

PRODUCT PERFORMANCE AND SERVICESCAPE COMPARISON BETWEEN STARBUCKS AND COFFEE BEAN IN MANADO TOWN SQUARE

PERBANDINGAN KINERJA PRODUK DAN SERVICESCAPE ANTARA STARBUCKS DAN COFFEE BEAN DI MANADO TOWN SQUARE

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Abstract: Coffee is a type of beverage that is important for most people throughout the world. The high number of Indonesian coffee consumption has led to a development of coffee shops that provide authentic processed domestic coffee. Increasing demand for coffee and coffee drinking trends among the community makes more and more entrepreneurs try to enter the coffee shop business. Starbucks and Coffee Bean is one example of a trendy coffee shop. The main objective of this study is to find out whether there is a comparison of product performance and servicescape at Starbucks and Coffee Bean & Tea Leaf Manado Town Square. This type of research in this research is comparative research. The sample of this research are 100 customers of both Starbucks and Coffee Bean & Tea Leaf in Manado Town Square. The data analysis technique in this study is the comparison test / different test. The results showed that: there were differences in Starbucks product performance and Coffee Bean & Tea Leaf product performance and there were differences in Starbucks servicescape and Coffee Bean & Tea Leaf servicescape. Based on the conclusion of the above research, the things that can be suggested from this study are it is important for Starbucks and The Coffee Bean & Tea Leaf to maintain product performance and develop each product so that its performance is more improved and becomes a differentiator for competing product, and for further researchers it is recommended to increase the scope of research with larger objects. And can proceed to another analysis in the form of multiple regression analysis, path analysis and others.

Keywords: *product performance, servicescape*

Abstrak: Kopi adalah jenis minuman yang penting bagi kebanyakan orang di seluruh dunia. Tingginya jumlah konsumsi kopi Indonesia telah menyebabkan pengembangan kedai kopi yang menyediakan kopi domestik olahan yang otentik. Meningkatnya permintaan kopi dan tren minum kopi di kalangan masyarakat membuat semakin banyak pengusaha mencoba memasuki bisnis coffee shop. Starbucks dan Coffee Bean & Tea Leaf adalah salah satu contoh kedai kopi yang trendy. Tujuan utama dari penelitian ini adalah untuk mengetahui apakah ada perbandingan kinerja produk dan servicescape di Starbucks dan Coffee Bean & Tea Leaf Manado Town Square. Jenis penelitian dalam penelitian ini adalah penelitian komparatif. Sampel penelitian ini adalah 100 pelanggan Starbucks dan Coffee Bean & Tea Leaf di Manado Town Square. Teknik analisis data dalam penelitian ini adalah uji perbandingan/ uji beda. Hasil penelitian menunjukkan bahwa: terdapat perbedaan kinerja produk Starbucks dan kinerja produk Coffee Bean & Tea Leaf dan terdapat perbedaan servicescape Starbucks dan servicescape Coffee Bean & Tea Leaf. Hal-hal yang dapat disarankan dari penelitian ini adalah penting bagi Starbucks dan The Coffee Bean & Tea Leaf untuk mempertahankan kinerja produk dan mengembangkan setiap produk sehingga kinerjanya lebih ditingkatkan dan menjadi pembeda untuk produk yang bersaing, dan bagi peneliti selanjutnya direkomendasikan untuk meningkatkan cakupan penelitian dengan objek yang lebih besar. Dan dapat dilanjutkan ke analisis lain dalam bentuk analisis regresi berganda, analisis jalur dan lain-lain.

Kata kunci: *kinerja produk, servicescape*

INDRODUCTION

Research Background

Coffee is a type of beverage that is important for most people throughout the world. Not only because of the enjoyment of consumers of coffee drinkers but also because of the economic value for countries that produce and export coffee beans (Indonesia). Coffee that sold in the world is usually a combination of beans roasted from two varieties of coffee trees: Arabica and Robusta. The difference between the two varieties is the taste and level of caffeine. Arabica beans, is more expensive on the world market, it has more mild taste and have 70% lower caffeine compared to Robusta seeds. The subtropical and tropical regions are good locations for coffee cultivation. Therefore, the countries that dominate world coffee production are in the regions of South America, Africa and Southeast Asia. The high number of Indonesian coffee consumption has led to a development of coffee shops that provide authentic processed domestic coffee. Increasing demand for coffee and coffee drinking trends among the community makes more and more entrepreneurs try to enter the coffee shop business. Starbucks and Coffee Bean is one example of a trendy coffee shop.

Starbucks Corporation is a coffee company and global coffee shop network from the United States headquartered in Seattle, Washington. Starbucks is the largest coffee shop company in the world, with 20,336 stores in 61 countries, including 13,123 in the United States, 1,299 in Canada, 977 in Japan, 793 in the United Kingdom, 732 in China, 473 in South Korea, 363 in Mexico, 282 in Taiwan, 204 in the Philippines, 164 in Thailand and 326 in Indonesia. Starbucks sells hot and cold drinks, coffee beans, hot and cold sandwiches, sweet pastries, snacks, and items such as mugs and tumblers.

The Coffee Bean & Tea Leaf entered Indonesia since 2001. Managed directly by Trans Corp through PT. TRANS Coffee. The Trans Corp Company is the largest Indonesian conglomerate that is successful in various consumer sectors such as media, entertainment, fashion, retail, food and beverages under Chairul Tanjung's leadership. One of the objectives of PT. TRANS Coffee is to be a leader in the food and beverage industry in Indonesia. The Coffee Bean & Tea Leaf already has 108 stores in all around Indonesia by relying on the high quality coffee and tea, friendly service, and the stores concept to make customer feel comfortable in Coffee Bean & Tea Leaf. With the alternative coffee shop choices, consumers will be more confused to choose. For that the best product performance and servicescape of the store will win consumers' hearts. The excellence of Starbucks and Coffee Bean & Tea Leaf are that they are known for providing superior products and services, having high and consistent service quality. Outlets are located in high street locations, malls, in business areas such as office buildings, free Wi-Fi internet access in all retails, fast coffee serving, and have many variations of taste.

The competition between Starbucks and Coffee Bean & Tea Leaf in Manado Town Square is inseparable from product performance and Servicescape. Consumer satisfaction is a consumer response by evaluating before buying the desired product or service. Consumer satisfaction itself can be created through the quality of the products or services offered and the value of the service. Quality has a close relationship with customer satisfaction. Servicescape physical environment that is unique, comfortable, and different from competitors is expected to provide a better experience for customers. In addition, Servicescape can be used by service providers to differentiate their companies from competitors. The relationship of servicescape with customer satisfaction is very close, because the concept of servicescape greatly affects consumer perceptions so that it can make consumers satisfied. For that the best product performance and servicescape of the store will win consumers' hearts.

Based on background above, the writer finds it important to research about product performance and servicescape of these two coffee shop. So the writer takes the title of this research "The Comparison of Product Performance and Servicescape Between Starbucks and The Coffee Bean & Tea Leaf in Manado Town Square".

Research Objectives

Based on the background and formulation of the problem, the research objectives are as follows:

1. to find out whether there is a difference of product performance between Starbucks and Coffee Bean & Tea Leaf in Manado Town Square.
2. to find out whether there is a difference of servicescape between Starbucks and Coffee Bean & Tea Leaf in Manado Town Square.

THEORITICAL REVIEW

Marketing

Marketing is one of the primary activities done by the businessman in order to maintain the sustainability of the business, to develop and to gain profit. The success of the company is depending on the marketing skills. Based on the growth of economic condition these days, the marketing activities will always change. The changing itself broadens the definition of marketing. Kotler and Keller (2009: 05) stated that marketing is an organizational function and a series of processes for creating, communicating and providing value to customers to manage customer relationships in a way that benefits the organization and the parties concerned with the organization.

Alma (2005: 194): "Marketing management is the planning, direction and control of all marketing activities of a company" and Philip Kotler (2012: 6) Stated that the definition of marketing management is the process of planning and implementing the embodiment, determining the price of promotion and distribution of goods, services and ideas to create exchanges with target groups that meet customer and organizational goals. In accordance with Suparyanto and Rosad (2015:1) 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 target markets to achieve company goals.

Product

A product must have advantages over other products both in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product. A product must have advantages over other products both in terms of quality, design, shape, size, packaging, service, warranty and taste in order to attract consumers to try and buy the product. Product stated by Kotler and Armstrong, (2001: 346) is anything that can be offered to the market to get attention, be bought, used, or consumed that can satisfy your desires or needs Conceptually the product is a subjective understanding of the producer of something that can be offered as an effort to achieve organizational goals through meeting the needs and activities of consumers, in accordance with the competencies and capacity of the organization and market purchasing power. In addition, products can also be defined as consumer perceptions described by producers through their production results. Moehriono (2012:3) defined that performance is a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision, and mission of the organization as outlined through the strategic planning of an organization.

Serviscape

Render (2009) defined that servicescape is the fourth physical environment in which services are provided and how that environment affects consumers. Meanwhile, Lovelock (2011) stated that dividing service scape into three parts, namely (1) ambient condition (environmental characteristics relating to the five senses) (2) Spatial layout and Functionality (room layout, size and shape of furniture, tables, machinery and equipment) (3) Signs, symbols and artifacts (signs or symbols also form the building). Lovelock, Wirtz, and Mussry (2011) defines that servicescape is how the floor design, size, and shape of furniture, counter tables, machinery, and potential equipment and how these can be arranged. Functional here refers to the ability of existing objects to facilitate the performance of service transactions. Spatial layout influences service experience and consumer behavior. It is important if the service provider can design the room according to the needs to expedite the consumers in receiving service delivery.

Serviscape has many objects that act to help customers find meaning in the service environment and guide customers through the service process. The application of signs, symbols and artifacts that are clear and in accordance with their placement will help make it easier for first-time consumers to be in a service environment. Signs and symbols that are easily understood by consumers make it easier to deliver messages that are on symbols, signs and artifacts that will be easily understood by consumers. Lovelock, Wirtz dan Mussry (2011) stated that which states that the physical condition of the service environment experienced by customers has an important role in shaping the service experience and strengthening or reducing customer satisfaction. Through servicescape design that suits the needs of customers will provide more value to customers, and create satisfaction for customers.

Previous Research

Bahiu (2015). Among other product performance is determined through the perception of consumer quality. Performance is often addressed differently by consumers on each product, on consumer perceptions they will evaluate the performance of a product whether it is in line with consumer expectations. The purpose of this study was to determine whether there are differences in product performance from Blackberry and Samsung mobile phones. The difference in performance of this product is seen from the attributes of the smartphone including: Product Quality, Features, Design and Brand Equity. This study uses a comparative study, which aims to see the differences in the variables to be tested. The population in this study was the Students of the Faculty of Economics and Business in Sam Ratulangi Manado and the samples taken amounted to 100 respondents who each used Blackberry and Samsung mobile phones. This research uses Paired Sample Test analysis (Testing one paired sample). The results showed that there were significant differences in Product Features and Brand Equity from Samsung and Blackberry and there were insignificant differences in Product Quality and Design from Samsung and Blackberry. Blackberry and Samsung manufacturers should further develop product innovations to keep up with consumer demand.

Fernandes (2014). Service experience is the core of service offering. However, research on the role of the service environment when creating experiences is still underdeveloped, and even less empirical evidence is available that relates servicescape with customers' perceptions of the value. Our purpose is to focus on the role of servicescape as a driver of customer experience by analyzing its impact on customer value creation and behavior. We have chosen an experience-centric service organization, a football club, to develop our analysis. A regression analysis was performed to determine the main drivers of value among 'sportscape' components and how it influenced customers' attitude and behavior. A total of 349 questionnaires were collected during a match of the Portuguese Football League at Dragon Stadium. Our analysis showed that servicescape influences consumer perceived value, attitudes, and behavior when creating service experiences: value-in-context generates customers' satisfaction, which in turn has a positive effect on their desire to repeat the experience.

Research Hypothesis

Hypothesis is the answer or conjecture that needs to be tested to know the truth. The hypotheses in this study are as follows:

1. It is suspected that there is a difference of product performance between Starbucks and Coffee Bean & Tea Leaf in Manado Town Square.
2. It is suspected that there is a difference of Servicescape between Starbucks and Coffee Bean & Tea Leaf in Manado Town Square.

Conceptual Framework

Figure 1 has two variables, the variables are product performance and servicescape. The following are the research models in this study:

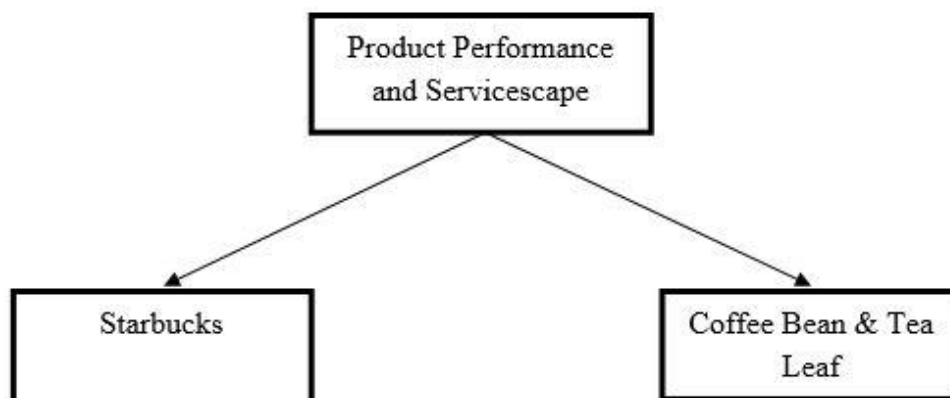


Figure 1. Conceptual Framework
RESEARCH METHOD

Type of Research

This type of research in this research is comparative research. This research is directed to know whether between two or more than two groups there are differences in the aspects or variables under study (Syaodih, 2005).

Population and Sample

Population is all members of a defined group that possess some common characteristics defined by the sampling criteria established by the researcher. The population of this research are the consumers of both Starbucks and The Coffee Bean & Tea Leaf in Manado Town Square. Sample is defined as a part of the population. Samples should be representatives or represented in order to obtain accurate results. This research is using purposive sampling. The samples are 100 customers of both Starbucks and Coffee Bean & Tea Leaf in Manado Town Square.

Analysis Method

Validity and Reliability Test

Before the research instrument is use to collect the data, the validity test need to be done. This thing is use to obtain the valid data from the valid instrument. According to Sugiyono (2012) the research result is valid if there is a common between the data collected and the data that is really happening in the object researched. Instruments test in this research is the bivariate correlation between each indicators score and the construct total score. The criteria for the valid test with bivariate corelation are:

- If the value sig < alpha (0,05) the instrument can be stated valid
- If the value sig > alpha (0,05) the instrument can be stated not valid

According to Sugiyono (2012:121)"instrument that reliable is the instrument that used for a view times to measure the same object will still result the same data". After the validity of instrument tested the next step is to test the reliability. The reliability test can be done wih one shot or a one time measurement, where the measurement done for once and compare the result with other question or other correlation measurement between the answers. SPSS provide the facility to measure the reliability with statistical Cronbach Alpha (a). The criteria for reliability test are :

- If the Cronbach Alpha value > 0,6 the instrument can be stated reliable
- If the Cronbach Alpha value < 0,6 the instrument can be stated not reliable

Normality Test

Normality test is a test that conducted with the purpose to judge the data spread in a group of data or variable, is the spread of the data normally distributed or not. Normality test is useful to determine the data collected are distributed normal or taken from the normal population. Classic method in the normality test of some data is not complicated. According to view empirical experiences from statistical experts, the data that is more than 30 score ($n > 30$), it can be assumed that the data are distributed normally. Usually called as the big sample.

Different Test (Independent Sample t-test)

Analysis that use for a research hypothesis test is Independent Sample t-test. Independent Sample t-test is a method that is use to compare two groups of mean from two different sample (independent). Principally, Independent Sample t-test useful to identify is there any different mean between 2 population with comparing two of the mean sample. Before the Independent Sample t-test can be done, the data has to qualified several condition which are:

1. Data in form of interval or ratio
2. Sample of data are from normally distributed population
3. The variance between two comparing sample is not significantly different (homogenic)
4. Data are from 2 different sample

Hypothesis test that is can be done in Independent Sample t-test is in the program SPSS, the decision making process through comparing the value of t measured with the t table with conditions:

- a. If $\pm t_{\text{measure}} < \pm t_{\text{table}}$, then H_0 accepted and H_a delined
- b. If $\pm t_{\text{measure}} > \pm t_{\text{table}}$, then H_0 delined and H_a accepted.

Other than that, the decision making can also be seen from a significant level p (Sig(2-tailed)). If $p > 0,05$ then H_0 accepted and if $p < 0,05$ then H_0 rejected (Triton, 2006: 175).

RESULT AND DISCUSSION

Validity and Reability of the Research

The following is a research analysis technique data test consisting of validity and reliability tests

Table 1. Validity Test

Variable	Item	Sig	Alpha	Status
Product Performance Starbucks	1	0,000	0,05	Valid
	2	0,000	0,05	Valid
	3	0,000	0,05	Valid
	4	0,000	0,05	Valid
Servicescape of Starbucks	1	0,000	0,05	Valid
	2	0,000	0,05	Valid
	3	0,000	0,05	Valid
Product Performance of The Coffee Bean & Tea Leaf	1	0,000	0,05	Valid
	2	0,000	0,05	Valid
	3	0,000	0,05	Valid
	4	0,000	0,05	Valid
Servicescape of The Coffee Bean & Tea Leaf	1	0,000	0,05	Valid
	2	0,000	0,05	Valid
	3	0,000	0,05	Valid

Sources: *Processed Data SPSS 20 (2019)*

Based on the results of the validity test in table 1 above, the results are obtained that all items are declared valid because they have a significance value below 0.05 (5%) and. Thus these items can be used for further analysis.

Table 2. Reliability Test

Variable	Cronbach		Status
	Alpha	Standard	
Product Performance Starbucks	0,753	0,6	Reliable
Servicescape Starbucks	0,715	0,6	Reliable
Product Performance The Coffee Bean & Tea Leaf	0,723	0,6	Reliable
Servicescape The Coffee Bean & Tea Leaf	0,689	0,6	Reliable

Sources: *Processed Data SPSS 20 (2019)*

From the reliability test results on the table above it appears that all variables have Cronbach Alpha values above 0.6. Thus all variable items are declared reliable

Analysis of Research Results

Different Test

The following are the results of research based on different test data analysis techniques, namely by looking at the differences / comparison of product performance and servicescape between Starbucks and Coffee Bean & Tea Leaf.

Table 3. Product Performance of Starbucks and The Coffee Bean & Tea Leaf

Result	t	df	Sig. (2-tailed)
Pair 1 Product Performance Starbucks and The Coffee Bean & Tea Leaf	2.090	99	.039

Sources: *Processed Data SPSS 20 (2019)*

Table 3 The table above shows the comparison / difference in Product Performance between Starbucks and Coffee Bean & Tea Leaf. The results show that there is no difference in Starbucks product performance and Coffee Bean product performance. That is because the value of Sig. (2-tailed) = 0.039 or the value is more than the alpha value (0.05)

Table 4 Servicescape of Starbucks and The Coffee Bean & Tea Leaf

	Result	t	df	Sig. (2-tailed)
Pair 1	Servicescape Starbucks - Servicescape The Coffee Bean & Tea Leaf	-3.749	94	.000

Sources: *Processed Data SPSS 20 (2019)*

Table 4 The table above shows the comparison / difference in Product Performance between Starbucks and Coffee Bean & Tea Leaf. The results show that there is no difference in Starbucks product performance and Coffee Bean product performance. That is because the value of Sig. (2-tailed) = 0,000 or the value is less than the alpha value (0.05)

Discussion

Comparison of Product Performance

Products are the focal point of marketing activities because the product is the result of a company that can be offered to the market for consumption and is a tool of a company to achieve the objectives of the company. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product. Product is anything that can be offered to the market to get attention, bought, used, or consumed that can satisfy desires or needs. Conceptually the product is a subjective understanding of the producer of something that can be offered as an effort to achieve organizational goals through meeting the needs and activities of consumers, in accordance with the competence and capacity of the organization and market purchasing power. its production. Products are considered important by consumers and are used as a basis for purchasing decisions. The results of the study showed that there were differences in Product Performance between Starbucks and Coffee Bean & Tea Leaf. This means that product performance from Starbucks and Coffee Bean is not the same. Based on taste, packaging, size and quality can be seen consumers are more likely to choose products or product performance from Starbucks. This can be seen from the answers of respondents who mostly chose to agree to the statement on product performance. The average answer of the respondents for Starbucks products is even higher than Coffee Bean.

Comparison of Servicescape

The word servicescape itself is rarely used in everyday life, but this word is very easy to explain with examples of words such as floor plans, environmental conditions, air temperature, air quality, noise, music, decoration style and much more. Servicescape itself is illustrated by combining cognitive, emotional and physiological feelings. This means that from some of the senses of human taste can be used as a means of responding and providing information about the room or the environment that is felt by humans. The first element is something that can be felt from the surrounding environment. Humans can think and respond to the services that exist in that place. In addition, this aspect has the background characteristics of the surrounding environment such as temperature, lighting, noise, air quality, music and color. The second element of servicescape is important because it can affect the work behavior of employees and also the habits of visitor behavior in the building. This is very important to know, especially when making a placement in a facility. The last element is the most often can be captured by our eyes. This element of symbol is felt to be important to assist visitors or employees in categorizing the room and communicating symbolically. For some companies some important items will be placed in the most visible part, because the company wants to introduce the company's philosophy and can also be a hallmark of the building he uses. The results showed that there were differences of Servicescape between Starbucks and The Coffee Bean & Tea Leaf. This shows that there are differences in physical environment between Starbucks and The Coffee Bean & Tea Leaf. The results also showed that in terms of ambient condition, spatial layout and functionality and sign, symbols / artifacts Starbucks were superior to The Coffee Bean & Tea Leaf. This means that servicescape from Starbucks and The Coffee Bean & Tea Leaf is not the same. Based on the ambient condition, spatial layout and functionality and sign, symbols / artifacts it can be seen consumers who

are more likely to choose servicescape from Starbucks. This can be seen from the answers of respondents who answers more on agree with the statement relating to the servicescape.

CONCLUSION AND RECOMMENDATION

Conclusion

This research has identified 4 elements of product performance and 3 elements of servicescape attributes of Starbucks and The Coffee Bean & Tea Leaf products which are: the quality of both products has, the variant sizes of both products offered, the design of packaging of both products, the typical taste of both products, the ambient condition how the environmental characteristics relating to the five senses given to the customer comfort, the easy access and use of the Spatial Layout and Functionality (room layout, size and shape of furniture, tables, machinery and equipment), Signs, symbols and artifacts from the building. The conclusions drawn from this research are as follows:

1. There are differences between Starbucks product performance and The Coffee Bean & Tea Leaf product performance. Based on the average answers by respondents, it can be seen that Starbucks product performance differences are better than The Coffee Bean product performance because Starbucks has an average answers by respondents that is higher than The Coffee Bean. It can also be seen in terms of taste, quality, packaging and size that consumers that would prefer Starbucks.
2. There are differences between Starbucks and The Coffee Bean & Tea Leaf servicescape. Starbucks servicescape is better than The Coffee Bean & Tea Leaf because the average value of Starbucks service is higher than The Coffee Bean & Tea Leaf. Based on the ambient conditions, spatial layout and functionality, and sign, symbol / artifacts consumers prefer Starbucks.

Recommendation

Based on the conclusion of the above research, the things that can be suggested from this study are:

1. It is important for Starbucks and The Coffee Bean & Tea Leaf to maintain product performance and develop each product so that its performance is more improved and becomes a differentiator for competing products
2. For further researchers it is recommended to increase the scope of research with larger objects. And can proceed to another analysis in the form of multiple regression analysis, path analysis and others.

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