

DETERMINANTS OF CUSTOMER SATISFACTION AND THEIR IMPACT ON REPURCHASING AT READY-FOOD RESTAURANT IN SOUTH JAKARTA (MC DONALD, RECHEESE FACTORY, PIZZA HUT)

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ABSTRACT

This study was conducted with the aim of proving "Determinants of satisfaction and their impact on repeat purchases at Fast Food Restaurants in South Jakarta (Mc Donald, Recheese Factory, Pizza Hut)". The purpose of this study is to conduct an analysis related to the repurchase process carried out by consumers at three Fast Food Restaurants through customer satisfaction. Sampling was based on the Purposeive Sampling technique, as many as 200 respondents in South Jakarta using proportional random sampling in Jakarta. The analysis used to determine the relationship between latent variables is the Structural Equation Modeling (SEM) method with the help of LISREL 8.70 software. Based on the results of the study, that product quality and price perception together have a significant effect on consumer satisfaction at fast food restaurants in South Jakarta. Partially, product quality has the most dominant influence on consumer satisfaction. Product quality, price perception, and consumer satisfaction jointly influence repeat purchases at fast food restaurants in South Jakarta. In this study, the most dominant variables influencing consumer repurchase decisions are through consumer satisfaction and product quality and price perception.

Keywords: Product Quality, Price Perception, Consumer Satisfaction, Repurchase Decisions.

INTRODUCTION

Background

Perceptions and trends in healthy lifestyles have more or less influence on changes in consumer tastes, including the youth segment as one of the potential markets for the food and soft drink industry. There are at least two strategies that the industry can take to improve this condition. The series of government economic policy packages to support business and investment have given new hope to industry players, including food and soft drink industry entrepreneurs. However, challenges to the beverage industry remain high, particularly related to policies/regulations that will have a direct impact on costs and selling prices as well as policies that have an impact on the lengthy and complex flow of licensing processes. Source: <https://mix.co.id>, 2019. Competition in the current era of globalization, every company must be able to compete to win the competition in reaching its consumers. The orientation of the marketing world has changed from profit oriented to satisfied oriented. Companies must pay attention and consider customer satisfaction. The problem that is often faced by companies is that the company is not necessarily able to provide the maximum satisfaction that is really expected by consumers or customers. Dita (2010). Consumer behavior today is closely related to the process of making purchasing decisions, if a product, especially food and beverage products can satisfy the needs and desires of these consumers, then these consumers will repurchase the

same food and beverage products from the company. A consumer's repurchase is influenced by information about their preferences or desires to make the final decision, whether to buy or not and whether to buy repeatedly or not. Fast food restaurant business this year is believed to grow 15 percent, supported by the sentiment of improving people's income and the increasing trend of dining out at home. Deputy Chairperson of the Indonesian Hotel and Restaurant Association, Sudrajat, said that fast-food restaurants are one of the sub-sectors of the culinary industry with a fairly stable performance. Source: <https://ekonomi.bisnis.com>, 2019. "Fast food restaurants are growing steadily and will get better. They always grow in the range of 10% to 15% [annually]," he told *Bisnis.com* recently. He explained that the fast food restaurant business performance was supported by improvements in public consumption as reflected in the consumer confidence index (IKK), which always increases every year. Based on a Bank Indonesia survey, the IKK reached 110 points in 2016 and continued to rise to the level of 123.5 at the beginning of this year. Research shows that the main difference between millennials and other generations is that they eat at restaurants more often than at home. They pursue convenience and time efficiency in matters of eating.

Millennials have a tendency to eat at restaurants as much as 2.3% of the number of meals, or approximately one meal a week. The percentage of eating out is more than the older generation. For example, generation X who was born in 1960-1980, has a tendency to eat out only 1.6%. This habit that continues to mushroom has made more and more shops or stalls offer ready-to-eat food, or improve their menu choices. Restaurants are also increasingly innovative offering delivery services that are fast and easily accessible via ordering applications. "Millennials' habit of prioritizing convenience above all else is a good thing for restaurant development in general, and this is very beneficial for companies that offer food delivery services." Source: <https://katadata.co.id>, 2019. According to Jeni Raharjani (2005), consumers tend to choose places that offer varied and complete products regarding the depth, breadth, and quality of the variety of goods offered by sellers. Uswatun et al. (2012).

Based on the background described previously, the problem to be studied in this research is to prove "Determinants of satisfaction and their impact on repeat purchases at Fast Food Restaurants in South Jakarta (Mc Donald, Recheese Factory, Pizza Hut)" by conducting an analysis related to the purchasing process. repeated by consumers in three Fast Food Restaurants through customer satisfaction.

LITERATURE REVIEW

Relevant theory

a. Product quality

According to Kotler and Armstrong (2012: 283), product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Kotler and Armstrong (2012: 283). Assessment of the quality of the product is measured based on the following indicators:

1. Product durability

Is a measure of the life of a product, how long the product can continue to be used. The durability of this product includes the service life.

2. Product suitability

There is conformity of the product with the specifications requested by the customer.

3. Ease of use

The product is easy to use or operate.

4. Product accessories

Diversity of goods in accordance with the needs and desires of consumers.

b. Price Perception

According to Philip Kotler and Kevin Lane Keller (2016:179) perception is the process by which we select, organize and interpret information input to create a meaningful picture of the world.

According to Kotler and Armstrong (2012: 52) in the price variable there are several elements of the main activity of prices which include price levels, price discounts, price suitability with perceived benefits and prices. The price indicators can be explained as follows:

1. Price Tiers

Rate is a number that shows the value, price, speed of development and production based on certain units of measurement, such as insurance premium costs or expenses.

2. Discounts

Is a price reduction given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller. Usually this price discount is realized in cash or in kind and is intended to attract consumers.

3. Price Match with Benefits

Consumers will first see the price listed on a product/service offered by a company, because before buying consumers have thought about the right saving system.

4. Perceived Price

Namely the customer's perception of the price received is high, low and fair.

c. Consumer Satisfaction

Satisfaction according to Kotler and Keller (2012:138-139) is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Dimensions for Measuring Consumer Satisfaction Kotler and Keller (2012: 140) maintain customers is more important than attracting customers. Therefore, there are 5 dimensions to measure customer satisfaction, namely as follows:

1. Buy again (Re-purchase)

2. Say good things about the company to others and recommend it (creating word of mouth).

3. Lack of attention to competing brands and product advertisements (creating Brand Image)

4. Buy other products from the same company (Create Purchase decision)

5. Offer product or service ideas to the company.

d. Repeat purchase

Repurchase is defined as an individual's assessment of the desire to repurchase services from the same company by considering the current situation or circumstances. (Hellier, Geursen, Carr, & Rickard, 2003). Goddess (2018)

According to Suryani's theory in the journal Rizal (2013: 54) making regular or repeated purchases are customers who have purchased a product twice or more. Meanwhile, according to

the Schiffman-Kanuk theory in the journal Rizal (2013) there are two types of purchases, namely purchases for trials and repeat purchases.

According to Yi and Suna's theory in Sahin A, Zehir C and Kitapchi H (2012) in Anshar (2018), repurchase behavior can be measured through two indicators, namely:

1. Repeat Purchase Behavior: Repeat purchase behavior is a purchase made in a repetitive intensity. In this study, repeat purchase behavior is a condition where consumers have a high level of intensity and will come back to buy drinks.
2. Repurchase Probability: Repurchase probability is the probability that a repurchase will occur. In this study, repurchase probability is the possibility faced by consumers to come back to buy drinks.

Hypothesis Formulation

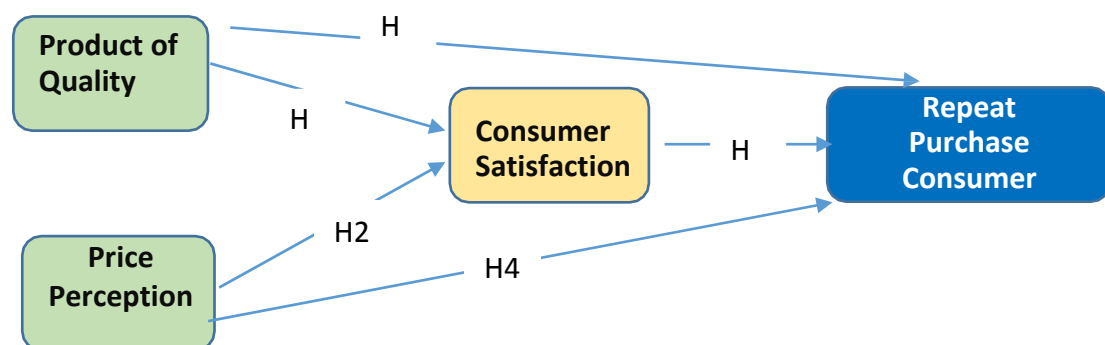
Based on the description above, the following hypothesis can be proposed:

H1 = There is an effect of product quality on consumer satisfaction H2 = There is an influence of price perception on consumer satisfaction

H3 = There is an effect of product quality on consumer repurchase H4 = There is an effect of price perception on consumer repurchase

H5 = There is an effect of consumer satisfaction on consumer repurchase

Conceptual Research



RESEARCH METHODOLOGY

Research design

Research Design This research is a survey research, with a quantitative approach, with the aim of measuring causal relationships (causation). The purpose of this study is to analyze the effect of market orientation, product innovation on customer satisfaction through competitive advantage. Including the type of research Cross Section. To test the hypothesis, a survey will be conducted on consumers who make repeat purchases at fast food restaurants (MC Donald, Rechesese Factory, Pizza Hut) in South Jakarta as respondents.

Population and Sample

The population of this study is consumers who make purchases at fast food restaurants in South Jakarta. The sample was taken as many as 80 respondents using purposive sampling technique with the criteria: consumers in 1 month at least 3 times make purchases at the three fast food restaurants.

Variable Measurement

The research variables used in this study are the independent variables consisting of product quality, price perception; consumer satisfaction intervening variable; and the dependent variable of consumer repurchase.

Data Analysis Technique

Tests were carried out on various instruments related to the Structural Equation Model (SEM) to see the suitability of the model used. Hypothesis testing was carried out using Lisre 8.70 software.

RESULTS AND DISCUSSION

Research result

The validity test was carried out to test whether the items of the proposed questionnaire were suitable to be used as instruments in this study. Reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied upon for further use.

a. Descriptive Statistics

Based on the questions in the questionnaire that have been submitted to the respondents, various perceptions of the variables are obtained, namely product quality, price perception, consumer satisfaction and consumer repurchase. Furthermore, descriptive data analysis was carried out from all the variables studied so that the research findings were as follows.

Table 1 Product Quality

Question Code	Question Code	Mean
X1.1	Product durability	4.21
X1.2	Product suitability	4.45
X1.3	Ease of use	4.38
X1.4	Product accessories	4.15
	Total Score Mean	17.19
	Mean Score	4.29

Source: Data processed with SPSS 23.00.

Based on Table 1 above, to describe the quality of fast food restaurant menu products in South Jakarta, the average total score is 17.19. These results indicate that the answer to the statement in the questionnaire that has the highest average (mean) is product suitability of 4.45. Meanwhile, the lowest mean for the product completeness indicator is product quality at 4.15. Based on these conditions, consumers expect that the fast food menu at the restaurant has met product quality standards so that consumers feel satisfied and will repurchase.

Table 2 Price Perception

Question Code	Question Code	Mean
X2.1	Price level	4.14
X2.2	Discounts	4.15
X2.3	Price match with benefits	3.93
X2.4	Perceived price	4.23

Total Score Mean	16.45
Mean Score	4.11

Source: Data processed with SPSS 23.00.

Based on Table 2 above, for a description of the perception of prices for fast food restaurants in South Jakarta, the average total score is 16.45. These results indicate that the answer to the statement in the questionnaire that has the highest average (mean) is the perceived price of 4.23. Meanwhile, the lowest mean for the price perception indicator is the suitability of price with benefits of 3.93. Based on these conditions, fast food restaurant consumers hope that restaurant management prioritizes and evaluates the prices charged for each product offered.

Table 3 Consumer Satisfaction

Question Code	Consumer Satisfaction Indicator	Mean
Y1.1	Repurchase	4.06
Y1.2	The role of word of mouth	4.07
Y1.3	Brand image effect	4.14
Y1.4	Making purchase decisions	4.18
Y1.5	Always give feedback	3.98
	Total Score Mean	20.43
	Mean Score	4.09

Source: Data processed with SPSS 23.00.

Based on Table 3 above, that for the description of customer satisfaction in fast food restaurants in South Jakarta, the average total score is 20.43. These results indicate that the answer to the statement in the questionnaire that has the highest average (mean) is to create a purchasing decision of 4.18. Meanwhile, the lowest mean for the consumer satisfaction indicator is always providing feedback of 3.98. Based on these conditions, fast food restaurant consumers hope that the management tries to always give satisfaction to their customers by trying to always create an atmosphere so that consumers always make purchases which is the impact of customer satisfaction.

Table 4 Consumer Repurchase

Question Code	Consumer Repurchase Indicator	Mean
Y2.1	Always make repeat purchases	4.14
Y2.2	Come back to the restaurant to buy	4.13
	Total Score Mean	8.27
	Mean Score	4.13

Source: Data processed with SPSS 23.00.

Based on Table 3 above, for descriptive consumer repurchase of fast-food restaurants in South Jakarta, the average total score is 8.27. These results indicate that the answer to the question in the questionnaire that has the highest average (mean) is a confirmation of expectation of 4.14. While the lowest average (mean) for the indicator of consumer repurchase is dating back to the restaurant to buy at 4.13. Based on these conditions, fast-food restaurant consumers hope that fast-food restaurant management tries to create that consumer will make purchases of the food menu from the restaurant.

a. Research Instrument Test

Table 5 Instrument Validity Test

Questionnaire	RCalculate	RTable	Description
Product durability	.531	.361	Valid
Product suitability	.405	.361	Valid
Ease of use	.439	.361	Valid
Completeness of the product	.508	.361	Valid
Price level	.574	.361	Valid
Discount	.483	.361	Valid
Price match with benefits	.558	.361	Valid
Perceived price	.613	.361	Valid
Repurchase	.603	.361	Valid
WOM effect	.574	.361	Valid
Brand image effect	.669	.361	Valid
Making purchase decisions	.388	.361	Valid
Offer ideas	.618	.361	Valid
Repeat purchase	.657	.361	Valid
Possibility of repurchasing	.644	.361	Valid

Source: Data processed with SPSS 23.00

Based on Table 5 above, it can be explained that the output of data processing that is inputted into the SPSS 23.00 program as a calculation tool states that all the items in the questionnaire submitted have a higher Corrected Item Total Correlation value when compared to the r table in the 84th sample N. ie 0.361 which means that the whole rcount > rtable. Based on the output above, the overall value of the instrument validity test on the variables of product quality (X1), price perception (X2) and consumer satisfaction (Y1), and consumer repurchase (Y2), the overall value of the statements submitted is declared valid, so that all items statement of the variable can be continued at the next stage.

Table 6 Reliability Statistics

Cronbach's Alpha	N of Items	Description
.872	15	Reliable

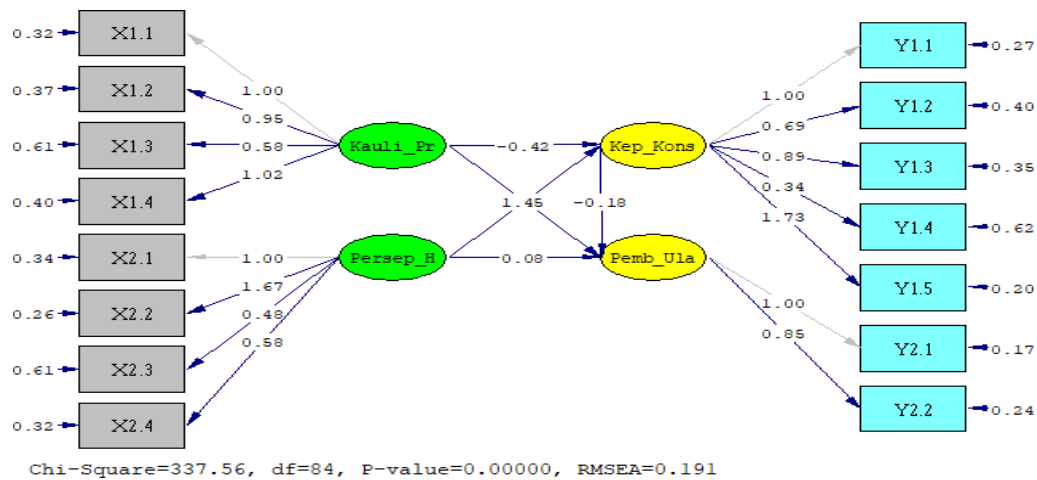
Source: Data processed with SPSS 23.00.2021

Based on Table 6 above, the output of data processing carried out with the SPSS 23.00 program as a calculating tool, the value shown in the table, it can be said that all questionnaire items can be used to measure all variables in this study are said to be valid and reliable. What is shown in the value of Cronbach's alpha variable has a very good level of value, which is above 0.6. This means that the value of the variable is said to be good and acceptable because it is above the very good level and even the results are good, which is shown in the Reliability statistic output, where the value of Cronbach's alpha for all variables above the level is very good.

c. Structural Equation Modeling (SEM) Test Results

The model test on SEM is intended to determine whether or not a research model is being studied. The hybrid model built on the structural equation model is shown in Figure 1 as follows:

Figure 1
Path Diagram Estimated Model SEM Full (Standardized)



Source: Data processed with Lisrel 8.70. 2021

Based on the test results on the structural equations are presented in the image above. The overall test of the SEM model is carried out with two kinds of tests, namely model suitability and model hypothesis testing. The full SEM model test is used to see the feasibility of the model or the suitability of the model. Structural equation modeling analysis was used to determine the structural relationship between the variables studied. The structural relationship between variables was tested for conformity with the goodness-of-fit index. The results of the structural equation modeling (SEM) analysis using the Lisrel 8.70 program in this study can be seen in Table 7, as follows:

Table 7 Conformity Index of Measurement Model

GOF Indicator	Expected size	Estimated Results	Conclusion
Ukuran Absolute Fit			
GFI	GFI > 0.90	0.91	
<i>Good Fit</i>			
RMSEA	RMSEA < 0.08	0.00	
<i>Good Fit</i>			
Ukuran Incremental Fit			
NNFI	NNFI > 0.90	0.91	<i>Good Fit</i>
NFI	NFI > 0.90	0.95	<i>Good Fit</i>
AGFI	AGFI > 0.90	0.86	<i>Marginal Fit</i>
RFI	RFI > 0.90	0.86	<i>Marginal Fit</i>
IFI	IFI > 0.90	0.91	<i>Good Fit</i>
CFI	CFI > 0.90	0.92	<i>Good Fit</i>

Source: Data processed with Lisrel 8.70. 2021

Based on Table 7 above, the six conformity measures obtained have a good fit measurement model, namely GFI, RMSEA, NNFI, NFI, IFI and CFI, while those with a moderate measurement model suitability index (Marginal fit) are AGFI and RFI.

4.2. DISCUSSION

A. Structural Model Equations

The structural equation model is presented in the following structural equation:

$$\text{Kep_Kons} = -0.42 * \text{Kauli_Pr} + 1.62 * \text{Persep_H}, \text{Errorvar.} = 0.052, R^2 = 0.98$$

$$(0.56) \quad (0.69) \quad (0.087)$$

$$-0.74 \quad 2.36 \quad 2.17$$

$$\text{Pemb_Ula} = -0.18 * \text{Kep_Kons} + 1.45 * \text{Kauli_Pr} + 0.083 * \text{Persep_H}, \text{Errorvar.} = 0.035, R^2 = 0.89$$

$$(0.31) \quad (0.74) \quad (0.38) \quad (0.070)$$

$$-0.58 \quad 1.96 \quad 0.22 \quad 0.49$$

$$0.35 \quad 1.92 \quad 4.18 \quad 2.23$$

Based on equation 1 above, for the loading factor (path coefficient) the product quality variable is -0.42; price perception is 1.62. Based on equation 2 above, for the loading factor (path coefficient) the product quality variable is 1.45; price perception of 0.083; consumer satisfaction of -0.18.

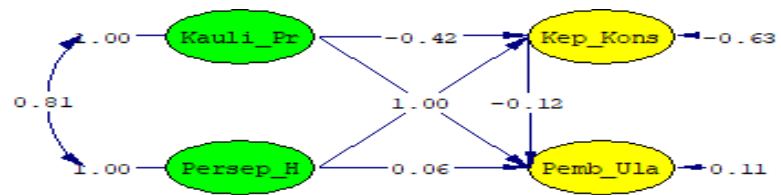
a. Hypothesis test

Hypothesis	Description	Value t count	Conclusion
H ₁	Product quality has an effect but not significant on consumer satisfaction	-0.74	Hypothesis rejected
H ₂	Price perception has a significant and significant effect on consumer satisfaction	2.36	Hypothesis accepted
H ₃	Product quality and price perception have a significant and significant effect on consumer satisfaction	2.17	Hypothesis accepted
H ₄	Product quality is influential but not significant negative to repurchase	1.92	Hypothesis rejected
H ₅	Price perception has a significant and significant effect on repeat purchase	4.18	Hypothesis accepted
H ₆	Consumer satisfaction has an effect but is not significant on repeat purchases	0.35	Hypothesis rejected

Source: Data processed with Lisrel 8.70. 2021

The relationship between market orientation variables and product innovation is shown in the structural model in Figure 2 and Figure 3 below:

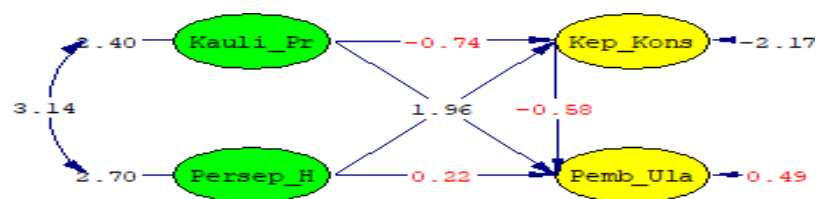
Figure 2
Structural Model Hypothesis 3 (Standardized)



Chi-Square=337.56, df=84, P-value=0.00000, RMSEA=0.191

Source: Data processed with Lisrel 8.70. 2021

Figure 3
Structural Model Hypothesis 7 (t-Values)



Chi-Square=337.56, df=84, P-value=0.00000, RMSEA=0.191

Source: Data processed with Lisrel 8.70. 2021

Based on Figure 2 above, the calculated F value > F table of product quality, price perception simultaneously has a significant and significant effect on consumer satisfaction of $2.17 > 1.96$, meaning that product quality, price perception have a negative and significant effect simultaneously or simultaneously on satisfaction. consumer.

Based on Figure 3 above, the calculated F value > F table of product quality, price perception and consumer satisfaction simultaneously have a significant and significant effect on repurchase of $2.22 > 1.96$, meaning that product quality, price perception and consumer satisfaction are influential and significant together. equal or simultaneous to repeat purchases.

c. Coefficient of Determination Value (R²)

The value of the coefficient of determination (R²) in equation 1 is 0.98, the magnitude of the variation in the influence of product quality variables, price perception on consumer satisfaction is 98%, the remaining 2% is influenced by other factors not examined. The value of the coefficient of determination (R²) in equation 2 is 0.89, the magnitude of the variation in the effect

of product quality variables, price perceptions and consumer satisfaction on repeat purchases is 89%, the remaining 11% is influenced by other factors not examined.

CONCLUSIONS AND MANAGERIAL IMPLICATIONS

5.1. Conclusion

Conclusions that can be formulated as follows:

1. Product quality has an effect but not significant on consumer satisfaction. This shows that the better the quality of the product from the food menu that is produced and marketed which is expected to not be able to increase customer satisfaction from the restaurant.
2. Price perception has a significant and significant effect on consumer satisfaction. This shows that the application of appropriate prices from the fast food restaurant menu will increase customer satisfaction.
3. Product quality has an effect but is not significant on consumer repurchase. This shows that the better the quality of the product from the food menu that is produced and marketed which is expected to not be able to increase customer satisfaction from the restaurant.
4. Price perception has a significant and significant effect on consumer repurchase. This shows that the application of appropriate prices from the fast food restaurant menu will increase customer satisfaction.
5. Consumer satisfaction has an effect but is not significant on consumer repurchase. This shows that consumers make repeat purchases at the fast food restaurant for other reasons, including the variety or diversity of the food menu, service quality, atmosphere or atmosphere displayed from the fast food restaurant, etc.

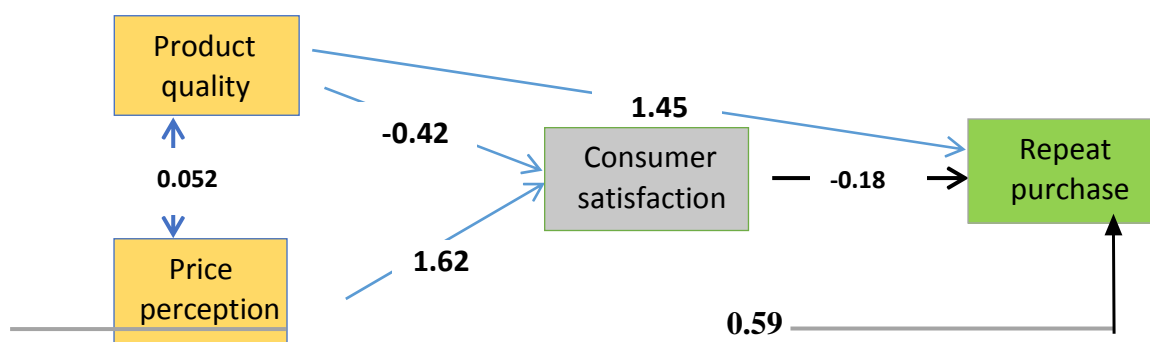


Figure 4 Research Findings Model

Source: Data processed by researchers, 2021

Based on the hypothesis testing that has been carried out and discussed above and the findings of the model in the research above, the findings of this study are to increase consumer satisfaction, especially on the element of "always providing feedback" which is felt to be fast food restaurant consumers from the three restaurants (Y1.5)", Management of fast food restaurants in South Jakarta must be able to improve product quality, especially on the element of "product completeness (X1.4)", Fast food restaurant management must also carry out routine evaluations related to with the price of products offered to consumers in relation to price perceptions, especially on the element of "price suitability with benefits (X2.3)" and consumer repurchase, especially on the element "Come back to the restaurant to buy (Y2.2)". People who are consumers who are buyers and connoisseurs of products served by fast food restaurants are starting to show their behavior related to fulfilling tastes so that they are satisfied with product quality and price appraisers that are in line with what they expect. Based on these circumstances, according to the expectations and desires of consumers, the menus that are presented and offered

with the menu products offered, will compete with each other in achieving consumer repurchase decisions at the restaurant.

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