

# THE INFLUENCE OF LOCATION, SERVICE QUALITY AND PRICE PERCEPTION ON WORKSHOP CUSTOMER SATISFACTION (Study on SBR AC/Audio Kendal Workshop)

<sup>1</sup>Adi Rahman Prasetya, <sup>2</sup>Rokh Eddy Prabowo

<sup>1,2</sup> Faculty of Economics and Business, Stikubank University Semarang

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**ABSTRACT**

**Keywords:**

Location,  
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Consumer Satisfaction

The purpose of this study was to analyze the effect of location, service quality, and price perceptions on customer satisfaction in Kendal's SBR AC/AUDIO workshop. The method used is a quantitative research method. The population in this study were all consumers who had Kendal AC/AUDIO repair services. The number of samples is 72 respondents determined by accidental sampling technique. The data analyzed were primary data collected by questionnaire and processed using SPSS version 22. Based on data processing, the following results were obtained: The instrument was declared valid and reliable. The results of the test for the coefficient of determination (R<sup>2</sup>) show that the ability of the independent variables to explain the dependent variable is 0.849 percent. The results of the t test show that the location variable has a significant effect on customer satisfaction, service quality has no significant effect on customer satisfaction, and price perceptions have a significant effect on customer satisfaction. The results of the regression coefficients of all independent variables were positive. Thus the results of the study indicate that location and price perceptions have a positive and significant effect on consumer satisfaction. And service quality is not significant to customer satisfaction.

**E-mail:**

[adiprasetya1810@gmail.com](mailto:adiprasetya1810@gmail.com),  
[eddybowo@edu.unisbank.ac.id](mailto:eddybowo@edu.unisbank.ac.id)

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## 1. INTRODUCTION

Workshop business in Kendal Regency is increasingly rampant along with the increasing sales of car vehicles entering Kendal Regency. One of the workshop business units is the Kendal AC/Audio SBR Workshop. Kendal AC / Audio SBR workshop is engaged in AC and Audio service of various types of four-wheeled vehicles. This SBR AC/Audio workshop business was established in 2015. The idea of establishing this business was due to the large number of public interest in air conditioning/audio improvements. Over time, this business has grown because the management of the SBR Kendal AC / Audio Workshop is committed to providing the best service for consumers to create customer satisfaction.

Customer satisfaction is the key to the success of a business because satisfied consumers will come back again to use services. If consumer satisfaction decreases, then income also decreases. As is being experienced by the Kendal SBR AC/Audio workshop where in 2021 it experienced a decline in revenue. The decline in revenue can be seen in **Table 1** below:

Table 1. SBR Kendal AC/Audio Workshop Revenue Data for 2019-2021

MOON	2019 Revenue		2020 Revenue		2021 Revenue	
	AC (IDR)	AUDIO (RP)	AC (IDR)	AUDIO (RP)	AC (IDR)	AUDIO (RP)
January	23,970,500	22,790,000	13,972,000	21,614,700	21,423,500	17,512,500
February	20,614,000	29,801,500	20,801,500	20,450,400	18,570,000	14,605,000
March	27,841,000	17,919,800	15,642,500	18,970,500	12,978,400	11,250,000
April	39,365,700	25,602,700	22,001,000	21,427,000	15,790,000	12,789,400
May	11,991,500	13,175,000	19,313,000	19,482,500	14,342,000	16,179,000
June	14,532,500	13,512,000	17,191,500	18,543,000	22,321,000	11,641,000
July	12,502,500	17,351,000	18,622,000	27,544,000	19,658,000	17,890,000
August	21,423,000	19,932,500	15,790,000	24,047,500	11,600,700	20,675,000
September	13,513,000	19,671,500	13,801,000	24,841,000	12,798,000	14,780,000
October	14,781,000	21,116,100	23,148,000	17,068,000	12,324,000	12,650,000

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MOON	2019 Revenue		2020 Revenue		2021 Revenue	
	AC (IDR)	AUDIO (RP)	AC (IDR)	AUDIO (RP)	AC (IDR)	AUDIO (RP)
November	16,248,000	18,620,000	17,191,000	22,365,000	11,541,900	11,900,500
December	12,352,000	24,219,800	16,500,000	22,225,000	13,780,000	12,500,700
<b>TOTAL</b>	<b>472,846,600</b>		<b>608,552,100</b>		<b>317,796,600</b>	

Source : Kendal SBR AC/AUDIO Workshop

Based on **Table 1** above, it shows that in 2019 workshop revenue was Rp. 472,846,600, in 2020 workshop revenue was Rp. 608,552,100 means an increase of Rp. 135,705,500. However, in 2021 Rp. 317,796,600 there was a decrease in revenue of Rp. 290,755,500 (Rp. 608,552,100 – Rp. 317,796,600).

There is a confusion as to why there is a decline in revenue. Many variables affect the income of the Workshop. Based on the results of previous studies that are referenced in this study, there are 12 free variables, namely: **1. Location** (Nandelesti et al: 2022, Pratama et al: 2021, Darnelly et al: 2020, Intan et al: 2020, Ahmad Izzudin et al: 2020, Muhammad Muhsin: 2020). **2. Promotion** (hilda et al: 2022, Andani & Kuleh: 2020, Intan: 2022, Marpaung & Mekaniwati: 2020). **3. Price** (Syahidin & Adnan: 2022, Jumhari & Eqien: 2022, Wibowo & Khuzaini: 2020). **4. Product Quality** (Imron: 2019, Erra Noviana & Euis Soliha: 2017 Romadlon, A., Marlien, R. A., & Widyasari, S:2020, Ramdhani D., & Suzy Widyasari: 2022). **5. Service Quality** (Armaniah et al: 2019, Azis et al: 2022, Sigar et al: 2021, Savithra et al: 2022). **6. Price Perception** (Santoso: 2022, Syahidin & Adnan: 2022, Junior et al: 2019, Sari & Lestari: 2019, Wariki et al: 2015, Irawati et al: 2020). **7. Brand Image** (Haryono & Oktavia: 2019, Anggelina & Rastini: 2019, Rochman et al: 2019, Sandy & Ajeng Aquinia: 2022). **8. Electric Word Of Mouth** (Purwati & Zufrie: 2021, Rahmawati Dewi: 2021). **9. Company Image** (Waluyo et al: 2020, Usman: 2019, Tuuk: 2019). **10. Trust** (Pramudhani & Murhadi: 2022, Ritonga & Pane: 2020, Romadlon, A., Marlien, R. A., & Widyasari, S: 2020, Pringgadani & Robertus Basiya: 2022). **11 Facilities** (William & Primordial: 2020) **12. After-sales Service** (Sembiring et al: 2021, Asyari et al: 2018). **13. Relationship Marketing** (Haryati et al: 2018)

On this occasion, the researcher only focused on three free variables, namely location, service quality, and price perception. This is because the research results of the three variables still have gaps. The first free variable is location. According to Tjiptono (2025: 345) location refers to various marketing activities that seek to facilitate and facilitate the delivery or service or distribution of goods and services from producers to consumers. Based on previous research conducted by Nandelesti et al (2022), Pratama et al (2021), Darnelly et al (2020), and Intan et al (2020) stated, that location has a positive and significant effect on workshop consumer satisfaction. The results of this study are different from the research conducted by Ahmad Izzudin et al (2020), and Muhammad Muhsin (2020) stated, that the location did not have a positive and significant effect on workshop consumer satisfaction.

The second free variable is the quality of service. According to Kotler & Keller (2016: 440) service quality is a model that describes the condition of consumers in the form of expectations for service from past experiences, word of mouth and advertising by comparing the service they expect with what they receive or feel. Based on previous research conducted by Armaniah et al (2019), Azis et al (2022), Sigar et al (2021) stated, that the quality of service has a positive and significant effect on workshop customer satisfaction. The results of this study are different from the research conducted by Savithra et al (2022) stated, that the quality of service does not have a positive and significant effect on workshop customer satisfaction.

The third free variable is price perception. According to Kotler (2008: 345) price perception is the value contained in a price related to the benefits of products and services. Based on previous research conducted by Santoso (2022), Syahidin & Adnan (2022), Junior et al (2019), Sari & Lestari (2019), Ramdhani, D & Suzy Widyasari (2022). Stated, that the perception of price has a positive and significant effect on the satisfaction of workshop consumers. The results of this study are different from the research conducted by Wariki et al (2015), and Irawati et al (2020) stated, that price perceptions do not have a positive and significant impact on workshop consumer satisfaction.

## 2. LITERATURE REVIEW

Locations, as defined by Tjiptono (2015:76), include a variety of promotional initiatives designed to accelerate and simplify the flow of products and services from manufacturers to end users. Location, as defined by (Gery 2018:101), is the sum of a company's efforts to make its goods accessible to consumers. Potential trading areas, accessibility, potential expansion, placement in business flows, smooth traffic, and lack of competition are factors that must be taken into account when choosing a location for a company. Tania (2022:12) argues that the company's physical location is an indication of the many efforts that have

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been made to make its products accessible to the intended market. According to Tjiptono (2015:79), the location indication is

- a. "Access, for example, locations that are frequently traveled or easy to reach."
- b. "Visibility, that is, a location or place that can be clearly seen from a normal viewing distance."
- c. Traffic. It concerns two main considerations:
  1. "The large number of people passing by can provide a great opportunity for impulse buying to occur."
  2. "Overcrowding and traffic congestion can also be an opportunity, which is one of the points in advertising."
- d. "The environment, is the state of the environment is the point of advertising including, cleanliness, comfort, and safety of the environment."
- e. "The criterion is that the location point is the right, strategic and good prospect for an advertising media installation."

### **Quality of Service**

According to Kotler and Keller (2016:126), service quality is a model that represents the state of the customer in the form of expectations for services gained from previous experience, word of mouth and advertising. According to Santoso (2019:32), managers and businesses should also prioritize service quality. Service quality is defined as the degree to which the level of service delivered meets customer needs (Aswad, Realize and Wangdra 2018:44). According to Hermanto and Nainggolan (2020:56), service quality is an important indicator of how satisfied clients are with a product or service. .

According to Kotler and Keller (2016:56), service quality is a model that represents the state of the customer in the form of expectations for services gained from previous experience, word of mouth and advertising. There are five service quality indices described by Kotler and Keller (2016:56).

1. First, dependence. Service reliability refers to the capacity of the provider to consistently deliver high-quality results.
2. Adaptability. To be responsive to customers, you need to be able to respond quickly to service requests and complaints.
3. Three, confident. In terms of assurance, we not only measure how competent and ethical our staff are, but also how trustworthy they are.
4. Four, sympathy. Putting yourself in the customer's shoes and trying to understand their needs and wants is an example of empathy.
5. Material ownership Apparition in the form of physical buildings and high-quality machinery is an example of tangible assets that can be utilized to provide services to customers.

### **Price Perception**

Kotler (2008:98) argues that the value that consumers provide to the price of a product is a function of the features and advantages of the product. The cost of a service or good is a major factor in many consumer decisions. During the negotiations, the seller and the customer agree on the occurrence of the price. The advantageous part of the marketing mix is the customer's impression of the price offered. As a marketing tactic, pricing is what allows sales to occur between sellers and consumers (Sunnyoto, 2017:84). Kotler (2008:112) argues that the value that consumers give to the price of a product is a function of the features and advantages of the product. According to Kotler (2008), the various price perception indices are:

1. Affordability of product prices.
2. The compatibility of the price with its quality.
3. Price competitiveness.
4. The suitability of the price to the benefits.

### **Customer Satisfaction**

According to Tjiptono (2011:69), "customer satisfaction" refers to "post-purchase review" in which the buyer determines whether the performance of a product or service meets or exceeds their expectations. If your product or service meets or exceeds your customers' expectations, they will be satisfied. When the results match or exceed customer expectations, they are happy customers. Therefore, clients get the impression that they will often return to business to make further purchases.

According to Tjiptono (2011:78), "customer satisfaction" refers to "post-purchase review" in which the buyer determines whether the performance of a product or service meets or exceeds their expectations. Here are some metrics used by Tjiptono (2011:78) to measure customer happiness, namely:

1. Conformity of expectations of merit.
2. Perception of service performance.
3. Consumer assessment.

### 3. METHOD

The object used in this study is the consumer of Kendal AC / AUDIO SBR Workshop. The number of samples was 72 respondents using accidental sampling techniques. The data analyzed are primary data collected by questionnaires. The data is processed using SPSS Version 22. The validity test in this study used Kaiser Meyer Olkin (KMO) factor analysis and loading factor which stated that it was valid if the KMO value > 0.5 and the loading factor value > 0.4 (Ghozali 2011: 267). The reliability test uses Cronbach Alpha where if the instrument is said to be reliable, then the value of Cronbach Alpha > 0.7 (Ghozali 2011: 269). The analytical tools used are instrument test, multiple linear regression, F test, determination coefficient test (R<sup>2</sup>), and t test.

### 4. RESULTS AND DISCUSSION

#### Respondent Description

In this study, it can be known the identity of the respondents of the SBR AC / AUDIO Kendal Workshop, the majority of whom are 55.6 percent women aged 17-25 years and on average have the status of students with the intensity of having done AC / AUDIO service and repair.

#### Test Instruments

##### Validity Test

The validity test in this study used Kaiser Meyer Olkin (KMO) factor analysis and loading factor which stated that it was valid if the KMO value > 0.5 and the loading factor value > 0.4

Table 2 Test Results on Validity of Location Variables, Quality of Service, Price Perception, and Consumer Satisfaction

Variable	Indicators	KMO	Component Matrix (loading factor)	Information
Location (X1)	Access (X1.1)	0,833	0,910	Valid
	Visibility (X1.2)		0,946	Valid
	Traffic (X1.3)		0,939	Valid
	Environment (X1.4)		0,930	Valid
	Criteria (X1.5)		0,893	Valid
Quality of service (X2)	Reliability (X2.1)	0,864	0,938	Valid
	Responsiveness (X2.2)		0,917	Valid
	Warranty (X2.3)		0,904	Valid
	Empathy (X2.4)		0,909	Valid
	Tangible (X2.5)		0,943	Valid
Price perception (X3)	Affordability of product prices (X3.1)	0,872	0,962	Valid
	Price match to its quality (X3.2)		0,945	Valid
	Price competitiveness (X3.3)		0,941	Valid
	Price match to benefits (X3.4)		0,946	Valid
Customer Satisfaction (Y)	Conformity of service expectations (Y1)	0,679	0,926	Valid
	Perception of service performance (Y1)		0,975	Valid
	Consumer ratings (Y1)		0,927	Valid

Based on the calculation results, **Table 2** states, that all variables show a KMO value of > 0.5 and all variables of location, service quality, price perception, and consumer satisfaction show a loading factor value of > 0.4. This means that all variables and indicators are declared valid and have met the

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requirements of this study.

### Reliability Test

The reliability test in this study used *Cronbach,s alpha*. If the value of *Cronbach,s alpha* > 0.70, then the instrument is declared reliable.

Table 3 Test Results of Reliability of Location Variables, Quality of Service, Price Perception, and Consumer Satisfaction

Variable	<i>Cronbach,s alpha</i>	<i>R standart</i>	Information
Location (X1)	0,853	0,70	Reliable
Quality of service (X2)	0,749	0,70	Reliable
Price perception (X3)	0,889	0,70	Reliable
Customer Satisfaction (Y)	0,710	0,70	Reliable

Based on **Table 3** shows, that *Cronbach,s alpha* values for the variables Location (X1), Quality of service (X2), price perception (X3), and consumer satisfaction (Y) are all greater than 0.70 (standard R), therefore the variables in this study are declared reliable.

### Coeffesient Test of Determination (R<sup>2</sup>)

The coefficient of determination (*R<sup>2</sup>*) essentially measures the percentage of the model's ability to describe dependent variables.

Table 4 coeffesient determination

Type	R	<i>R Square</i>	<i>Adjusted R Square (R<sup>2</sup>)</i>	<i>Std. Error of the Estimate</i>
1	.925a	.856	.849	1.10127

Based on the test results showed, that the value of Adjusted R square (R<sup>2</sup>) is 0.849. This means that the consumer satisfaction variable can be explained by the variables of location, service quality, and price perception of 84.9 percent and the remaining 15.1 percent is explained by other variables beyond the three variables studied.

### Test F

Test F is used to indicate whether all variables entered by the research model test are feasible or not to be further analyzed.

Table 5 Test F

Type		<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regressin	489.308	3	163.103	134.485	.000b
	Residual	82.470	68	1.213		
	Total	571.778	71			

Based on the results of data analysis, a significance figure of  $0.000 < \alpha = 0.05$  was obtained so that it was significant. This means that the variables of location, quality of service, and price perception simultaneously affect respondents' satisfaction. This means that all independent variables are declared fit for further analysis.

### Hypothesis Test (Test - t)

The t-test essentially demonstrates the ability of each explanatory variable (independent or free) to describe variations of dependent or bound variables. The hypothesis test results as per **Table 6** are as follows:

Table 6 Results ( t-Test) Variables of Location, Quality of Service, and Price Perception of Consumer Satisfaction

Type	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	.557	.670		.831	.409

Location (X1)	.166	.079	.262	2.094	.040
Quality of Service (X2)	.078	.099	.119	.795	.429
Price Perception (X3)	.422	.108	.564	3.917	.000

Based on the calculation results of the Test - t in **Table 6** the significance value of the location variable is 0.04 smaller than 0.05 then significant. The significant value of the service quality variable of 0.42 is greater than 0.05 then it is insignificant. The significant value of the price perception variable of 0.00 is less than 0.05 then significant. It can be concluded, that the variables of location and price perception have significant results on consumer satisfaction. However, the variable of service quality has insignificant results on customer satisfaction.

### Multiple Linear Regression

Based on **Table 6** of the regression results, a linear equation can be made between location, service quality, price perception, and customer satisfaction as follows:

$$Y = 0.262X_1 + 0.119X_2 + 0.564X_3$$

Such a linear equation can be interpreted as follows:

1. The location regression efficiency is positive at 0.262, meaning that the more strategic the location provided will make it easier for consumers to come to the workshop service assuming the variables of service quality and price perception are not changed (stagnant).
2. Regression efficiency The quality of service is positive at 0.119, meaning that the more agile employees are who help consumers' desires, the more people decide to use the services of the workshop assuming that the location variables and price perception do not change (stagnant).
3. Regression coefficient Price perception is positive 0.564, meaning This means that if the price perception is able to convince consumers, that the price set is cheap, then more and more people decide to use the services of the workshop assuming the location variable and price perception there is no change (stagnant).

The results of the regression of the three variables above can be concluded, that the variable that strongly affects consumer satisfaction is the price perception variable with the result of the regression coefficient value of 0.564. Based on the koefisien values of regression and t test obtained information, that:

1. Location variables have a positive and significant effect on consumer satisfaction of Kendal SBR AC / AUDIO Workshop
2. Service quality variables do not affect customer satisfaction of Kendal SBR AC / AUDIO Workshop
3. Price perception variables have a positive and significant effect on consumer satisfaction of Kendal SBR AC / AUDIO Workshop

### Discussion

Based on the results of regression coefficient and t tests, location variables have a positive and significant effect on consumer satisfaction of Kendal SBR AC / AUDIO Workshop. This means that all changes that occur in consumer satisfaction are influenced by location. Consumers will feel satisfied if the location can be reached in accordance with consumer expectations. So that consumers consider that the location is strategic.

The efforts that can be made by the Kendal SBR AC / AUDIO workshop in determining the success of a location are with access that can be passed by all types of vehicles, buildings that are close to the highway, very smooth traffic, being in a safe environment. This means, that consumers are satisfied with the existing location, the more consumers come and use the services of the workshop.

The results of this study were corroborated by Nandelesti et al (2022), Pratama et al (2021), Darnelly et al (2020), and Intan et al (2020) stated that location has a positive and significant effect on workshop consumer satisfaction. In contrast to research conducted by Ahmad Izzudin et al (2020), and Muhammad Muhsin (2020) stated, that the location did not have a positive and significant effect on workshop consumer satisfaction.

From the results of regression efficiency and t test, the service quality variable has no effect on consumer satisfaction of Kendal SBR AC / AUDIO Workshop. This means that all changes that occur in customer satisfaction are not affected by the quality of service. Consumers have not been satisfied with the quality of service and have not met consumer expectations. So that consumers consider that the quality of service is not optimal.

The results of this study are corroborated by previous research conducted by Savithra et al (2022) stated, that the quality of service does not have a positive and significant effect on workshop customer satisfaction. In contrast to the research conducted by Armaniah et al (2019), Azis et al (2022), Sigar et al (2021) stated, that the quality of service has a positive and significant effect on workshop customer satisfaction. From the results of regression coefficient and t tests, the price perception variable has a positive and significant effect on consumer satisfaction of Kendal AC / AUDIO SBR Workshop. This means that any changes made to consumer satisfaction are influenced by price perceptions. Consumers will feel satisfied if the price in the workshop is affordable from other workshops.

The efforts that can be made by the Kendal AC / Audio SBR Workshop to maintain price perception are, by providing a very affordable price, the price given is in accordance with the quality, the price is cheaper than competitors, and the price is in accordance with the benefits provided. This means, that if the price perception is maintained, more and more consumers will choose and come to the Kendal AC / audio SBR Workshop.

The results of this study were corroborated by previous research conducted by Santoso (2022), Syahidin and Adnan (2022), Junior et al (2019) Ramdhani and Suzy Widyasari. (2022). Sari and Lestari (2019) which states that price perception has a positive and significant effect on consumer satisfaction. In conjunction with research conducted by Wariki et al (2015), and Irawati et al (2020) stated, that price perception has no effect and is significant on workshop consumer satisfaction.

## 5. CONCLUSION

The location has a positive and significant effect on consumer satisfaction of the Kendal SBR AC / AUDIO Workshop. The quality of service does not affect the satisfaction of consumers of the Kendal SBR AC / AUDIO Workshop. Price perception has a positive and significant effect on consumer satisfaction of Kendal SBR AC/AUDIO Workshop.

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