


The Influence Of Price, Promotion, and Awareness On Customer Satisfaction Among Traveloka Users

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Article Info	ABSTRACT
Keywords: Price, Promotion, Brand Awareness, Customer Satisfaction	This research aims to determine the influence of price, promotion and brand awareness on customer satisfaction of Traveloka users. The research method used is a quantitative method with a descriptive design. The research was carried out by searching for primary data through questionnaires to respondents using a purposive sampling method, so the sample used was 116 respondents. The analysis used in this research used SPSS 26.0 software. The analysis technique uses multiple linear regression analysis, and hypothesis testing uses the t-test and F-test to test the regression coefficients partially and simultaneously and the coefficient of determination. The research results show a positive and significant influence of the Price variable on Customer Satisfaction, a positive and significant influence of the Promotion variable on Customer Satisfaction, and a positive and significant impact of the Brand Awareness variable on Customer Satisfaction. Likewise, price, promotion, and brand awareness significantly affect Traveloka's customer satisfaction.
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INTRODUCTION

The digitalization era is synonymous with technological developments, creating a marketing pattern structure that moves from traditional marketing to digital marketing, marked by increasing online and mobile marketing activities from conventional to modern systems[1][2][3]. Likewise, business competition has transformed horizontally, where every company has the same opportunities, and no one dominates more[4]. Technology's high growth and development, especially the internet, makes it easy for every company to reach customers anywhere and at any time[5][6].

As time goes by, the number of internet users increases every year because human needs and activities are increasingly diverse, such as business, work, communication, school, as well as tourism and travelling, which has an impact on the need for land, sea or air transportation services to provide opportunities for companies to market their products more thoroughly. Quickly and widely through internet media better known as electronic commerce [7], [8]. E-commerce is the transaction activity of buying and selling goods or services, servicing or transmitting funds and data using electronic devices connected via the internet network[9].

The current internet phenomenon in Indonesia means that people's mobility has entered the digital era, where online shopping has become a new way for Indonesian people to fulfil their needs[10]. Data published shows Indonesia's position as one of the countries with the highest internet access in the world, with an internet growth rate that ranks third in 2020, below China and India. The total population using internet access in Indonesia was 17% in 2019, the same as 25.3 million new users who accessed the internet within a year[11]. Based on survey results released by the Indonesian Internet Service Providers Association (APJII), the number of Internet users in Indonesia in 2019 was 196.7 million, or 73.7% of the Indonesian population[12], based on BPS sources. The current digital trend in Indonesia is proven by the increase in the percentage of internet users, namely 8.9% or the same as 25.5 million users in the same period from 2019 to 2020, with a good and significant growth rate.

The data regarding companies that use the internet as a superior and take advantage of opportunities to win business competition in the current digital era are online travel agent services, including Agoda.com, Mister Aladin, NusaTrip, Pegi-Pegi, Tiket.com, Trivago.co.id and Traveloka. Information released from We Are Social states that the travel category, including accommodation is one of the e-commerce categories with enormous potential; the public's high interest in purchasing plane tickets, hotel reservations or bookings, and train tickets via websites or online applications is assessed. It is more practical, easier and faster. The variety of companies offering similar products or services can give customers the option to choose which website or application can meet their needs and provide more benefits. This makes companies compete with each other and compete to win market share with a sustainable customer satisfaction strategy, which will ultimately offer large and long-term profits. One of the companies with a significant opportunity to develop rapidly in the competition for online travel agent services is Traveloka.

Traveloka, an e-commerce company providing online travel agent services, founded by Ferry Unardi, Derianto Kusuma and Albert Zhang in 2012, is a startup company from PT. Trinusa Travelindo, which has unicorn status from Indonesia. Quoted from the Traveloka page, currently, Traveloka is one of the most trusted and leading travel agents in the Southeast Asia region, which offers services or travel needs that can be accessed on one platform; the products offered include plane tickets, hotel vouchers, train tickets, plane bundling packages and hotels, activities & recreation, financial products and connectivity products. Traveloka collaborates with more than 100 domestic and international airlines and serves more than 200,000 flight routes to all corners of the world.

Traveloka provides service, convenience and comfort to its customers with various payment systems that are safer and more practical, namely using internet banking, ATM, transfer, SMS banking, credit cards, mobile banking, Indomaret/Alfamart, my money balance and PayLater and is equipped with a call service. Centre, which can be contacted 24 hours non-stop via the Traveloka hotline service. The Traveloka application has now been downloaded more than 60 million times, making Traveloka a very well-known online travel booking application in Southeast Asia.

A survey conducted by Daily Social. Id on smartphone users in Indonesia with 2013 respondents showed that the Traveloka online travel agent is viral and much sought after by the Indonesian people and is in first position to support transportation needs by plane with a percentage value of 76.22%, surpassing its competitors who are pioneers in the same field, namely Tiket.com with a percentage of 51.11%, and Pegi-Pegi is in third place with a rate of 27.47%[13].

Data released by the Top Brand Award shows that Traveloka is the top online hotel reservation site brand. It occupied the first position from 2018 to 2020 for three consecutive years, beating its main competitor, Pegi-pegicom. Traveloka in 2018, with a percentage value of 42%, experienced a decrease in 2019, with a value of 27.5%, and experienced an increase in 2020, with a value of 28.6% [14]. The decline was due to the high level of competition for online travel agents in offering their services, such as low price competition, implementation of effective promotional strategies, service quality, trustworthiness, web quality or other factors.

The competitive nature of online travel agent competition makes Traveloka strive to provide the best products or services to satisfy its customers and maintain the company's sustainability and development. In Tjiptono [15], Oliver defines "Customer satisfaction as a feeling of happiness, joy or disappointment felt by a customer by comparing the perceived performance results of a product with their expectations". When a customer buys a product or uses a service, the customer will have hopes or expectations of the product or service that has been purchased and how the product or service can provide benefits and have the expected results.

Price information is information that customers can find through the Traveloka platform to meet their needs. According to Nuryadin[16], "Price is the value of an item that can be expressed in money" In contrast, Tjiptono[17] define *price* as one element of the marketing mix that can bring in income for every company. Meanwhile, on the consumer side, price is used as an indicator of value if the price is linked to the benefits obtained from goods or services. If these benefits are felt to increase, it will create customer satisfaction.

As an online ticket sales and hotel booking site with the highest position in Indonesia, with an affordable pricing strategy, various promotional strategies, and a high percentage of brand awareness, can Traveloka provide satisfaction to its customers because there are still complaints from customers who are disappointed or experiencing problems? When making online purchases at Traveloka, such as when Traveloka held an epic sale discount promo program, namely not being able to use the pay later payment method on the Traveloka application, customers also experienced problems during the refund process, discount coupon codes that could not be used, there was quite a price difference significant, and Traveloka's response to handling complaints is relatively slow.

METHOD

This quantitative research aims to determine how much price, promotion, and brand awareness can influence Traveloka's customer satisfaction. Researchers used primary data sources by filling out a questionnaire using a Google form, which contained data and

information from respondents or Traveloka users related to research variables, namely price, promotion and brand awareness. Secondary data in this research are related to the research title, such as books, literature studies, research journals, literature, Traveloka applications, websites, or the internet. The literature study or literature obtained is used as a theoretical basis for learning related to price, promotion, brand awareness, and customer satisfaction variables [18]. The data was distributed to 116 respondents, and the data that had been collected was processed using the multiple linear regression method with SPSS 26 software tools to obtain an overview of the data that would be described based on specific categories and a recapitulation of the frequency distribution of the results of the respondents' answers.

RESULT AND DISCUSSION

Respondent Characteristics

In this research, the characteristics of respondents have been analyzed based on several key factors. First, regarding gender, most respondents who use Traveloka services are women, with a proportion of 56.03%, while the number of male users reaches 43.97%. Second, regarding the age range, most Traveloka users are in the 26 - 35-year age group, which covers 49.14% of the total respondents. Meanwhile, 33.62% of respondents were over 35 years old, and only 17.24% were between 18 and 25 years old. Third, in terms of education, most respondents have a bachelor's degree (S1), which covers 62.07% of the total respondents. Meanwhile, the rest is divided between High School (SMA), Diploma and Master's Degree (S2) graduates. Fourth, all respondents in this study have used Traveloka services before, indicating a high level of market penetration for these services. Fifth, most respondents purchased hotel vouchers through Traveloka services, with a proportion of 55.17%. Meanwhile, aeroplane ticket purchases reached 44.83%. Finally, regarding purchasing frequency, most respondents made purchases more than three times, with a proportion of 52.59%, while 47.41% made purchases 1 to 3 times.

Based on the research results, the majority of Traveloka users who were respondents in this research were women. Demographically, most of them are aged between 26 and 35 years and have a bachelor's degree (S1). All respondents have used Traveloka services before, with the majority of them purchasing hotel vouchers. In addition, most Traveloka users tend to make purchases more than three times, indicating a high level of satisfaction with the services provided by the platform.

Validity test

Table 1. Price Variable Validity Test Results

Statement	rcount	rtable	Information
X1.1	0.512	0.182	Valid
X1.2	0.615	0.182	Valid
X1.3	0.659	0.182	Valid
X1.4	0.481	0.182	Valid
X1.5	0.680	0.182	Valid
X1.6	0.648	0.182	Valid

Statement	rcount	rtable	Information
X1.7	0.650	0.182	Valid
X1.8	0.638	0.182	Valid
X1.9	0.444	0.182	Valid
X1.10	0.577	0.182	Valid
X1.11	0.581	0.182	Valid
X1.12	0.518	0.182	Valid

Table 2. Promotion Variable Validity Test Results

Statement	rcount	rtable	Information
X2.1	0.559	0.182	Valid
X2.2	0.545	0.182	Valid
X2.3	0.458	0.182	Valid
X2.4	0.495	0.182	Valid
X2.5	0.553	0.182	Valid
X2.6	0.375	0.182	Valid
X2.7	0.541	0.182	Valid
X2.8	0.532	0.182	Valid
X2.9	0.590	0.182	Valid
X2.10	0.654	0.182	Valid
X2.11	0.466	0.182	Valid
X2.12	0.443	0.182	Valid

Table 3. Validity Test Results for Brand Awareness Variables

Statement	rcount	rtable	Information
X3.1	0.450	0.182	Valid
X3.2	0.488	0.182	Valid
X3.3	0.413	0.182	Valid
X3.4	0.450	0.182	Valid
X3.5	0.472	0.182	Valid
X3.6	0.370	0.182	Valid
X3.7	0.424	0.182	Valid
X3.8	0.497	0.182	Valid
X3.9	0.450	0.182	Valid
X3.10	0.599	0.182	Valid
X3.11	0.549	0.182	Valid
X3.12	0.557	0.182	Valid
X3.13	0.610	0.182	Valid
X3.14	0.541	0.182	Valid

Table 4. Validity Test Results of Customer Satisfaction Variables

Statement	rcount	rtable	Information
Y.1	0.610	0.182	Valid
Y.2	0.621	0.182	Valid
Y.3	0.578	0.182	Valid
Y.4	0.499	0.182	Valid
Y.5	0.551	0.182	Valid
Y.6	0.509	0.182	Valid
Y.7	0.490	0.182	Valid
Y.8	0.438	0.182	Valid
Y.9	0.608	0.182	Valid
Y.10	0.537	0.182	Valid
Y.11	0.375	0.182	Valid
Y.12	0.493	0.182	Valid
Y.13	0.516	0.182	Valid
Y.14	0.481	0.182	Valid

The results of the validity test show that the calculated r is greater than the r table, and the significance level is 5% (0.182), so the results of the validity test of the research variables are by the criteria that calculated $r > r$ table and all statement items are concluded to be valid.

Reliability Test

Table 5. Reliability Test Results

Variable	Amount Statement	Cornbach's Alpha	Standard Mark	Information
Price (X1)	12	0.820	0.60	Reliable
Promotion (X2)	12	0.753	0.60	Reliable
Brand Awareness (X3)	14	0.759	0.60	Reliable
Customer Satisfaction (Y)	14	0.792	0.60	Reliable

Table 5 shows that the variables price, promotion, brand awareness and customer satisfaction show Cronbach's Alpha values > 0.60 , so it can be concluded from the reliability test that these variable instruments are declared to meet the requirements and are reliable.

Classic assumption test

Normality test

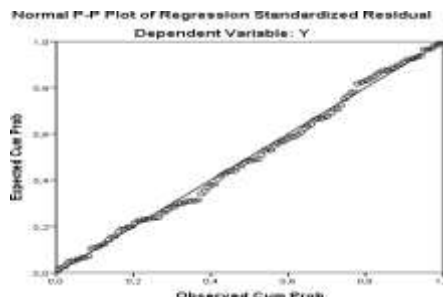


Figure 1. Normality Test

Based on the results in Figure 1, it shows that the p-plot data graph (dotted dots) spreads around the diagonal line and the distribution follows the direction of the diagonal line so that it meets the assumption of normality.

Heteroscedasticity Test

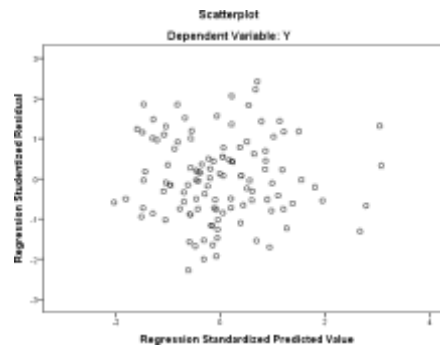


Figure 2. Heteroscedasticity Test

Based on Figure 2, the output above can be seen that the points do not form a clear pattern, and the points are spread above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity problem in the regression model.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Price	0.859	1,164
Promotion	0.853	1,173
Brand Awareness	0.954	1,048

The VIF value of price, promotion and brand awareness is less than 10 ($VIF < 10$), meaning there is no multicollinearity between the independent variables in the regression model. Apart from that, the Tolerance value of price, promotion and brand awareness is greater than 0.1 ($Tolerance > 0.1$), meaning there is no multicollinearity between the independent variables in the regression model.

Autocorrelation Test

Table 7. Autocorrelation Test Results

Model	Std. Error of the Estimate	Durbin-Watson
1	4,333	2,022

The calculated Durbin–Watson value is 2.022, greater than the upper limit (du) which is 1.7504 and less than $(4-du)$ $4-1.7504 = 2.249$. So, as with the decision making in the Durbin-Watson test above, it can be concluded that there are no symptoms of autocorrelation in this study

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,474	5,936		2,270	,025
X1_Price	,289	,092	,262	3,123	,002
X2_Promotion	,343	,087	,332	3,954	,000
X3_ Brand Awareness	,201	,079	,203	2,551	,012

Table 8 shows the results of the multiple linear regression analysis equation as follows:

$$Y = 13.474 + 0.289 X1 + 0.343 X2 + 0.201 X3$$

The results of the multiple linear regression equation can be described as follows:

- The constant value (a) is 13.474, meaning it has a positive effect, if the price, promotion and brand awareness variables do not change or have a value of zero, it means there is an increase in customer satisfaction of 13.474.
- The price regression coefficient, namely 0.289, has a positive sign, meaning it has a unidirectional relationship, which means that if there is an increase of 1 unit in the price variable, there will be an increase in Traveloka customer satisfaction of 0.289, assuming the promotion and brand awareness variables remain constant. The price variable has a positive and significant influence on Traveloka customer satisfaction, because the calculated t value > t table is 3.123 > 1.981.
- The promotion regression coefficient, namely 0.343, has a positive sign, meaning it has a unidirectional relationship, which means that if there is an increase of 1 unit in the promotion variable, there will be an increase in Traveloka customer satisfaction of 0.343, assuming the price and brand awareness variables remain constant. Promotion variables have a positive and significant influence on Traveloka customer satisfaction, because the calculated t value > t table is 3.954 > 1.981.
- The brand awareness regression coefficient is 0.201, which is positive, meaning it has a unidirectional relationship, which means that if there is an increase of 1 unit in the brand awareness variable, there will be an increase in Traveloka customer satisfaction of 0.201, assuming the price and promotion variables remain constant. The brand awareness variable has a positive and significant influence on Traveloka customer satisfaction, because the calculated t value > t table is 2.551 > 1.981

Table 9. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1014,350	3	338,117	18,010	,000b
Residual	2102,615	112	18,773		
Total	3116,966	115			

In table 9, it can be concluded that price, promotion and brand awareness simultaneously (together) influence Traveloka customer satisfaction so that this model is suitable for use, because the calculated F value > F table is $18.010 > 2.68$.

Table 10. Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,570a	,325	,307	4,333

a. Predictors: (Constant), X3_Brand Awareness, X1_Prices, X2_Promotions

b. Dependent Variable: Y_Customer Satisfaction

Table 10 shows that the R square value for Traveloka customer satisfaction is 0.307, meaning that the price, promotion and brand awareness variables are able to explain the Traveloka customer satisfaction variable by 30.7%, while the remaining 69.3% is explained by other variables outside of the variables in the research.

Discussion

The test results show that price and Traveloka customer satisfaction are influenced by each other. This is in line with previous research conducted by Handoko[19], Kurniawan and Hildayanti[20] with the research results obtained showing that price partially has a positive and significant effect on customer satisfaction. In this research, Traveloka customer satisfaction is influenced by price, where setting the right price for plane tickets or hotel vouchers can provide more significant benefits than the nominal amount the customer spends. Likewise, Traveloka's prices can compete closely with online and conventional competitors in the same industry, as well as setting prices appropriately can lead to reasonable prices that are acceptable and affordable by customer purchasing power, proportional to the quality of the product/service provided, based on these factors, the higher the level of reasonableness of a price, the higher it will be The level of satisfaction felt by customers, this proves that the prices set or offered by Traveloka can provide a level of satisfaction for respondents after purchasing.

Hypothesis testing shows promotions influence Traveloka's customer satisfaction. This is in line with previous research conducted by Handoko[19], Kurniawan and Hildayanti[20], Susiladewi[21], Santosa and Wahyuni [22], with the research results obtained namely that promotion partially has a positive and significant effect on customer satisfaction. It can be interpreted that the promotion carried out by Traveloka aims to be right on target to attract customers using unique, interesting, educational and informative advertisements on broadcast media, be it television, radio, billboards, posters or social media. Traveloka also carries out sales promotions in the form of discount coupons, which are expected to increase Traveloka's sales volume. Traveloka, at each event, provides large promotions to attract new and incredibly loyal customers. Likewise, Traveloka's publicity as an online travel company, which wins the Top Brand Award category almost every year, provides a positive image, thus creating trust and confidence and encouraging loyalty from Traveloka respondents or customers.

Testing the hypothesis that there is an influence of brand awareness on Traveloka customer satisfaction, research results relevant to this research have previously been

conducted by Ramadhani and Soesanto[23] with research results showing that brand awareness partially has a positive and significant effect on customer satisfaction. The results in this research can be interpreted as meaning that the brand awareness created by Traveloka can be categorized as good, where Traveloka customers or respondents in this research at the brand recognition level can remember and recognize well the names, symbols, logos, slogans and other attributes about Traveloka in their minds. They. This is also inseparable from the role of promotion or advertising to convince and create a sense of familiarity and familiarity so that customers increasingly remember the Traveloka brand as online travel, which can fulfil needs such as plane tickets or hotel vouchers and as a consideration when making purchasing decisions. When a customer can remember a brand with a good level of brand awareness and is embedded in the customer's mind, then the company's goals can create customer loyalty, where customer loyalty is proof of loyalty to a brand, in which the customer feels satisfied with a brand based on their experience and use of the brand for a certain period.

The test results show that price, promotion and brand awareness influence Traveloka customer satisfaction. The results of previous research that are relevant to this research were carried out by Ramadhani and Soesanto[23] and Susiladewi[21], with research results that price, promotion and brand awareness influence customer satisfaction. Thus, the three independent variables, cost, promotion, and brand awareness, must be maintained optimally to build satisfaction for Traveloka customers, hoping to increase sales volume by creating purchasing decisions. Traveloka has provided the best prices to its customers accompanied by an effective promotional strategy to build brand awareness in the minds of its customers, by providing products or services that meet customer expectations, it can create satisfaction and good perceptions, thus creating a harmonious relationship between Traveloka and its customers. Whether they are new or loyal customers, customers who have a high level of satisfaction will make repeat purchase decisions, are willing to recommend and tell positive things about Traveloka, are proud to use Traveloka services, and overall customer satisfaction is met.

CONCLUSION

Based on the tests, price positively and significantly influences Traveloka customer satisfaction. Targeted pricing can provide more substantial customer benefits, and Traveloka can compete effectively with online and conventional competitors in the same industry. Promotions also have a positive and significant effect on Traveloka customer satisfaction. Good promotions, both through broadcast media and sales promotions, can increase customer trust, confidence and loyalty towards Traveloka. Furthermore, brand awareness positively and significantly influences Traveloka's customer satisfaction. Good brand awareness creates a high brand awareness among customers, which, in turn, can increase customer loyalty. Simultaneously, price, promotion and brand awareness influence Traveloka customer satisfaction. By maintaining and improving the quality of these three variables, we can build sustainable customer satisfaction and increase sales volume through repeat purchase decisions and customer recommendations to others.

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