

The Influence of Service Quality and Facilities on Consumer Satisfaction

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ABSTRACT

The food business is one of the businesses that is growing rapidly and has the potential to grow quite large. Many business people have already benefited from this culinary business. In the culinary business, you must be able to create many innovations in order to meet the needs and desires of consumers. The main thing that must be prioritized in conditions of intense competition is the satisfaction of service users in order to survive, compete and dominate the market. The purpose of this study is to determine the effect of quality of service and facilities simultaneously and partially on customer satisfaction Ayam Bakar Pak "D" Branch Ketintang I Surabaya. The sample of this research is the visitors of Ayam Bakar Pak "D" Branch Ketintang I Surabaya, with a total sample of 100 respondents. The analysis technique uses Multiple Linear Regression with SPSS programs or software. The results showed that jointly (simultaneously) showed that the quality of service and facilities affect customer satisfaction, partially the quality of service has a positive and significant effect on customer satisfaction, as well as partially the facility has a positive and significant effect on customer satisfaction.

Keywords: service quality, facilities, customer satisfaction

INTRODUCTION

One of several industries that is quite developed and has significant public interest is the food industry. There have been many entrepreneurs reaping the benefits of this economic sector. To meet the needs and desires of consumers, the culinary industry requires the ability to develop various innovations.

Particularly in the realm of goods that are more directly related to customer satisfaction, businesses are forced to develop new ways to attract customers in order to differentiate themselves from competing restaurants. Currently, the culinary industry has various needs in terms of sales.

Service quality is the basis for influencing consumer decisions to determine the choice of several types of services that are currently developing in response to consumer needs. In times of rapid development and population growth, people often choose restaurants that are comfortable and reasonably priced. The general public definitely wants better services and facilities to suit their needs so that consumers are more selective when making purchases.

Customers are forced to make choices and consume food according to their personal preferences and tastes with many restaurants offering menu items made with chicken, especially grilled chicken. One of the choices for nutrient-dense food, grilled chicken is beneficial for growth and health. Due to its large market share and current rapid growth, the grilled chicken industry deserves to be considered as a profitable future business.

The restaurant "Ayam Bakar Pak D" which serves a unique menu of grilled chicken combined with chili sauce, was pioneered by Mr. Erik Marsudi Utomo and run by Pak D's group team. The Tropodo neighborhood in Sidoarjo is where Pak D Restaurant first opened. Currently there are 60 locations of this restaurant in Indonesia, which are located in Surabaya, , Gresik , Sidoarjo, Malang. There are 25 outlets in Surabaya, 16 in Sidoarjo, 7 in Gresik.

Restaurant "Ayam Bakar Pak D", Ketintang I branch, which is located at Jl. Ketintang NO. 16, Wonokromo, Gayungan, Surabaya, allegedly not affected by the expansion of the food and beverage sector. This restaurant offers a comfortable space with a lesehan or VIP room atmosphere and is in a convenient location. Here also has a fairly large parking lot. In addition to the existing and quite good facilities, the management has made every effort to attract customers to subscribe to this restaurant. Some efforts have been made, of course, to promote by placing advertisements on social media and carrying out 100 brochures every day.

Table 1. Total Achievements of the Restaurant Ayam Bakar Pak D, Ketintang I Surabaya Branch in 2022

NO	MONTH	TARGET/MONTH	ACHIEVEMENT/MONTH	%ACHIEVEMENT
1	January	Rp 120.000.000,00	Rp 112.200.000,00	94%
2	February	Rp 120.000.000,00	Rp 118.075.000,00	98%
3	March	Rp 120.000.000,00	Rp 110.855.000,00	92%
4	April	Rp 120.000.000,00	Rp 185.427.400,00	155%
5	May	Rp 120.000.000,00	Rp 175.850.000,00	147%
6	June	Rp 120.000.000,00	Rp 255.400.000,00	213%
7	July	Rp 120.000.000,00	Rp 102.000.800,00	85%
8	August	Rp 120.000.000,00	Rp 89.841.000,00	82%
9	September	Rp 120.000.000,00	Rp 90.125.000,00	75%
10	October	Rp 120.000.000,00	Rp 113.552.000,00	95%
11	November	Rp 120.000.000,00	Rp 121.692.000,00	101%
12	December	Rp 120.000.000,00	Rp 146.533.000,00	122%

The period from January to May each month generates sales of between Rp. 110 million to Rp. 185 million, while June generates sales of Rp. 255,400,000 because this month's period is right in the month of Ramadan so there are lots of people, but for July to December it produces decreased sales. Even though the management has carried out various promotions starting from promotions on social media, distributing flyers, and giving a 10% discount for a minimum purchase of Rp. 200,000. According to the Manager of Ayam Bakar Pak "D" Ketintang I Surabaya Branch, Sales promotion is part of an incentive offer, namely sales intermediaries and or

consumers to stimulate increased sales. Whereas in the phenomenon of the main thing that must be prioritized in conditions of intense competition is the satisfaction of service users in order to survive, compete and dominate the market. Service user satisfaction is determined by good service quality, so that service quality assurance is a top priority for every company.

According to Tjiptono (2002: 6) service is an activity, benefit, or satisfaction offered for sale. Various forms of services provided also affect customer satisfaction, and the reciprocity of a company. Will consumers continue to use the company's services or goods, or will they switch to another company, which they think provides better service than what they usually use.

Meanwhile, according to Tjiptono (2001: 184) before a service can be offered to consumers, facilities are physical resources that must exist. the many facilities provided are adequacy of seats, adequacy of air conditioning, and adequacy of toilets. Food packages that are more economical in price, so that consumers can reach more food are provided as the best-selling food menu. VVIP room and room comfort, which affect customer satisfaction From the explanation above, it can be concluded that services and facilities greatly affect customer satisfaction. Therefore, the reason above is why the author takes the title "The Influence of Service Quality and Facilities on Consumer Satisfaction (studies on Ayam Bakar Pak "D" Branch Ketintang I Surabaya)"

The objectives of this study are as follows:

1. In order to understand how much influence the quality of service and facilities has on Ayam Bakar Pak "D" Ketintang I Surabaya Branch simultaneously
2. In order to understand how much influence the quality of service and facilities has on Ayam Bakar Pak "D" Ketintang I Surabaya Branch partially

RESEARCH METHODS

Research Design

Researchers use a quantitative approach by looking at the phenomenon & to measure the effect of service quality and facilities on customer satisfaction. The type in research is clausal research.

Variable Operational Definition

1. Consumer Satisfaction (Y)

According to Kotler (2005: 36) satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance or outcome of a product and his expectations. Indicators of customer satisfaction are good service provision, employees get the job done quickly, employees are able to know what they want and diagnose what needs to be done quickly, and the ability to pay attention.

2. Service Quality (X_1)

According to Kotler (1996:578) in Fajar (2008:85) service (service) is A service any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anythings, its production may or may no be to a physical product. Service indicators are physical form, reliability, responsiveness and confidence.

3. Facility (X₂)

According to Lupiyoadi (2006: 150) facility is a means to streamline and facilitate the implementation of functions. Facilities are individual components of the offering that are easy to grow or reduce without changing the quality and service model. Facility indicators are spatial planning, spatial planning, equipment, lighting, graphic messages, and supporting elements.

Population, Sample, and Sampling technique

The population to be studied is the consumers of Ayam Bakar Pak "D" Ketintang I Surabaya branch whose population is unknown. The sampling method used in this study was systematic random sampling according to the order of arrival of visitors, namely an interval of 5 visitors.

According to Sumarni and Wahyuni (2006:70) the sample is part of the population that is used to estimate the characteristics of the population. The formula used is:

$$n = \frac{Z^2}{4(Moe)^2}$$

information :

n = number of samples

Z = The level of normal distribution is at a significant level 5% = 1,96

Moe = *Margin of Error*, namely the maximum error rate of sampling that can still be tolerated or desired.

By using a margin of error of 10%, the minimum number of samples that can be taken is:

$$n = \frac{1,96^2}{4(0,10)^2} = 96,04$$

Thus, based on the calculation of the sample size, the number of respondents who will be sampled in this study is around 96.04 respondents or rounded up to 100 respondents.

Data Analysis Technique

Data analysis in this study used multiple linear regression techniques with SPSS software.

RESULTS AND DISCUSSION

Classic Asumption Test

1. Multicollinearity Test

The multicollinearity test was carried out to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. Testing for the presence or absence of multicollinearity symptoms is carried out by taking into account the value of the correlation matrix generated during data processing as well as the VIF (Variance Inflation Factor) value and its tolerance. If the value of the correlation matrix is not greater than 0.5, it can be said that the data to be analyzed is free from multicollinearity. Then if the VIF value is below 10 and the tolerance value is close to 1, then it is concluded that the regression model does not have multicollinearity (Singgih Santoso, 2000). Multicollinearity test results can be seen in table 2 below:

Table 2. Multicollinearity Test Results

Collinearity Statistic		
Variable	Toleran	VIF
Consumer Satisfaction	0,996	1,004
Facility	0,996	1,004

Source: Processed primary data, 2023

Based on table 2 above, it can be seen that the regression model does not experience multicollinearity disorders. This can be seen in the tolerance value of each variable which is greater than 10 percent (0.1). The VIF calculation results also show that the VIF value of each variable is less than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

2. Heteroscedasticity Test

The heteroscedasticity test was carried out to test whether in a regression model there is an inequality of residual variance from one observation to another, so it is called Heteroscedasticity (Singgih Santoso, 2000). One way to detect heteroscedasticity is by looking at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual value (SRESID). If the dots form a certain pattern that is regular, such as a big wave widens, then narrows, then heteroscedasticity has occurred. If the points spread above and below the number 0 on the Y axis without forming a certain pattern, then there is no heteroscedasticity. The results of the heteroscedasticity test from the SPSS program can be seen in Figure below:

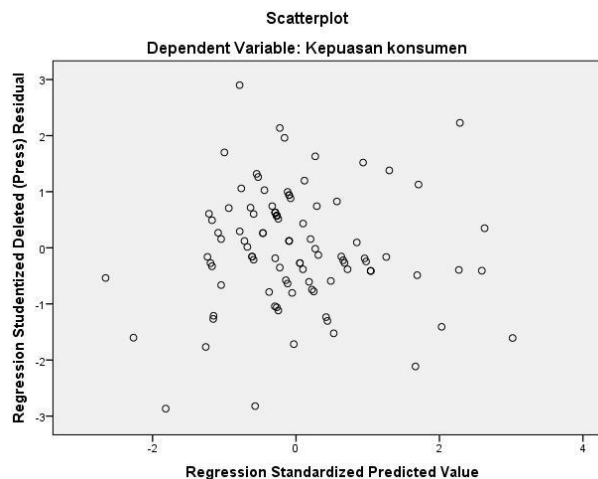


Figure 1. Heteroscedasticity Test Results

Source: Processed primary data, 2023

In Figure 1 it can be seen that the points on the scatterplot graph do not have a clear distribution pattern and these points spread above and below the number 0 on the Y axis. This shows that there is no heteroscedasticity disorder in the regression model.

3. Normality Test

The purpose of the normality test is to test whether in a regression model, the dependent variable and independent variable or both have a normal distribution or not. A good regression model is the data distribution is normal or close to normal. Normality detection is done by looking at the Normal Probability Plot graph (Ghozali, 2005).

To test whether the data distribution is normal or not, you can do it by looking at the normal probability plot graph which compares the cumulative distribution of the actual data with the cumulative distribution of the normal distribution. If the data spreads around the line and follows the direction of the diagonal line, the regression model meets the normality assumption, but if the data spreads away from the diagonal line and/or follows the direction of the diagonal line, the regression model does not meet the normality assumption. The results of the normality test can be seen in Figure 2 below:

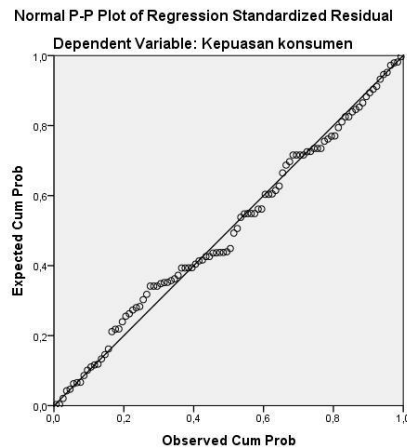


Figure 2. Normality Test Results

Source: Processed primary data, 2023

In Figure 2 it can be seen that the normal probability plot graph shows a normal graphic pattern. This can be seen from the dots that spread around the normal graph. This can be seen from the dots that spread around the diagonal line and follow the diagonal line. Because of this it can be concluded that the regression model is feasible to use because it meets the assumption of normality.

4. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t and the confounding error in period $t-1$ (previous). Detection of autocorrelation was carried out with the Durbin-Watson statistical test (Ghozali, 2013:110)

Table 3. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.935 ^a	.874	.872	1,23011	1,580

a. Predictors: (Constant), Fasilitas, Pelayanan

b. Dependent Variable: Kepuasan konsumen

Based on table 3 from the results of the autocorrelation test, the calculation of the Durbin-Watson value shows that it has a value of 2.125, it means that in this study there is an autocorrelation problem because Durbin-Watson is at $du < d < 4-du$, namely $1.6307 < 1.580 < 1,7152$.

5. Linearity Test

The linear test aims to prove whether the model used is linear or not. To detect whether the model should use linear or not, several methods are used, one of which is the linearity test with the Ramsey method used in this study.

Table 4. Linearity Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1020,662	2	510,331	337,258	,000 ^b
	Residual	146,778	97	1,513		
	Total	1167,440	99			

a. Dependent Variable: Kepuasan konsumen

b. Predictors: (Constant), Fasilitas, Pelayanan

Source: Processed primary data, 2023

Based on table 4, the SPSS output results obtained by calculating F value (337.258) > F table (3.09) it is stated that the regression model is linear, where F table = 3.09 obtained from alpha 5%, m = 1 and (n - k) = 100 - 2 = 98.

Multiple Linear Regression Analysis

This study uses multiple linear regression to prove the research hypothesis. This analysis uses input based on the data obtained from the questionnaire. The complete results of data processing using the SPSS program are in the appendix and are further summarized as follows:

Table 5. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.724	1,292		-.560	,576		
	Pelayanan	,068	,027	,092	2,554	,012	,996	1,004
	Fasilitas	,552	,022	,924	25,618	,000	,996	1,004

a. Dependent Variable: Kepuasan konsumen

Based on the data in table 5 where the results of the regression analysis obtained the following regression equation:

$$Y = -0.724 + 0,068 X_1 + 0,552 X_2$$

The results of multiple linear regression analysis which are still in the form of numbers can be explained in easy-to-understand language as follows:

1. Constant = -0,724

It can be explained that the magnitude of the constant is -0.724 which indicates that if there are no variables including service quality (X1) and facilities (X2), then consumer satisfaction decreases by -0.724 units.

2. b1 = 0,068

The value of 0.068 in the service quality variable (X1) is positive so that it can be said that the higher the level of service quality provided to consumers of Ayam Bakar Pak "D" Branch Ketintang I Surabaya, the higher the customer satisfaction.

3. b2 = 0,552

The value of 0.552 in the facility variable (X2) is positive so that it can be said that the higher the facilities provided to consumers of Ayam Bakar Pak "D" Branch Ketintang I Surabaya, the higher the development of consumer satisfaction.

Statistical Hypothesis Testing

1. t test

Basically the T test shows how far the influence of one independent variable partially in explaining the variation of the dependent variable. The complete results of data processing using the SPSS program are in the appendix and are further summarized as follows:

Table 6. Partial Test Results (t Test)

Model	T	Sig.
(Constant)	-.560	,576
x1	2,554	,012
x2	25.618	,000

The coefficient results through hypothesis testing and then compared with the T table, namely $n = 100$ samples with $\alpha = 0.05$, then a T table of 1.66023 is obtained. So from the results of each variable it can be seen which variables influence consumer satisfaction as follows:

H1: Test the hypothesis of service quality on customer satisfaction from the calculation results obtained T count for X1 is 2.554 greater than T table 1.660 with a significance of 0.012 less than a significance level of 0.05. It means that it can be concluded that H_0 is rejected, so this indicates that the service quality variable has a positive and significant effect on consumer satisfaction

H2: Test the facility hypothesis on consumer satisfaction from the calculation results obtained T count for X2 of 25.618 is greater than T table 1.660 with a significance of 0.000 less than a significance level of 0.05. It means that it can be concluded that H_0 is rejected, so this shows that the facility variable has a positive and significant effect on customer satisfaction

2. F test

It is used to determine the relationship between the independent variable and the dependent variable, whether the Service Quality (X1) and Facilities (X2) variables really influence simultaneously (together) on the dependent variable Y (customer satisfaction).

The results of the F test in this study can be seen in table 7 below:

Table 7. Simultaneous Significance Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1020,662	2	510,331	337,258	,000 ^b
	Residual	146,778	97	1,513		
	Total	1167,440	99			

a. Dependent Variable: Kepuasan konsumen

b. Predictors: (Constant), Fasilitas, Pelayanan

Source: Processed primary data, 2023

From the results of the F test in this study, the calculated F value was 337.258 with a significance figure (P value) of 0.000. With a significance level of 95% ($\alpha = 0.05$). Significance figure (P value) of $0.000 < 0.05$. On the basis of this comparison, H_0 is rejected or it means that the service quality and facilities variables have a significant influence on consumer satisfaction variables together.

3. Coefficient Determination

The coefficient of determination (R^2) is carried out to see whether there is a perfect relationship or not, which is indicated by whether changes in the independent variables (quality of digital services and promotions) will be followed by the dependent variable (customer satisfaction) in the same proportion. This test is done by looking at the value of R Square (R^2). The value of the coefficient of determination is between 0 to 1.

Furthermore, a small R^2 value means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict the dependent variation (Ghozali, 2005).

The value used in this study is the Adjusted R^2 value because this value can increase or decrease if one independent variable is added to the model being tested. Adjusted R^2 value can be seen in table 8 below:

Table 8. Regression Test Results (Coefficient of Determination)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.935 ^a	.874	.872	1,23011	1,580

a. Predictors: (Constant), Fasilitas, Pelayanan

b. Dependent Variable: Kepuasan konsumen

Source: Processed primary data, 2023

In table 8 it can be seen that the Adjusted R^2 value is 0.872. This can be interpreted that the independent variables (quality of service and facilities) can explain the dependent variable (customer satisfaction) of 87.2%, while the rest is explained by other factors not examined.

DISCUSSION

Effect of Service Quality on Consumer Satisfaction

The results of the research that has been done by researchers can be concluded that the motivation variable tested partially produces a T count of 2.554 which is greater than the T table of 1.660 and a sig value of 0.012 which is smaller than the significance rate of 0.05. Based on the data above, that the service quality variable in this study has a positive and significant effect on the customer satisfaction variable Ayam Bakar Pak "D" Branch Ketintang I Surabaya.

Based on the results of multiple linear regression analysis, the value of $b_1 = -0.086$ is obtained. This means that the service quality variable affects customer satisfaction by 0.086 or has a positive effect, which means that if the service quality variable increases, it will affect customer satisfaction by 0.086.

Service quality is an obligation that must be carried out by the company in order to survive and continue to gain customer trust. Consumer consumption patterns and lifestyles require companies to provide quality services.

The researcher concludes that if the service quality is of high quality or high, customer satisfaction will increase. The majority of Ayam Bakar Pak "D" Branch Ketintang I Surabaya are consumers who don't really pay attention to service quality, so they have good quality.

Based on the discussion above, H_0 (hypothesis 0) in this study was rejected, which means that service quality has a positive and significant effect on consumer satisfaction.

Effect of Facilities on Consumer Satisfaction

The results of the research that has been done by researchers can be concluded that the facility variable tested partially produces a T count of 25.618 which is greater than the T table of 1.660 and a sig value of 0.000 which is smaller than the significance rate of 0.05. Based on the data above, the facility variable in this study has a positive and significant effect on the consumer satisfaction variable of Ayam Bakar Pak "D" Branch Ketintang I Surabaya.

Based on the results of multiple linear regression analysis, the value of $b_2 = 0.552$ was obtained. This means that the facility variable affects customer satisfaction by 0.552 or has a positive effect, which means that if the facility variable increases, it will affect customer satisfaction by 0.552.

Facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that facilitates consumers in obtaining satisfaction.

The researcher concludes that if the facilities are of high quality or high, then customer satisfaction will increase. The majority of Ayam Bakar Pak "D" Branch Ketintang I Surabaya are consumers who are very concerned about the facilities provided, so that they have good quality.

Based on the discussion above, H_0 (hypothesis 0) in this study was rejected, which means that facilities have a positive and significant effect on consumer satisfaction variables.

The Effect of Service Quality and Facilities on Consumer Satisfaction

Based on the results of research that has been done by researchers that the variables of service quality and facilities have a positive and significant simultaneous effect on customer satisfaction of Ayam Bakar Pak "D" Branch Ketintang I Surabaya. This is based on the results of the calculation of the F test, by comparing F count and F table, it is obtained that F count (337.258) is greater than F table (3.09), and the significance value is 0.000 which is smaller than the significance level of 0.05.

The better or higher the quality of services and facilities owned and provided by a company, it will be able to increase consumer satisfaction.

The results of the analysis of the coefficient of determination (R^2) show an Adjusted R Square number of 0.872 or 87.2%. This means that 87.2% of the variable service quality and facilities can explain the variance of the consumer satisfaction variable, the remaining 12.8% can be explained by other variables outside of the research variables which are not discussed in this study.

The analysis and data above show that the quality of services and facilities has a positive and significant effect on customer satisfaction.

Based on the analysis and data above, it can be concluded that H1 (Hypothesis 1) in this study, namely service quality and facilities have a positive and significant simultaneous effect on customer satisfaction. Ayam Bakar Pak "D" Branch Ketintang I Surabaya is accepted. By improving the quality of services and facilities it will have a positive effect on customer satisfaction.

CONCLUSION

Based on the results of the research and discussion that has been carried out, the following conclusions can be drawn:

1. Joint testing shows that the service quality variable influences simultaneously or simultaneously the customer satisfaction of Ayam Bakar Pak "D" Branch Ketintang I Surabaya. So that H1 (Hypothesis 1) which states the quality of service and facilities have a joint or simultaneous effect on customer satisfaction of Ayam Bakar Pak "D" Branch Ketintang I Surabaya, is accepted.
2. Service quality has a positive and significant effect on customer satisfaction. So that H2 (Hypothesis 2), which states that personality does not have a partial positive and significant effect on customer satisfaction, Ayam Bakar Pak "D" Branch Ketintang I Surabaya Branch, is rejected.
3. Facilities have a positive and significant effect on consumer satisfaction so that H2 (Hypothesis 2), which states that facilities have no positive and partially significant effect on customer satisfaction, Ayam Bakar Pak "D" Branch Ketintang I Surabaya, is rejected

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