is created because the company's performance is in accordance with consumer needs and desires (Shah et al., 2023). According to Band in Indrasari (2019:87) "Satisfaction is achieved when quality meets and exceeds consumer expectations, desires and needs."

These needs and desires can be called consumer expectations. Consumer expectations stem from past purchasing experiences, the advice of friends and colleagues, and marketers' information and promises. If companies raise expectations too high, consumers will feel disappointed. However, if a company sets expectations too low, it will not attract enough consumers, even though it will be able to satisfy those who buy. When a company offers products that meet or exceed consumer expectations, it can be said that the company has delivered quality. A company that satisfies most of its consumers' needs over time is called a quality company, but we must distinguish between quality conformity and quality performance (or level).

A very important factor for consumer satisfaction is product quality. According to Kotler and Armstrong in Maelanicha et al. (2023:773) "Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Quality has a direct impact on product or service performance, so quality is closely related to customer value and satisfaction."

This is in line with three previous studies carried out by researchers Shah et al. (2023) that product quality has a significant and positive effect on consumer satisfaction. The second research conducted by Santoso & Khuzaini (2021) that product quality has a positive and significant effect on customer satisfaction. And the third research conducted by Wardina & Habib (2023) that product quality has a positive and significant effect on customer satisfaction. From this aspect, it means that the standards of basic food ingredients and composition used can provide the taste that consumers want, as well as concrete evidence of product quality provided by producers will further increase consumer satisfaction.

Not only product quality, but brand image is one of the factors that can influence consumer satisfaction. According to Roslina in Indrasari (2019:94) "Brand image is an association that appears in consumers' minds when they remember a particular brand." According to Fransiska Sari Wijaya and Retno Hidayati in Masfufah & Soebiantoro (2021:766) "The higher the brand image that consumers have, the higher the level of consumer satisfaction will be."

This is in line with three previous studies carried out by researchers Men (2021) that brand image has a positive effect on customer satisfaction. The second research conducted by Tri Rahardjo & Yulianto (2022) that Brand image has a positive and significant influence on customer satisfaction. And the third research conducted by Nurlia (2019) that brand image has a positive effect on consumer satisfaction.

This shows a positive relationship between brand image and consumer satisfaction. The better the brand image owned by the producer, the more satisfied consumers will be with the image owned by the producer. Because of course consumers, in fulfilling their needs, will choose producers who have a good image so that they don't feel disappointed later when they decide to use products from that company.

Apart from brand image, price can also influence consumer satisfaction. According to Sukirno in Abubakar (2022:53) "High prices can reduce demand and the lower the price, the greater the demand." This is in line with three previous studies carried out by researchers Wardina & Habib (2023) that price has a positive and significant effect on customer satisfaction. The second research conducted by Santoso & Khuzaini (2021) that price has a significant effect on customer satisfaction. And the third research conducted by (Wardina & Habib, 2023)(Wardina & Habib, 2023)(Wardina & Habib, 2023) Ahror & Soekotjo (2017) that price has a significant influence on customer decisions, meaning that the lower the price given, the higher the level of consumer satisfaction, for example Amanda brownies have a price of around Rp. 35,000 – Rp. 50,000, so it is easily accessible to consumers. Based on the background stated above, in this research the author took the title "The Influence of Product Quality, Brand Image and Price on Consumer Satisfaction of Amanda Brownies in Probolinggo City".

2. METHOD

2.1 Types of research

The type of research used in this research is quantitative research with causal relationships. According to Sugiyono (2022:37) "Causal relationships are relationships that are cause and effect." In this research there are two types of variables, namely independent variables (influencing variables) in the form of product quality, brand image and price, and dependent variables

(influenced) in the form of consumer satisfaction. So, researchers want to know the relationship between product quality, brand image and price on consumer satisfaction.

2.2 Data collection technique

According to Sugiyono (2022:224) "Data collection techniques are the most strategic step in research, because the main aim of research is to obtain data." In an effort to obtain the desired data, researchers used data collection techniques using questionnaires. According to Sugiyono (2022:142) "A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer."

2.3 Population

According to Sugiyono (2022:80) "Population is a generalized area consisting of; objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions." In this research, the population is all consumers who buy Amanda Brownies products around Probolinggo.

2.4 Sample

According to Sugiyono (2022:81) "The sample is part of the number and characteristics possessed by the population". The sampling technique used in the research is non-probability sampling. According to Sugiyono (2022:84) "Nonprobability sampling is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample."

The sample determination in this research was carried out using the incidental sampling method. According to Sugiyono (2022:85) "Incidental sampling is a technique for determining samples based on chance, that is, anyone who coincidentally/incidentally meets the researcher can be used as a sample, if it is deemed that the person who is met by chance is suitable as a data source." In this research, the number of samples taken was 104 respondents, this number was obtained from calculations using the Hair Formula.

According to Hidayatullah et al. (2023:96) "The Hair formula is used because the population size is not yet known with certainty and suggests that the minimum sample size be 5-10 times the indicator variable." So the number of indicators is 13 multiplied by 8 ($13 \times 8 = 104$) to get 104 respondents. ×

2.5 Data Type

The type of data used in this research is quantitative. According to Sugiyono (2022:9) "Quantitative research methods can be defined as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, analyzing quantitative statistical data, with the aim of testing predetermined hypotheses."

2.6 Data source

In this research the data used is primary data. According to Sugiyono (2022:137) "Primary data is a data source that directly provides data to data collectors". The data obtained came from respondents to Amanda Brownies consumers through questionnaires regarding product quality, brand image, price and consumer satisfaction.

2.7 Data analysis

Data analysis was carried out using Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Autocorrelation Test, Heteroscedasticity Test, Multiple Linear Regression Test, Partial Test, Simultaneous Test and Coefficient of Determination Test (R^2). The tools used in this research are IBM SPSS v.23.0.

3. RESULTS AND DISCUSSION

3.1 Validity test

This validity test is carried out by comparing the calculated r value with the r table with a significance level of 5% (Sujarweni & Utami, 2019). This validity test uses SPSS 23 with the following results:

Table 1. Validity Test Results

Variable	No. Items	r count	Rtable 0.05 (5%) (df=104-2)	Information
Product quality	X1.1	0.830	0.1927	Valid
	X1.2	0.815	0.1927	Valid

	X1.3	0.787	0.1927	Valid
	X1.4	0.738	0.1927	Valid
Brand Image	X2.1	0.847	0.1927	Valid
	X2.2	0.858	0.1927	Valid
	X2.3	0.655	0.1927	Valid
Price	X3.1	0.880	0.1927	Valid
	X3.2	0.890	0.1927	Valid
	X3.3	0.900	0.1927	Valid
Consumer Satisfaction	Y.1	0.894	0.1927	Valid
	Y.2	0.903	0.1927	Valid
	Y.3	0.860	0.1927	Valid

Source: Primary data processed by SPSS, 2023

From the table above it can be seen that all the variable measurement concepts of product quality, brand image, price and consumer satisfaction used in research with several statement items are declared valid because $t_{count} > t_{table}$ is 0.1927.

3.2 Reliability Test

Reliability testing was carried out using the Cronbach Alpha analysis technique. According to (Sujarweni & Utami, 2019) a variable is said to be reliable if it has a Cronbach Alpha > 0.70 . The test results for each variable are as follows:

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Information
X1	0.813	0.70	Reliable
X2	0.822	0.70	Reliable
X3	0.860	0.70	Reliable
Y	0.858	0.70	Reliable

Source: Primary data processed by SPSS, 2023

Based on Table 2 above, it shows that each variable has a Cronbach Alpha value $>$ Critical Value. Variable X1 has a value of $0.813 > 0.70$. Variable X2 has a value of $0.822 > 0.70$. Variable X3 has a value of $0.860 > 0.70$. Variable Y has a value of $0.858 > 0.70$. It can be concluded that all the variables used in this research are reliable.

3.3 Classic assumption test

3.3.1 Normality test

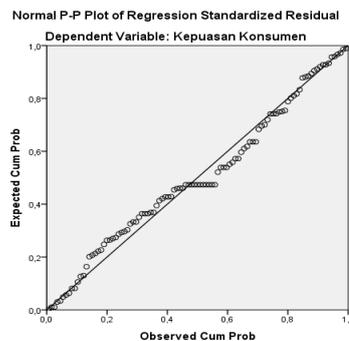


Figure 1. Normal Probability plots

Source: Primary data processed by SPSS, 2023

Shows that the normal graph PP Plot of Regression Standardized Residual describes the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line. According to (Sujarweni & Utami, 2019), then the regression model used in this study meets the normality assumption.

3.3.2 Autocorrelation Test

Table 3. Autocorrelation Test Results

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,866a	,749	,742	1,179	2,200

a. Predictors: (Constant), Price, Brand Image, Product Quality

b. Dependent Variable: Consumer Satisfaction

Source: Primary data processed by SPSS, 2023

Is known :
 DW = 2,200
 n = 104 – 2 = 102
 du = 1.7383
 4-du = 4 – 1.7383 = 2.2617

Table 4. Autocorrelation Test Calculation Results

DW	du	DW	4-du	Information
2,200	1.7383	2,200	2.2617	No Autocorrelation
2,200>1.7383		2,200<2.2617		

Based on tables 3 and 4 above, according to (Sujarweni & Utami, 2019) By using the Durbin Waston value with the criteria ($du < DW < 4-du$), the $DW > du$ value is $2.200 > 1.7383$ and $DW < 4-du$, namely $2.200 < 2.2617$, it can be concluded that there is no autocorrelation in the regression model used in this research.

3.3.3 Multicollinearity Test

Table 5. Multicollinearity Test

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,208	,771		-,270	,788		
	Product quality	,294	,064	,359	4,581	,000	,413	2,420
	Brand Image	,194	,076	,184	2,545	,012	,487	2,054
	Price	,433	,070	,435	6,176	,000	,511	1,958

a. Dependent Variable: Consumer Satisfaction

Source: Primary data processed by SPSS, 2023

According to (Sujarweni & Utami, 2019) If the resulting VIF is between 1-10 then multicollinearity does not occur. Based on the results of the multicollinearity test above, it can be seen in the Coefficients table (tolerance and VIF values). From the output it can be seen that the VIF value is less than 10 and the tolerance value is more than 0.1, so it can be concluded that there is no multicollinearity problem.

3.3.4 Heteroscedasticity Test

Table 6. Heteroscedasticity Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,153	1,580		,097	,923
	Product quality	-,091	,068	-,147	-1,337	,184
	Brand Image	-,041	,105	-,042	-,392	,696
	Price	,152	,088	,182	1,723	,088

a. Dependent Variable: Unstandardized Residual

Source: Primary data processed by SPSS, 2023

According to (Sujarweni & Utami, 2019) If the significance value is > 0.05 then there are no symptoms of heteroscedasticity. Analysis of the results of table 6 of the SPSS Glejser test above shows that in the regression analysis there are no symptoms of heteroscedasticity, this can be seen from the significant value of the product quality variable of $0.184 > 0.05$, the brand image variable of $0.696 > 0.05$ and the price variable of $0.088 > 0.05$.

3.4 Multiple Linear Regression Test

Multiple linear regression analysis is used to test the influence of the independent and dependent variables, namely: Product Quality (X1), Brand Image (X2) and Price (X3) on one dependent variable, namely Consumer Satisfaction (Y).

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Consumer satisfaction variable
 α = Constant
 X1 = Product quality

- X2 = Brand image
- X3 = Price
- β_1 =Regression coefficient for X1
- β_2 =Regression coefficient for X2
- β_3 =Regression coefficient for X3
- e =error

Table 7. Regression Testing Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,102	1,857		-1,671	,098
	Product quality	,383	,080	,393	4,810	,000
	Brand Image	,238	,122	,156	1,948	,004
	Price	,449	,104	,342	4,310	,000

a. Dependent Variable: Consumer Satisfaction
Source: Primary data processed by SPSS, 2023

Based on the results of calculations using SPSS, which explain product quality, brand image and price on consumer satisfaction, it can be shown in the results of the multiple linear regression equation as follows:

$$Y = -3,102 + 0.383X1 + 0.238X2 + 0.449X3$$

If we analyze the numbers in the multiple linear regression, they can be described as follows:

- a) If variable X1 (product quality) experiences an increase of 1 score, it will cause an increase in variable Y (consumer satisfaction) of 0.383 or 38.3%.
- b) If variable X2 (brand image) experiences an increase of 1 score, it will cause an increase in the variable (consumer satisfaction) of 0.238 or 23.8%.
- c) If variable X3 (price) experiences an increase of 1 score, it will cause an increase in the variable (consumer satisfaction) of 0.449 or 44.9%.

3.5 Determination Test

Table 8. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,675a	,456	,439	1,369

a. Predictors: (Constant), Price, Brand Image, Product Quality
Source: Primary data processed by SPSS, 2023

Based on the data above, the coefficient of determination test results were obtained at 0.456 or 45.6%. Where this coefficient value shows the magnitude of the influence of product quality (X1), brand image (X2) and price (X3) on consumer satisfaction (Y) of Amanda Brownies, Probolinggo City, amounting to 45.6% while the remaining 54.4% is influenced by other variables. not included in this research such as promotion, taste, location and so on.

3.6 Hypothesis testing

3.6.1 t Test (Partial)

The t test is used to determine whether in the regression model the independent variable (X) partially has a significant effect on the dependent variable (Y). The decision making criteria are as follows (Sujarweni & Utami, 2019):

- a) H0 is accepted and Ha is rejected if $t_{count} \leq t_{table}$, at $\alpha = 5\%$
- b) H0 is rejected and Ha is accepted if $t_{count} \geq t_{table}$, at $\alpha = 5\%$

Table 9. t Test Results (Partial)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,102	1,857		-1,671	,098
	Product quality	,383	,080	,393	4,810	,000
	Brand Image	,238	,122	,156	1,948	,004
	Price	,449	,104	,342	4,310	,000

a. Dependent Variable: Consumer Satisfaction

Source: Primary data processed by SPSS, 2023

The t test is used to test the significance (real or not) of the influence of product quality, brand image and price on consumer satisfaction in purchasing Amanda Brownies in Probolinggo City.

3.1.11 From the table above, it shows that the product quality variable has a t value of 4.810 > t table 1.660 and has a significant number of 0.000 < 0.05. Ho is rejected and Ha is accepted, this shows that partially product quality has a positive and significant effect on consumer satisfaction when buying Amanda Brownies in Probolinggo City.

3.1.12 The brand image variable shows that the t value is 1.948 > t table 1.660 and has a significant number of 0.004 < 0.05. Ho is rejected and Ha is accepted, this shows that partially brand image has a positive and significant effect on consumer satisfaction when buying Amanda Brownies in Probolinggo City.

3.1.13 The price variable shows that the t value is 4.310 > t table 1.660 and has a significant number of 0.000 < 0.05. Ho is rejected and Ha is accepted, this shows that partially price has a positive and significant effect on consumer satisfaction when buying Amanda Brownies in Probolinggo City.

3.6.2 F Test (Simultaneous)

The F test is used to determine whether the independent variables (X) together have a significant effect on the dependent variable (Y) and $\alpha = 5\%$. The decision making criteria are as follows (Sujarweni & Utami, 2019):

- a) H_0 is accepted and H_a is rejected if $F_{count} \leq F_{table}$, at $\alpha = 5\%$
- b) H_0 is accepted and H_a is rejected if $F_{count} \geq F_{table}$, at $\alpha = 5\%$

Table 10. F Test (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155,245	3	51,748	27,883	,000b
	Residual	185,592	100	1,856		
	Total	340,837	103			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Price, Brand Image, Product Quality

Source: Primary data processed by SPSS, 2023

The results of statistical analysis obtained an Fcount value of 27.883 > 2.694 and a significance value of 0.000 < 0.05. So it can be concluded that there is an influence of product quality, brand image and price on consumer satisfaction for Amanda Brownies in Probolinggo City.

The research results show that the product quality variable has a positive and significant effect on consumer satisfaction at Amanda Brownies, Probolinggo City, which indicates that the standard of raw materials and composition used can provide the taste that consumers want, as well as concrete evidence of the product quality provided by the company will further increase consumer satisfaction. This is in line with research conducted by (Shah et al. (2023), Santoso & Khuzaini (2021), AndWardina & Habib (2023) that product quality has a positive and significant influence on consumer satisfaction.

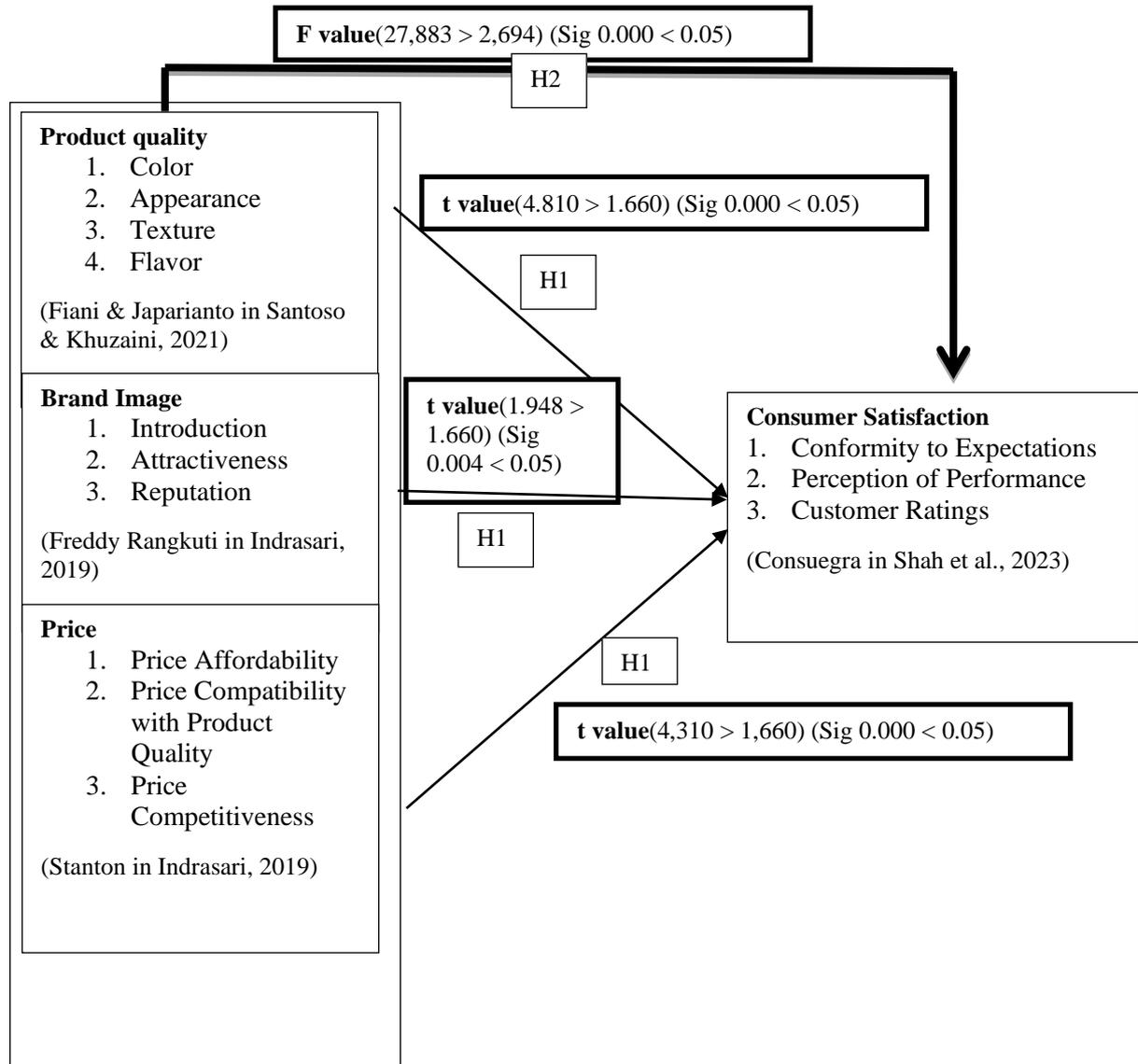
The research results show that the brand image variable has a positive and significant effect on consumer satisfaction with Amanda Brownies in Probolinggo City, indicating that the better the brand image of Amanda Brownies in Probolinggo City, the more buying interest will grow in the minds of consumers so that it will increase customer satisfaction. Brand image is an important attribute for a product, because consumers who have a positive image of a brand will be more likely to make a purchase. The importance of developing a brand image in customer satisfaction is where consumers think that products with brands that are well known on the market are better and of better quality than products with brands that are less known to consumers on the market. This is because brands that are known to consumers in the market provide complete information compared to brands that tend to be left behind in the market, so with a brand consumers can easily differentiate the characteristics of each product that appears on the market. This is in line with research conducted by (Son (2021), Tri Rahardjo & Yulianto (2022), AndNurlia (2019) that brand image has a positive and significant effect on consumer satisfaction.

The research results show that the price variable has a positive and significant effect on consumer satisfaction for Amanda Brownies in Probolinggo City, which is characterized by affordable prices ranging from Rp. 35,000-50,000 so the lower the price given, the higher the level of consumer satisfaction with Amanda Brownies in Probolinggo City. This is in line with research

conducted by (Wardina & Habib (2023), Santoso & Khuzaini (2021) And Ahror & Soekotjo (2017) that price has a positive and significant effect on consumer satisfaction.

The research results show that the variables of product quality, brand image and price have a positive and significant effect on consumer satisfaction with Amanda Brownies in Probolinggo City. This illustrates that product quality, brand image and price have an important role and are directly related to consumer satisfaction with Amanda Brownies in Probolinggo City.

The thinking framework is a synthesis of the relationships between variables compiled from various theories that have been described (Sugiyono, 2022). The results of the thinking framework in this research are as follows:



Information

- : Partially positive and significant influence between product quality, brand image and price on consumer satisfaction
- : Partially positive and significant influence between product quality, brand image and price on consumer satisfaction

Figure 2. Results of the Thinking Framework
 Source : Processed Literature Review, 2023

4. CONCLUSION

Based on the results of research and discussion, it can be concluded as follows: The product quality variable has a significant and positive effect on consumer satisfaction at Amanda Brownies in Probolinggo City. This means that the standard raw materials and composition used can provide the taste that consumers want, as well as concrete evidence of the quality of the products provided by the company will further increase consumer satisfaction. The brand image variable has a positive and significant effect on consumer satisfaction with Amanda Brownies in Probolinggo City. The better the brand image owned by the producer, the more satisfied consumers will be with the image owned by the producer. The price variable has a positive and significant effect on consumer satisfaction for Amanda Brownies in Probolinggo City. The lower the price given, the higher the level of consumer satisfaction. The variables product quality, brand image and price have a positive and significant effect on consumer satisfaction with Amanda Brownies in Probolinggo City. This illustrates that product quality, brand image and price have an important role and are directly related to consumer satisfaction with Amanda Brownies in Probolinggo City. Suggestions for future researchers are to expand the consumer satisfaction variable in the Amanda Brownies case study to other independent variables outside this research such as promotion, taste, location and so on so that more complete information is obtained about the factors that influence consumer satisfaction.

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