THE INFLUENCE OF SERVICE QUALITY, LOCATION, PRICE AFFORDABILITY, AND TRUST ON CUSTOMER SATISFACTION AT DADI LAUNDRY

PENGARUH KUALITAS PELAYANAN, LOKASI, KETERJANGKAUAN HARGA, DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN DADI LAUNDRY

Dita Ayuningtiyas[1], Harries Arizonia Ismail[2]
Universitas AKI Semarang[1,2]
ayutysdita@gmail.com[1], harries.arizonia@unaki.ac.id[2]

ABSTRACT
This study aims to analyze the influence of Service Quality, Location, Price Affordability, and Trust on Customer Satisfaction in Dadi Laundry's service. The research method used is quantitative with a survey approach by distributing questionnaires to 100 customer respondents. The data analysis technique employed multiple linear regression using SPSS software. The results show that simultaneously, all four independent variables have a significant effect on customer satisfaction. Partially, Service Quality and Location have a negative and significant effect, indicating that services and location not aligned with customer expectations can reduce satisfaction. On the other hand, Price Affordability and Trust have a positive and significant influence. Trust is the most dominant variable, indicating that customers' sense of security and confidence in the laundry service plays a major role in forming satisfaction. These findings highlight the importance of maintaining competitive pricing and building customer trust to increase satisfaction and loyalty in the laundry service sector.
Keywords: *Customer Satisfaction, Service Quality, Location, Price Affordability, Trust, Dadi Laundry.*

ABSTRAK
Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan, Lokasi, Keterjangkauan Harga, dan Kepercayaan terhadap Kepuasan Pelanggan pada jasa layanan Dadi Laundry. Metode yang digunakan adalah kuantitatif dengan pendekatan survei melalui penyebaran kuesioner kepada 100 responden pelanggan. Teknik analisis data menggunakan regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara simultan keempat variabel independen berpengaruh signifikan terhadap kepuasan pelanggan. Secara parsial, variabel Kualitas Pelayanan dan Lokasi berpengaruh negatif signifikan terhadap kepuasan pelanggan. Hal ini menunjukkan bahwa pelayanan dan lokasi yang tidak sesuai ekspektasi pelanggan dapat menurunkan tingkat kepuasan. Sebaliknya, variabel Keterjangkauan Harga dan Kepercayaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepercayaan merupakan variabel yang paling dominan, yang menunjukkan bahwa rasa aman dan keyakinan pelanggan terhadap jasa laundry memiliki peran penting dalam membentuk kepuasan. Temuan ini menegaskan pentingnya menjaga harga tetap kompetitif dan membangun kepercayaan pelanggan untuk meningkatkan loyalitas dan kepuasan di sektor jasa laundry.
Kata kunci: kualitas pelayanan, lokasi, keterjangkauan harga, kepercyaan, kepuasan pelanggan, Dadi Laundry.

INTRODUCTION

The laundry business is one type of service industry that is rapidly growing in Indonesia, especially in major cities like Semarang. This development is driven by changes in the lifestyles of urban communities, which are becoming increasingly busy and require practical and efficient services for daily needs, including laundry (Kotler, Philip, & Armstrong, 2016).

With the increasing busyness of society, especially among workers and students, laundry services have become one of the preferred solutions to save time and energy in clothing maintenance. In recent years, competition in the service industry has become increasingly fierce, including in the laundry service sector. The laundry business has grown rapidly, especially in major cities, in line with the

increasing demand from the public for fast and practical services in managing their clothing cleanliness. Laundry services offer convenience for customers who have limited time to wash and iron their own clothes. Therefore, the quality of service becomes the main factor that distinguishes one laundry service provider from another (Tjiptono, 2022).

Dadi Laundry, as one of the laundry service providers in Semarang, has been operating by offering services that promise speed, quality, and affordable prices. However, with the high level of competition in this industry, the challenges faced by Dadi Laundry are becoming increasingly complex, especially in maintaining customer loyalty. Despite Dadi Laundry being well-known in the community and having a fairlylarge customer base, there is still a gap between customer expectations and the services provided. Based on initial observations and customer reviews, several complaints have emerged regarding the less-than-satisfactory laundry results, delays in completion times, and lack of prompt responses to customer complaints or requests. This phenomenon indicates a significant gap between customer expectations for quality service and the perceived reality, which has the potential to lower overall customer satisfaction.

In an effort to understand the operational dynamics and customer satisfaction of laundry services, particularly at Dadi Laundry, it is important to analyze the number of customers using the services over a specific period. One way to evaluate the performance and growth of the laundry business is by periodically monitoring customer data. The following table shows the number of customers using the dry cleaning and ironing services at Dadi Laundry from July to December, as well as the estimated revenue generated each month.

Table 1. Customers of Dadi Laundry from July to December 2024

Month	Number of customers	Income (Rp)	Type of service	Frequency of visits
July	150	3.000.000	Dry Cleaning, Ironing	2x/bulan
August	180	3.600.000	Dry Cleaning, Ironing	3x/bulan
September	160	3.200.000	Dry Cleaning, Ironing	2x/bulan
October	170	3.400.000	Dry Cleaning, Ironing	2x/bulan
November	200	4.000.000	Dry Cleaning, Ironing	4x/bulan
December	20	4.400.000	Dry Cleaning, Ironing	5x/bulan

According to Kotler, P., & Keller, (2016), customer satisfaction is the result of customers' evaluation of their experience with the products or services offered, and this condition indicates the extent to which the products or services received by customers meet or exceed their expectations. Customers will feel satisfied if the experience meets their expectations; if not, they will feel disappointed. One of the most important performance indicators in today's competitive business world is customer satisfaction. This is because customer satisfaction can influence future purchasing decisions, customer loyalty, and the company's reputation. The importance of customer satisfaction cannot be ignored. Satisfied customers are likely to make repeat purchases and recommend products or services to others, which can ultimately increase the company's market share and profitability. Conversely, customer dissatisfaction can lead to the loss of customers and a negative impact on brand image. Therefore, companies must be proactive in measuring and improving customer satisfaction through various strategies, such as enhancing product quality, better

service, and effective communication. There are factors that can influence customer satisfaction, including service quality, location, price affordability, and trust.

Service quality becomes a crucial factor that directly influences customer perception and experience (Parasuraman, A., Zeithaml, V. A., & Berry, 1988). Service quality is a dynamic condition that encompasses products, services, human resources, processes, and environments aimed at meeting or exceeding customer expectations. This includes efforts to meet customer needs and desires as well as product or service features that influence their ability to meet customer expectations (Alfian Dwi Cahya, 2024). Customers expect clean, fragrant, neatly folded laundry, as well as timely processes. If the quality of service does not meet customer expectations, this can lead to dissatisfaction, resulting in customers turning to competitors. In addition, the location of the business is also an important element in the laundry service business. According to Tjiptono (2012), location refers to various marketing activities that aim to facilitate and simplify the delivery or distribution of goods and services from producers to consumers. Customers tend to choose service providers that offer convenience in terms of accessibility compared to those located far away.

Price affordability is another equally important factor. According to Kotler, P., & Armstrong, (2018), competitive pricing can attract more customers and increase their loyalty. Customers tend to compare laundry service prices with other providers, so it is important for Laundry Dadi to offer prices that match the quality of the services provided.

Customer trust in a service is also very important. According to Rizkiana et al. (2023), trust is an agreement between interested parties at a certain time with the expectation of taking significant actions. Trust can be built through a good reputation and consistency in providing services. When customers feel confident in the service provided, they are likely to return to use the service again and recommend it to others.

Based on previous research, there is a research gap regarding the influence of four variables: service quality, location, price affordability, and trust on customer satisfaction, where some of these variables do not show a significant impact.

RESEARCH METHOD

This type of research uses a quantitative method, which is a method used to analyze data obtained from research at Laundry Dadi. The approach used is non-probability with multiple linear regression analysis techniques. The data analysis process was carried out through a series of instrument tests and classical assumption tests to ensure the validity and reliability of the collected data.

In this study, the main focus is to analyze the influence of service quality, location, price affordability, and trust on customer satisfaction at Laundry Dadi using a questionnaire as the primary survey method in data collection.

Data Collection Techniques

The data collection techniques in this research use four main methods: field observation, interviews, literature study, and questionnaires. Interviews are conducted with consumers and employees to obtain direct information related to the issues being studied. The literature study involves the use of

books, articles, and scientific journals to strengthen the theoretical foundation. Meanwhile, questionnaires are used to gather data from consumers regarding aspects such as menu variety, prices, service quality, and purchasing decisions, thereby providing a comprehensive picture of their perceptions and preferences.

Population and sample of the study

The population in this study includes all Dadi Laundry customers who have used the service at least twice in the last three months, in order to obtain valid data related to satisfaction, loyalty, and service effectiveness. According to Sugiyono's definition (2017), a population is a collection of subjects with certain characteristics that become the object of research generalization. The sample was taken using purposive sampling technique, which is the selection of respondents based on specific relevant criteria, as explained by Umar (2003). With the Slovin formula approach, the sample size was determined to be 100 respondents.

Data Collection Methods

This research uses a questionnaire as a data collection tool with a five-point Likert scale to measure respondents' perceptions of the research variables, ranging from Strongly Disagree (1) to Strongly Agree (5).

RESULTS AND DISCUSSION
Validity Test

The validity test aims to determine the extent to which each question item is able to measure the intended variable.

Table 2. Validity Test Results

Indicator	r-calc	r-table	Explanation
Quality of Service			
X1.1	0,774	0,1966	Valid
X1.2	0,783	0,1966	Valid

Indicator	r-calc	r-table	Explanation
X1.3	0,768	0,1966	Valid
X1.4	0,746	0,1966	Valid
X1.5	0,796	0,1966	Valid
Location			
X2.1	0,721	0,1966	Valid
X2.2	0,726	0,1966	Valid
X2.3	0,783	0,1966	Valid
X2.4	0,753	0,1966	Valid
Affordability			
X3.1	0,808	0,1966	Valid
X3.2	0,843	0,1966	Valid
X3.3	0,827	0,1966	Valid
X3.4	0,781	0,1966	Valid
X3.5	0,573	0,1966	Valid
Trust			
X4.1	0,635	0,1966	Valid
X4.2	0,804	0,1966	Valid
X4.3	0,813	0,1966	Valid
X4.4	0,779	0,1966	Valid
Customer Satisfaction			
Y1	0,772	0,1966	Valid
Y2	0,789	0,1966	Valid
Y3	0,789	0,1966	Valid
Y2	0,758	0,1966	Valid
Y5	0,845	0,1966	Valid

Source: Processed Primary Data, 2025

Based on the table above, all variable indicators have a Corrected Item-Total Correlation value above the r table of 0.1966, thus they are declared valid and meet the validity test criteria.

Reliability Test

Reliability testing is conducted to measure the consistency of an instrument in expressing the concept to be measured.

Table 3. Reliability Test Results

No.	Variable	Cronbach's Alpha	Standarisasi	Explanation
1	Quality of Service (X1)	0,874	0,6	Reliabel
2	Location (X2)	0,821	0,6	Reliabel
3	Affordability (X3)	0,830	0,6	Reliabel
4	Truth(X4)	0,754	0,6	Reliabel
5	Customer Satisfaction (Y)	0,849	0,6	Reliabel

Source: Processed Primary Data, 2025

Classical Assumption Test
Normality Test
Table 4. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.69469759
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.062
Test Statistic		.077
Asymp. Sig. (2-tailed)[c]		.146
Monte Carlo Sig. (2-tailed)[d]	Sig.	.144
	99% Confidence Interval	Lower Bound	.135
		Upper Bound	.153

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source: SPSS 26 Results, 2025

Based on the results of the Kolmogorov-Smirnov test, a significance value of 0.152 (> 0.05) was obtained, indicating that the data is normally distributed and meets the basic assumptions for further analysis.

Multicollinearity Test

The multicollinearity test is used to determine whether there is a strong relationship between independent variables in a regression model. A model is said to be free of multicollinearity if the tolerance value > 0.10 and VIF < 10.

Table 5. Results of the Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	7.910	1.027		7.705	.000		
	Kualitas Pelayanan	-.241	.118	-.301	-2.048	.043	.145	6.885
	LOKASI	-.706	.135	-.728	-5.243	.000	.163	6.151
	Keterjangkauan Harga	.475	.087	.556	5.486	.000	.304	3.285
	Kepercayaan	1.148	.138	.926	8.291	.000	.251	3.984

a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 26 Results, 2025

Based on the test results in Table 5.5, all independent variables in the model show a tolerance value above 0.1 and a VIF value below 10—with details: X1 (tolerance 0.145; VIF 6.885), X2 (tolerance 0.163; VIF 6.151), X3 (tolerance 0.304; VIF 3.285), and X4 (tolerance 0.251; VIF 3.984). This indicates that there are no signs of multicollinearity among the independent variables.

Heteroscedasticity Test

Uji heteroskedastisitas bertujuan untuk The heteroscedasticity test aims to detect the inequality of residual variances in a regression model. Using the Glejser test, if the significance value of each independent variable > 0.05, it can be concluded that there is no heteroscedasticity, meaning the residual variance is constant (homoscedasticity).

Table 6. Results of the Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.626	.959		4.822	.000
	Kualitas Pelayanan	.073	.110	.170	.659	.512
	LOKASI	-.119	.126	-.231	-.948	.346
	Keterjangkauan Harga	.029	.081	.065	.364	.717
	Kepercayaan	-.189	.129	-.286	-1.459	.148

a. Dependent Variable: ABS_RES

Source: SPSS 26 Results, 2025

All independent variables have significance values greater than 0.05 (X1 = 0.512; X2 = 0.346; X3 = 0.717; X4 = 0.148), so it can be concluded that there is no heteroscedasticity in the model. Thus, the regression model is deemed suitable for analysis.

Autocorrelation Test

The autocorrelation test aims to detect the presence of a relationship between the current residuals and the previous residuals in a regression model. This test is important to ensure the fulfillment of the classical assumption, namely the absence of autocorrelation. If autocorrelation occurs, then the regression results can become biased and inefficient, so this test needs to be conducted before further analysis.

Table 7. Results of the Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.838[a]	.702	.690	1.886	2.041

a. Predictors: (Constant), Kepercayaan, LOKASI, Keterjangkauan Harga, Kualitas Pelayanan
b. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 26 Results, 2025

The results of the Durbin-Watson test show a dW value of 2.041, which lies between dU (1.7582) and 4 - dU (2.2418), thus concluding that there is no autocorrelation.

Multiple Regression Analysis

This study uses multiple linear regression analysis to measure the influence of service quality, location, price affordability, and trust on customer satisfaction at Dadi Laundry.

Table 8. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.910	1.027		7.705	.000		
	Kualitas Pelayanan	-.241	.118	-.301	-2.048	.043	.145	6.885
	LOKASI	-.706	.135	-.728	-5.243	.000	.163	6.151
	Keterjangkauan Harga	.475	.087	.556	5.486	.000	.304	3.285
	Kepercayaan	1.148	.138	.926	8.291	.000	.251	3.984

a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 26 Results, 2025

Based on the results of multiple linear regression analysis, the equation Y = 7.910 - 0.241X_1 - 0.706X_2 + 0.475X_3 + 1.148X_4 was obtained, which indicates that service quality and location have a significant negative impact on customer satisfaction, while price affordability and trust have a significant positive impact.

Hypothesis Testing
Partial Test (T Test)

Partial test (t-test) aims to assess the influence of each independent variable on the dependent variable separately. Independent variables are considered significant if the calculated t-value > table t-value or the significance value < 0.05, which means H_0 is rejected and the variable has a significant effect on the dependent variable.

Table 9. Results of Partial Test (T-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.910	1.027		7.705	.000
	Kualitas Pelayanan	-.241	.118	-.301	-2.048	.043
	LOKASI	-.706	.135	-.728	-5.243	.000
	Keterjangkauan Harga	.475	.087	.556	5.486	.000
	Kepercayaan	1.148	.138	.926	8.291	.000

a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 26 Results, 2025

The results of the partial test indicate that service quality and location have a significant negative impact on customer satisfaction at Dadi Laundry, while price affordability and trust have a significant positive impact. All variables have a significance value < 0.05 and a t-value that exceeds the t-table value, so each variable has a partial effect on customer satisfaction.

Simultaneous Test (F Test)

The F test aims to examine the simultaneous effect of independent variables on the dependent variable. If the significance value < 0.05 or F calculated > F table, then all independent variables are stated to have a significant simultaneous effect, thus the alternative hypothesis is accepted and the null hypothesis is rejected.

Table 10. Simultaneous Test (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	798.148	4	199.537	56.076	.000^b
	Residual	338.042	95	3.558		
	Total	1136.190	99			

a. Dependent Variable: Kepuasan Pelanggan
b. Predictors: (Constant), Kepercayaan, LOKASI, Keterjangkauan Harga, Kualitas Pelayanan

Source: SPSS 26 Results, 2025

Analysis of the Coefficient of Determination

The coefficient of determination (adjusted R-squared) measures how well the regression model explains the variation in the dependent variable. The higher the value, the greater the proportion of the dependent variable that can be explained by the independent variable, indicating that the model is effective in depicting the relationship between variables and encompasses most of the relevant information for prediction.

Table 11. Results of the Coefficient of Determination Analysis Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838^a	.702	.690	1.886

a. Predictors: (Constant), Kepercayaan, LOKASI, Keterjangkauan Harga, Kualitas Pelayanan
b. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 26 Results, 2025

Discussion

a. The influence of service quality (X1) on customer satisfaction (Y)

The research results show that service quality (X_1) has a negative and significant effect on customer satisfaction (Y), with a t-value of -2.048 and a significance level of 0.043 (< 0.05), thus H_0 is rejected. This means that the lower the service quality, the lower the customer satisfaction. These findings contradict several previous studies that showed a positive influence, but are consistent with the expectation–disconfirmation theory and other studies that found that service not meeting customer expectations actually decreases satisfaction, even though the service is technically considered good.

b. The influence of location (X2) on customer satisfaction (Y)

The t-test results show that location (X_2) has a negative and significant effect on customer satisfaction (Y) with a t-value of -5.243 and a significance of 0.000 (< 0.05), thus H_0 is rejected. This means that the less comfortable or more difficult the business location is to access, the lower the customer satisfaction. These findings differ from several previous studies, but are in line with research that highlights that customer perceptions of accessibility, safety, and comfort are more determining than just geographical location. Locations that are considered difficult, such as narrow access or an unsupportive environment, can reduce satisfaction even if they are technically strategic.

c. The effect of price affordability (X3) on customer satisfaction

The t-test shows that price affordability (X_3) has a positive and significant effect on customer satisfaction (Y) with a t-value of 5.486 and a significance of 0.000 (< 0.05), thus H_0 is rejected. This means that the more affordable the service price, the higher the customer satisfaction. Customers feel that the price is in line with the quality of service provided, creating a perception of "value for money" that drives satisfaction and loyalty. These findings are consistent with previous research such as Julius et al. (2023) and Farida et al. (2022).

d. The influence of Trust (X4) on customer satisfaction (Y)

The t-test shows that trust (X_4) has a positive and significant effect on customer satisfaction (Y) with a t-value of 8.291 and a significance of 0.000 (< 0.05), thus H_0 is rejected. This means that the higher the customers' trust in Dadi Laundry's services, the higher their level of satisfaction. Trust creates a sense of security, confidence that clothes will be handled well, and assurance that the service will meet promises, which ultimately strengthens loyalty. These findings are consistent with several previous studies, although they differ from the results of Rizkiana et al. (2023).

e. The Influence of Service Quality (X1), the Influence of Location (X2), the Influence of Price Affordability (X3), and the Influence of Trust (X4) on Customer Satisfaction (Y)

The results of the regression test show that simultaneously, service quality, location, price affordability, and trust significantly affect customer satisfaction at Dadi Laundry (sig. 0.000 < 0.05). Partially, service quality and location have a significant negative impact, indicating that rigid service or an uncomfortable location decreases customer satisfaction. On the other hand, price affordability and trust have a significantly positive impact, with

trust being the dominant factor in shaping satisfaction and loyalty. The combination of reasonable prices and a sense of security regarding the service is the key to enhancing customer satisfaction.

CLOSING
Conclusion

Based on the results of the analysis and data processing, it is concluded that service quality and location have a negative but significant impact on customer satisfaction at Dadi Laundry, indicating a mismatch between service and expectations as well as a less strategic location. On the other hand, price affordability has a significantly positive impact, indicating that the more affordable the price, the higher the customer satisfaction. Trust is the most dominant factor with a positive and significant influence on satisfaction, reflecting the importance of customers' sense of security and confidence in the service. Simultaneously, these four variables were proven to have a significant impact on customer satisfaction with a contribution of 69%, according to the results of the F-test and the coefficient of determination.

Suggestion

Based on the research findings, Dadi Laundry is advised to improve service quality through employee training to be more professional, friendly, and responsive. The less strategic location can be addressed by providing laundry pick-up and delivery services to enhance customer convenience. Affordable pricing strategies should be maintained and complemented with promotions, discounts, or loyalty systems to enhance customer satisfaction. Customer trust needs to be maintained through consistent, transparent service and prompt complaint handling. With these steps, Dadi Laundry has the opportunity to increase customer satisfaction and loyalty while simultaneously strengthening the business's competitiveness.

BIBLIOGRAPHY

Alfian Dwi Cahya. (2024). Pengaruh Kualitas Pelayanan, Harga, dan Lokasi Terhadap Kepuasan Konsumen. *Jurnal Strategi Bisnis Teknologi*, *1*(3), 192–202. https://doi.org/10.61132/jusbit.v1i3.295

Budiarno, B., Udayana, I. B. N., & Lukitaningsih, A. (2022). Pengaruh Kualitas Layanan, Kualitas Produk Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, *19*(02), 226–233. https://doi.org/10.25134/equi.v19i02.4531

Caniago, A. (2022). Analisis Kepercayaan Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Lentera Bisnis*, *11*(3), 219. https://doi.org/10.34127/jrlab.v11i3.652

Choudhury, P., & Kaur, R. (2021). Impact of Location on Consumer Buying Behavior: A Study of Retail Outlets in India. *International Journal of Retail & Distribution Management*, *49(3)*, 345–362.

Farida, N., Susilo Aji, & Musthofa, A. J. (2022). Pengaruh Harga, Kelengkapan produk, dan kualitas pelayanan terhadap kepuasan konsumen dalam berbelanja di toko Kautsar, Lowayu, Gresik. *Jurnal Ekonomi Dan*

Kewirausahaan Kreatif, *7*(01), 63–80. https://doi.org/10.59179/jek.v7i01.75

Ghanim Permana Putra, & Adcharina Pratiwi. (2024). Pengaruh Persepsi Harga, Kualitas Pelayanan, Cita Rasa Terhadap Kepuasan Konsumen Restoran Pawon Sangit Colomadu Karanganyar. *MASMAN : Master Manajemen*, *2*(3), 80–93. https://doi.org/10.59603/masman.v2i3.467

Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (McGraw-Hill (ed.); 5th ed.).

Julius, K., Kurniawan, M., Robyardi, E., & Iswan, J. (2023). Analisis Keterjangkauan Harga, Kesesuaian Harga Dan Daya Saing Harga Terhadap Tingkat Kepuasan Pelanggan Pada Toko Kopel Bulog Divre Sumsel Palembang. *Jurnal Media Wahana Ekonomika*, *20*(3), 474–484. https://doi.org/10.31851/jmwe.v20i3.13443

Kasinem, K. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, *17*(4), 329. https://doi.org/10.31851/jmwe.v17i4.5096

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th Editi). Pearson.

Kotler, P., & Keller, K. L. (2016a). *Marketing Management* (15th ed.). Pearson.

Kotler, P., & Keller, K. L. (2016b). Marketing Management. *Pearson*.

Kotler, P., & Keller, K. L. (2022). Marketing Management. *Pearson*, *(16th ed.)*.

Kotler, Philip, & Armstrong, G. (2016). *Principles of Marketing*. (15th Editi). Pearson Education.

Kotler, A. dan. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.

Mahira, Hadi Prasetyo, H. N. (2021). *Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan indihome*. *2*(1), 1267–1283.

Nuraeni, A. (2020). Pengaruh Lokasi Terhadap Minat Beli Konsumen. *Urnal Ekonomi Dan Bisnis*, *12(1)*, 45–60.

Paga, M., & Hatidja, S. (2022). Pengaruh Lokasi Terhadap Kepuasan Pelanggan Pada PT . Hanggar Tala ' salapang d i Kota Makassar. *Journal of Management and Social Sciences*, *1*(4), 213–229.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, *64(1)*, 12–40.

Razak, A., Baheri, J., & Ramadhan, M. I. (2018). Pengaruh Kepuasan dan Kepercayaan terhadap Loyalitas Nasabah pada Bank Negara Indonesia (BNI) Cabang Kendari. *Sigma: Journal of Economic and Business*, *1(79)*, 10–20.

Rizkiana, C., Setyawan, Y., & Souisa, J. (2023). Analisis Pengaruh Kepercayaan , Kualitas Pelayanan , Dan Promosi Terhadap Kepuasan Pelanggan (Studi Pada

Bengkel Mobil Sinar Audio Semarang). *Jurnal Ekonomi, Akuntansi Dan Manajemen*, 2(2), 229–247.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Wiley (ed.); 7th ed.).

Siregar, N., Elfikri, M., & Daulay, R. P. (2022). Pengaruh Lokasi. Promosi, Dan Fasilitas Terhadap Kepuasan Konsumen (Studi Pada Pengunjung Kawasan. *Ekowisata Tangkahan Kabupaten Langkat) .SOSEK*, 3(1), 1–9.

Sri Dhea Safira, T. R. (2021). PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN PELANGGAN PADA PT. PLN (PERSERO) UNIT WILAYAH MEDAN TIMUR. *Jurnal Widya*, 4(April), 226–239.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Tjiptono, F., & Candra, P. (n.d.). *Strategi Pemasaran*.

Tjiptono, F., & Chandra, G. (2020). *Service quality and satisfaction: Theory and application*.

Tjiptono, F. (2012). *Service Quality and Satisfaction* (Edisi Kedu). Penerbit Andi. Yogyakarta.

Tjiptono, F. (2019). *Strategi Pemasaran*.

Tjiptono, F. (2022). *SERVICE MANAGEMENT: Mewujudkan Layanan Prima* (Andi (ed.); Edisi 4.).

Ubaidillah, F. (2023). PENGARUH KUALITAS PELAYANAN, HARGA, DAN LOKASI TERHADAP KEPUASAN PELANGGAN PADA WARKOP STK DI SURABAYA Suwitho Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, 12(9).

Umar, H. (2003). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Rajawali Press.

Wahyono, A., & Ardiansyah, A. (2021). Pengaruh Kualitas Layanan Digital, Promosi, Dan Kepercayaan Terhadap Kepuasan Pelanggan Shopeefood. *Jurnal Manajemen*, 6(1), 21–33. https://doi.org/10.54964/manajemen.v6i1.159

Wanda Wahidah, & Rayuwanto. (2023). Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Journal of Trends Economics and Accounting Research*, 4(1), 65–72. https://doi.org/10.47065/jtear.v4i1.860

Wiranata, A., & Suwitho. (2020). Pengaruh Harga, Kualitas Produk, dan Lokasi Terhadap Kepuasan Pelanggan Pada Kafe RS Kopi. *Jurnal Ilmu Dan Riset Manajemen*, 8(3), 1–18. http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3013

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). Services Marketing: Integrating Customer Focus Across the Firm. *McGraw-Hill, (7th ed.)*.

Zeithaml, V.A, Bitner, M.J, & G. D. D. (2013). *Service Marketing: Integrating Customer Focus Across the Firm,. (Ed.6)*.