

The Influence of Product Quality, Service Quality and Location on Repurchase Decisions Through Consumer Satisfaction at Seblak Eci Jember Tea Buffet

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ABSTRACT

The aim of this research is to determine the influence of product quality, service quality and location on repurchase decisions through consumer satisfaction at the Seblak Eci Jember Tea buffet. The sampling technique was purposive sampling with a total of 75 respondents. Hypothesis testing data analysis in this study used IBM SPSS statistics 25 software. Hypothesis test results showed that product quality had a positive and significant effect on consumer satisfaction, service quality had no positive and insignificant effect on satisfaction. consumers, location has a positive and significant effect on consumer satisfaction, product quality has no positive and insignificant effect on repurchase decisions, service quality has a positive and significant effect on repurchase decisions, location has no positive and insignificant effect on repurchase decisions, consumer satisfaction has an effect positive and significant on repurchase decisions, consumer satisfaction is able to mediate product quality on repurchase decisions, consumer satisfaction is not able to mediate service quality on repurchase decisions, consumer satisfaction is able to mediate location on repurchase decisions

Keywords: Product Quality, Service Quality, Location, Repurchase Decision, Consumer Satisfaction

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1. INTRODUCTION

The development of the culinary business in Indonesia has experienced a very rapid development, increasing food consumption is an indicator of the growth of the food industry. The rise of culinary business in the community has resulted in many new types of food emerging, relying on their creativity to make this culinary business one of the promising businesses. The Central Statistics Agency recorded a growth in the food and beverage industry of 4.62% in the II/2023 quarter

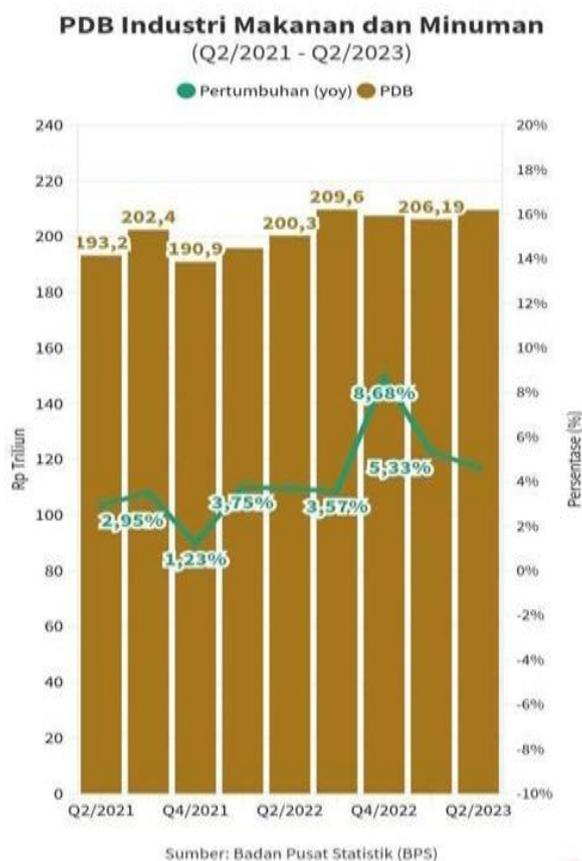


Figure 1.1 Food and Beverage Industry GDP graph

One form of growth of the culinary industry in Indonesia is the large number of MSME actors engaged in the culinary sector. One of the MSMEs in Indonesia is seblak. Seblak is one of the archipelago's culinary specialties originating from the city of Bandung, this food with a spicy and savory taste is in great demand by young people in Indonesia. Nowadays to enjoy seblak we don't need to go to Bandung because currently MSME actors are innovating to sell seblak in various regions, one of which is Seblak Buffet Teh Eci

Seblak Teh Eci Buffet sells various variants of seblak which has more than 80 variants of toppings and of course the price is very affordable starting from IDR 18,000 to IDR 30,000, not only the Seblak Teh Eci variant also sells various variants of drinks at very affordable prices starting from IDR 5000. The Eci Tea buffet is also marketed online so that it is very easy for consumers to be able to enjoy Eci Tea from home. The background of this study is that the researcher wants to find out whether Seblak Eci Tea Buffet Jember Branch also exists as in Banyuwangi by using the variables of product quality, service quality, and location on repurchase decisions through product satisfaction where the respondents in this study are consumers of Seblak Eci Jember Tea Buffet.

2. RESEARCH METHODS

In this study, the population taken was consumers who had purchased Seblak Eci Tea Buffet on Riau Jember Street. The sample of respondents used was 75 respondents. In research using quantitative research, this quantitative research is deductive, namely from special to general. In this study, the sampling technique used is *purposive sampling*. And the research data was obtained from primary and secondary data. For the data collection method, observation techniques, questionnaires, literature studies and documentation are used. The data analysis methods used are data instrument test, heteroscedasticity classical assumption test, path analysis test, t hypothesis test, and sobel test

3. RESULTS AND DISCUSSION

Research Results

a. Path Analysis Test

The path analysis test is a technique in analyzing causal relationships that have occurred in multiple regression if the independent variable affects the dependent variable directly

Table 1 Results of the Path Analysis Test

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -1,036 | 1,570 | | -,660 | ,512 |
| | Kualitas Produk | ,272 | ,137 | ,253 | 1,988 | ,051 |
| | Kualitas Pelayanan | ,264 | ,105 | ,334 | 2,510 | ,014 |
| | Lokasi | ,179 | ,091 | ,214 | 1,979 | ,052 |

a. Dependent Variable: Keputusan Pembelian Ulang

Referring to the output of Regression Model 1 in the *table of coefficients* section, it can be known that the values of the three variables are variable $X_1 = 0.253$, variable $X_2 = 0.334$ and $X_3 = 0.214$. These results show that the regression of model 1, namely X_1 product quality, X_2 service quality and X_3 location, has a direct effect on Y repurchase decision

Table 2 Result R Square 1

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,701 ^a | ,491 | ,469 | 1,55831 |

a. Predictors: (Constant), Lokasi, Kualitas Produk, Kualitas Pelayanan

The value of $E1$ can be found with the following formula

$$e1 = \frac{\sqrt{(1 - R^2)}}{\sqrt{(1 - 0,469)}} = 0,7287$$

Table 3 Results of Path Analysis Test

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -2,076 | 1,402 | | -1,481 | ,143 |
| | Kualitas Produk | ,622 | ,125 | ,461 | 4,977 | ,000 |
| | Kualitas Pelayanan | -,008 | ,098 | -,008 | -,083 | ,934 |
| | Lokasi | ,222 | ,083 | ,211 | 2,675 | ,009 |
| | Keputusan Pembelian Ulang | ,433 | ,106 | ,345 | 4,095 | ,000 |

a. Dependent Variable: Kepuasan Konsumen

Referring to the output of Regression Model 2 in the *table of coefficients* sections, it can be seen that the variable significance values are $X_1 = 0.461$ $X_2 = -$

$0.008 X_3 = 0.211$ and $Y = 0.345$. From these results, it can be concluded that for X_1 , X_3 and Y have a direct effect on Z while X_2 has no direct effect on Z .

Table 4 Result R Square 2

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,864 ^a | ,747 | ,733 | 1,38719 |

a. Predictors: (Constant), Keputusan Pembelian Ulang, Lokasi, Kualitas Produk, Kualitas Pelayanan

The E2 value can be found with the following formula::

$$e2 = \frac{\sqrt{(1 - R^2)}}{\sqrt{(1 - 0,733)}} = 0,5167$$

Hypothesis Test t

The t-test is a test used to test the influence of independent variables on partial dependent variables. To find out whether this hypothesis is accepted or rejected by a statistical test with a significant result of 0.05. If $t_{\text{counts}} > t_{\text{table}}$ is less than 0.05 then H_0 is rejected or H_1 is accepted. Conversely, if $t_{\text{counts}} < t_{\text{table}}$ is greater than 0.05 then H_0 is accepted or H_1 is rejected.

Table 5 Test t Results

| Coefficients ^a | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,092 | 1,447 | | ,063 | ,950 |
| | Kualitas Produk | -,059 | ,148 | -,055 | -,398 | ,692 |
| | Kualitas Pelayanan | ,217 | ,096 | ,274 | 2,260 | ,027 |
| | Lokasi | ,046 | ,088 | ,054 | ,517 | ,607 |
| | Kepuasan Konsumen | ,447 | ,109 | ,560 | 4,095 | ,000 |

a. Dependent Variable: Keputusan Pembelian Ulang

Based on the comparison table of $t_{\text{calculation}}$ and t_{table} above, it is concluded that

1. For product quality (X_1) H_1 is rejected and H_0 is accepted, this is because X_1 has a significant value of 0.692 which means it is greater than >0.05 and also has a value of $t_{\text{calculated}} < t_{\text{table}}$ with a value of -398 which means it is less than <1.99444 (t_{table} for respondent 75)
2. For service quality (X_2) H_1 is accepted and H_0 is rejected, this is because X_2 has a significant value of 0.027 which means it is less than <0.05 and has a $t_{\text{value}} > t_{\text{table}}$ with a value of 2.260 which means it is greater than >1.99444
3. For location (X_3) H_1 is rejected and H_0 is accepted, this is because X_1 has a significant value of 0.607 which means it is greater than >0.05 and also has a t_{value} of t_{table} with a value < -517 which means it is less than <1.99444
4. For conseutional satisfaction (Z) H_1 is accepted and H_0 is rejected, this is because Z has a significant value of 0.000 which means it is less than <0.05 and has a value of $t_{\text{calculation}} > t_{\text{table}}$ with a value of 4.095 which means it is greater than >1.99444

Table 6 Sobel Test Results

| | | Coefficients ^a | | | | |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | ,092 | 1,447 | | ,063 | ,950 |
| | Kualitas Produk | -,059 | ,148 | -,055 | -,398 | ,692 |
| | Kualitas Pelayanan | ,217 | ,096 | ,274 | 2,260 | ,027 |
| | Lokasi | ,046 | ,088 | ,054 | ,517 | ,607 |
| | Kepuasan Konsumen | ,447 | ,109 | ,560 | 4,095 | ,000 |

a. Dependent Variable: Keputusan Pembelian Ulang

These results show the value of

1. Variable X1 with a Z value is $3.286 > 1.99444$ (t table for 75 respondents) which means that the consumer satisfaction variable is able to mediate the influence of product quality on repurchase decisions.
2. The X2 variable with a Z value is $0.9814 < 1.99444$ which means that the consumer satisfaction variable is not able to mediate the influence of service quality on repurchase decisions. Value
3. Variable X3 with a Z value is $2.6070 > 1.99444$ which means that the consumer satisfaction variable is able to mediate the influence of location on repurchase decisions

Discussion

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

The results showed that the product quality variable (X1) had a significance value of $0.000 < 0.05$ on consumer satisfaction (Z) with $a_{t\text{-value}}$ of $5.944 > t_{\text{table}}$ of $5.944 > 1.99444$. This shows that there is a direct and significant influence of the product quality variable (X1) on consumer satisfaction (Z). This result is supported by research conducted by Rahmawati *et al.*, (2020) showing that product quality has a significant effect on consumer satisfaction.

The supporting factor of product quality affecting consumer satisfaction is found in the display indicator, this is because consumers agree that the appearance of the Eci Tea buffet seblak product is attractive so that consumers who buy Eci Tea buffet seblak products feel satisfied. The same thing happens on the other hand, if the display presented by the Eci Tea buffet is less attractive, this causes consumer dissatisfaction so that consumers who are dissatisfied will not repurchase at the Eci Jember tea buffet

2. Direct Effect of Service Quality (X2) on Consumer Satisfaction (Z)

The results showed that the service quality variable (X2) had a significance value of $0.309 > 0.05$ on consumer satisfaction (Z) with $a_{t\text{-value}}$ of $1 < t_{\text{table}}$ of $1.025 < 1.99444$. This shows that there is no direct and insignificant influence of the service quality variable (X2) on consumer satisfaction (Z).

The factor that causes service quality to not have a significant effect on consumer satisfaction lies in the indicator of the speed of service provided by employees so that they cannot provide satisfaction to consumers as a buffet of Eci Jember Tea. This is caused by the lack of responsiveness of employees at the Teh Eci buffet in serving consumers so that the services provided, especially in the speed of serving consumers, do not have a direct effect on customer satisfaction.

3. Direct Influence of Location (X3) on Consumer Satisfaction (Z)

The results showed that the location variable (X3) had a significance value of $0.001 < 0.05$ on consumer satisfaction (Z) with $a_{t\text{-value}}$ of $3 > t_{\text{table}}$ of $3.356 > 1.99444$. This shows

that there is a direct and significant influence of the location variable (X3) on consumer satisfaction (Z). The results of this study are supported by research conducted by Riska Ayu Pramesti (2020) showing that location has a positive and significant impact on consumer satisfaction.

The factor that supports the location has a direct and significant effect on consumer satisfaction is that it is easy to reach by public transportation, which makes consumers feel satisfied buying at the Seblak Teh Eci Jember buffet. With the ease of reach provided, this has an impact on consumer satisfaction which is indeed if you establish a business, the location selection factor is very important, a strategic location will bring great profits to a business, on the other hand, if the location chosen is less strategic, it will bring losses.

4. Direct influence (X1) on Repurchase Decision (Y)

The results showed that the product quality variable (X1) had a significant value of $0.692 > 0.05$ and $t_{\text{calculated}} < t_{\text{table}}$ was $-0.398 < 1.99444$, this shows that product quality (X1) directly has no positive and insignificant effect on the repurchase decision (Y). This could be due to the fact that the quality of the products given to consumers as a buffet of Eci Jember Tea is not acceptable. This is supported by the results of respondents' answers regarding the influence of product quality on repurchase decisions at the Eci Jember Tea buffet seblak.

An indicator that causes product quality to have no effect on the repurchase decision is the freshness of the product, where the Eci Tea buffet seblak itself has a buffet system that gives consumers the freedom to choose what kind of seblak they want. Therefore, the Eci Tea buffet should always maintain the freshness of its products so that it can make consumers feel satisfied and does not rule out the possibility that consumers will make a repeat purchase.

5. Direct influence (X2) on Repurchase Decision (Y)

The results showed that the service quality variable (X2) had a significant value of $0.027 < 0.05$ and the $t_{\text{calculated}} > t_{\text{table}}$ was $2.260 > 1.99444$. This shows that the quality of service (X2) directly has a positive and significant effect on the variable of repurchase decision (Y). This is strengthened by the answers of many respondents who chose to answer yes to the quality of service in the Eci Tea buffet is very appropriate. This can be seen from the service, speed of service, politeness of employees, attention in understanding consumer desires and facilities provided by employees at the Eci Jember Tea buffet so that consumers make repeat purchases.

6. Direct influence (X3) on Redemption Decision (Y)

The results of this study show that (X3) has a significant value of $0.607 > 0.05$ and $t_{\text{calculated}} < t_{\text{table}}$ is $0.517 < 1.99444$, this shows that the location (X3) directly has no positive and insignificant effect on the variable of repurchase decision (Y). This is due to the inadequate location of the Eci Tea buffet so that the respondents' answers indicate that they do not agree with the influence of location on the repurchase decision.

The indicator that causes the location to have no effect on the repurchase decision is the location where the Teh Eci buffet is located, which according to the respondents is not close to the place of residence in the form of a boarding house or rent. Therefore, the selection of a place to establish a business must certainly consider various aspects, especially in the selection of a location because this can determine the sustainability of the business in the future. What is indeed from the observation results of the Eci Tea seblak is located on the side of the highway which is a shophouse on the right and left and quite far from residences such as boarding houses, rents and the like.

7. Direct Effect of Consumer Satisfaction (Z) on Repurchase Decision (Y)

The results of this study show that the consumer satisfaction variable (Z) has a significant value of $0.000 < 0.05$ and $t_{\text{calculated}} > t_{\text{table}}$ is $4.095 > 1.99444$, this shows that the consumer satisfaction variable (Z) directly has a positive and significant effect on the repurchase decision (Y). This is reinforced by the answers of many respondents who voted to agree if consumer satisfaction affects the repurchase decision. Consumers who are

satisfied with products such as the Eci Jember Tea buffet will be very likely to make a repeat purchase and give recommendations to other people, friends and family.

8. Indirect influence (X1) on Repurchase Decision (Y) through Consumer Satisfaction (Z)

Based on the results of the study, it is shown that the direct influence of X1 on the repurchase decision (Y) is 0.253 and the indirect influence of product quality (X1) through consumer satisfaction (Z) on the repurchase decision (Y) is the sum of the beta between the variable (X1) on consumer satisfaction (Z) with the beta value of the variable (Z) on consumer satisfaction (Y) is $0.461 \times 0.345 = 0.159$. So that the total influence given by X1 on Z = 0.412. Meanwhile, the results of the calculation of the sobel test show that the $t_{\text{calculating}} > t_{\text{table}}$ is $3.286 > 1.99444$. Based on these results, it can be concluded that the consumer satisfaction variable (Z) is able to mediate the influence of product quality (X1) on repurchase decisions (Y)

Factors that affect the variable of consumer satisfaction are able to mediate product quality to the decision to repurchase at the Eci Jember Tea buffet because the quality of the product at the Eci Jember Tea buffet is able to provide satisfaction to consumers so that consumers will make a repeat purchase. Judging from the lowest indicator, namely the freshness of the product, it is hoped that Seblak Eci Tea Buffet will prioritize the freshness of the products it sells, because Seblak Teh Eci Buffet uses a buffet system so it is very necessary to pay attention to the freshness of the product.

9. Indirect influence (X2) on Repurchase Decision (Y) through Consumer Satisfaction (Z)

Based on the results of the study, it was shown that the direct influence of X2 on the repurchase decision (Y) of 0.334 and the indirect influence of service quality (X2) through consumer satisfaction (Z) on the repurchase decision (Y) was the sum of the beta between the variable (X2) on consumer satisfaction (Z) with the beta value of the variable (Z) on consumer satisfaction (Y) was $(-0.008) \times 0.345 = -0.003$. So that the total influence given by X2 on Z = 0.331. Meanwhile, the results of the calculation of the sobel test show that $t_{\text{calculated}} < t_{\text{table}}$ is $0.9814 < 1.99444$. Based on these results, it can be concluded that the consumer satisfaction variable (Z) is not able to mediate the influence of service quality (X2) on the repurchase decision (Y)

The factor that causes consumer satisfaction is not able to mediate between the quality of service and the decision to repurchase at the Eci Jember Tea buffet because the quality of service at the Jember Eci Tea buffet is not able to provide satisfaction to consumers so that consumers will not repurchase at the Jember Eci Tea Buffet seblak. Judging from the lowest indicator is the speed of providing service, the Eci Tea buffet must pay attention again to the speed of service provided to consumers.

10. Indirect influence (X3) on Repurchase Decision (Y) through Consumer Satisfaction (Z)

Based on the results of the study, it was shown that the direct influence of X3 on the repurchase decision (Y) was 0.214 and the indirect influence of location (X3) through consumer satisfaction (Z) on the repurchase decision (Y) was the sum of the beta between the variable (X3) on consumer satisfaction (Z) and the beta value of the variable (Z) on consumer satisfaction (Y) was $0.211 \times 0.354 = 0.075$ so that the total influence given by X3 on Z = 0.289. Meanwhile, the results of the calculation of the sobel test show that the $t_{\text{calculating}} > t_{\text{table}}$ is $2.6070 > 1.99444$. Based on these results, it can be concluded that the consumer satisfaction variable (Z) is able to mediate the influence of the location variable (X3) on the repurchase decision (Y).

Factors that affect the variable of consumer satisfaction are able to mediate the location to the repurchase decision at the Eci Jember Tea buffet The location at the Eci Jember Tea buffet is easily accessible by public transportation so that it makes it easier for consumers to buy and consumer satisfaction is met. Judging from the lowest indicator, namely the proximity of the location to the residence of the Teh Eci buffet, for example, to open a branch close to the place of residence such as boarding houses or renting.

4. CONCLUSION

Based on data that has been obtained from research on the Influence of Product Quality, Service Quality and Location on Repurchase Decisions through Consumer Satisfaction at Seblak Eci Jember Tea Buffet. The respondents in this study amounted to 75 respondents and then an analysis was carried out. Then the following conclusions can be drawn:

1. There is an influence of product quality on consumer satisfaction. This means that the freshness, appearance, taste and innovation that are carried out or given are maintained, the higher consumer satisfaction. It can be concluded that product quality has a significant effect on consumer satisfaction
2. There is no influence of service quality on customer satisfaction. This shows that the quality of service which includes the service provided, the speed of providing service, the politeness of employees, attention in trying to understand the wishes of consumers and the facilities provided are still low so that the level of customer satisfaction is also low. It can be concluded that the quality of service does not have a significant effect on consumer satisfaction
3. There is an influence of location on consumer satisfaction, this means that the higher the location facilities which include the proximity of the location to the residence, the ease of reach by public transportation, comfort and security and the spacious parking lot provided, the higher the level of consumer satisfaction. It can be concluded that location has a significant effect on consumer satisfaction
4. There is no influence of product quality on repurchase decisions, this means that the quality level of the product provided is still low, making the level of consumer satisfaction low. It can be concluded that there is no significant influence of product quality on repurchase decisions
5. There is an influence of service quality on repurchase decisions, this means that the higher the quality of service provided, the higher the level of consumer repurchase decisions. It can be concluded that service quality has a significant effect on repurchase decisions
6. There is no influence of location on repurchase decisions, this is because the level of location facilities provided is low so that the level of consumer purchase decisions is also still low. It can be concluded that the location has no significant effect on the repurchase decision
7. There is an influence of consumer satisfaction on repurchase decisions, this is because of the high consumer satisfaction value so that repurchase decisions also have a high value. It can be concluded that consumer satisfaction has a significant effect on repurchase decisions
8. There is an influence of product quality on repurchase decisions through consumer satisfaction, it can be interpreted that consumer satisfaction is able to mediate product quality on repurchase decisions
9. There is no influence of service quality on repurchase decisions through consumer satisfaction, it can be interpreted that consumer satisfaction is not able to mediate service quality on repurchase decisions
10. There is an influence of location on repeat purchase decisions through consumer satisfaction, which can be interpreted as meaning that consumer satisfaction is able to mediate location on repeat purchase decisions.

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