THE EFFECT OF CUSTOMER SATISFACTION ON REPEAT PURCHASE INTENTION (CASE STUDY: DISHWASHING SOAP IN SUB-DISTRICT POIGAR)

PENGARUH KEPUASAN PELANGGAN TERHADAP NIAT BELI ULANG (STUDI KASUS: SABUN CUCI PIRING DI KECAMATAN POIGAR)

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Abstract: Currently, there is so much research discussing the customer satisfaction related to viral products on repurchase intention. Only limited research has examined the common products, which is taken here as a regular product purchase that the customers frequently purchase. This study aims to analyze which customer satisfaction factors namely price, product quality, or efficiency (accessibility of the product), greater affect the repeat purchase intention of dishwashing soap products in sub-district Poigar. Dishwashing soap is taken here as a common product or regular purchase where frequently purchased and low-involvement in the decision-making process. The data were generated by distributed questionnaires and interviews to 100 respondents using purposive sampling with the following requirement: the married women aged 19-60 years old in Poigar. The data was analyzed using the Multiple Linear Regression method. The result of all factors simultaneously positively affects repeat purchase intention. Product quality is the greater factor that affects the repeat purchase intention. Meanwhile, price is a sensitive factor. Therefore, the company and local parties have to set reasonable prices among society, especially those with middle to lower economies.

Keywords: customer satisfaction, price, product quality, efficiency, common product, repeat purchase intention.

Abstrak: *Saat ini sudah banyak penelitian yang membahas tentang kepuasan pelanggan terkait produk viral terhadap niat beli ulang. Hanya terbatas penelitian yang meneliti produk umum, yang di sini dianggap sebagai produk reguler atau produk yang sering dibeli pelanggan. Penelitian ini bertujuan untuk menganalisis faktor kepuasan pelanggan manakah yaitu harga, kualitas produk, atau efisiensi (aksesibilitas produk) yang lebih besar mempengaruhi niat beli ulang produk sabun cuci piring di Kecamatan Poigar. Sabun pencuci piring di sini diambil sebagai produk umum atau pembelian reguler dimana sering dibeli tapi, rendahnya keterlibatan dalam proses pengambilan keputusan. Pengumpulan data dilakukan dengan menyebarkan kuesioner dan wawancara kepada 100 responden secara purposive sampling dengan persyaratan sebagai berikut: wanita yang sudah menikah usia 19-60 tahun di Poigar. Analisis data menggunakan metode Regresi Linier Berganda. Hasil dari semua faktor secara simultan berpengaruh positif terhadap niat beli ulang. Kualitas produk merupakan faktor yang lebih besar yang mempengaruhi niat pembelian ulang. Sementara itu, harga merupakan faktor sensitif. Oleh karena itu, perusahaan dan pihak lokal harus menetapkan harga yang wajar di kalangan masyarakat, terutama yang ekonominya menengah ke bawah.*

Kata Kunci: *Kepuasan pelanggan, harga, kualitas produk, efisiensi, produk umum, niat beli ulang*

INTRODUCTION

Research Background

Nowadays, consumers do not focus on eating habitual only. Still, consumers are also looking forward to improving their lifestyle by applying cleanliness awareness on the daily stuff, such as the cleanliness of the kitchen appliances and cutlery. The intense corporate competition makes every company required to create an attractive, useful, and in demand by consumers. In other words, the product must meet the standards of consumer expectations that result in customer satisfaction (Raveendran and Fernandez, 2019). The company focuses on making customers satisfy because they have high chances to repurchase the same product. When the performance of the product fulfills their expectation, the customer feels satisfied.

However, according to Irawan (2008), there are several factors affect customer satisfaction, such as the price, product quality, and efficiency (the ease of access and ease of use of the product). Price is the amount of money charged for a product or service. Product quality is the ability of an item to deliver the right results or performance that exceeds what the customer want and needs. Besides the two factors above, the easy access to the product and service is no less important factor affecting customer satisfaction. For this reason, the factors above need to be considered in order to meet customer satisfaction. Because when customers are satisfied, they tend to repurchase the same product.

Currently, there is so much research discussing the customer satisfaction related to viral products on repurchase intention. Only limited research has examined the common products, which is taken here as a regular product purchase that the customers frequently purchase. Hoyer (1984) classified common product as follows: (a) The product appears to be similar to general (common) but has recognized low product involvement in the decision-making process, (b) There should be a wide variety of brands available in the market, (c) The product should have a large display in the supermarket. Related to the classification above, dishwashing soap is a product that frequently purchases by the customers. Because of the frequent purchase, the consumer tends to skip several stages in the decision-making of the product. The product also has various brands, and the product usually has a large display in the supermarket.

Because of the daily needs makes dishwashing soap products repeatedly purchase by the customer. Even though many brands are available in the market somehow, only three brands that the most purchased by the customer, and related to customer satisfaction, what customer satisfaction factors that greater effect on repeat purchase intention of dishwashing soap products? Is it about the price of the product? Product quality? Or maybe it is because these are brand that is available in the sub-district Poigar? Based on the background above, the author's interest to conduct research about the effect of customer satisfaction in this case, the price, product quality, and efficiency on repeat purchase intention of dishwashing soap products in sub-district Poigar.

Research Objectives:

Based on the research background above, the objective of this research are:
1. To find out the effect of price, product quality, and efficiency on repeat purchase intention of dishwashing soap products in sub-district Poigar, simultaneously.
2. To find out the effect of price on repeat purchase intention of dishwashing soap products in sub-district Poigar partially.
3. To find out the effect of product quality on repeat purchase intention of dishwashing soap products in sub-district Poigar partially.
4. To find out the effect of efficiency on repeat purchase intention of dishwashing soap products in sub-district Poigar partially.

THEORITICAL FRAMEWORK

Marketing

Sumarwan (2015) in Indrasari (2019), marketing is the process of understands consumer needs and produces goods and services. Next is making transactions between sellers and buyers. In this case, there are two subjects in marketing, which are the seller and the buyer. The American Marketing Association (AMA) in Kotler and Keller (2012) offered the following formal definition: marketing is an activity that involves creating, communicating, delivering, and exchange providing value for the subject, in this case, the customers, clients, and society.

Consumer Behavior

Kotler and Keller (2012) stated that consumer behavior is about how people in groups or individuals select, purchase, use or consume, and determine goods, services, and experiences to fulfill their wants and needs. One thing we need to remember that peoples have different wants and needs. Therefore, Solomon et al. (2006) defined consumer behavior as the learning process of individuals and groups, processing purchase selection, using product and services, notion or concept, to satisfy needs and desires.

Customer Satisfaction

Kotler, Armstrong, and Opresnik (2018) stated that customer satisfaction is a feeling when the performance of products and services are fulfilling the customer's expectations. When the customer affords a product and services, they already put their expectations regarding the product and services. When the performance of the product fulfills their expectation, the customer feels satisfied. Otherwise, if the product's performance and services below their expectations, the customer will feel unsatisfied. Moreover, if the product's performance and benefits exceed their expectations, the customer feels more satisfied. Based on the definition, satisfaction appears after the customer consumed the product or services. According to Irawan (2004), there are five factors influences customer satisfaction: price, service quality product quality, emotional factors and efficiency.

Price

Kotler, Armstrong, and Opresnik (2018) stated that price is the amount of money charged for a product or service. A price is a monetary unit, or other measures (goods and services) exchanged to obtain rights ownership or use of a good or service from the marketing perspective (Ngatmo and Bodroastuti, 2012). Understanding consumers' price perception is a must for the company to analyze its effect on their purchase decisions. Firms should also match prices with the value of the offerings to encourage repeat purchases which in turn influences customer acquisition and retention (Kukar-Kinney, 2006).

Product Quality

Kotler et al. (2018) defined product quality is the ability of an item to deliver the right results or performance that exceeds what the customer want. According to Kotler (2007), product quality is characteristics of a good or services that affect its ability to satisfy stated needs or implied. Fungai (2016) stated that quality and customer satisfaction have long been recognize as playing a crucial role for success and survival in today's competitive market. It means that, customer satisfaction depends on how the level of product quality offered.

Efficiency

According to Irawan (2008), the efficiency is when customers will be more satisfied if the product or service is relatively easy, comfortable and efficient to get.

Repeat Purchase Intention

According to Schiffman and Kanuk (2014), repeat purchase is when consumers purchase the same product, services, or brand that they have purchased before. Hasan (2018) stated that repurchase intention is purchase intention based on post-consumption, which has been done in the past. According to Kotler and Keller (2012), if the consumer feels satisfied with the product or services, it will determine whether customers will be back and purchase the same product or the same brand and become loyal customers.

Previous Research

Renjith Kumar Raveendran and Diana Fernandez (2019) explained the relationship between consumer satisfaction and repurchase of branded fresh milk brand in Sultanate of Oman. The objective was The objective is to find the correlation, percentage of variance and the impact of satisfaction on repurchase. A sample of 176 Omani households are selected for the study from Nizwa. There is a strongly positive correlation between the satisfaction of consumption of A'Safwah fresh milk and consumer's preference to buy in future (0.926). 52% variability to buy Almarai brand is influenced due to its satisfaction. 86% variability in future preference to buy A'Safwah brand is due to its satisfaction.

Amroni, Dewi Maharani Purbasari, and Nurul Aini (2019) aimed to determine the effect of consumer satisfaction on the intention to repurchase (rebuying). The sampling technique used in this research is quota sampling technique. Data was obtained by distributing questionnaires about consumer satisfaction to 100

respondents. The data analysis technique was performed using simple linear regression and the coefficient of determination. The results showed that the R score was 0.583 (a) that the correlation between consumer satisfaction and repurchase interest (Rebuying) was included in the strong category, the magnitude of R Square or the coefficient of determination was 0.340. This figure shows the magnitude of the influence of consumer satisfaction on the intention to repurchase (Rebuying) is 34.0%. The significance value of the consumer satisfaction variable is 0.000 <0.05 and the value of t count> t table is 7.102 > 1.984, which means that the variable of consumer satisfaction significantly affects the variable of repurchasing interest (rebuying).

Moch Arzad Aditya Imran (2018) aimed to assess the effect of customer satisfaction on repurchase intention at the Ayam Bakar Wong Solo Restaurant, Alauddin, Makassar City. The type of research used in this research is descriptive quantitative research. Processed data is the result of distributing questionnaires to customers of Ayam Bakar Wong Solo Restaurant Alauddin Makassar City. The sampling method is non-probability sampling and the technique used in taking respondents is accidental sampling. The data analysis technique used in this research is simple linear regression. Based on the results of data analysis, it can be concluded that customer satisfaction has a positive and significant effect on repurchase interest at the Ayam Bakar Wong Solo Restaurant, Alauddin, Makassar City.
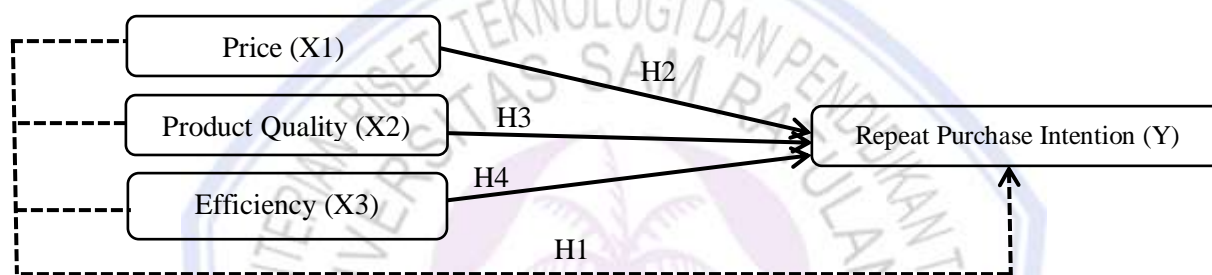
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed (2021)

RESEARCH METHOD

Research Approach

The type of this research is causal research in the form of a quantitative method. Sugiyono (2017) defined quantitative is research can be interpreted as a research method based on the philosophy of positivism, used to research on population or sample, data collection using research instruments, data analysis is quantitative/statistical (data in the form of numbers), with the purpose to test the hypothesis that has been set.

Population, Sample Size, and Sampling Technique

The population in this research is the married woman in sub-district Poigar. The sample size is using Slovin's formula. According to Sugiyono (2017), the error rate of 10% due to the large number of populations. Based on the calculation using Slovin's formula and error rate of 10% the sample in this research is 100 respondents. The sampling technique in this research is using purposive sampling. Sugiyono (2017) stated that purposive sampling is a sampling technique with certain requirement or considerations by the researcher: dishwashing soap buyer in sub-district poigar, purchase at least one out of four brands determined by the researcher, married women, age 19-60 years old.

Data Collection Method

There are two types of data in this research which is primary data. Sekaran and Bougie (2010) referred primary data to information obtained firsthand by the researcher on the variables of interest for the study's specific purpose. This research's primary data obtain by distributed questionnaires using five point likert-scale and interview to the participant, specifically the housewives in sub-district Poigar. Secondary data collected for some purpose other than the problem at hand (Malhotra, Nunan and Birks, 2017) such as books, journals, previous research, and relevant literature from the library and internet.

Operational Definition of Research Variable

1. Price is the amount of exchange value determine in a product, calculated by the cost incurred to get profit. (Indicators: Cheap price, high value of money, discounts)
2. Product quality is the customer's perception of the product purchased if the product purchased has a good quality.(Indicators: Performance, durability, feature, reliability)
3. Efficiency or cost and ease defined as the customers will be more satisfied if the product or service is relatively easy, comfortable and efficient to get. (Indicators: Easy to reach, and easy to use the product)
4. Repeat purchase is when consumers purchase the same product, services, or brand they have purchased before. (Indicators: Transactional, referential, preferential, explorative)

Data Analysis Method

Validity and Reliablity Test

Valid and reliable instruments are an absolute requirement to obtain valid and reliable research results (Sugiyono, 2017). The validity test is used to determine the accuracy of a measuring instrument in performs its measuring function. The validity test is used to choose among relevant statements of items to be analyzed using testing the correlation between the statement item's score and its total score. Reliability test is used to measure the extent of the measurement results that can be trusted. A reliability test is also a way to see if the questionnaire's alternative measure is consistent. A reliable instrument is an instrument that can be used several times to measure the same object, and the result will generate the same data.

Multiple Regression Analysis Model

Multiple linear regressions is one of the multivariate techniques used to estimate the relationship between one dependent (Y) variable with two or more independent (X) variables. The goal of Multiple Linear Regression (MLR) is to model the linear between the independent variable (X) and response variable (Y). Due to this research contain one dependent variable and three independent variables, the multiple linear regression formula as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y	: Repeat Purchase Intention
α	: Constant Number
β_1-β_2-β_3	: Regression Coefficient of Each Variable
X_1	: Price
X_2	: Product Quality
X_3	: Efficiency
e	: Error

RESULT AND DISCUSSION

Result

Validity Test and Reliability test

The validity test is carried out to test the validity of the questionnaire items using Microsoft Excel, with the formula =CORREL, for the array 1 for item value and array 2 for the total of each variable in this case, if r value > r table, the item is valid. As a result, each item of variable X1, X2, X3, and Y has rcount > rtable 0.195 (Level sig 5%). It concluded that the item of Price (X1), Product Quality (X2), Efficiency (X3), and Repeat Purchase Intention (Y) is valid. Reliability test can be seen if the Cronbach's Alpha value is > 0.6. As a result, the value of the variable Price (X1), Product Quality (X2), Efficiency (X3), and Repeat Purchase Intention (Y) is greater than 0.6, it is concluded that the data is reliable. It means that the questionnaire data is declared reliable or consistent.

Classical Assumption Test

Multicollinearity Test
Table 1. Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	.846	1.182
	Product Quality	.683	1.465
	Efficiency	.792	1.262

Source: Data processed SPSS 20 (2021)

Table 1 shows that the output coefficient model is known that the value of VIF variable Price (X1), Product quality (X2), and efficiency (X3) is <10 and tolerance value > 0.1. It can be concluded that there is no multicollinearity in the regression model.
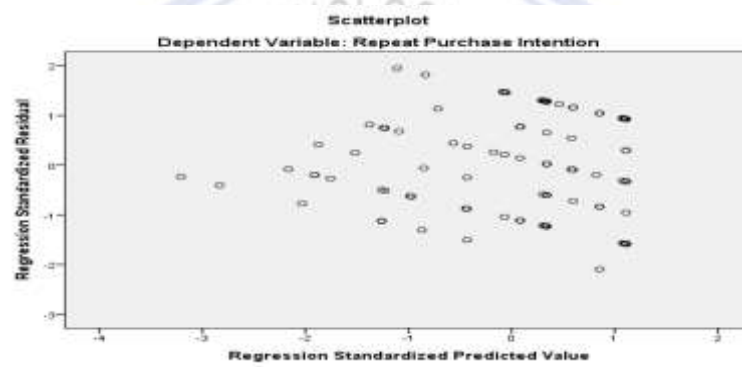
Heteroscedasticity

Figure 2. Heteroscedasticity
Source: Data Processed (2021)

Based on figure 2, it can be seen that the scatterplots graph above shows the points spread randomly, also spread above and below the number 0 on the Y-axis. It can be concluded that there is no heteroscedasticity in the regression model.

Normality Test
A test is stated normally if the points spread around the diagonal line and follow the direction of the diagonal line. Figure 3 shows that the probability plot graph is around the diagonal line, and the distribution follows the direction of the graph's diagonal line. Means that the model in this study meets the assumption of normality.
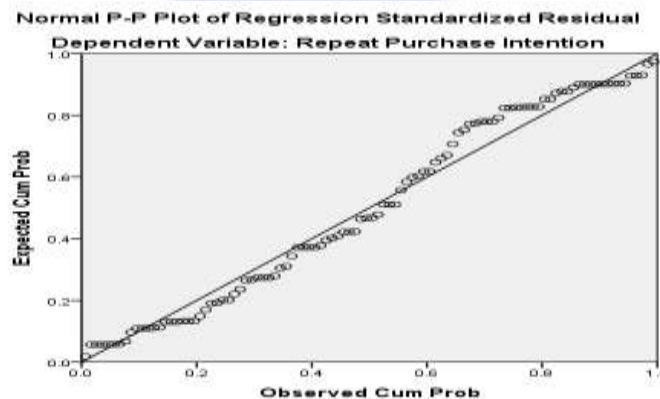

Figure 3. Normality Test
Source: Data Processed (2021)

Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	9.861	2.088	
	Price	.188	.099	.191
	Product Quality	.286	.104	.308
	Efficiency	.012	.207	.006

Source: Data processed SPSS 20 (2021)

Based on table 2, the regression equation are as follow Y= 9.861+0.188+0.286+0.012+µ. The interpretations of the multiple linear regression equation above are:

1. The constant value is 9.861, which is positive, meaning that if the price (X1), product quality (X2), and efficiency (X3) are equal to zero (0), then the magnitude of the repeat purchase intention is 9.861.
2. Suppose the value of b1, which is the regression coefficient value of price (X1), is 0.188, which is positively influences the dependent variable, assuming other variables are constant.
3. Suppose the value of b2, which is the regression coefficient value of product quality (X2), is 0.286, which means it positively influences the dependent variable, assuming other variables are constant.
4. If the value of b3, which is the regression coefficient value of efficiency (X3), is 0.012, it positively influences the dependent variable; if the efficiency variable changes, repeat purchase intention will increase 0.012, assuming other variables are constant.

Table 3. R and R2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422[a]	.178	.152	1.594

Source: Data Processed SPSS 20 (2021)

Based on table 3, the magnitude of the role or contribution of the variables in this research model, namely Price (X1), Product Quality (X2), and Efficiency (X3) is 0.422 or 42% for the R-value and R2 value of 0.178 or 17.8%. In this case, R-value: 100% - 42% = 58%; R2 value: 100% - 17.8% = 82.2%) which is 58% for R-value and 82.2% for R square value is explained by other variables or other causes outside the research model.

Hypothesis testing
Table 4. F-Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.789	3	17.596	6.929	.000[b]
	Residual	243.801	96	2.540		
	Total	296.590	99			

Source: Data processed SPSS 20 (2021)

Based on the table 4, the F value is 2.929 is calculated > F table 2.70. The significant level is 0.000 < 0.05. It is concluded that all independent variable (Price, Product Quality, and Efficiency) have positive and simultaneously significant effect on Repeat Purchase Intention of dish soap product in Poigar. In other words, H1 is accepted.

Table 5. T-Test

Model	T	Sig.
(Constant)	4.724	.000
Price	1.898	.061
Product Quality	2.748	.007
Efficiency	.060	.952

Source: Data processed SPSS 20 (2021)

Table 5 shows that:
1. T value of Price (X1) is 1.898, smaller than ttable 1.9849. The significant level is greater than Alpha (0.061 > 0.05). Price (X1) variable has no significant effect on repeat purchase intention of dish soap products in sub-district Poigar. H2 is rejected.
2. T value of Product Quality (X2) is 2.748, greater than ttable 1.9849. The significant level is smaller than Alpha (0.007 < 0.05). Product quality (X2) variable significant and positive effect on repeat purchase intention of dish soap products in sub-district Poigar. H3 is accepted.
3. 3. T value of Efficiency (X3) is 0.060, smaller than ttable 1.9849. The significant level is greater than Alpha (0.952 > 0.05). Efficiency (X3) variable has no significant effect on repeat purchase intention of dish soap products in sub-district Poigar. H4 is rejected.

Discussion

Price, Product Quality, and Efficiency on Repurchase Intention of dish soap product in sub-district Poigar

The independent variable Price, Product Quality and Efficiency, simultaneously have a positive and significant effect on Repeat Purchase Intention of dish soap products in sub-district Poigar. The four brands of dish soap products have available in economical packaging which can afford by the respondent, satisfactory product quality, and easy to access because the products are available in small shops, convenience stores, and traditional markets in sub-district Poigar.

Price on Repurchase Intention of dish soap product in sub-district Poigar

Price is not a satisfaction factors effect on the repeat purchase intention of dish soap products in sub-district Poigar. It shows by the significant level of the price, which is greater than Alpha (0.061 > 0.05). The price variable is crucial, for the customers who are sensitive toward price low prices occasionally are the main factors of customer satisfaction. Even though the price of dish soap products can be said affordable due to the availability of economical packaging at the price of Rp. 2,500. However, the economic package runs out quickly that is triggers the customers to purchase the large package. Unfortunately, not all the society can afford the large package due to the economic condition that mostly has middle to lower that only receive daily income.

Product Quality on Repurchase Intention of dish soap product in sub-district Poigar

Product Quality is the greater customer satisfaction factors that effect on repeat purchase intention of dish soap product in sub-district Poigar. It has the highest t-value of the other two variables. The customers agree that the quality of the dish soap products they have been using is satisfactory because its works well. Also, they feel safe in using the product because of the good experience with the product.

Efficiency on Repurchase Intention of dish soap product in sub-district Poigar

Efficiency is no less important variable in creating customer satisfaction. Somehow, this study shows that the variable is not a satisfaction factor that effects on repeat purchase intention of dish soap products. Even located quite far from the city and classified as rural, sub-district Poigar has easy access of goods. By the beginning of 2020, Indomaret first builds and helps to fulfill customers' daily needs.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results finding and discussing, the conclusion are:
1. This study shows that the customer satisfaction factor consisting of price, product quality, and efficiency simultaneously has a positive and significant effect on repeat purchase intention of dishwashing soap products in sub-district Poigar.
2. The price has no significant effect on repeat purchase intention of dishwashing soap products in sub-district Poigar.
3. The product quality positively affects repeat purchase intention of dishwashing soap products in sub-district Poigar. It indicates that product quality is a satisfaction factor that greater affects repeat purchase intention of dish soap products in sub-district Poigar.

P.M. Mawitjere., J.E. Tulung., S.J.C. Wangke

4. The efficiency has no significant effect on repeat purchase intention of dishwashing soap products in sub-district Poigar.

Recommendation

Based on the findings obtained in this study, here are some suggestions made as a complement to the research results:

1. The Price variable, which partially does not have a significant effect on Repurchase Intention. The researcher suggests to manufacturers of dishwashing soap and local parties such as Alfamart, Indomaret, and traditional traders in sub-district Poigar to set a reasonable price for packaged products. This is a big deal for people in the sub-district Poigar, especially those who mostly have middle to lower economic condition. It needs to be considered because the products discussed in this study are common products as part of daily purchases. After all, these products are important for everyday life.

2. Furthermore, the Efficiency variable, which does not have a customer satisfaction factor, partially impacts repeat purchase intentions. It could be because the product is currently easily accessible, making customers feel neutral and, in this case, dissatisfied not also disappointed. However, researchers still suggest that manufacturers and distributors of dishwashing soap should maintain the ease of accessing the product.

3. Other marketing management researchers should pay attention to these findings by replicating research like this on different things or conducting the same analysis on the same object with various factors or changes in variables that can affect repeat purchase intentions.

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