

Culinary Program Decision with Customer Trust On The Quality Of Services And The Price Perception Purposed By The Educational Institute In Bogor

Keputusan Program Kuliner dengan Kepercayaan Pelanggan terhadap Kualitas Pelayanan dan Persepsi Harga yang Ditimbulkan oleh Lembaga Pendidikan di Bogor

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ABSTRACT

The quality of today's educational organizers is demanded to be able to make every graduate have a reliable quality and ability to compete and be useful in society, this is triggered by the development of industry and technological advances that make every human resource a dominant and important asset. The aim of this research is to identify and analyze the relationship between the variable quality of service and price perception with customer trust as a variable intervening against the purchase decision of the customer to continue his education on the culinary program at the educational institutions in Bogor. The method of research carried out on the basis of the survey study is conducted by way of dissemination of questionnaires to customers at the education institutions culinary Tristar Culinary Institute. The population in this study is 459 customer Sampling method using proportional stratified random sampling. The impact of Quality of Service on Customer Trust is 0.288. The effect of Price Perception on Customers Trust is 0.0693. The impact on Quality of Services is 7.787 and the value of the T-Table is 1.966. The influence of Price perception is 0.263. Customer Confidence is 0.561. The effect on Service Quality, Price Perceptions and Customer trust is $442.625 > 2.65$.

Keywords: Culinary program, Customer trust, Quality of service, Price perception

ABSTRAK

Kualitas penyelenggara pendidikan saat ini dituntut untuk dapat menjadikan setiap lulusannya memiliki kualitas dan kemampuan yang handal untuk bersaing dan berguna di masyarakat, hal ini dipicu oleh perkembangan industri dan kemajuan teknologi yang menjadikan setiap sumber daya manusia sebagai aset yang dominan dan penting. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis hubungan antara variabel kualitas pelayanan dan persepsi harga dengan kepercayaan pelanggan sebagai variabel intervening terhadap keputusan pembelian pelanggan untuk melanjutkan pendidikan pada program studi tata boga di lembaga pendidikan di Bogor. Metode penelitian yang dilakukan atas dasar penelitian survei yang dilakukan dengan cara penyebaran kuesioner kepada pelanggan pada lembaga pendidikan kuliner Tristar Culinary Institute. Populasi dalam penelitian ini adalah 459 pelanggan Metode pengambilan sampel dengan menggunakan proporsional stratified random sampling. Pengaruh Kualitas Pelayanan terhadap Kepercayaan Pelanggan sebesar 0,288. Pengaruh Persepsi Harga terhadap Kepercayaan Pelanggan sebesar 0,0693. Pengaruh Kualitas Layanan terhadap Kepercayaan Pelanggan sebesar 7,787 dan nilai T-Tabel sebesar 1,966. Pengaruh Persepsi Harga sebesar 0.263. Kepercayaan Pelanggan sebesar 0,561. Pengaruh terhadap Kualitas Pelayanan, Persepsi Harga dan Kepercayaan Pelanggan adalah $442,625 > 2,65$.

Kata Kunci: Program Kuliner, Kepercayaan Pelanggan, Kualitas Pelayanan, Persepsi Harga

1. Introduction

Human makes education a priority in his life, where education becomes a supporting tool in the sector of human life that is beneficial to mankind to the capabilities that will later be an investment for the future of human. The quality of today's educational organizers is demanded to be able to make every graduate have a reliable quality and ability that can compete and be useful in society, this is triggered by the development of industry and

technological advances that make every human resource a dominant and important asset in this era. By the time someone has completed their secondary or vocational education, they will make all sorts of choices in continuing their education. The choice of whether to go to an informal educational institution or a state university or to a private university makes choices to be made or thought about. Considerations in the election can be seen from how an educational service provides and learns from the educational institution. Generally, a graduate of a general or vocational secondary school will be confronted with the decision whether he will be directly employed or continue his education in a college or improve his skills in a non-collegiate educational institution.

The length of time required to obtain education and access to employment that will be available after completion of education to be one of the determinants of an educational institution will be chosen by the graduates of the general school or vocational. So an educational institution should have priority in their marketing strategy. This is becoming important because for graduates of public or vocational secondary schools who cannot enter public or private public colleges, they will generally choose non-collegiate educational institutions to improve their competitiveness. Thus, the educational institutions that exist in Bogor have a relatively high chance of being able to improve the abilities and skills of the graduates of the general school or profession that cannot be admitted to the state or private colleges. Non-colleges are generally still an option to promote and prepare graduates from the public or professional secondary schools who want to work and the course and training directions that are under the Ministry of Education and Culture of the Republic of Indonesia include non-collegiate institutions of education. Public and vocational secondary school students at the time of making the decision will continue their education in an educational institution that corresponds to what they see will be able to make them choose not to continue education in such educational establishment and otherwise if they see that it is appropriate and suits what they expect they will choose to continue in the education institution where they expect.

Quality of service is the expected level of excellence and control to meet the customer's wishes. Educational institutions provide the best service to their customers, then customers can evaluate the service and attract students to choose a culinary program as a place to continue their education. Based on the background of the problems that have been presented above, the researchers chose the title "Decision to Choose a Culinary Program Through Customer Trust on the Quality of Service and Price Perception Applied by the Educational Institution in Bogor". The aim of this study is to know and analyze the relationship of the variable quality of service and price perception with the customer trust as a variable intervening against the purchase decision of the customer to continue his education on the culinary program at the educational institute in Bogor.

2. Methodology

his research was carried out at the culinary educational institutions namely at the Tristar Culinary Institute, the Academy of Cuisines De Chef, Sangkuriang Maritime Institute and following to its address, for Tristar Culinary Institutes located at Jalan Raya Tajur 33, Kota Bogor, West Java, and the Academia de Culinaries De Chef located at the Tourist Complex of SKI, Jalan Raya Parung Banteng No 6A, Kota bogor, Western Java and Sangkuliang Maritim Institute is at Jalan General Sudirman No 35, Kota Bogor, West Jawa. A method of research carried out based on quantitative causality and descriptive which describes and describes the state of the object of research at the time of conducting research. The live survey study was conducted through the dissemination of questionnaires to customers at the culinary educational institute Tristar Culinary Institute, Culinary Academy De Chef, Sangkuriang Maritim Institute in Bogor.

population in this study as many as 459 customer Sampling method using proportional stratified random sampling.

3. Empirical Findings/Result

Based on the distribution of the respondent's characteristics by gender

Table 1. Characteristics of Respondents by Gender

Gender	Frekuensi	Persentase
Male	128	59.8%
Female	86	40.2%
Total	214	100.0%

It was known that the majority of respondents in this study were male, 128 respondents with a percentage of 59.8%, while the female respondents were 86 respondents, with a percent of 40.2%. Based on monthly income.

Table 2. Respondent Characteristics Based on Monthly Income

Monthly income	Frekuensi	Persentase
Rp 3.000.000 - Rp 5.000.000	142	66.4%
Rp 6.000.000 - Rp 8.000.000	44	20.6%
> Rp 9.000.000	28	13.1%
Total	214	100.0%

It was known that the majority of respondents in this study had a monthly income between Rs. 3 million - Rs. 5 million that is as many as 142 respondents with a percentage of 66.4%, then with an income between Rp. 6 million - Rp. 8,000,000 that is 44 respondents, with a percent of 20.6%, and the least with a month income > Rs. 9,000,000 which is 28 respondents and 13.1%.

Based on the age of the respondent

Table 3. Characteristics Of Respondents Based On Age

Ages	Frekuensi	Persentase
15 - 20 Years	66	30.8%
21 - 25 Years	57	26.6%
26 - 30 Years	46	21.5%
> 31 Years	45	21.0%
Total	214	100.0%

It was known that the majority of respondents in this study are between the ages of 15 – 20 years, 66 respondents with a percentage of 30.8%, then with the age of 21 – 25 years, 57 respondents, 26.6%, then 26 – 30 ages, 46 respondents and 21.5%, and the least of the respondents age > 31 years, 45 respondents, with a percent of 21.0%.

Based on the job of the respondent

Table 4. Characteristics of respondents based on work

Kind Job	Frekuensi	Persentase
Private officer	61	28.5%
Private	107	50.0%
State officials	32	15.0%
Housewives	7	3.3%
State apparatus	6	2.8%

Others	1	0.5%
Total	214	100.0%

It was known that the majority of respondents in this survey had a job as a private company that is as many as 107 respondents with a percentage of 50.0%, then as private employees that is 61 respondents with a percent of 28.5%, then ASN is 32 respondents, with a rate of 15.0%, then household mothers that is 7 respondents and a percentual of 3.3%, then polri is 6 respondents that are 2.8%, and with other jobs that is 1 respondent with a proportion of 0.5%.

Univariat

Based on the Frequency Distribution of Respondent Responses to the Service Quality Variable

Variable, the average total score of each indicator was 79.0%, reliability 74.3%, grippery 74.1%, assurance 82.4%, empathy 80.1%. Then the indicator with the highest average value of the respondent's response was on the assurance indicator of 82.4%; whereas the indicators with the lowest average score the respondents' response was at the capability of 74.1%; this shows the quality of service to the customer of the culinary program at the educational institutions of Tristar Culinary Institute, Academia Culineri De Chef, Sangkuriang Maritim Institute included in the category very much in agreement with the sub indicator associated with quality of the service.

Based on the frequency distribution of Price Perception on the Customer Culinary Program at the Educational Institute in Bogor

Based on the frequency distribution of Price Perception on Customer Culinary Program at the Institute of Education in Bogor obtained average total score of each indicator among them price availability of 78.6%, price competitiveness of 79.1%, price adjustment and benefits of 74.9%, price suitability and product quality of 68.4%. Then the indicator that has the highest average value response is on the price competitive indicator of 79,1%. Whereas the indicators that have the lowest mean value response respondents are on the match price and quality of the product of 68,4%. This shows the price perception of the customer of culinary program at the educational institutions Tristar Culinary Institute, Academia Culinari De Chef, Sangkuriang Maritim Institute included in the category very agree with the sub indicator associated with price perceptions.

Based on the frequency distribution of Customer Trust on Customer Culinary Program at the Educational Institution in Bogor

The average total score of each indicator was 77.2%, responsiveness 74.3%, quality of service 80.0%, honesty 78.7%, openness 78.7. Then the indicator with the highest average score of the respondent's response was on the honesty indicator of 78.7% and transparency of 78,7%. Whereas the indicators with the lowest average rating of the response respondent were on the competence of 74.3. This shows customer trust in the customer culinary program at the educational institutions Tristar Culinary Institute, Academia Culineri De Chef, Sangkuriang Maritim Institute included in the category fully agree with the sub indicator associated with customer trust.

Based on the frequency distribution of Purchase Decisions on Customer Culinary Program at Educational Institutions in Bogor

The average total score of each indicator was 82.4%, brand selection 79.3%, time selection 80.8%, method selection or payment methods 79.1%. Then the indicator with the highest average value of the respondent's response was on the product or service selection

indicator of 82.4, openness of 78.7%. Whereas the most low average indicator respondents' response was at the choice of method or method of payment of 79.1. This shows the purchase decision on the customer of the culinary program at the educational institutions Tristar Culinary Institute, Academia Culineri De Chef, Sangkuriang Maritim Institute belongs in the category very agree with the sub indicator associated with the decision of purchase.

BIVARIAT

The analysis requirements test is performed before the analysis of Structural Equation Modeling (SEM).

Data Normality Test

The most fundamental assumption in multivariate analysis is the normality test which is a form of normal distribution. If the normality assumption is not met and the deviation is large then the entire statistical test result is invalid, because the calculations of the t and other tests are calculated with the assumptions of abnormal data. The results of the normality test can be known statistical values of each indicator skewness <1 and kurtosis <7 . In addition to that can be seen from the probability values that are entirely greater than 0.05. Thus, it can be concluded that the data is distributed normally and can be proceeded to further analysis.

Structural Equation Modeling (SEM)

Testing the measurement model in this study using the first-order confirmatory factor analysis (CFA) approach shows the relationship between indicators and latent variables. The CFA test results are described as follows.

1. Service Quality Variable

Indikator	SLF	SLF ²	e	CR	AVE	Strength
First Order CFA						
Physical evidence	0.935	0.874	0.126	0.972	0.872	Valid
Capture Power	0.933	0.870	0.130			Valid
Reliability						
Capture Power	0.949	0.901	0.099			Valid
Reliability						
Empathy guarantee	0.900	0.810	0.190			Valid
Empathy guarantee	0.952	0.906	0.094			Valid
Total	4.669	4.362	0.638			

Assuming that the entire value of the standardized loading factor (SLF)(λ) ≥ 0.50 means that all indicators stated have good validity. Similarly, the reliability of the measuring model is indicated by the value of Construct Reliability (CR) ≤ 0.70 and the Average Variance Extracted (AVE) value ≥ 0.50 . All indicators and variables are also stated to have good validity and relativity.

2. Price Perception Variable

Indikator	SLF	SLF ²	e	CR	AVE	Strength
First Order CFA						
Product or Service Selection	0.949	0.901	0.099	0.978	0.919	Valid
Brand Selection	0.973	0.947	0.053			Valid
Time Selection	0.951	0.904	0.096			Valid
Selection of Method or Payment Method	0.961	0.924	0.076			Valid
Total	3.834	3.675	0.325			

Indicates that the entire value of the standardized loading factor (SLF) (λ) ≥ 0.50 means that all indicators stated have good validity. Similarly, the reliability of the measuring model is indicated by the value of Construct Reliability (CR) $\geq 0,70$ and the Average Variance Extracted (AVE) $\leq 0,50$.

3. Study of Structural Models

Once the entire indicator on each variable is declared valid and reliable, then a structural model test is carried out, i.e. a test to find the structure model equality and a hypothetical test. Based on the research paradigm there are two sub-structural modes that will be tested in this research, namely, the first is to test the influence of quality of service and price perception on customer trust. The second equation is the test of the impact of quality service, price gap and customer trust on purchasing decisions.

4 Testing Statistical Hypothesis and Structural Equations

the hypothesis to identify the theoretically structured hypotheses has similarities with the results given by the LISREL 8.80 application program.

MULTIVARIATE

1. Influence of Service Quality on Customer Trust

The coefficient mark of the model test results for 11 is 0.288. That means the quality of service has an impact on customer trust. It shows that each activity of service quality can increase customer trust by 0.288 units. The t-computed value for the service quality variable is 6.101 and the t-table value is 1.96. Since the t-count value is greater than that of t-table at the level $\alpha = 5\%$, it is decided to accept H1 and reject H0. Every day it can be concluded that the quality of service affects customer trust. The relationship between service quality and customer trust is positive which means that when there is an improvement in service quality then customer trust will also increase.

2. Influence of Price Perception on Customer Trust

The coefficient mark of the model test results for 12 is 0.693. That means price perception has an impact on customer trust. This suggests that every price perceptive activity can increase customer trust by 0.693 units. That the t-computed value for the price perception variable was 12,065 and the tabular t-value was 1,96. Since the t-value is greater than the t-table value at the level $\alpha = 5\%$, it is decided to accept H1 and reject H0. It can be concluded that price perception affects customer trust. The direction of the relationship between price perception and customer trust is positive which means that when there was an increase in price perceptions then customer trust will increase too.

3. Influence of Service Quality on Purchase Decisions

It can be seen that the t-computed value for the service quality variable is 7,787 and the T-table value is 1,96. Since the t-value is greater than the t - table value at the level $\alpha = 5\%$, it is decided to accept H1 and reject H0. Thus it can be concluded that the quality of service affects the purchase decision. The direction of the relationship between the service quality and the purchasing decision is positive which means that when there is an improvement in service quality then the buying decision will increase.

4. The influence of price perception on purchasing decisions

The coefficient mark of the model test results for 22 is 0.263. That means price perception has an influence on purchasing decisions. This suggests that any activity of price perception can boost purchasing outcomes by 0.263 units. It can be seen that the t-computed value for the price perception variable is 12,065 and the tabular t-value is 1,96. Since the t-value

is greater than the t-table value at the level $\alpha = 5\%$, it is decided to accept H1 and reject H0. It can be concluded that price perception influences the purchase decision. The direction of the relationship between price perception and purchase decisions is positive which means that when there is an increase in price perceptions then purchase decisions will increase.

5. Influence of Customer Trust on Purchase Decisions

The coefficient mark of the model test results for β_{22} is 0.561. That means customer trust has an influence on purchasing decisions. This suggests that every customer trust activity can boost purchasing outcomes by 0.561 units. What is seen is that the t-computed value for the customer trust variable is 12,065 and the T-table value is 1.96. Since the t-value is greater than the t-table value at the level $\alpha = 5\%$, it is decided to accept H1 and reject H0. It can be concluded that customer trust influences the purchase decision. The direction of the relationship between customer trust and purchase decision is positive which means that when there is an increase in customer trust then the purchase decision will increase.

6. Influence of Service Quality and Price Perception on Customer Trust

Obtained decision that accepted H1 and rejected H0. This can be seen from the resulting significance value of 0,000 where this value is smaller than 0.05 and in addition to the value of significance can also be seen of the F count of $161.831 > 3.04$ (F tabel). Thus it can be concluded that the dual regression model is useful and the independent variable that covers the quality of service and price perception has simultaneous influence on the customer trust dependent variable. The most dominant indicator on the service quality variable is empathy with a coefficient of standardize loading factor of 0.952. Whereas the highest indicator of the pricing perception variabel is price competitiveness with a value of the standardize Loading Factor of 0.984.

7. Influence of Service Quality, Price Perception and Customer Trust on Purchase Decisions

Obtained decision that accepted H1 and rejected H0. This can be seen from the resulting significance value of 0,000 where this value is smaller than 0.05 and in addition to the value of significance can also be seen of the F count of $442.625 > 2.65$ (F tabel). It can be concluded that the double regression model is useful and independent variables that include service quality, price perception and customer trust have simultaneous influence on the dependent variable. The most dominant indicator on the service quality variable is empathy with a coefficient value of standardize loading factor of 0.952. While the highest indicator of the price perception variable was price competitiveness with with the value of the coefficient of standardize loaded factor of 0,984.

4. Conclusions

The results of the research Decisions Choosing Culinary Program through Customer Trust on Quality of Service and Price Perception Applied by the Educational Institution in Bogor which has been analyzed using structural equation modeling (SEM) using the software program LISREL 8.80 obtained the findings of research that can be concluded as follows.

1. The quality of service has proved to have a significant influence on the customer trust in the culinary program at the Tristar Culinary Institute educational institutions, the De Chef Academy, Sangkuriang Maritime Institute in Bogor. The impact of service quality is measured through the five indicators that have the most dominant values forming the construction of the service quality variable with the contribution of the highest standardize loading factor value is the indicator of capability and empathy.

2. The quality of service has proved to have a significant influence on the customer trust in the culinary program at the Tristar Culinary Institute educational institutions, the De Chef Academy, Sangkuriang Maritime Institute in Bogor. The impact of service quality is measured through the five indicators that have the most dominant values forming the construction of the service quality variable with the contribution of the highest standardize loading factor value is the indicator of capability and empathy.
3. The quality of the service has proved to have a significant influence on the purchase decision on the culinary program at the Tristar Culinary Institute educational institutions, the De Chef Academy, Sangkuriang Maritime Institute in Bogor. The impact of service quality is measured through the five indicators that have the most dominant values forming the construction of the service quality variable with the contribution of the highest standardize loading factor values are the indicators of capability and empathy.
4. Price perception has proved to have a significant influence on purchasing decisions on culinary programmers at Tristar Culinary Institute educational institutions, De Chef Academy of Culinaries, Sangkuriang Maritime Institute in Bogor. The influence of this price perception is measured through four indicators that have the most dominant values forming the construction variable of price perceptions with the contribution of the value standardize loading factor the highest is an indicator of price compatibility and product quality.
5. Customer trust has proved to have a significant influence on purchasing decisions on culinary programmers at the Tristar Culinary Institute educational institutions, the De Chef Culinary Academy, Sangkuriang Maritime Institute in Bogor. The impact of this customer trust is measured through four indicators that have the most dominant value forming the customer trust variable construction with the contribution of the highest standardize loading factor value is an indicator of honesty.
6. The combined quality of service and price perception have proved to have an influence on customer confidence in culinary programmes at Tristar Culinary Institute educational institutions, De Chef Academy, Sangkuriang Maritime Institute in Bogor. The impact of service quality is measured through the five indicators that have the most dominant values forming the construction of the service quality variable with the contribution of the highest standardize loading factor is the indicator of capability and empathy.
7. Quality of service, price perception and customer trust The impact of quality of service is measured through the five indicators that have the most dominant values forming the construction of the service quality variable with the contribution of the highest value standardize loading factor is the indicator of captivity and empathy.

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