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EFFECT LOCATION, PRICE PERCEPTION OF SATISFACTION CUSTOMERS AND IMPACT ON REPURCHASE INTENTION

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ABSTRACT

This study analyzes the effect of location, price perception on customer satisfaction and its impact on repurchase interest. The object of research in this paper was Lion Air flight service customers at Semarang Ahmad Yani airport. The sampling technique in this study was Purposive Sampling with totally 120 respondents as samples, and data collection method used was a questionnaire by distributing a list of questions to respondents in order to obtain information. The purpose of the study was formulated to determine the effect of location, perceived price on customer satisfaction and repurchase interest. In this study quantitative methods were used with questionnaires and variable measurements used a Likert scale 7. The validity and reliability tests were used to test the instruments, while the multiple linear regression was used as a data analysis tool. To test the ability of the model used the determination test. The influence of independent variables with the F test and hypothesis testing and mediation test with the Sobel test. Data processing produces the conclusion that: Location and price perception have a positive and significant effect on customer satisfaction. Location, price perception and customer satisfaction have a positive and significant effect on intention repurchase interest. Customer satisfaction is able to mediate location and price perception of Intention re-purchase interest.

Keywords: Location, Price Perception, Customer Satisfaction, Intention Repurchase Interest

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1. INTRODUCTION

Ahmad Yani Airport is an airport that has international status in Central Java province, located in the city of Semarang is 5 km from the centre city of Semarang. The airport is located at coordinates 06°58'35 "LS - 110°22'38" BT. Has one runway with a length of 2620 m and 8 aircraft parking apron with an area of 29 032 m² and has two of passenger terminals and one cargo terminal its can accommodate more than passengers of each year.

Growth in passengers choosing the best mode in Indonesia has increased in 2010. In the last four years the increase until 45.63%. Increased passengers traffic will affect the improvement of the land to the airport (Ilgin et al, 2017). Airports in Indonesia until 2019 amounted to 299 airports, including 26 airports managed by PT. Angkasa Pura. The problem some airports the solution is to build an airport on the new location, including those conducted Ahmad Yani Airport.

Semarang is the provincial capital behind of center government, administration and the economy, some universities as centers growth science and research as well as tourism potential of developing an additional factor to improve the role of airports as one means to facilitate these activities, in order to meet those needs in June 2018 The airport is relocated in Puad Ahmad Yani street and adjacent to the amusement *PRPP Park* with a passenger capacity 6 times greater than the previous airport. This is because the displacement of the location of the old airport can not accommodate the increase in passengers each year and several factors impropriety facilities and infrastructure. The new location is the airport as shown in figure 1.



Figure 1 The new location Ahmad Yani Airport

(Source: <https://phinemo.com>, 2019)

Early 2019, the airline Lion Air became public trending. The spotlight because of expensive airfares and intensification of the schedule flight delay, and Lion Air does not provide free luggage facility again. Community highlights the airline Lion Air that would not go lower ticket prices. Induced increase in ticket prices is the decline in the number of domestic and international passengers at these airports. Data reduction of passengers listed on the following table:

Table 1 Data passengers of Ahmad Yani airport (August - December 2018)

No.	Month	Passenger			Total
		Adult	child	Transit	
1	August	225 983	2,328	2294	230 606
2	September	216 457	2,083	2,281	220 821
3	October	217 829	1,851	1,027	220 821
4	November	199 613	1,533	1,663	202 809
5	December	200 001	1,863	939	202 803
amount		1,059,001	9,658	8,204	1,077,860

(Source: Center Data of Ahmad Yani airport, 2019)

Table 2 Data passengers of Ahmad Yani airport (January - May 2019)

No.	Month	Passenger			Total
		Adult	child	Transit	
1	January	168 784	1,624	721	171 129
2	February	142 553	1,438	1,360	145 460
3	March	156 100	1,383	1,360	158 843
4	April	141 640	916	1,030	143 586
5	May	46 072	305	274	46 651
amount		655 149	5666	4,854	665 669

(Source: Center Data of Ahmad Yani airport, 2019)

From these data it can be concluded that prior to the increase in prices in August-December 2018 while the number of passengers 1.07786 million early in 2019 after a rise in prices of passengers in January-May 2019 was 665 669 passengers a decline in number of 412 191 people. In addition to the increase in prices of passenger decline caused by the displacement factor of the new location Ahmad Yani airport.

Other impacts experienced by Ahmad Yani airport in addition to the above factors are customer satisfaction (passengers) on the re-purchase interest. Ahmad Yani airport is expected to have a strategy to improve return the number of passengers as before the upheavals rising ticket prices, so that consumers (passengers) can be protected. More and customer satisfaction will be obtained as consumers make purchases over and over.

Several studies on the effect of the location and price perception have been carried out by a number of researchers, among others : According to (Fu'ad, 2015) site has a positive and significant effect on customer satisfaction. Research Dewa Gede & Ni Wayan Sri S (2018) resulted in the perception of positive and significant price to customer satisfaction.

Based on the background, so in this study the authors take the title: "Influence of location and Perceptions of Price on Customer Satisfaction and Impact on Repurchase Interest (Study on the Customer Services Flights Lion Air at Ahmad Yani Airport)."

2. LITERATURE REVIEW

2.1. Locations

Alma (2003) suggested that the location is where the company operates or the place where the company to produce goods and services in terms of economic importance. According Sumarwan (2004), the location of a place of business that greatly affects a person's desire of consumers to come and shop. While understanding the locations by Kashmir (2009) that the place serves consumers, they can be interpreted as a place to display the merchandise goods.

Location company should consider various aspects of support for the marketing activities of the company. In this research, strategic location factor is essential for aviation services company (airport) To the authors refer to research Widowati and Santoso (2011) and affordability indicator measuring the location with the location, the smooth access to the location and proximity to the city center.

2.2. Price perception

Price perception is the value contained in a price-related benefits and owning or using a product or service Kotler and Armstrong (2008). In general, consumers' perception of the price depends on the perception of price differences and reference prices. There are two factors that influence the perception to fairness of a price. First, perception of price differences, according to the law of Weber-Fechner, in his book the Strategic and Tactics of Pricing: a guide to Growing More Profitability (Nagle & Hogan, 2006), the buyers tend to always carry out an evaluation of the price difference between the price offered to the basic price is known. Another factor that affects the perception of the fairness of a price is a price which is owned by the customer references obtained from the experience itself (internal price) and external information that you reads and the experience of others (external references price).

According to Kotler and Armstrong (2008), there are four indicators that characterize the price, namely:

1. affordability
2. Suitability price with quality products and services
3. Price competitiveness
4. Suitability price with benefits

2.3. Customer satisfaction

Customer satisfaction is a feeling of satisfaction when you receive good service and quality, always buy and use the product, recommending the product to others and the fulfillment of customer expectations after purchasing the product (Irawan, 2008). Soedarmo (2006) customer satisfaction is a condition satisfied, happy or proud perceived by the consumer when it receives a product or service offered on services like.

Indicators according to the customer kepuasan Irawan (2008), namely:

1. Feeling satisfied (in the sense of satisfied products and services).
2. Always buy the product.
3. Would recommend to others.
4. Customer expectations are met after buying the product.

2.4. RePurchase Interests

Howard et.al. in Kurniawan (1988), Intention to buy defined as statements relating to the inner reflecting the plan of the buyer to buy a specific brand in a given time period. Repeat purchase intention is desire and actions of consumers to buy the product, because of the satisfaction received pursuant chill of a product. Intention to buy a product arises because of the basic confidence in the product (Simamora, 2010).

According to Ferdinand (in Saidani and Arifin, 2012) the purchase intentions can be identified through the following indicators:

1. transactional intention
2. referential intention

3. preferential intention
4. explorative intention

3. HYPOTHESA

3.1. Hypothesis development

3.1.1. Relations Location and Customer Satisfaction

The location is a distribution channel that is the path that is used to move the product from manufacturer to consumer. Consumer satisfaction can be shown through consumers' attitude towards the purchase.

Some researchers have examined the relationship between the location of the customer satisfaction, among others Santika (2017), that the location has a close relationship to customer satisfaction. Meanwhile, according to Nur (2016) that berpengaruh locations significant to the purchase intention. The location is one that affects customer satisfaction, because with a good location will facilitate customers to analyze the needs or product, a good location guarantee the availability of quick access, can attract a large number of consumers.

H1: Location Positively to Customer Satisfaction

3.1.2. Relations Perception Price and Customer Satisfaction

Perception of the fairness of the price of acquisition transaction described by the theory of utility. Consumers will make the purchase (acquisition utility) if the price was attributed to gains or losses in the perspective of product functions. While the transaction utility, consumers perceive the price of pleasure or discomfort in the financial aspects derived from the difference between the internal reference prices of the purchase price (Isman Pepadri, 2002).

Some researchers have examined the relationship between price and repurchase intention, among others Astrid Chintya (2017), that significantly influence the price of the purchase intention. Meanwhile, according to Athiyah Sholihatun (2018) that the price does not significantly influence the purchasing intention. Perception of price is one factor that affects customer satisfaction due to the price set by the company as a benchmark for customer satisfaction, it is because the price is a consideration for consumers to buy a product. Affordable prices offset by the good quality will provide customer satisfaction Based on the above explanation, the researchers propose hypotheses as follows:

H2: Perceptions of Price Positively to Customer Satisfaction

3.1.3. Relations Location and Re purchase Interest

According Simamora in Hamka (2010) Intention to buy the product arises because of the basic beliefs of the product marketing and a wide range of other factors, the company can achieve and sustain differentiation will be the company performed better than average in the industry if the premium price exceeds the cost extra needed to be unique. Some researchers have examined the relationship between locations with repeat purchase intention, among others Pratama (2016), that the location of the effect on purchase intention. Meanwhile, according to Sari (2017) that the location has positive influence on the purchasing intention.

The location has close links with the purchase intention for the location reflects the real condition that can affect whether consumers are willing to buy it somewhere / locations. Conditions such as easy access to the locations that will be addressed, the location has a parking area and a comfortable place now increasingly sought after by consumers in need to buy the

goods they want. Based on the above explanation, the researchers propose hypotheses as follows:

H3: Location Positively against Re purchase Interest

3.1.4. Relations Price Perceptions and Re purchase Interest

Perception prices also have a role in influencing the intention to buy, the price is expensive or cheap now be considered indispensable in economic conditions someone different. Price is the amount of money you are willing to be paid by the buyer and are willing to be accepted by the seller (Lewis, 2004). Some researchers have examined the relationship between the perception of the purchase price with the intention, among others Mahardhika (2015), that the perception of price positively affects the purchase intention. Meanwhile, according Cyntia (2017) that the perceived price positively affects the purchase intention.

Price perception is the amount of money (plus some products if possible) required to obtain a combination of products and services. Consumers basically want a product that has a quality that corresponds to the price of the product. Prices are in line with the wishes and perceptions of consumers can give a strong influence on the consumer purchase intention. Based on the above explanation, the researchers propose hypotheses as follows:

H4: Perceptions of Price Positively against Re purchase Interest

3.1.5. Relations Customer Satisfaction and Re purchase Interest

Customer satisfaction is defined as all attitude with regard to the goods or services after received and in use, in other words that satisfaction (satisfaction) is the selection after assessment evaluation of a specific transaction (Kotler, 2007). Customer satisfaction is our individual feelings generated towards the perceived pleasure or disappointment or satisfaction hopes of a product or service (Kotler and Keller, 2008).

Some researchers have examined the relationship between customer satisfaction with repeat purchase intention, among others Fang, et al (2011) showed a positive influence of customer satisfaction on the purchase MIAT. Customer satisfaction effect on the purchase intention with the indicator is satisfaction with the product, satisfaction with the service, the comparison between expectations with reality. Based on the above explanation, the researchers propose hypotheses as follows:

H5: Positively Impact Customer Satisfaction on Re purchase Interest

4. RESEARCH MODEL

4.1. Model Graphics

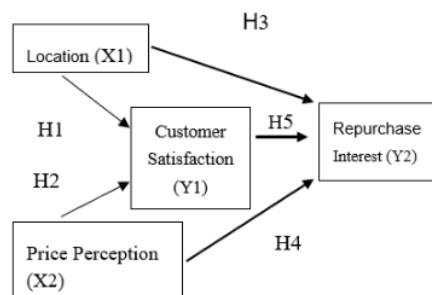


Figure 2 Research Model

4.2. The mathematical model

$$Y1 = \alpha1 + \beta1.X1 + \beta2.X2 + e1$$

$$Y2 = \alpha2 + \beta3.X1 + \beta4.X2 + \beta5.Y1 + e2$$

Information :

- Y1 = Customer satisfaction
- Y2 = Re purchase Interests
- X1 = locations
- X2 = perception Price
- $\beta1, \beta2, \beta3, \beta4$ = The regression coefficient
- e = Error

5. RESEARCH METHODS

5.1. Population Research

The population in this study is a passenger airline Lion Air at Ahmad Yani Airport.

5.2. Sampling technique

The method used in this sampling is purposive sampling, that the selection of a random sample whose information is obtained by using certain considerations which generally consideration with the purpose or research problems. The prescribed criteria are passengers who are already using the airline Lion Air at least 3 times, with a total sample of 100 respondents.

5.3. Method of collecting data

Methods of data collection in this study using a questionnaire given directly to respondents.

5.4. Analysis plan

5.4.1. Descriptive analysis

Descriptive analysis is analysis that describes the state of the respondents based on the identity and description of each study variable.

5.4.2. Instruments test

Test instruments do in order to obtain good data from respondents with questionnaires as research data collection instruments must meet the requirements of reliability and validity. For the questionnaire should be tested first to test the validity and reliability testing.

5.4.3. Regression analysis

In this study using multiple linear regression analysis in which there are F test and t test used later to test mediation Sobel analysis test.

5.4.4. Mediation test with Sobel Test

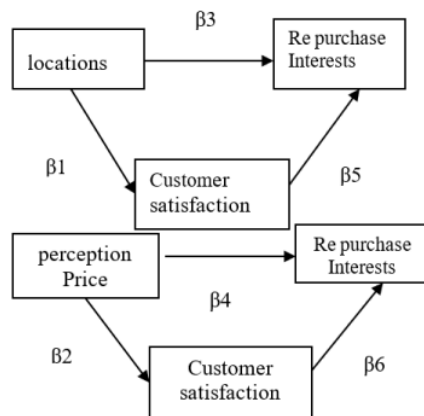


Figure 3 Plan

6. RESULTS AND DISCUSSION

6.1. Testing Instrument

Test the validity of using factor analysis with a threshold value of KMO > 0.500 and Batasa threshold loading factor values > 0.400 with the following results:

9 Table 3 Validity and Reliability Test Results

variables	No.	KMO	Threshold	Loading Factor	Threshold	Ket.
Location (X1)	X1.1	0,729	0.50	0.828	0.40	valid
	X1.2			0.785		valid
	X1.3			0.693		valid
	X1.4			0.796		valid
Perception Price (X2)	X2.1	0,794	0.50	0.592	0.40	valid
	X2.2			0.609		valid
	X2.3			0.837		valid
	X2.4			0.807		valid
	X2.5			0.698		valid
	X2.6			0.644		valid
Customer Satisfaction (Y1)	Y1.1	0.725	0.50	0.880	0.40	valid
	Y1.2			.790		valid
	Y1.3			.850		valid
	Y1.4			.737		valid
Repurchase Interest (Y2)	Y2.1	0.755	0.50	0.724	0.40	valid
	Y2.2			.788		valid
	Y2.3			0.752		valid
	Y2.4			.718		valid
	Y2.5			0.705		valid

Sources: Primary data are processed, 2020

Table 4 Results of Test Reliability

variables	<i>Cronbach Alpha</i>	Reliable (Alpha> 0.7)
Location (X1)	0.779	reliable
Perception Price (X2)	.780	reliable
Customer Satisfaction (Y1)	0.829	reliable
Re purchase interest (Y2)	.790	reliable

Sources: Primary data are processed, 2020

Validity and reliability shows all the variables have KMO value of greater than 0.50 means that the capacity of the sample has met for factor analysis, and views of the loading factor values summed up all statements in each study variable declared invalid by the loading factor value > 0.40 so that all the instruments in this study is reliable and feasible for use

6.2. Hypothesis test

1. Location (X1) to customer satisfaction (Y1) of 0.460 (positive), which implies that the location has a positive effect with a significance level of 0.000 <0.05. If the better location, it will increase customer satisfaction.
2. Perception price (X2) to customer satisfaction (Y1) amounted to 0,404 (positive), which implies that the positive influence price perception with a significance level of 0.000 <0.05. If the perception of a good price then it will increase customer satisfaction.
3. Location (X1) to re-purchase intention (Y2) amounted to 0.187 (positive), which implies that the location has a positive effect with a significance level of 0.004 <0.05. If the location is good, it will increase the purchasing intention.
4. Perception price (X2) on the purchase intention (Y2) amounted to 0.189 (positive), which implies that the positive influence price perception with a significance level of 0.003 <0.05. If the perception of a good price, it will increase the purchasing intention.
5. Customer satisfaction (Y1) toward the purchase intention (Y2) amounted to 0.613 (positive), which implies that a positive effect on customer satisfaction with the level of significance of 0.000 <0.05. If the fine dining customer satisfaction will increase the purchasing intention
6. In Table 6 it can be seen that the effect one has a sig 0.000 <0.05 it means that customer satisfaction can mediate a variable location and the purchase intention
7. In Table 6 it can be seen that the effect 2 has a sig value 0.0000 <0.05 it means that customer satisfaction can mediate perception variable purchase price and re Intention

7. DISCUSSION

7.1. Effect of Location on Customer Satisfaction

Locations relationships with customer satisfaction is confirmed (Santika, 2017) that the location has close ties to customer satisfaction, due to the strategic location will enable customers to analyze, a good location to attract consumers.

This study shows that there is significant influence between the location of customer satisfaction on customer Lion Air plane at the airport Ahmad Yani views of sig 0.000 <0.05. This is consistent with previous research conducted by Wahyunita Nur (2012) that the location berpengaruh positive and significant impact on the purchase intention.

7.2. Effect of Perceived Price on Customer Satisfaction

Price perception is the view or perception of consumers regarding price, how customers perceive a certain price (high, low, fair) will provide a strong influence on the purpose and customer satisfaction in buying (Schiffman and Kanuk, 2004). Indicators of price perception is the affordability of the product, conformity with the price of the product quality, price competitiveness and conformity with the price benefits.

In this study showed a significant influence of price perception of customer satisfaction on customer Airlines Lion Air as seen from 0,000 sig value below 0.05.

Perception of price is one factor that affects customer satisfaction due to the price set by the company as a benchmark for customer satisfaction, it is because the price is a consideration for consumers to buy a product.

Previous research has examined the relationship between the perception of ⁸ e purchase price with the intention, among others Astrid Chintya (2017), that the price is **positive and significant effect on the purchase intention**.

7.3. The influence of the location of the purchase intent

According Simamora in Hamka (2010: 2) intention to buy the product arises because of the basic trust in the marketing of products and a wide range of other factors.

In this study showed a significant effect of location on the customer purchase intention Airlines Lion Air at Ahmad Yani airport as seen from below 0.05 0.003 sig.

The location has close links with the intention to buy again because of the location reflects the real condition that can affect whether consumers are willing to buy it somewhere / locations. Conditions such as easy access to the locations that will be addressed, the location has a parking area and a comfortable place now increasingly sought after by consumers in need to buy the goods they want.

Some previous research has examined the relationship between the location of the repeat purchase intention, among others Astika Pratama (2016), that the location of positive effect on the purchase intention. Meanwhile, according to Lina Sari S (2017) that the location has positive influence on the purchasing intention.

7.4. Perceptions influence the price of the purchase intent

Perception prices also have a role in influencing the intention to buy, the price is expensive or cheap now be considered indispensable in economic conditions someone different. Price is the amount of money you are willing to be paid by the buyer and are willing to be accepted by the seller (Lewis, 1997).

In this study showed a significant influence between perceptions of price to the customer purchase intention ⁷ Airlines Lion Air at Ahmad Yani airport as seen from below 0.05 0.004 sig. Price perception is the amount of money (plus some **products** if possible) **required to obtain a combination of products and services**. Consumers basically want a product that has a quality that corresponds to the price of the product. Prices are in line with the wishes and perceptions of consumers can give a strong influence on the consumer purchase intention.

Some previous research has examined the relationship between ⁵ the perception of the purchase price with the intention, among others Mahardhika (2015), **that the price perception of positive and significant effect on the purchase intention**. By Cyntia (2017) that the perceived price positively affects the purchase intention.

7.5. Effect of Customer Satisfaction on re purchase intention

Customer satisfaction is defined as all attitude with regard to the goods or services after received and in use, in other words that satisfaction (satisfaction) is the selection after assessment evaluation of a specific transaction (Kotler, 2007). Customer satisfaction is our individual feelings generated towards the perceived pleasure or disappointment or satisfaction hopes of a product or service (Kolter and Keller, 2008). Then according to Anderson et, aldikutip by Mulyono, et al (2007) Satisfaction is the assessment of the experience of buying and consuming a good or service.

In this study showed a significant effect of customer satisfaction on the customer purchase intention Airlines Lion Air at the airport Ahmad Yani seen from 0,000 sig value below 0.05. Customer satisfaction effect on the purchase intention with the indicator is satisfaction with the product, satisfaction with the service, the comparison between expectations with reality.

Some previous research has examined the relationship between customer satisfaction with repeat purchase intention, among others Fang, et al (2011) showed a positive effect of customer satisfaction with the purchase intention.

7.6. Effect of Location of the intention to buy back through a Customer Satisfaction

The test results indicate that the effect of mediation on the location of the purchase intention indirectly through customer satisfaction by 0.217 and smaller than the direct effect of the location of the customer satisfaction at 0.632. With this result shows that if the strategic location will foster customer satisfaction. With the ever increasing satisfaction of the customer airline Lion Air has the intention to buy back on the airline Lion Air.

7.7. Perceptions influence the price of the purchase intention through Customer Satisfaction

The test results indicate that the effect of mediation perception purchase price against the intention indirectly through customer satisfaction by 0.165 and greater than the direct effect on the price perception of customer satisfaction at 0.420. With this result shows that if the perception of a good price then it will raise customer satisfaction. With increasing customer satisfaction, the customer airline Lion Air has the intention to buy back on the airline Lion Air.

8. CONCLUSION

1. The location is positive and significant impact on customer satisfaction in customer airline Lion Air at Ahmad Yani Airport.
2. Price perception positive and significant impact on customer satisfaction in customer airline Lion Air at Ahmad Yani Airport.
3. The location is positive and significant effect on the intention to buy the customer airline Lion Air at Ahmad Yani Airport.
4. Price perception positive and significant effect on the intention to buy the customer airline Lion Air at Ahmad Yani Airport.
5. Customer satisfaction positive and significant effect on the intention to buy the customer airline Lion Air at Ahmad Yani Airport.
6. Customer satisfaction mediates the influence of the location of the intention to buy the customer airline Lion Air bandara Ahmad Yani
7. Customer satisfaction mediates the effect of the price perception of the intention to buy the customer airline Lion Air at Ahmad Yani Airport.

9. SUGGESTION

1. As inputs to the Ahmad Yani airport that location is positive and significant but the most minor influence on the purchasing intention. The results showed that the strategic location of the location does not have a huge impact on the intention to buy the airline Lion Air passengers at airports Ahmad Yani⁵
2. As an input for Lion Air airline customers that the price perception variable positive and significant effect on the purchase intention. The results showed that the perception of a good price will influence the purchase intention person to transact buy tickets Lion Air for their flight needs.⁸
3. Variable customer satisfaction and significant positive effect on the purchase intention. The results showed when the customer is satisfied with the indicators questionnaire, then the customer will perform the transaction (the purchase intention) against the airline Lion Air.

10. RESEARCH LIMITATIONS

- The research variables in this study was limited to using only two independent variables one variable mediation and one dependent variable, so this analysis is simple that need the addition of a moderating variable so that the discussion of research into more complex.
- The number of subjects only 100 respondents and only Lion Air passengers at airports Ahmad Yani course, so it can not know the comparison with other companies flight.

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