

The Effect of Service Quality and Product Quality on Customer Satisfaction Indah Photo Studio Tuban

Hendra Suwardana¹,

Muhammad Yusuf²,

Industrial engineering study programs, Universitas PGRI Ronggolawe

Economic Education, Universitas PGRI Ronggolawe

¹ Email: ucupabubakar@gmail.com

² Email: miftahulmunir886@gmail.com

ABSTRAK

Penelitian ini dilatarbelakangi oleh tingginya kesadaran pelanggan atas pentingnya kualitas pelayanan dan kualitas produk yang mereka dapatkan. Dua faktor inilah yang mendorong perusahaan untuk meningkatkan kualitas pelayanan dan kualitas produk agar tercipta kepuasan pelanggan. Tujuan penelitian ini adalah : 1. Mengkaji pengaruh kualitas pelayanan terhadap kepuasan pelanggan secara parsial, 2. Mengkaji pengaruh kualitas Produk terhadap kepuasan pelanggan secara parsial, 3. Mengkaji pengaruh kualitas Pelayanan dan kualitas Produk terhadap kepuasan pelanggan secara simultan, di indah photo studio Tuban. Sampel terdiri 58 Responden dilakukan dengan teknik sampling incidental. Berdasarkan hasil penelitian diketahui bahwa terdapat pengaruh positif dan signifikan terhadap kepuasan pelanggan Indah Photo Tuban, hal ini dibuktikan dengan hasil perhitungan regresi secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ ($3,963 > 2,004$) dan nilai probabilitas $t_{hitung} < 0,05$ ($0,000 < 0,05$) dan kontribusi pengaruh kualitas pelayanan terhadap kepuasan pelanggan Indah Photo Studio Tuban sebesar 0,382 atau 38,2%. Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan Indah Photo Studio Tuban, hal ini dibuktikan dengan hasil perhitungan regresi secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ ($5,595 > 2,004$) dan nilai probabilitas $t_{hitung} < 0,05$ ($0,000 < 0,05$) dan kontribusi pengaruh kualitas produk terhadap kepuasan pelanggan Indah Photo Studio Tuban sebesar 0,539 atau 53,9%. Kualitas pelayanan dan kualitas produk secara bersama-sama (simultan) berpengaruh positif dan signifikan terhadap terhadap kepuasan pelanggan Indah Photo Studio Tuban, hal ini dibuktikan dengan hasil perhitungan regresi secara simultan diperoleh nilai $F_{hitung} > F_{tabel}$ ($64,817 > 3,156$) dan nilai probabilitas $F_{hitung} < 0,05$ ($0,000 < 0,05$) dan kontribusi pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan pelanggan Indah Photo Studio Tuban sebesar 0,702. Atau sebesar 70%. Diharapkan penelitian ini dimasa yang akan datang bisa mengkaji kualitas pelayanan dan keualitas produk terhadap kepuasan pelanggan Indah Photo studio tuban lebih dalam.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, dan Kepuasan Pelanggan.

ABSTRACT

This study is motivated by the high awareness of customers on the importance of service quality and product quality that they get. These two factors are what encourage companies to improve service quality and product quality in order to create customer satisfaction. The objectives of this study are: 1. To examine the effect of service quality on customer satisfaction partially, 2. To examine the effect of product quality on customer satisfaction partially, 3. To examine the effect of service quality and product quality on customer satisfaction simultaneously, at Indah Photo Studio Tuban. The sample consisted of 58 respondents using incidental sampling technique. Based on the results of the study, it is known that there is a positive and significant effect on customer satisfaction at Indah Photo Tuban, this is evidenced by the results of partial regression calculations obtained $t_{count} > t_{table}$ ($3.963 > 2.004$) and probability value $t_{count} < 0.05$ ($0.000 < 0.05$) and the contribution of the effect of service quality on customer satisfaction at Indah Photo Studio Tuban is 0.382 or 38.2%. Product quality has a positive and significant effect on customer satisfaction at Indah Photo Studio Tuban, this is evidenced by the results of partial regression calculations obtained a t_{count} value $> t_{table}$ ($5.595 > 2.004$) and a probability value of

tcount <0.05 (0.000 <0.05) and the contribution of the influence of product quality on customer satisfaction at Indah Photo Studio Tuban is 0.539 or 53.9%. Service quality and product quality together (simultaneously) have a positive and significant effect on customer satisfaction at Indah Photo Studio Tuban, this is evidenced by the results of simultaneous regression calculations obtained a Fcount value > Ftable (64.817 > 3.156) and a probability value of Fcount <0.05 (0.000 > 0.05) and the contribution of the influence of service quality and product quality on customer satisfaction at Indah Photo Studio Tuban is 0.702. Or 70%. It is expected that this research in the future can examine the quality of service and product quality towards customer satisfaction of Indah Photo Studio Tuban more deeply.

Keywords: Service Quality, Product Quality, and Customer Satisfaction.

INTRODUCTION

The business in the photography and video sector is currently experiencing quite rapid growth, both on a small and large scale. The many types of photography and video service businesses in society have resulted in increasingly high competition. This condition requires every company to create a competitive advantage in its business in order to be able to compete sustainably with other companies engaged in the same field (Febri, 2012:1).

To be able to maintain a business in this competition, one of the main keys is to provide satisfaction to customers. Satisfaction is the extent to which a level of product is perceived in accordance with the expectations of service buyers (Eta, 2013).

In creating consumer satisfaction, it is important for marketers to know and pay attention to the factors that trigger consumer satisfaction. The level of customer satisfaction varies, some are high but there are also those whose level of satisfaction with service quality and product quality is still low. Factors that influence consumer satisfaction include product quality, service quality, price, cost of obtaining the product, emotional. (Handi, 2011). When the market has shifted from the sales era to the customer relationship era, the company's attention also focuses on service quality. Customers who are increasingly smart can assess the quality of existing services. Quality is one of the factors that influence customer satisfaction while customer expectations of service quality vary widely and are very high in various service dimensions - dimensions including Tangible, Reliability, Responsiveness, Assurance, Empathy. So that companies have difficulty meeting customer expectations. Quality is one of the important elements that customers consider in purchasing a product (Andriasan, 2016). If a company has very good service quality, consumers will feel comfortable, and consumers will feel satisfied, so that consumers can become loyal customers in the company and invite colleagues and relatives to become customers. So service quality is very important

for the continuation of competitive companies. Not only expectations of service quality. Product quality is one of the dominant factors influencing customer satisfaction while customer demands for product quality are very varied, including: performance, additional features or features, reliability, conformity to specifications, durability In addition to these product quality factors, there are factors of ease of service and aesthetics. The many dimensions of product quality that must be met by the company make the company experience difficulties while product quality must be met so that customer expectations of the product can be met. In addition, customers also want low prices, this is very burdensome for photo studios because good products require high prices. Service quality and product quality are things that cannot be underestimated, because optimal service can maintain consumer loyalty. Product quality and quality are very important in getting customers, because whether they realize it or not, customers will tell their experiences to other potential customer services. Customers can tell about the quality of the product and the comfort of the service of its employees. Good service is an attachment for consumers to have loyalty and trust in a company or a business institution. It is only natural that photo studio businesses provide services and optimize their performance for each customer. Every service that occurs in a photo studio company will bring its own impression to consumers. This is what is quite a consideration for photo service companies to radiate performance and improve. Product quality and service quality greatly affect customer satisfaction. Quality products and supported by quality service will also support the creation of customer satisfaction.

RESEARCH METHOD

This research is field research, which is a research in which each data is obtained directly from

the object of field research. Researchers obtain data obtained through questionnaires and interviews based on the relevant parties and collect documents from the company needed in this study. This research method is a quantitative descriptive method. The research location taken to obtain the data needed in writing this thesis is Indah Photo Studio Tuban which is located at Jl. Panglima Sudirman No. 98 Sendangharjo, Baturetno, Tuban District, Tuban Regency. The population in this study is a description or description of the influence of service quality and product quality on customer satisfaction at Indah Photo Studio Tuban where the number of visitors per day is 20 people or in 1 week approximately 140 people. In determining the number of samples, researchers use the slovin formula which is rounded up from 58.33, so that the sample used is 58 people.

RESULTS AND DISCUSSION

1. Reliability and Validity Test Results

a. Validity Test Results

Validity testing of respondents through questionnaires regarding responses to service quality and product quality that affect customer satisfaction at Indah Photo Studio Tuban. The complete validity test results can be seen in table 4.7 as follows:

Tabel 4.6

Item-Total Statistics

a. Source: Data processed by SPSS V. 22

From table 4.7, the instrument testing conducted on 58 respondents has a table r value at a significance level of

5%

of

0.258.



Tabel 4.6
Item-Total Statistics
Item-Total Statistics

VARIABEL	Angket	Corrected Item-Total Correlation	r Tabel	Ket.
Kualitas Pelayanan (X1)	soal1	,895**	0,361	Valid
	soal2	,902**	0,361	Valid
	soal3	,912**	0,361	Valid
	soal4	,741**	0,361	Valid
	soal5	,869**	0,361	Valid
	soal6	,826**	0,361	Valid
	soal7	,837**	0,361	Valid
	soal8	,898**	0,361	Valid
	soal9	,867**	0,361	Valid
	soal10	,771**	0,361	Valid
Kualitas Produk (X2)	soal1	,896**	0,361	Valid
	soal2	,908**	0,361	Valid
	soal3	,906**	0,361	Valid
	soal4	,821**	0,361	Valid
	soal5	,909**	0,361	Valid
	soal6	,915**	0,361	Valid
	soal7	,834**	0,361	Valid
	Soal8	,802**	0,361	Valid
Kepuasan Pelanggan (Y)	soal1	,669**	0,361	Valid
	soal2	,599**	0,361	Valid
	soal3	,683**	0,361	Valid
	soal4	,793**	0,361	Valid
	soal5	,685**	0,361	Valid
	soal6	,828**	0,361	Valid
	soal7	,802**	0,361	Valid
	Soal8	,789**	0,361	Valid
	Soal9	,811**	0,361	Valid
	Soal10	,856**	0,361	Valid
	Soal11	,787**	0,361	Valid
	Soal12	,775**	0,361	Valid

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

a. Source: Data processed by SPSS V. 22

This means that the item value of each variable or question items in the questionnaire, namely service quality (X1), product quality (X2), and customer satisfaction (Y) will be declared valid if the correlation value (Corrected item total correlation) is greater than the table r value.

Reliability Statistics			
Variabel	Cronbach's Alpha	N of Items	Ket.
X1 (Kualitas Pelayanan)	0.954	10	Reliabel
X2 (Kualitas Produk)	0.953	8	Reliabel
Y (Kepuasan Pelanggan)	0.929	12	Reliabel

Source: Data processed by SPSS V. 22

The reliability test in this study is stated by looking at the Cronbach Alpha value (a). A variable is stated to be reliable if the Cronbach Alpha value is > 0.6, where a value of 0.6 has a less than good criterion, 0.7 is sufficient or acceptable, and above 0.8 is stated to be good.

After conducting the reliability test in this study, it was obtained from the data in table 4.8 (Reliability Statistics) that the Cronbach Alpha value for variable

X1 was 0.954 > 0.6; X2 was 0.953 > 0.6; and Y was 0.929 > 0.6. Because the Cronbach Alpha value for variable X1 was 0.954; X2 was 0.953; and Y was 0.929 greater than 0.6, it was stated to be Reliable (Priyatno, 2009:172).

1. Results of Multiple Linear Regression Prerequisite Test

A good regression model must be free from classical assumption problems or meet the prerequisite test, where in this study the prerequisite test in question is the data normality test.

The normality test is carried out to determine whether the data used is normally distributed or not, so that the type of statistics to be used in this study can be determined. In the normality test, the author used the Kolmogorov-Smirnov normality test. The analysis uses the IBMSPSS v.22 program by looking at the Asymp.Sig.(2-tailed) value. If the Asymp.Sig.(2-tailed) value is more than 0.05, it can be said that the data presented is normally distributed. The following are the results obtained in the normality test for each research variable:

Tabel 4.8

Results of Normality Test with Kolmogorov-Smirnov Variabel X1, X2, dan Y

One-Sample Kolmogorov-Smirnov Test

	Kualitas Pelayanan	Kualitas Produk	Kepuasan Pelanggan
N	58	58	58
Poisson Mean Parameter ^{a,b}	37,45	32,81	48,22
Most Extreme Difference	,144	,094	,086
Positive	,100	,093	,086
Negative	-,144	-,094	-,055
Kolmogorov-Smirnov Z	1,095	,715	,656
Asymp. Sig. (2-tailed)	,181	,687	,783

a. Test distribution is Poisson.

b. Calculated from data.

Source: Data processed by SPSS V. 22

From the test results in table 4.9, it can be seen in the Kolmogorov-Smirnov column and it can be seen that the significance value (Asymp. Sig.) for service quality is 0.181; product quality is 0.687; and customer satisfaction is 0.783. These figures indicate the significance for all variables above 0.05, so it can be concluded that service quality, product quality and customer satisfaction have a normal data distribution.

1. Multiple Regression Test Results

a. Regression Equation Analysis

In this study, the hypothesis test uses multiple regression which will be tested empirically to find the functional relationship of two or more independent variables with the dependent variable, or to predict two or more independent variables against the dependent variable. The results of the multiple linear tests in this study can be seen in the table below.

Tabel 4.9

Hasil Uji Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10,660	3,497		3,049	,004		
Kualitas Pelayanan	,328	,083	,382	3,963	,000	,583	1,714
Kualitas Produk	,771	,138	,539	5,595	,000	,583	1,714

a. Dependent Variable: Kepuasan Pelanggan

Source: Data processed by SPSS V. 22

Based on the results of the coefficients above, it can be developed using the multiple regression equation model as follows:

Customer satisfaction = α + β_1 service quality + β_2 product quality + ε if the values in table 4.10 above

are substituted, the following values will be obtained:

$$\text{Customer Satisfaction (Y)} = 10.660 + 0.328X_1 + 0.771X_2$$

- 1) A constant of 10.660 means that if service quality and product quality do not exist, customer satisfaction is 10.660.
- 2) Regression Coefficient X1 of 0.328 means that every increase in one unit of service quality will increase customer satisfaction by 0.328, and conversely, every decrease in one unit of service quality will decrease customer satisfaction by 0.328, assuming that X2 remains constant.
- 3) Regression Coefficient X2 of 0.771 means that every increase of one unit of product quality will increase customer satisfaction by 0.771, and conversely, every decrease of one unit of product quality will decrease customer satisfaction by 0.771, assuming that X1 remains constant. The (+) sign indicates a unidirectional relationship while the (-) sign indicates an inverse relationship between the independent variable (X) and the dependent variable (Y).

a. Hypothesis Testing

Hypothesis testing in this study uses the F test and t test. The F test is conducted to prove the simultaneous influence of the independent variable on the dependent variable, while the t test is used to prove the partial influence of the independent variable on the dependent variable.

1) Individual Parameter Significance Test (t Statistical Test)

The t test is used to determine the partial influence of the independent variable on the dependent variable. This test is by comparing the probability value or p-value (sig-t) with a significance level of 0.05. If the p-value is less than 0.05 then Ha is accepted, and conversely if the p-value is greater than 0.05 then Ha is rejected.

Tabel 4.10
Hasil Uji-t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	10,660	3,497			3,049	,004		
Service quality	,328	,083	,382		3,963	,000	,583	1,714
Product quality	,771	,138	,539		5,595	,000	,583	1,714

a. Dependent Variable: Kepuasan Pelanggan

Source: Data processed by SPSS V. 22

H0: There is no significant partial influence between the service quality variable on customer satisfaction at Indah Photo Studio Tuban

H1: There is a significant partial influence between the service quality variable on customer satisfaction at Indah Photo Studio Tuban

The results of the t-test above can be concluded that in the independent variable of service quality (X1) as in table 4.11 above, the calculated t is 3.963, the value of which is above the t table of 2.004 and the calculated probability value of 0.000, the value of which is below 0.05. Thus, H1 is accepted, which means that there is a significant partial influence between the service quality variable on customer satisfaction at Indah Photo Studio Tuban.

H0: There is no significant partial influence between the product quality variable on customer satisfaction at Indah Photo Studio Tuban

H2: There is a significant partial influence between the product quality variable on customer satisfaction at Indah Photo Studio Tuban.

The results of the t-test above can be concluded that in the independent variable of product

quality (X2) as in table 4.11 above, the calculated t is 5.595, the value of which is above the t-table of 2.004 and the calculated probability value of 0.000, the value of which is below 0.05. Thus, H2 is accepted, which means that there is a significant partial influence between the product quality variable and customer satisfaction at Indah Photo Studio Tuban.

- 1) Simultaneous Significance Test (F Statistical Test) The F test shows whether all independent variables have a joint influence on the dependent variable. The results of the F test can be seen in the table below:

Tabel 4.11

Hasil Uji Statistik F

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2017,931	2	1008,965	64,817	,000 ^b
Residual	856,155	55	15,566		
Total	2874,086	57			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Produk, Kualitas Pelayanan

H0: There is no significant simultaneous influence between service quality and product quality variables on customer satisfaction at Indah Photo Studio Tuban

H3: There is a significant simultaneous influence between service quality and product quality variables on customer satisfaction at Indah Photo Studio Tuban

Based on table 4.12 above, the calculated F is 64.817 with a probability of 0.000, which is below 0.05. This shows that all independent variables, namely service quality and product quality, have a significant effect simultaneously (together) on customer satisfaction at Indah Photo Studio Tuban. Thus, H3 is accepted.

a. Determination Coefficient (R2)

The determination coefficient (R2) measures how far the model's ability to explain variations in customer

satisfaction at Indah Photo Studio Tuban. The determination coefficient value is between 0 and 1. The R2 value approaching one means that the independent research variables provide almost all the information needed to predict variations in customer satisfaction variables. The results of the determination coefficient can be seen in table 4.13 below:

Tabel 4.12

Hasil Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	,838 ^a	,702	,691	3,945	1,683

a. Predictors: (Constant), Kualitas Produk, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Sumber: Data diolah SPSS V. 22

From table 4.13 above, it can be seen that the correlation coefficient (R) number shows multiple correlation, namely the correlation between two or more independent variables to the dependent variable. The R value ranges from 0 to 1. If the value is close to 1, then the relationship is getting closer. Conversely, if it is close to 0, then the relationship is getting weaker. The R number is 0.838, meaning that the correlation between service quality and product quality on customer satisfaction is 0.838. This means that there is a very close relationship, because the R value is close to 1. The R square (R2) in table 4.13 above has a value of 0.702, meaning that the percentage contribution of the influence of the service quality and product quality variables on customer satisfaction is 70.2%, while the remaining 29.8% is influenced by other variables not included in this model.

A. Discussion**1. The Influence of Service Quality on Customer Satisfaction at Indah Photo Studio**

Based on partial testing of the influence of service quality on customer satisfaction at Indah Photo Studio Tuban, the value of service quality (X1) is obtained, namely t count of 3.963 where the value is above t table 2.004 and the probability value of t count is 0.000 which

is below 0.05. Thus, H1 is accepted, which means that there is a significant partial influence between the service quality variable and customer satisfaction at Indah Photo Studio Tuban.

Good service quality to customers is a valuable asset for Indah Photo Studio Tuban to be able to satisfy customers. Service quality can be in the form of the ability to provide services as promised. The promised service such as providing information accurately, helping to solve problems according to customer needs and providing reliable and accurate services. This can encourage customers to feel confident and special so that it will provide satisfaction for Indah Photo Studio Tuban customers.

2. The Effect of Product Quality on Customer Satisfaction at Indah Photo Studio Tuban

Based on partial testing of product quality on customer satisfaction at Indah Photo Studio Tuban, the service quality value (X2) is obtained, namely t count of 5.595 where the value is above t table 2.004 and the probability value of t count of 0.000 which is below 0.05. Thus, H2 is accepted, which means that there is a significant partial effect between the product quality variable and customer satisfaction at Indah Photo Studio Tuban.

The better the level of conformity of the product quality received by Indah Photo Studio Tuban customers, the higher the level of customer satisfaction. This is because in this case it proves that customers are very satisfied with the extent to which the basic operational characteristics of a product meet certain specifications from consumers or no defects are found in the product. So customer satisfaction received by each individual comes from the product they receive according to what is expected. If the product received is in accordance with what has been determined, then the person will be satisfied with the product they receive. The level of conformity of the product that is determined will make Indah Photo Studio Tuban customers feel satisfied.

3. The Effect of Service Quality and Product Quality on Customer Satisfaction

Based on simultaneous testing of the effect of service quality and product quality on customer satisfaction at Indah Photo Studio Tuban, the calculated F value was 64.817 with a probability of 0.000, which is below 0.05. This shows that all independent variables, namely service quality and product quality, have a significant

effect simultaneously (together) on customer satisfaction at Indah Photo Studio Tuban. Thus, H3 is accepted, which means that there is a significant simultaneous effect between the variables of service quality and product quality on customer satisfaction at Indah Photo Studio Tuban.

Based on the analysis of descriptive data, the level of satisfaction of the customer satisfaction variable (Y) gave a high score on item no. 1, namely that customers choose to become Indah Photo Studio Tuban customers because the products offered are in accordance with what is expected. In this case, it proves that Indah Photo Studio Tuban has guaranteed quality both in terms of service quality and product quality. Customers are satisfied with Indah Photo Studio Tuban which offers products according to customer expectations.

CONCLUSION

Based on the limitation of the results of the analysis of service quality and product quality on customer satisfaction at Indah Photo Studio Tuban, the following conclusions can be drawn:

1. Service quality has a positive and significant effect on customer satisfaction at Indah Photo Studio Tuban, this is evidenced by the results of partial regression calculations obtained a value of $t_{count} > t_{table}$ ($3.963 > 2.004$) and a probability value of $t_{count} < 0.05$ ($0.000 < 0.05$) and the contribution of the influence of service quality on customer satisfaction at Indah Photo Studio Tuban is 0.382 or 38.2%.
2. Product quality has a positive and significant effect on customer satisfaction at Indah Photo Studio Tuban, this is evidenced by the results of partial regression calculations obtained a value of $t_{count} > t_{table}$ ($5.595 > 2.004$) and a probability value of $t_{count} < 0.05$ ($0.000 < 0.05$) and the contribution of the influence of product quality on customer satisfaction at Indah Photo Studio Tuban is 0.539 or 53.9%.
3. Service quality and product quality together (simultaneously) have a positive and significant effect on customer satisfaction at Indah Photo Studio Tuban, this is proven by the results of simultaneous regression calculations which obtained a calculated F value $> F_{table}$ ($64.817 > 3.156$) and a probability value of F count < 0.05

(0.000> 0.05) and the contribution of the influence of service quality.

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