

The Effect of Price towards Consumer Satisfaction at the Driving School in CV Tulus Jaya (Head Office)

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Abstract. The increasingly fierce competition is characterized by the number of similar businesses, the intense competition makes several providers of driving school provide some more services and affordable prices to be able to attract consumers. Several problems perceived by i.e. customers. prices offered by CV Tulus Jaya is quite expensive, and several consumer dissatisfactions is seen from the number of consumers who did not experience a significant increase. This study aims to find out the price of driving school, then the level of consumer satisfaction and the effect of price towards consumer satisfaction on CV Tulus Jaya (Head Office) in Tangerang - Banten. The study of research is predictive research with a quantitative approach involving eighty three consumers who were taking a driving school during research period. Data analysis techniques using the Microsoft Excel 2007 program with simple linear regression analysis. The results of this study show that price and consumer satisfaction on the CV Tulus Jaya is good, with each of almost 70 percent and more than 60 percent of perceptions that agree and strongly agree. The Price influence to the Consumer Satisfaction at CV Tulus Jaya (Head Office) has a significant impact.

Key words: driving school, price, consumer satisfaction.

Introduction

Developments in the business world today have experienced quite rapid progress, among others, marked by the number of new companies that emerged and many companies that developed into larger companies. But on the other hand competition is also increasing sharply, because every company is trying to use the best strategy in order to get consumers and can satisfy it for winning the competition (Surattini, 2018). One of the businesses that are developing and experiencing intense competition at this time is a business within the niche of driving school. The increasingly fierce competition is characterized by the number of similar businesses. The intense competition force owners of driving schools to provide customers with more assortment services and also support this by affordable prices to be able to attract consumers and make successful business. Therefore, businesses must provide the most complete facilities at affordable prices to be the winner in its field (Taniasari, 2016).

Satisfaction of the client is the essential instrument of maintaining consumers and provide a positive image of the company today. Consumer satisfaction may be treated as a positive emotional assessment of a client after his usage of products or services. Consumer satisfaction means that the expectations and needs of consumer are met fully or close to this indicator (Daryanto and Setyobudi, 2014: 43). Satisfaction will also encourage positive and negative word of mouth communication (Husain, 2017). Communication that is delivered by satisfied clients can be presented in the form of recommendations to other potential customers (Ridwan, 2019). This is the best way to create positive image of the company and a source to increase company profits rapidly. Creating customer satisfaction needs many efforts and specific correct plan of actions from the side of a company. It needs to be counted that each client has a different level of satisfaction even though they require the same product (Raggad et al., 2019). So, the individual peculiarities of groups of customers has to be developed and implemented.

The process of fulfilling customer satisfaction by providing relatively affordable prices to get quality goods or services (Krisna, 2018).

Many factors affect consumer satisfaction, one of which is the price. Price is one of the important factors because the price can be the main reason customers choose and decide to make a product purchase. For price-sensitive consumers, it is important because they will get a high value of money. Prices can affect consumer satisfaction because prices will create consumer expectation (Pasupati, 2020). Price is defined as the value of an item or service measured by an amount of money where based on that value a person or company is willing to release goods or services that are owned to another party (Badri and Badri, 2019). Because the price of a product affects consumer perceptions about the product (Tjiptono, 2015: 289).

The object of the study was selected by a driving school service company CV Tulus Jaya, which was established in 2000, was founded by one of the individual business people. CV Tulus Jaya is one that is in the South Tangerang area and as a provider of car steering course services that already has a license as a driving training and training institute.

Table 1. Number of Consumer's CV Tulus Jaya period of Years 2018-2019

Month	Amount of Consumer's	Percentage
2018, July	73	14.99%
2018, August	41	8.42%
2018, September	24	4.93%
2018, October	34	6.98%
2018, November	17	3.49%
2018, December	39	8.01%
2019, January	48	9.86%
2019, February	34	6.98%
2019, March	44	9.04%
2019, April	47	9.65%
2019, May	44	9.03%
2019, June	42	8.62%
TOTAL	487	100%

Source: (CV Tulus Jaya 2019)

Based on Table 1 above, the number of consumers on CV Tulus Jaya is fluctuating, but in November it decreased quite dramatically, only 17 consumers even though the following month increased but did not exceed or exceed the number of consumers in July. These data show that a decrease in the number of consumers is due to reduced customer satisfaction in CV Tulus Jaya. Added from the results of interviews with employees of CV. Tulus Jaya, which is often complained by consumers is, such as vehicles used to practice driving less comfortable, instructors who are not friendly to consumers, delays in meeting customers from the time set for consumers who choose the shuttle, and some consumers who complain that the price offered quite expensive. One of the factors that influence the satisfaction of a consumer in using a driving school is the price factor.

Table 2. Price List CV Tulus Jaya

Registration Fee Rp20.000,-			
Type	Long Package Driving	Course Prices	
		Monday-Friday	Saturday-Sunday

A	4 x encounter	Rp300.000,-	Rp350.000,-
B	7 x encounter	Rp450.000,-	Rp470.000,-
C	10 x encounter	Rp550.000,-	Rp590.000,-
D	14 x encounter	Rp700.000,-	Rp750.000,-

Source: (CV Tulus Jaya 2019)

Based on Table 2 above, it can be seen that make consumers not advise their families or relatives to use company services or even give a negative rating, so the number of consumers in the company does not increase significantly. The importance of Innovations services do not detach of a determinant factors in the organization's strategy to serve the company and its customers (B2B, B2C), but handle their relations on the products and services (Fahrurrozi et al. 2020). Based on the above background the authors feel interested in researching prices related to customer satisfaction. Based on the background of the problem, the problems that can be identified i.e. prices offered by CV Tulus Jaya is quite expensive, there are competitors who offer cheaper prices, price mismatch offered by CV Tulus Jaya as expected by consumers, and consumer dissatisfaction seen from the number of consumers who did not experience a significant increase. This study aims to find out the price of driving school, then the level of consumer satisfaction and the effect of price towards consumer satisfaction on CV Tulus Jaya (Head Office) in Tangerang - Banten. This research approach uses quantitative with the case study method.

Theoretical Framework, Prior Studies and Research Models

Understanding etymological management or language, the word management comes from the ancient French "menagement" which means the art of implementing and regulating. The term management also comes from the word "management" which comes from the word "to manage" which means to manage or to manage. management is the overall activities relating to carrying out the work of the organization through the functions of planning, organizing, directing and supervising to achieve organizational goals that have been set with the help of resources (*man, money, material, machine and method*) efficiently and effectively (Abdullah, 2014: 2). Furthermore, management is the science and art of regulating the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal (Hasibuan, 2017: 9).

Marketing is the process by which a company creates value for customers and builds strong customer relationships in order to increase the value of customers in the future (Kotler and Keller, 2014: 47). Furthermore, marketing is a social process that involves activities that are needed to enable individuals and organizations to get what they need and want through exchanges with others and develop ongoing exchange relationships (Mullins, 2013: 5). Marketing is not just something to do with selling products, but in marketing, there is a social process carried out between the two parties, namely the seller and buyer who contribute to each other in the communication contact made and goes along with the planning process carried out by the company, which ultimately leads to profit.

Marketing management is the process of planning and executing ideas, setting prices, promoting and channeling ideas, goods and services to create exchanges that satisfy individual and organizational goals (Kotler and Keller, 2014: 13). While marketing management is the process of analyzing, planning, managing, and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with the target market to achieve company goals (Suparyanto and Rosad, 2015: 1). Marketing strategy is to

describe the target market and the company's value through analysis of the best market opportunities. The marketing mix is a tool that will determine the level of marketing success for the company, and all this is shown to provide satisfaction to the selected market segments or consumers. In essence the marketing mix is managing elements of the marketing mix so that it can influence consumer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and consumers.

Price is one of the most important elements in determining the market share and profit of a company. Price is the only element of the marketing mix that generates revenue or income for the company, while the other three elements of the marketing mix (Product, Distribution, and Promotion) cause expenses). Price is one of the competitive factors in marketing products. Every company competes to offer attractive prices for consumers to buy the products they offer.

Price is the amount of money charged for an item or service or the amount of value of money that consumers exchange for the benefits of owning or using the product or service (Kotler and Keller, 2014: 151), and then price is the only element of the marketing mix that brings in revenue or income for the company (Tjiptono, 2015: 218). Furthermore, price is the amount of something that has value in general in the form of money that must be sacrificed to get a product (Suparyanto and Rosad, 2015: 142). The value of money determined globally that must be spent by someone to get a product or service that is desired and it is very clear that the price is very influential for the economy, consumers, and the company. Therefore, the pricing of a product must be appropriate because the price can provide profits (profits) for the company in the short term and long term. Market - Penetration Pricing (Market Share Price) is one of market share prices companies set low prices on new products to attract large numbers of buyers and large market shares. Some conditions must be met for this low price strategy to work, among others viz. the market must be very price sensitive so that low prices produce more market growth, production and distribution costs must decrease to increase in sales volume, and lower prices must help keep competition outside and penetration prices must maintain low price positions. If not, the price gains obtained are only temporary (Abdullah, 2014: 349). Price becomes the consideration of consumers to buy, so it needs special consideration to determine the price. Price indicators consist of a affordability of prices, price match with product quality, price match with product quality, price competitiveness, and price matches (Abdullah, 2014: 278).

Achieving customer satisfaction is one of the main goals of every company. Consumer satisfaction can also improve the quality of the company in competing with other companies and can form a good image for the company. Consumer satisfaction is an emotional assessment of consumers after consumers use products where their expectations and needs of consumers who use them are met (Daryanto and Setyobudi, 2014: 43). Furthermore, customer satisfaction is someone's feeling of pleasure or disappointment resulting from comparing the perceived product performance (or results) with the expected expectations (Kotler and Keller, 2014: 138). Consumer satisfaction is a feeling of pleasure or disappointment someone has about a product or service that has been purchased after comparing the product performance with the expectations felt by consumers. If the performance is considered to exceed expectations, consumers will be satisfied, on the contrary, if the performance is considered not to exceed expectations, consumers are not satisfied.

Efforts to realize customer satisfaction is not easy, but efforts to constantly improve consumer satisfaction can be done with a variety of strategies. The performance of a

company has a big influence on consumer interest, so we need a surefire strategy to do that. In essence, the customer satisfaction strategy will cause competitors to work hard and require high costs in their efforts to win over consumers. Customer satisfaction becomes very important for a company, to determine the level of customer satisfaction, it takes a tool or model to measure it. There are several models used by the company to measure and monitor the satisfaction of its customers and customer competitors. Customer satisfaction indicators consist of general or overall satisfaction, confirmation of hope comparison with ideal situations, and beyond customer expectations (Tjiptono, 2015: 365).

This research background several case studies regarding the to determine whether there is influence consumer satisfaction, consists of promotion, price and quality service of Titipan Kilat JNE Medan, with research subject is PT Maxim Housewares Indonesia, Gatot Subroto Medan who visited the company's outlets, observation period and sampling for sizes of three months (2016, May - July), the sample is consumers aged > 21 years. The findings show that there is significant influence each of promotion, price, and quality to the consumer satisfaction with equal to 82,5 percent while the rest equal to 17,5 percent explained by another variable not included in this research model (Handoko, 2017). Promotion-mix activities in the process of determining student guardians' decisions in choosing school children are carried out through a series of activities beginning with advertising aimed at brand awareness, public relations and publicity activities and direct marketing to create behavior, word-of-mouth marketing to determine the formation of attitudes and interests students and ultimately purchasing decisions (Husain, 2017). Then, the research about effect of price and service quality on customer satisfaction of Online Gojek Transportation services in FEB UNSRAT Manado Students, this study use a quantitative methods and primary data with the results indicate that there is influence price and quality of service to customer satisfaction. To be able to survive in the competition Online gawdry should evaluate the extent to which the price offered in accordance with market share (Sintya et al., 2018). Furthermore, the effect of service quality, pricing and location on customer satisfaction Convenience Store 7-Eleven Store in the Ciputat with using convenience sampling method. The results stated that there was a simultaneous and partial influence between the quality of service, pricing and location towards customer satisfaction is significant (Putranto, 2019).

Based on the background, theoretical review, and the results of prior studies above, the research model is formulated as follows:

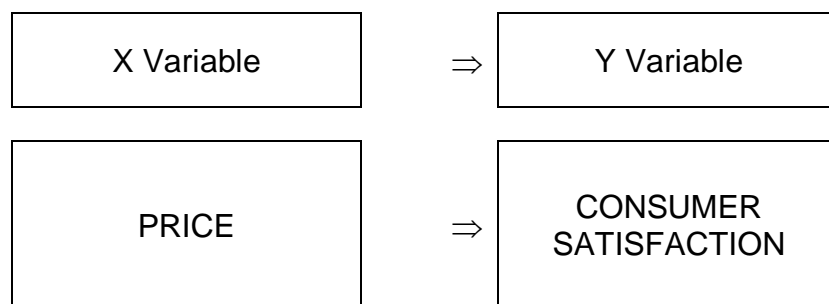


Fig. 1. Research Model

The model itself is everything that is constructed through specific parameters that are measured both in structure, form, content, number, and meaning with all limitations (Husain, 2019). This model is computed into the following hypothesis:

H0: There is no influence onto the Price to the Consumer Satisfaction in CV Tulus Jaya.

Ha: There is influence onto the Price to the Consumer Satisfaction in CV Tulus Jaya.

Material and Methods

This study of research is predictive research, objective to predicting certain phenomena based on general relationships that have been previously thought then to test hypotheses generally explains the characteristics of certain relationships or differences between groups or the independence of two or more factors in a situation (Ali and Limakrisna, 2013: 33, 72). This research was conducted at the head office of CV Tulus Jaya is located in Aria Putra street Number 01, Ciputat, South Tangerang - Banten from Agustus until October 2019. The population is a whole set of elements that are similar but different because of their characteristics. Population means population, if the elements are people. Samples are the elements of a population, n = the number of sample elements (Mullins and Walker, 2013; Zadorozhna, 2018).

The determination of the sample in this study uses the convenience sampling method because of the limited cost, time, and effort in taking samples is counted as eighty three consumers who were taking a driving school at CV Tulus Jaya. The data sources of this study include primary data that is data obtained by filling out questionnaires in 2019. The operationalization of the research variables is formulated in Table 3.

Table 3. Operationalization of Variables

Variables	Measurements	
	References	Indicators
Price (X)	(Kotler and Keller, 2014: 278)	<ul style="list-style-type: none"> - Affordability of prices - Price match with product quality - Price competitiveness - Price matches with benefits
Consumer Satisfaction (Y)	(Tjiptono, 2015: 365)	<ul style="list-style-type: none"> - General or overall satisfaction - Confirmation of expectations - Comparison with ideal situations - Exceeds customer expectations

Data analysis techniques using the Microsoft Excel 2007 program through the following stages for compute: (1) Descriptive statistics based on the distribution of respondents' answers; (2) The Quality Test of Research Instruments through validity and reliability tests; (3) Correlation and Determinant Coefficient's analysis using the Spearman's Rho approach and (4) Hypothesis testing through simple regression analysis with equations, by the following equation:

$$Y = \alpha + \beta X$$

Ho is rejected and Ha is accepted, if t-test > t-table (partial test) and F-test > F-table (simultaneous test).

Results

Descriptive Statistics

The questionnaires distributed as many as 83 consumers who were taking a driving school at CV Tulus Jaya. By utilizing the information obtained in the the demographic

characteristics of the majority of female respondents with a percentage of 57,8 percent, majority of respondents aged 21-30 years old and a college students with both 45,8 percent.

Table 4. Descriptive Statistics: Price (X)

Indicators	Statement	Distribution of Answers			
		Very Disagree and Disagree	Less Disagree	Agree	Very Agree
Affordability of prices	1. The price offered by the company varies according to the needs of consumers.	0	4	51	28
	2. The company offers affordable prices.	0	22	50	11
Price match with product quality	3. The price offered by the company is in accordance with the facilities provided.	0	16	56	11
	4. The price offered by the company is in accordance with the services I feel.	4	34	39	6
Price competitiveness	5. The company sets competitive prices.	1	30	46	6
	6. The price offered by the company caught my interest.	1	35	43	4
Price matches with benefits	7. The price offered by the company can meet my needs.	2	20	54	7
	8. The price set by the company is in accordance with the benefits I received.	2	29	48	4
(χ) PRICE (%)		1.51	28.61	58.28	11.60
<i>Source:</i> Calculate from MS Excel (2019)					

Based on the descriptive statistical results of the Price variable through eight indicators (Table 4), it can be seen that the distribution score of respondents' answers on the category of answer interval strongly disagree and disagree at 30.12 percent, 28.61 percent answers not agree, 58.28 percent were in the category of agreed intervals and 11.60 percent strongly agreed.

Table 5. Descriptive Statistics: Consumer Satisfaction (Y)

Indicators	Statement	Distribution of Answers			
		Very Disagree and Disagree	Less Disagree	Agree	Very Agree

General or overall satisfaction	1. I feel happy to have used the company's services	1	13	56	13
	2. I feel satisfied with the facilities and services provided by company employees	2	38	41	2
Confirmation of expectations	3. Employees at the company provide services according to my wishes	2	31	44	6
	4. The facilities provided by the company are as I expected	4	34	39	6
Comparison with ideal situations	5. The company provides flexible meeting times	2	11	53	17
	6. The company provides various choices for vehicle types	0	15	58	10
Exceeds customer expectations	7. What I felt during the course at company's exceeded my expectations	7	38	33	5
	8. The company is a recommended car driving course	5	32	43	3
(χ) CONSUMER SATISFACTION (%)		3,46	31.93	55.27	9.34
<i>Source: Calculate from MS Excel (2019)</i>					

Based on the descriptive statistical results of the Consumer Satisfaction variable through eight indicators (Table 5), it can be seen that the distribution score of respondents' answers on the category of answer interval strongly disagree and disagree at 3.46 percent, 31.93 percent answers not agree, 55.27 percent were in the category of agreed intervals and 9.34 percent strongly agreed.

The Quality Test of Research Instruments

Table 6. Recapitulation of Validity and Reliability Results

Variables	Item	Rxy score	Validity Test Results	Rca-Score	Reliability Test Results
Price (X)	X1	0.625	Valid	0,784	<i>Reliable</i>
	X2	0.691	Valid		
	X3	0.600	Valid		
	X4	0.673	Valid		
	X5	0.620	Valid		
	X6	0.590	Valid		
	X7	0.583	Valid		
	X8	0.675	Valid		
	Y1	0.573	Valid	0,807	<i>Reliable</i>

Consumer Satisfaction (Y)	Y2	0.745	Valid		
	Y3	0.538	Valid		
	Y4	0.723	Valid		
	Y5	0.667	Valid		
	Y6	0.598	Valid		
	Y7	0.689	Valid		
	Y8	0.693	Valid		
<i>Source: Calculate from MS Excel (2019)</i>					

Based on the quality test of research instruments, it can be seen that all items in the questionnaire statement have an Rxy score of more than (>) 0.216 (r-table). Then, all the instruments formed have a Rca score greater than or equal to (\geq) 0,60 or r-table, so it can be concluded that the questionnaire is valid and reliable as a research instrument (Table 6).

The Correlation and Determinant Coefficient's

Table 7. Recapitulation of Calculate Correlation's Product Moment (R)

	Score
N	83
Rxy	0.566
<i>Source: Calculate from MS Excel (2019)</i>	

The results of the analysis show that between data X (Price) with data Y (Consumer Satisfaction) has an Rxy total score is 0.566 (Table 7). This score means that the two variables have a strong enough correlation.

Table 8. Recapitulation of Calculate Determinant Coefficients (R²)

	Score
N	83
R ²	0.32
<i>Source: Calculate from MS Excel (2019)</i>	

The results of the analysis show that between data X (Price) with data Y (Consumer Satisfaction) has an R² total score is 0.32. This score means that 32 percent of the contribution of the effect of the Price on the Consumer Satisfaction and the remaining 68 percent is influenced by other factors outside the research model (Table 8).

Hypothesis Testing

Table 9. Recapitulation of Simple Linear Regression

	Score
N	83
α	10.520
β	0.624
<i>Source: Calculate from MS Excel (2019)</i>	

Based on the calculation alpha and beta score (Table 9) in the simple linear

regression equation, then stated as follows:

$$Y = 10,520 + 0,624X$$

The result show that the intercept constant value of 10.520 is (α) states that if Price ($X = 0$), then the value of Consumer Satisfaction ($Y = 10.520$). Then, if X simultaneously increases one squad, the reasonableness of Y will increase by 10.520.

Table 10. Recapitulation of Calculate Correlation's Product Moment (R)

	Score
N	83
Degree of freedom	81
Significant level	5%
t-value	6.18
t-table (5%;81)	1.989
<i>Source: Calculate from MS Excel (2019)</i>	

Based on the calculation from Microsoft Excel that the significance of parameters (Table 10), the t-value of the variable Price (X) is 6.18 (greater than t-table = 1.989) then can accept H_a , there is a significant influence on the Price on the Consumer Satisfaction at CV Tulus Jaya (Head Office) (Y).

Discussion

Prices on the CV Tulus Jaya is quite good. It can be seen from the respondents' answers that the average total score is almost 70 percent categorized in the perception of agree and strongly agree answers. While Consumer Satisfaction on the CV Tulus Jaya is quite good. It can be seen from the respondents' answers that the average total score is more than 60 percent categorized in the perception of agree and strongly agree answers. The results of the this hypothesis testing can be concluded that Price has a significant and positive influence on the Consumer Satisfaction, this is indicated by a regression coefficient of 0.624, which means that each increase in one level of the Consumer Satisfaction will increase the Price amounted to 0.624. The results of this study support research that proves that price fixing influences Consumer Satisfaction with other variables such as promotion and quality (Handoko, 2017); with service quality (Sintya, Lopian, and Karuntu, 2018); and with service quality and location (Putranto, 2019). Price is one of the competitive factors in marketing products. Every company competes to offer attractive prices for consumers to buy the products they offer. The price set by the company has a big influence on consumer interest, so the customer satisfaction strategy will cause competitors to work hard and require high costs in their efforts to win over consumers.

Conclusion

The conducted study proves that price on the CV Tulus Jaya is good, with almost 70 percent of consumer perceptions that agree and strongly agree. Consumer Satisfaction on the CV Tulus Jaya is good, with more than 60 percent of consumer perceptions that agree and strongly agree. The Price influence to the Consumer Satisfaction at CV Tulus Jaya (Head Office) has a significant impact.

Recommendations that can be conveyed through this research are as followed below. CV Tulus Jaya prices always pay attention to the set price levels and compare it

with competitor prices so that with competitive prices the company will certainly be able to continue to survive as a driving school service provider that is of public interest. CV Tulus Jaya continues to strive to meet consumer expectations by improving its services and facilities so that what consumers feel when using company services can exceed what consumers expect. For further researchers who want to conduct similar research, it is hoped to further expand the research variable not only on the price variable but also on other variables in order to obtain complete information about the factors that influence consumer satisfaction in order to enrich the results of future research.

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