

# THE INFLUENCE OF SERVICE QUALITY AND PRICE PERCEPTION FOR LOYALTY OF THE CUSTOMERS AT WAROENG STEAK AND SHAKE SISINGAMANGARAJA

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## ABSTRACT

This research used quantitative method. The purpose of this research is to analysis The Influence Of *Service Quality* And Price Perception For Loyalty Of The Custumor At Waroeng Steak And Shake Sisingamangaraja. The riset's popouation is the custumor of waroeng steak and shake sisingamangaraja 95 people in number. This research, sample was taken by using saturated sampling technique. All of the customers were taken to become object of research 95 people in total. The analysis technique used is multiple linear regression analysis using the SPSS 25.00 version program. *Service Quality* and price perception give positive and significant influence for Loyalty of the customer at Waroeng Steak And Shake Sisingamangaraja. Adjusted R Square from the analysis of the coefficient of determination of 0.622 means that customer loyalty can be explained by service quality variables and price perceptions of 62.2%, while the remaining 37.8% can be explained by other variables not examined in this research.

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## 1. INTRODUCTION

At this time a lot of culinary delights and satisfying services have sprung up, making competition even harder in the world of culinary business. The characteristics of the current culinary business environment are marked by rapid developments in all fields that demand management expertise in anticipating every change that occurs in economic activity. Under these conditions, not many culinary entrepreneurs can still run their businesses. Only companies with satisfying menus and services will win the competition and maintain their position in the market. One of the factors that can drive the achievement of Quality Service is the quality of service provided to its customers. Quality must start from the customer's needs and end with the customer's perception. The development of the food business is inseparable from meeting the wants and needs of its customers. For example relatively cheap prices, cleanliness and quality of service. Good and satisfying customer service is the main mission, where customer satisfaction is a priority for the culinary business owner in deciding strategies to win the competition. The quality of service and menus offered at low prices supported by facilities are also the main capital to attract customers.

Along with the changing times that are constantly moving, especially in the current era of globalization, the business world is developing very rapidly, making culinary entrepreneurs have to be able to keep up with changing trends in society so that the goals of each menu offered to the public can run effectively and efficiently according to their goals. Many culinary business actors compete to dominate the existing market share, namely by making good marketing plans in order to get a positive image in the minds of customers. Currently, businesses that are developing in Indonesia, one of which is in the culinary field, which is a very promising. Discussing the culinary business, each region and each city must have its own characteristics, to compete the actors must be required to carry out a strategy so that its business remains standing. The number of businesses of a similar nature causes increasingly fierce competition. So to deal with such situations and circumstances, business actors must be able and quick and responsive in making decisions so that the business they establish can develop properly. Business actors are required to be able to defend the market and win the competition. In winning the competition, companies must be able to understand the needs and desires of their customers.

The importance of loyalty for companies has made loyalty a phenomenon that has attracted a

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lot of attention and focus from researchers, thus encouraging the emergence of a lot of research in the field of consumer loyalty which in turn has resulted in many definitions of loyalty itself and has continued to develop to date. The term customer loyalty actually comes from brand loyalty which reflects customers on a particular brand.

This rapid development in the business world requires culinary entrepreneurs to really keep up with the times, following the market demands of their customers. Satisfaction is the main key to the emergence of customer loyalty to this culinary business. Loyalty is created because of the satisfaction of consumers who feel the service is more than their expectations. Companies must know what customers expect. Customers who are satisfied with their performance will indirectly have a very positive impact on the life journey of culinary entrepreneurs in the long term, ultimately loyalty is an addition to customer psychological satisfaction with customer feelings. Business actors who are able to create customer satisfaction will lead customers to be more loyal to that place.

Service quality is currently very much needed by a culinary business actor, where this is closely related to customer satisfaction. Service quality provides a special impetus for customers to establish long-term mutually beneficial relationships with these culinary business actors. This kind of emotional bond allows culinary businesses to understand carefully the specific expectations and needs of customers. Customer loyalty greatly determines the survival of a culinary business, therefore it must maintain good relationships with customers so that customers will become loyal to the culinary business. One important factor in building good relationships with customers and creating customer loyalty is to provide good service to them. Not only does service quality affect customer satisfaction and loyalty, but good relations with customers will lead to more attention to customers. Currently, many businesses use Customer Relations Management (CRM) to establish close relationships with customers. By utilizing Customer Relations Management (CRM), culinary entrepreneurs will know what their customers expect and need so that an emotional bond will be created that is able to create close and open business relationships as well as two-way or reciprocal communication between them, thereby increasing customer loyalty. maintained and not easy to switch to other competitors. Following are the results of the pre-survey questionnaire which was distributed to 30 respondents which can be seen in table 1 below

Table 1 Pra Questionnaire Survey Result About *Service Quality* ( $X_1$ )

No	Statement	Disagree	Percentage	Agree	Percentage
<i>Service Quality</i>					
1.	Each customer is given a choice of menus and served according to the order.	9	30%	21	70%
2.	In my opinion, every employee has provided reliable service.	11	37%	19	63%
3.	In my opinion, the Waroeng Steak and Shake business has provided a quick response to respond to customer needs.	13	43%	17	57%
4.	Waroeng Steak and Shake Sisingamangaraja guarantees that the products it offers comply with applicable regulations.	14	47%	16	53%
5.	Waroeng Steak and Shake can forge impressive business partnerships with all walks of life.	12	40%	18	60%

Source : Pelanggan Waroeng Steak And Shake Sisingamangaraja, 2022

Table 1 above explains that in the Service Quality variable there are still respondents who answered "Disagree" to the statement "Waroeng Steak and Shake Sisingamangaraja provides guarantees for the products it offers in accordance with applicable regulations" as much as 47%. This means that the quality of service at Waroeng Steak And Shake Sisingamangaraja is currently still ineffective because customers still feel that they are not being cared for in terms of providing guarantees for the products provided to customers. There are also other phenomena such as employees who are still unable to pay attention to customers when eating at a place such as customers still getting tables that are not clean when eating on the spot, tissue boxes that are still empty and not filled and there is still trash scattered around the area. Therefore, employees at Waroeng Steak And Shake Sisingamangaraja still lack empathy to serve consumers

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who attend and eat at that place. If the quality of service provided is good and effective then it can improve consumer purchasing decisions and increase customer loyalty to Waroeng Steak And Shake Sisingamangaraja. The results of the pre-survey questionnaire on the price perception variable are also attached in table 2 below.

Table 2 Pra Questionnaire Survey Result About Price Perception (X<sub>2</sub>)

No	Statement	Disagree	Percentage	Agree	Percentage
<b>Price Perception</b>					
1.	In my opinion, the price offered by Waroeng Steak and Shake Sisingamangaraja is currently still affordable.	15	50%	15	50%
2.	As a customer, I feel that the products offered by Waroeng Steak and Shake Sisingamangaraja are of very high quality.	9	30%	21	70%
3.	I feel that the price given is in accordance with the benefits received by the customer.	11	37%	19	63%
4.	In my opinion, the product price offered by Waroeng Steak and Shake Sisingamangaraja is not much different from other competitors	14	47%	16	53%

Source : Pelanggan Waroeng Steak And Shake Sisingamangaraja, 2022

Based on table 2 of the pre-survey results regarding price perceptions, the researchers surveyed 30 respondents. From these results there are still respondents who answered "disagree" to the statement "In my opinion the price of the product offered by Waroeng Steak and Shake Sisingamangaraja is not much different from other competitors" as many as 14 people (47%). This result is certainly a concern for researchers that the price at Waroeng Steak And Shake Sisingamangaraja is still perceived as more expensive than competing companies so that there are still many respondents who answer "disagree" to this statement. Of course, this is a special concern for Waroeng Steak And Shake Sisingamangaraja so that they can adjust prices according to market share so that the products sold by Waroeng Steak And Shake Sisingamangaraja can not only be enjoyed by customers who are workers with middle and upper income. However, if the product price is much cheaper than expected by the customer. So not only customers with working status can enjoy eating at Waroeng Steak And Shake Sisingamangaraja, but school children, students and so on can also enjoy the products sold by Waroeng Steak And Shake Sisingamangaraja so that this increases purchasing decisions and customer loyalty. The results of the pre-survey questionnaire in the customer loyalty variable can be seen in table 3 below.

Table 3 Pra Questionnaire Survey Result About Loyalty of The Customer (Y)

No	Statement	Disagree	Percentage	Agree	Percentage
<b>Loyalty of The Customers</b>					
1.	I buy Waroeng Steak and Shake Sisingamangaraja products more often than similar products.	13	43%	17	57%
2.	I often recommend trying to buy similar products at Waroeng Steak and Shake Sisingamangaraja.	12	40%	18	60%
3.	I make Waroeng Steak and Shake Sisingamangaraja my top choice for buying similar products.	14	47%	16	53%
4.	As a customer, I often get positive information about Waroeng Steak and Shake Sisingamangaraja services.	11	37%	19	63%

Source : Pelanggan Waroeng Steak And Shake Sisingamangaraja, 2022

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In table 3 it can be seen that the results of the pre-survey questionnaire conducted by researchers to 30 Waroeng Steak And Shake Sisingamangaraja customers that in the indicator of the customer loyalty variable there are still respondents who answered "disagree" from the results of the statement "I make Waroeng Steak and Shake Sisingamangaraja as an option main to buy similar products" as many as 14 people (47%). This answer is certainly a problem for Waroeng Steak And Shake Sisingamangaraja to customers because currently customers still have poor loyalty to Waroeng Steak And Shake Sisingamangaraja. As is the case at this time, customers are still unable to make Waroeng Steak And Shake Sisingamangaraja their first choice due to several factors such as the quality of the services provided which are still ineffective and the price of the products offered are still relatively more expensive than competitors. In addition, Waroeng Steak And Shake Sisingamangaraja is still unable to provide discounts and discounts to customers so that currently customers are still unable to recommend Waroeng Steak And Shake Sisingamangaraja to others so they can enjoy the products being sold. If a customer recommends Waroeng Steak And Shake Sisingamangaraja to friends and family, then this can certainly increase their purchasing decision on Waroeng Steak And Shake Sisingamangaraja.

## 2. LITERATURE REVIEW

### *Service Quality*

According to [2], quality must start from consumer needs and end with consumer perceptions. Consumer perception of service quality itself is a consumer's overall assessment of the superiority of a service. Opinion [17] suggests that service quality or service quality is a critical element of customer perceptions of the service products they receive. According to [14] Service quality is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service). Opinion [5], there are five indicators of service quality, namely tangible, reliability, responsiveness, assurance, empathy.

### *Price Perception*

Views [13] explain the perception of price is a view of the price of how a customer or consumer perceives a certain price (high, low, reasonable) and has a strong influence on purchasing decisions and purchase satisfaction. According to [7] states that price perception is a value contained in a price that is related to the benefits of a product or service. According to [1], states that there are 4 measures that characterize price, namely price perception, namely price affordability, price compatibility with quality, price compatibility with benefits and price according to ability or price competitiveness.

### *Loyalty of The Customer*

According to [11] argues that customer loyalty is a behavioral incentive to make purchases repeatedly and to build customer loyalty to a product or service produced by the business entity which takes a long time through a purchase process that occurs repeatedly. Opinion [3] states that the definition of customer loyalty is a measure of consumer attachment to a brand. According to [6] suggests that customer loyalty is a behavioral habit of repeat purchases. The indicators of customer loyalty used according to [12] cited by [10] are buying and returning services, recommending the company to relatives, making the company a top priority and talking about positive things about a company.

## 3. METHOD

This study aims to analyze the effect of service quality and price perceptions on customer loyalty at Waroeng Steak and Shake Sisingamangaraja. The method used in this research is quantitative. This research was conducted at Waroeng Steak And Shake. Data collection techniques used in this study were observation, documentation and questionnaires using a Likert scale. The population of this research is the customers of Waroeng Steak and Shake Sisingamangaraja, totaling 95 people. In this study, samples were taken using the Saturated Sampling Technique. In relation to the number of Waroeng Steak and Shake customers, there are 95 people (less than 100 people). Then all customers are taken as research objects. The analysis technique used is multiple linear regression analysis using the SPSS Version 25.00 program

## 4. RESULT AND DISCUSSION

The view [4] states that the validity test is used as a measure of whether a questionnaire is declared valid or not. Valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object. Testing the validity in this study using SPSS 25.00 for windows. In this case the researcher used a questionnaire consisting of 5 service quality questions, 4 questions about

price perceptions and 4 questions about customer loyalty, so that the total number of questions was 13 items. Each item is prepared 5 answer intervals. The lowest answer is given a score of 1 and the highest is given a score of 5. The r table value at  $\alpha = 0.05$  with degrees of freedom  $df = n - 2 = 28$  in the two-way test is 0.3610. For more details, the results of the validity test can be seen in the following table:

Table 4. Validity Test Table

Variable	Statement	rcounting	rtable	Description
Service Quality (X <sub>1</sub> )	1	0,920	0,3610	Valid
	2	0,946	0,3610	Valid
	3	0,920	0,3610	Valid
	4	0,946	0,3610	Valid
	5	0,848	0,3610	Valid
Price Perception (X <sub>2</sub> )	1	0,771	0,3610	Valid
	2	0,736	0,3610	Valid
	3	0,743	0,3610	Valid
	4	0,724	0,3610	Valid
Loyalty of The Customer (Y)	1	0,853	0,3610	Valid
	2	0,794	0,3610	Valid
	3	0,766	0,3610	Valid
	4	0,766	0,3610	Valid

Based on the table above, it is found that the test of all statements has a value greater than 0.3610. Thus it can be concluded that all questions from service quality, price perceptions and customer loyalty used are valid and can be used as instruments in research.

According to [16] stated that the reliability test was carried out to find out the results of consistent measurements when the measurement of the same measuring instrument was carried out, an indicator in the questionnaire was acceptable if the alpha coefficient had a value of  $> 0.6$ . The results of the reliability test of this study can be contained in Table 5:

Table 5. Reliability Result Test

Variable	Croanbach Alpha (CA)	Description
Service Quality	,828	Reliabel
Persepsi Harga	,796	Reliabel
Loyalitas Pelanggan	,813	Reliabel

The research instrument for service quality variables, price perceptions and customer loyalty can be declared reliable and feasible to be used as variables in the measurement of this study because the reliable coefficient is greater than 0.60. The next test can be analyzed with the normality test. The normality test for this study can be loaded with the p-plot graph in Figure 1:

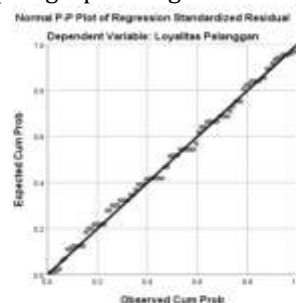


Figure 1. Grafik p-plot

On the P-Plot graph, the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model meets the assumption of normality. The graph shows that the distribution pattern tends to be normal, the data shows the dots spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the assumption of normality. The next normality test can be seen in Table 6:

Table 6. One-Sample Kolmogorov-Smirnov Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		95
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.11574061
Most Extreme Differences	Absolute	.046
	Positive	.046
	Negative	-.045
Test Statistic		.046
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The normality test in Table 6 uses the Kolmogorov-Smirnov method with a significance value of 0.200 with a significance level of  $> 0.05$ . The results of this test indicate that the normality test in this study is normally distributed. The normality test for this study can be loaded with the histogram shown in Figure 2:

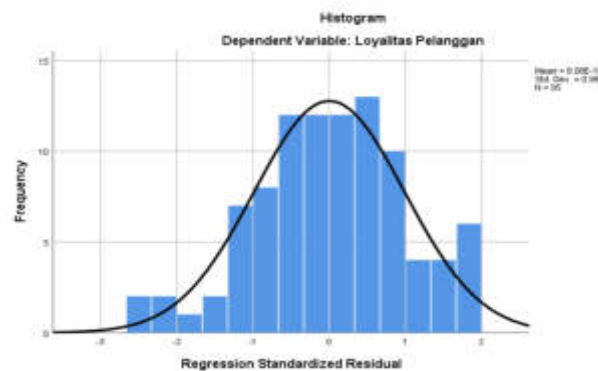


Figure 2. Grafik Histogram

Based on the histogram graph, the data has shown a perfectly concave normal curve. It can be said to be normal if the line has formed a concave upward like the picture. The results of the multicollinearity test in this study are contained in Table 7:

Table 7. Multikolinearitas Result Test  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	1.826	1.164			
	Service Quality	.429	.066	.509	.659	1.516
	Persepsi Harga	.356	.073	.380	.659	1.516

a. Dependent Variable: Loyalitas Pelanggan

Table 7 shows that the two independent variables have a VIF value of  $< 10$  and a tolerance value of  $> 0.1$ , which means that the data in this study do not experience multicollinearity. Testing the classical assumptions with the heteroscedasticity test in this study can be contained in Figure 3:

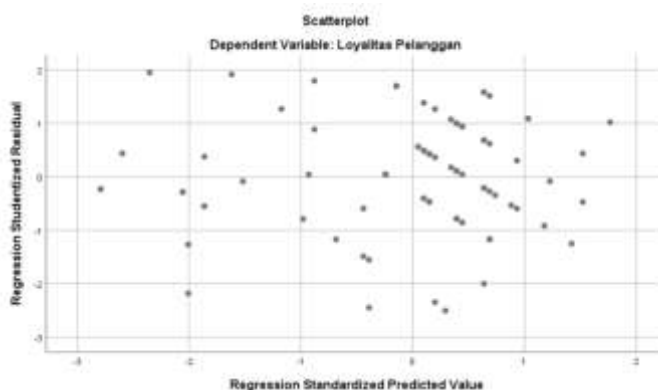


Figure 3. Grafik scatterplot

It can be seen that the data spread randomly around the Y axis and do not form a specific pattern, so this regression model is free from heteroscedasticity symptoms. The results of the research analysis by testing multiple linear analysis can be contained in Table 8:

Table 8. Multiple Analysis Linier Text

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
Model		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	1.826	1.164			
	Service Quality	.429	.066	.509	.659	1.516
	Persepsi Harga	.356	.073	.380	.659	1.516

a. Dependent Variable: Loyalitas Pelanggan

Based on these values, the following multiple linear regression equations are obtained:  $Y=1.826+0.429X_1+0.356X_2$ . Table 6 explains that the B value for service quality (B1) is 0.429 and the price perception value (B2) is 0.356 and the constant value (a) is 1.826. The description of the multiple linear regression equation shows that the service quality and price perception variables have a positive direction coefficient on customer loyalty.

To test the research hypothesis, the t test can be used. This test was conducted to analyze the influence of the independent variables, namely service quality and perceived price partially on the dependent variable, namely customer loyalty. As for determining the ttable value, the following equation can be used:  $df = n-k-1 = 95-2-1 = 92$ . After being calculated using this equation, the ttable value is 1.6615. The results of the t test can be contained in Table 9:

Tabel 9. Hasil Uji t (Parsial)

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.826	1.164		1.569	.120
	Service Quality	.429	.066	.509	6.520	.000
	Persepsi Harga	.356	.073	.380	4.868	.000

a. Dependent Variable: Loyalitas Pelanggan

Based on Table 9, it can be seen that the results of the partial test obtained a t count value of 6,520 > t table 1.6615. This means that the service quality variable has a positive effect on the customer loyalty variable. Then the significant value is 0.000 < 0.05, which means that the service quality variable has a significant effect on the customer loyalty variable. Based on the results of the regression analysis, it was obtained that the t value was 4.868 > t table 1.6615. This means that the price perception variable has a positive effect on customer loyalty variables. Then the significant value is 0.000 < 0.05, which means that the price perception variable has a significant effect on the customer loyalty variable.

The F test was carried out to test the independent variables, namely service quality and price perceptions, simultaneously having a significant or not significant relationship to the dependent variable, namely customer loyalty. As for determining the value of  $F_{table}$ , the following equation can be used:  $df = k; n - k = 2; 95 - 2 = 2; 93$ . After calculating using this equation,  $F_{table} = (2; 93)$  then the value of  $F_{table}$  is 3.09. The results of the F test in this study can be contained in Table 10:

Table 10. F Result Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	199.129	2	99.564	78.278	.000 <sup>b</sup>
	Residual	117.018	92	1.272		
	Total	316.147	94			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Persepsi Harga, Service Quality

Table 10 shows the  $F_{count}$  value of 78,278 >  $F_{table}$  3.09 with a significance value of 0.000 < 0.05. From these results, it can be concluded that service quality and price perception simultaneously have a positive and significant effect on customer loyalty.

The coefficient of determination was carried out to analyze the contribution of the independent variables, namely service quality and price perceptions, to the dependent variable, namely customer loyalty. The results of the test for the coefficient of determination can be contained in Table 11:

Table 11. Koefisien Determinasi Result Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 <sup>a</sup>	.630	.622	1.128

a. Predictors: (Constant), Persepsi Harga, Service Quality

b. Dependent Variable: Loyalitas Pelanggan

The Adjusted R Square value from the analysis of the coefficient of determination is 0.622, meaning that customer loyalty can be explained by service quality variables and price perceptions of 62.2%, while the remaining 37.8% can be explained by other variables not examined in this study.

## DISCUSSION

In accordance with the partial test results indicate that Service Quality has a positive and significant effect for Customer Loyalty at Waroeng Steak And Shake Sisingamangaraja. The results of this study are in line with research conducted by [9] which shows that service quality is an important variable in increasing customer loyalty. In addition, it also supports the findings of [15] which reveal that service quality has a positive and significant effect on customer loyalty.

Price perception in this study also has a positive and significant effect on customer loyalty at Waroeng Steak And Shake Sisingamangaraja. The results of research [8] revealed that price perception is empirically proven to be an important variable in increasing customer loyalty.

The  $F_{count}$  value is 78,278 >  $F_{table}$  3.09 with a significance value of 0.000 < 0.05. From these results, it can be concluded that service quality and price perception simultaneously have a positive and significant effect on customer loyalty.

The Adjusted R Square value from the analysis of the coefficient of determination is 0.622, meaning that customer loyalty can be explained by service quality and price perception variables of 62.2%, while the remaining 37.8%

## 5. CONCLUSION

Based on the results of the analysis and discussion of the influence of service quality and price perceptions on customer loyalty at Waroeng Steak And Shake Sisingamangaraja, it can be concluded that service quality has a positive and significant effect on customer loyalty at Waroeng Steak and Shake Sisingamangaraja. Price Perception has a positive and significant effect on Customer Loyalty at Waroeng Steak And Shake Sisingamangaraja. Service Quality and Price Perception have a positive and significant effect on Customer Loyalty at Waroeng Steak And Shake Sisingamangaraja.

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