

Analysis of the Effect of Gas Prices, Product Quality, and Service Quality Against Natural Gas Purchasing Decisions at PT Perusahaan Gas Negara, TBK in Electricity Sector

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Abstract:- This research aim is to test and analyze the influence of price, product quality, and service quality towards the purchasing decision of natural gas product, a product sold by PT Perusahaan Gas Negara, Tbk. The research data used in this research is questionnaire data, that have been carried out from January to July of 2019 towards the existing customer in electricity sector. The sampling method used is purposive sampling from 50 existing customer. The method of analysis used is multiple linear regression. The result of this research shows that price, product quality, and service quality (simultaneously) contribute significantly to purchasing decision. The result also suggest that partially, the price, product quality, and service quality also significantly contribute to the purchasing decision. Price is the most influential variable of all and significantly affects the purchasing decision.

Keywords:- Price, Product Quality, Service Quality, Electricity Sector, Purchasing Decision.

I. INTRODUCTION

PT Perusahaan Gas Negara, Tbk (PGN) is one of the State-Owned Enterprises (SOEs) which is engaged in the transmission and distribution of natural gas. SOEs are obliged to generate income for the interests of shareholders and are also required to serve in the interests of the community. Since the Law on Oil and Gas (Migas) No. 22 of 2001 has begun to be implemented, traders have begun to appear, thus requiring PGN to compete with these newcomers.

PGN's consumers consist of several buyer sectors, one of the largest sectors is the electricity sector. PGN consumers' decision to buy gas (based on respondent data) is influenced the most by gas prices as the next most important factor for the second priority is product quality (Gas Supply Guarantee and Gas Delivery Reliability), and third place is the level of service quality (how to handle complaints and flexibility of gas sale and purchase contract). Based on respondent data and the needs of the PGN as a business entity which also inquires an analysis as the initial foundation for making business decisions, the

analysis of the effect of gas prices, product quality, and service quality on gas purchasing decisions in the electricity sector was formed.

II. LITERATURE REVIEW

A. Marketing Management

Kotler and Armstrong (2008: 6) define marketing as the process by which companies create value for consumers and build strong relationships with consumers, with the aim of capturing the value of consumers in return. According to the American Marketing Association (AMA) explains that marketing is an organizational function and a series of processes to create, communicate and provide value to consumers to manage customer relationships in ways that benefit the organization and the parties concerned with the organization (Kotler and Keller, 2009, p.5). Based on the above review, it can be concluded that marketing is a series of activities related to the movement of products in the form of goods and services that can satisfy the needs of consumers.

Based on the formulation of the problem and the description of theories and previous studies regarding the price, product quality, and service quality variables and their effects on purchasing decisions, the theoretical framework proposed in this study is described in Figure 1.

B. Price

Price is the amount of money (plus some products if possible) needed to get a combination of products and services (Dharmmesta, 2009). Price is the amount of value that consumers exchange for a number of benefits by owning or using an item or service. Prices are things that consumers consider when making a purchase. Some consumers even identify price with value.

The price dimension in Kotler and Armstrong (2012), explained that there are four measurements that characterize prices, namely price affordability, suitability of prices with product quality, suitability of prices with benefits, and prices according to ability or price competitiveness. The four price measures are as follows:

- Affordability of consumer prices can reach prices set by the company.
- Price match with product quality.
- The suitability of prices with the benefits of consumers deciding to buy a product.
- Prices are according to the ability or competitiveness of consumer prices.

There are several studies that have conducted research on the effect of price perception on purchasing decisions. Through their research, Anwar and Satrio (2015) stated that the actor's price and product quality influence the purchasing decisions of cookware products. In addition, Permata and Rahmawati (2015) found that in addition to brand image and features, price affects people in the Yogyakarta Special Region in buying Xiaomi smart phones. The same thing was also found by Tjahjono and Rezza in a journal entitled "Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision" which examines Kuala Lumpur residents in the decision to purchase Samsung smart phones. From these three studies, it can be seen that the geographical background, environmental demographics, and lifestyle dynamics experienced by a consumer will affect the mindset, specifically the perception and interpretation of the value of a product consumed. This value is then measured into the price of a product.

C. Product Quality

Product quality according to Kotler and Keller (2013: 351) is the ability of a product to perform its functions which include durability, reliability, accuracy, ease of operation and improvement and other attributes. A product if it has been able to carry out its functions can be said to be a product that has good quality. Most products are provided by having one of the four levels of quality: low quality, medium average quality, good quality, and very good quality.

According to Tjiptono (2008: 25), there are eight dimensions of product quality. The product quality dimensions consist of:

- Performance
- Durability
- Conformance to specifications
- Features
- Reliability
- Aesthetics
- Perceived quality
- Serviceability

Assessment of product quality can be disseminated through communication media so that it can influence a consumer's purchasing decisions. Akpoyomare et. al (2012) said that information about product quality known to customers has a positive relationship between consumer purchasing decisions. Other studies conducted by Rose et. al (2016), with the research title "Consumers' Purchasing Decision Towards Food Products of Small and Medium Enterprise", states that the principles that influence

consumer decisions in purchasing the highest are influenced by product quality by 51%, price 40%, brand 5 %, packaging 3% and other factors 1%.

D. Service Quality

Quality according to the American Society for Quality Control, is the overall characteristics and characteristics of a product or service in its ability to meet the needs that have been determined or latent or permanent (Kotler, 2005: 310). Kotler (2005: 352) states that service is every activity and benefit that can be given by one party to another party which is basically intangible and does not need to result in ownership of something. According to Parasuraman, et.al. (2008: 148), service quality is how far the difference between reality and customer expectations for the service they receive or get. There are 5 dimensions of service quality, namely:

- Tangible
- Reliability
- Responsiveness
- Assurance
- Emphaty

Service quality, whether through physical evidence, reliability, responsiveness, assurance and attention influence consumer purchasing decisions. This has been proven by Thomson and Ginting (2012) who took samples of durian consumers who bought at Warung Uco Durian Iskandar Muda Medan and found that simultaneously the quality of service provided positively and significantly affected customers' decision to buy at Uco Durian. This is in line with the findings of Richard and Allaway (1993) who examined similar things with a sample of Domino's Pizza customers.

E. Purchasing Decision

Purchasing decision according to Kotler and Keller (2013: 192) is the decision of consumers to decide to buy after evaluating several factors such as brand, location of purchase, amount to be purchased, time of purchase, and how payment can be made. Furthermore Kotler and Keller (2012) also argue that consumer purchasing decisions are the stage where consumers may also form an intention to buy the most preferred product, where the consumer's decision to modify, delay, or avoid is greatly influenced by the perceived risk. Schiffman and Kanuk (2007: 485) say that according to the most common understanding a decision is a selection of two or more alternative choices. In other words, alternative choices must be available to someone when making a decision.

Price, product quality, and service quality have a positive and significant influence on purchasing decisions. However, each product has different characteristics related to this factor in influencing purchasing decisions. Iswayanti (2010) found that price, product quality and service quality simultaneously had a positive and significant effect on purchasing decisions at the Soto Angkring Mas restaurant. Research conducted by Atmaja and Adwinata (2014), by adding location as an additional variable, also shows results

with the same trend by taking consumer samples at Kopiteam Oey. By taking a sample of KFC consumers, Madiba and Lombard (2011) found that in addition to price, product quality, and service quality, the location of KFC sales outlets was also a factor influencing consumers, for example the location of outlets within the shopping centers became an important consideration for consumers to eat at KFC, apart from promos and hospitality of KFC employees in serving customers.

Based on the formulation of the problem and the description of theories and previous studies regarding price, product quality, and service quality variables and their

effects on purchasing decisions, the theoretical framework proposed in this study is illustrated in Figure 1.

III. RESEARCH METHODOLOGY

Quantitative research methods are used to examine data in certain populations and samples, data collection using research instruments, and statistical data analysis in order to test the hypotheses that have been set, measurements are based on the variables mentioned earlier. The purpose of quantitative research is to show the relationship between variables, test theories and look for generalizations that have predictive value (Sugiyono, 2011).

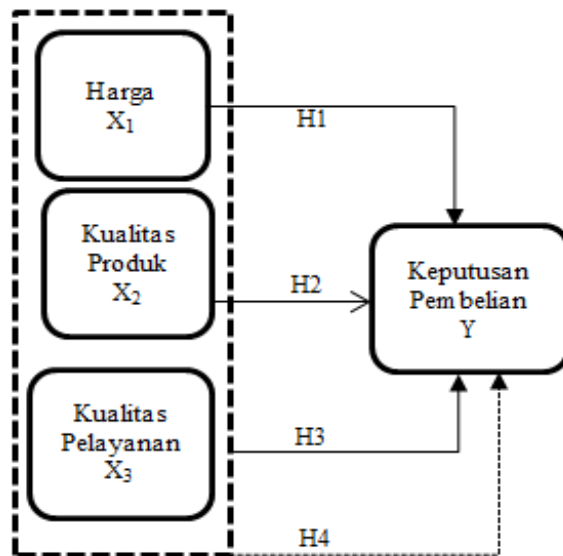


Fig 1:- Theoretical Framework

The discussion of this research is sourced from two variables namely price, product quality, service quality and also price, product quality, service quality together as

independent variables (X1, X2, X3, X4) and purchasing decisions as the dependent variable (Y). In detail, the operationalization of variables can be seen in the Table 1.

Variable	Dimesnion	Indicator
<p>Price (X1)</p> <p><i>Amount of money exchanged for a product or service (Kotler and Keller 2015)</i></p>	<p>Price affordability</p> <p>Price conformity with product quality</p> <p>Price conformity with consumer benefits</p> <p>Price competitiveness</p>	<p>1. Gas prices are still affordable and tend not to rise</p> <p>2. Bid prices are in accordance with the quality of the gas and its distribution</p> <p>3. Gas priceis in accordance with the service received by the customer</p> <p>4. Gas priceprovides the efficiency from other fuels</p> <p>5. Gas price is more competitive than other suppliers</p>
<p>Product Quality (X2)</p> <p><i>The combination of the characteristics and characteristics of products that can meet the prerequisites of customer needs. (Tjiptono 2008)</i></p>	<p>Performance</p> <p>Conformance to specifications</p> <p>Reliability</p> <p>Serviceability</p>	<p>6. Volume and quality meet the expectation</p> <p>7. Easiness in the process of subscribing/amending the gas sale and pruchase</p> <p>8. High meter reading accuracy</p> <p>9. Gas quality is in accordance with the equipment specifications</p> <p>10. Gas disruption due to the integrated pipeline system is rare or never occur.</p> <p>11. Having a very fast Emergency Response</p>

Variable	Dimesnion	Indicator	
<p>Service Quality (X3)</p> <p><i>How far is the difference between reality and customer expectations for the service they receive (Parasuraman, 2008:148).</i></p>	Tangible	Team within 2 hours after information is received.	
		12. 24/7 call centers which are easy to contact.	
		13. Technical support team with appropriate competence	
		14. Friendly and polite Customer service team in support customer complaints.	
		15. Having convenient service facilities	
	Responsiveness	16. Having a complete and modern gas disruption equipment	
		17. Clear uniform and professional appearance	
	Assurance	18. Having a relationship and attention to customers	
		19. Quick response in resolving customer complaints	
	Emphaty	20. Giving guarantee of gas supply according to the contracted volume	
21. Employees recognize customer needs			
<p>Purchasing Decision (Y)</p> <p><i>The stage where consumers may form an intention to buy the most preferred product, where the consumer's decision to modify, delay, or avoid is greatly influenced by the perceived risk.. (Kotler dan Keller, 2012)</i></p>	Information search	22. Conducting informal communities outside of corporate business activities	
		Alternatives evaluation	23. Listening to customer needs, input and complaints
			Purchasing decision
	After sales	25. Comparing with other suppliers	
		26. Evaluation of PGN Gas based on product attributes and surplus value than other suppliers.	
		27. Customers feel right to buy from PGN	
		28. Purchase according to customer requests	
			29. Customers want to recommend to other customers
			30. Customers want to buy back and has a long-term gas contract

Table 1:- The Operationalization of Variables

A. Sample and Population

The population in this study is all PGN customer in the electricity sector. The design of this study has 30 indicators, then the number of samples taken in the study is 50 samples with the database is primary data that comes directly from respondents, and secondary data from some literature.

B. Data gathering technique

The methods used to collect data are as follows:

- Questionnaire and measurement of variables is done by using a Likert Scale using the scoring method. DTA collected includes the identity and responses regarding the variables that have been determined
- Literature study

C. Data Analysis Technique

Data analysis techniques are useful for solving research problems. The steps in the data processing procedure performed are:

➤ **Checking data**

In this step, the researcher must check whether the research data is complete or not, select and select the data, so that only the relevant ones are used in the analysis.

➤ **Editing**

That is the first step taken to check the questionnaire (questionnaire) that has been collected again from the respondent, carried out to reduce errors and deficiencies in the questionnaire.

➤ **Instrument scale**

Each respondent's answer is given a code and scoring refers to Sugiyono's statement (2012: 93): "With a Likert scale, the Likert scale here is an ordinal ratio which is then converted to an interval ratio, then the variable to be measured is translated into an indicator variable. Then the indicator is used as a starting point for compiling instrument items which can be statements or questions ". From the total score an average will be sought to facilitate analysis.

➤ *Tabulation*

Namely by entering data (numbers) into the table as needed, after that arrange the numbers so that the number of cases can be counted in various categories.

D. Metode Analisis Data

Data analysis uses various methods, such as the following:

- *Validity test*
- *Reliability test*
- *Classic assumption test*
- *Feasibility model test*

➤ *Hypothesis test*

IV. RESULTS AND DISCUSSION

A. Results

➤ *Validity Test*

As shown in Table 2, the instrument test results on the price (X₁), product quality (X₂), and service quality (X₃) show that all variables are valid to influence purchasing decision (Y) with r_{calculation} greater than r_{table} yaitu r > 0,279.

Indikator	Variabel	r Hitung	r Tabel	Keterangan
P01	X ₁	.696**	0.278	Valid
P02		.651**	0.278	Valid
P03		.661**	0.278	Valid
P04		.632**	0.278	Valid
P05		.463**	0.278	Valid
P06		.513**	0.278	Valid
P07		.625**	0.278	Valid
P08		.616**	0.278	Valid
P09	X ₂	.614**	0.278	Valid
P10		.595**	0.278	Valid
P11		.718**	0.278	Valid
P12		.596**	0.278	Valid
P13		.807**	0.278	Valid
P14		.365**	0.278	Valid
P15		.776**	0.278	Valid
P16		.756**	0.278	Valid
P17	X ₃	.646**	0.278	Valid
P18		.642**	0.278	Valid
P19		.748**	0.278	Valid
P20		.702**	0.278	Valid
P21		.726**	0.278	Valid
P22		.577**	0.278	Valid
P23		.659**	0.278	Valid
P24		.423**	0.278	Valid
P25	Y	.581**	0.278	Valid
P26		.609**	0.278	Valid
P27		.536**	0.278	Valid
P28		.479**	0.278	Valid
P29		.424**	0.278	Valid
P30		.446**	0.278	Valid

Table 2:- Test Results of Variable Indicator Validity

➤ *Reliability Test*

The reliability test is used to determine whether the instrument used can be trusted as a variable measurement tool, the instrument is declared reliable if the value of Cronbach's alpha (α) is obtained ≥ 0.60, the results of the reliability teston Table 3 which has been conducted using

the SPSS 21.0 for Windows program are known that the results Cronbach's alpha (α) variable X₁, X₂, X₃ and Y> 0.60, these results indicate the questionnaires of the four variables are reliable or trustworthy as a variable measurement tool.

Variable	Nilai Cronbach's Alpha	Requirement	Note
Price	0.746	> 0.6	Reliable
Product Quality	0.748	> 0.6	Reliable
Service Quality	0.768	> 0.6	Reliable
Purchasing Decision	0.693	> 0.6	Reliable

Table 3:- Results of Reliability Test

➤ *Classic Assumption Test*

The normality assumption shown in Figure 2 is that the data on the histogram graph follows the normal line, and the distribution of data on the normal P-plot plot is located around the diagonal line. Whereas based on Table 4 the Kolmogorov-Smirnov normality test results, the results obtained from each variable Price = 0.108, Product Quality

= 0.184, Service Quality = 0.111, and Customer Purchasing Decisions = 0.139. Kolmogorov-Smirnov table value with $df = 50 = 0.188$. Thus, the Kolmogorov-Smirnov test results of the four variables above have met the normality requirements with the test values $< K-S$ table values. This, it can be concluded that the data tested has a normal data distribution.

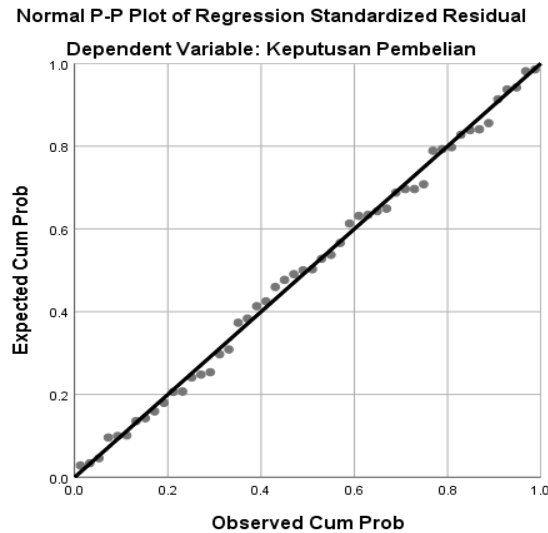


Fig 2:- Results of Normality Test

One-Sample Kolmogorov-Smirnov Test					
		Harga	Kualitas Produk	Kualitas Pelayanan	Keputusan Pembelian
N		50	50	50	50
Normal Parameters ^{a,b}	Mean	3.588	3.022	3.413	3.637
	Std. Deviation	0.575	0.492	0.679	0.426
Test Statistic		0.108	0.184	0.111	0.139
Asymp. Sig. (2-tailed)		.198^c	.000^c	.167^c	.017^c
a. Test distribution is Normal.					
b. Calculated from data.					
c. Lilliefors Significance Correction.					

Table 4:- Results of One-Sample Kolmogorov-Smirnov Test

The multicollinearity assumption test is used to measure the degree of association, closeness of relationships or linear relationships between independent variables. One of the multicollinearity tests commonly used is the Variance Inflation Factor (VIF) test, if the VIF value of the X variable < 10 then multicollinearity does not occur. Based on Table 4, the VIF value of each variable is less than 10. This can be concluded that the tested data does not occur multicollinearity.

➤ *Feasibility Model Test*

Statistical description is an analysis of respondents' answers to the research variables conducted to obtain an overview of the condition of the variables at the research location and by analyzing the average respondent's answers to the research variables.

Model	Collinearity Statistics Tolerance	VIF
(Constant)		
Harga	0.458	2.184
Kualitas Produk	0.761	1.315
Kualitas Pelayanan	0.407	2.457

a. Dependent Variable: Customer Purchasing Decision

Table 5:- Results of Multicollinearity Test

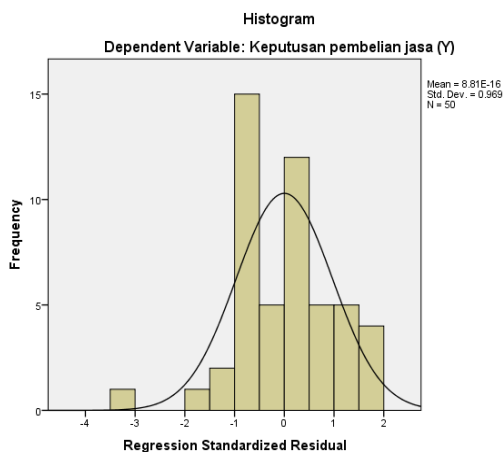


Fig 3:- Histogram Model of Purchasing Decision

As shown in Figure 3, the variable price profile (X_1) based on the results of data processing of 50 respondents showed an average value of the variable price of 3.40 or%, meaning that the price was good enough. The job assignment variable profile (X_2) based on the results of data processing of 50 respondents showed an average value of the product quality variable of 4.08 or%, meaning that the product quality was good. The service quality variable profile (X_3) shows the average value of the service quality variable is 4.21 or%, meaning that the service quality is good and the purchasing decision development variable profile (Y) shows the average value of the purchase decision variable is 3.98 or% meaning that the purchase decision is good.

The multiple linear regression analysis in this study was carried out with the SPSS Test Version 21.0 For Windows using a total score. The regression equation that has been compiled based on the data is the following: $Y = 0.633 + 0.328 X_1 + 0.284 X_2 + 0.297 X_3$. The interpretation of the above equation is: 1) $\alpha = 0.633$ shows that if the values of X_1 , X_2 , and X_3 remain (do not experience changes) then the Y constant value of 0.633 2) $b_1 = 0.328$ states if X_1 increases, then Y will experience an increase of 0.328 assuming the other independent variables have a fixed value. 3) $b_2 = 0.284$ states if X_2 increases, then Y will experience an increase of 0.284 assuming other independent variables have a fixed value. 4) $b_3 = 0.297$ states if X_3 increases, then Y will experience an increase of 0.297 assuming other independent variables have a fixed value.

➤ Hypothesis Test

Through the t-test, it can be determined that the price, product quality, and service quality significantly influence the purchase decision of services. Through the F Test it can be found that the independent variables together have a significant effect on the dependent variable and the results of the study can be concluded that the three independent variables studied by price variables have the greatest influence on service purchase decision variables on the electricity customer at PT PGN (Persero) Tbk.

B. Discussion

The price has a positive and significant effect on the Purchasing Decision, meaning that the better the price offered to the customer will increase the purchase decision by the natural gas customer PT Perusahaan Gas Negara, Tbk. By providing better prices to electricity sector customers, it will significantly influence the increase in sales volume. This is in line with previous research conducted by Permita and Rahmawati (2015) and Anwar and Satrio (2015).

Product Quality has a positive and significant effect on Purchasing Decisions, meaning that the better the quality of the products offered to customers, the better purchasing decisions by natural gas customers PT Perusahaan Gas Negara, Tbk. This is in line with previous research which states that product quality affects customer purchasing decisions, so the increase or decrease in consumer ratings of product quality significantly influences customer purchasing decisions (Fiani and Jariato, 2012; Antonius and Sugiharto 2013).

Service Quality has a positive and significant impact on Purchasing Decisions, meaning that the better the quality of services provided to customers, the better purchasing decisions by natural gas customers PT Perusahaan Gas Negara, Tbk. Providing better service quality will have an effect on increasing customer convenience in the use of natural gas, especially in the electricity sector, using gas on average in large volumes but is very volatile so that it requires high flexibility as well. Sutrisna and Yahya (2016) also stated the exciting thing that service quality has a significant and positive influence on purchasing decisions.

Simultaneously, Price, Product Quality, and Service Quality have a significant effect jointly on Purchasing Decisions, meaning that the better the price, product quality, and quality of service offered to customers will increase customer purchasing decisions (Iswayanti, 2010). Pricing, product quality and service quality that are getting better together for electricity sector customers will have a positive and significant effect and should also be a major consideration in efforts to increase the volume of natural gas sales.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The conclusions that can be obtained from research on the Effect of Price, Product Quality, and Service Quality on Purchasing Decisions on the Services of the electricity sector in PT PGN (Persero) Tbk, are as follows:

- Price variable has a positive influence on service purchase decision variables. Price variable is the first variable that most influences the service purchase decision.
- Product quality variables have a positive influence on service purchase decision variables. Product quality

variable is the second variable that most influences the service purchase decision.

- Service quality variable has a positive influence on service purchase decision variables. Service quality variable is the third variable that most influences the service purchase decision.
- Variable prices, product quality, and service quality together have a positive effect on service purchase decisions.

B. Suggestions

Based on the results of the analysis of the discussion and some of the conclusions above, the suggestions that can be given to complete the results of this study are as follows:

- Companies should pay more attention to the prices of products sold because prices will be a determinant of the company's competitive advantage compared to competitors who also offer natural gas products for applications in the electricity sector.
- The company can pay attention to product quality after determining a price that is considered competitive for the product being sold. A great focus on maintaining product quality will maintain customer loyalty, especially in the electricity sector or power generation that has a high risk
- Untuk menjadi perusahaan dengan ikatan yang dekat dengan klien dan mitra bisnisnya, kualitas pelayanan adalah wajah dari perusahaan kepada klien dan mitra bisnis.

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