

Product Quality, Packaging, Taste, And Price As Antecedents Of Consumer Satisfaction (Case Study On Olive Fried Chicken In Yogyakarta City)

Muhammad Fadli¹, Alfina Zsazsa Naqiya² dan Sukardi³

¹ Master of Management, Ahmad Dahlan University, Yogyakarta

² Business Administration, Indonesia Mandiri University, Lampung

³ Master of Management, Ahmad Dahlan University, Yogyakarta

* Correspondence: muhammadfadli0998@gmail.com

Abstrak: *This study aims to analyze product quality, packaging, taste, and price on consumer satisfaction of Olive Fried Chicken consumers. The population in this study were people who had consumed Olive Fried Chicken in Yogyakarta City. The sample in the study was 150 respondents. This study used a quantitative approach. The data collection method used a questionnaire that had been tested for validity and reliability. The data analysis technique used to answer the hypothesis was multiple linear regression T-test and F-test. The results of this study indicate that product quality has a positive and significant effect on consumer satisfaction, packaging has a positive and significant effect on consumer satisfaction, taste has a positive and significant effect on consumer satisfaction, price has a positive and significant effect on consumer satisfaction and shows that product quality, packaging, taste and price have a simultaneous effect on consumer satisfaction. The R square value of 0.812 indicates that the ability of the independent variable to explain the variation of the dependent variable is 81.2% and the remaining 18.8% is explained by variables outside the research model.*

Keywords: *Product quality, packaging, taste, price and consumer satisfaction.*

JEL : A1, A13, A14

1. PENDAHULUAN

With the rapid development of the economy in Indonesia, competition in the industrial, economic and social sectors is increasing, currently it is getting tighter, especially for companies that produce similar products. Therefore, companies must be able to follow improvements and changes in the economic, social and cultural sectors. Following or analyzing the strategies carried out by competitors is very important to understand the extent to which competing businesses are changing and developing in their businesses, this is expected to encourage companies to improve their superior products and increase the creativity and innovation of products offered to consumers who have advantages so that the product is easily remembered by customers or consumers, in determining customer choices, they pay close attention to these things according to Awi and Chaipoopirutana (2014) in (Yudi Darma 2019).

Based on the terrserburt phenomenon, it is indicated that quality, packaging, labeling, and good taste have an influence on consumer satisfaction in corporate or organizational regulations. In the sense that if the quality, packaging, taste are good, and the price is right, then the company or organization will experience development in its consumer satisfaction. Therefore, it is necessary to conduct research if the quality of the product, packaging, taste and price affect the consumer satisfaction of Oliver Fried Chicken in the city of Yogyakarta.

Good product quality should be supported by good packaging so that the product is more attractive in the eyes of consumers. Packaging has become an important marketing tool, packaging that is designed carefully can create a suitability value for consumers and a promotional value for producers Kotler and Keller 2009 in (Yanti and Darwanto 2021).

According to (Kotler, 2012) basically price is one of the elements of the marketing mix or marketing mix that can generate income, where other elements get costs and are part of the

marketing mix elements, namely price, product, channel and promotion, which are known as the four P terms (Price, Product, Place and Promotion). Taste is a rule of thumb for choosing food that must be distinguished from the taste of the food/drink. Taste is an attribute of food/drink that includes appearance, aroma, taste, texture, and texture.

Taste is a self-cooperation of the five human senses, namely taste, smell, touch, sight and hearing (Stannerr and Burtriss, 2015:30). According to (Farid 2018) stated that someone who returns to buy, and will tell others about their good experience with a branded product can be said to be a branded consumer who feels satisfied. The research statement can be concluded, the variables of product quality, packaging, taste, and price have a positive influence on consumer satisfaction at Oliver Fried Chicken in the city of Yogyakarta.

2. TINJAUAN PUSTAKA

1. Product quality

A good product should be supported by good packaging so that the product is more attractive in the eyes of consumers. Packaging has become an important marketing tool. Packaging that is carefully designed can create a suitability value for consumers and a promotional value for producers Kotler and Keler (2009:31) in (Kusuma and Laily 2020). Kotler and Armstrong (2012) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that may affect a desire or desire. Maharani, Arifin, and Suharto 2022 product is a product that can be offered in the market to get attention, demand, use or consumption that can satisfy consumer needs.

Santoso 2019, product is all the products that can be offered by producers to be noticed, requested, sought, purchased, used or consumed by the market as a demand for the needs or desires of the relevant market. Kotler and Armstrong (2012) define product quality as a characteristic of a product or service that is unemployed in the ability to satisfy customer needs stated or implied.

2. Packaging

Definitions of packaging vary and range from the simple and functionally focused to more holistic interpretations. According to (Chatrina and Suwanto 2022), "Packaging can be simply defined as the intrinsic attributes of a product. These are attributes that are associated with the product but do not constitute part of the physical product itself".

Packaging is the activity of designing and producing containers or containers as a product (Kotler & Kerr, 2009:27), but in reality packaging is not just containers, because packaging provides a deep impression at first glance which causes consumers to fall in love with the product's structure which then causes them to decide to buy or cancel the purchase. Packaging is one of the fields in visual communication design that encompasses many course components because of its direct function in dealing with consumers, including technical, creative, communicative and marketing components that must be realized in visual language (Chatrina and Suwanto 2022).

3. Price

According to (Faizah, Suryoko, and Saryadi 2013) price is basically one of the elements of the marketing mix that can generate income, where other elements incur costs and are part of the marketing mix elements, namely price, product, channel and promotion, which are known as the four P terms (Price, Product, Place and Promotion). The price of a business entity generates income, while other elements of the marketing mix, namely Product, Place (place/channel) and Promotion (promotion), generate costs or costs that must be borne by the business entity. usaha (Bairizki 2017)

According to Laili and Canggih (2021) Price is another factor that generates costs. Price is the cheapest factor in a marketing program, including product features, channels and even communication, which takes a lot of time. The price of a business or corporate entity generates revenue, while other marketing mix elements, namely product, place (place or channel) and promotion (promotion), generate costs that must be borne by the business or corporate entity (Ramdhani and Widiasari 2022).

4. Taste

Taste is a way of choosing food that must be distinguished from the taste of food/drinks. Taste is an attribute of food/drinks that includes appearance, aroma, taste, texture, and texture. Taste is a collaboration of the five human senses, namely taste, smell, touch, sight and hearing (Algerio 2021).

Taste is a way of choosing food or drinks that is distinguished from the taste of the features (Drummond & Brerferrer, 2010). It can affect the presence of three factors, namely the mixture, taste and murlurt stimulation (Garrow and Jamers, 2010: 124) in Algerio (2021). Taste is influenced by three factors, namely the mixture, taste, and murlurt stimulation. The first factor is detected by the sense of smell and the last factor can be detected by the sensory cells on the tongue (Garrow and Jamers, 2017: 124).

5. Consumer Purity

Consumers or customers are the most important thing that must be considered by retailers or companies because each consumer has very different assessments and attitudes towards the goods we sell. The company itself must be smart in positioning its products according to consumer desires, so that the products offered are easily accepted by consumers.

According to (Oktavia Retno Maharani 2020) stated that someone who returns to buy and will tell others about their good experience with the product can be said to be a satisfied consumer. According to Priansah (2017:196), consumer satisfaction is a feeling of pleasure or disappointment of a person who has just compared the expected performance (result) of a product to the expected performance (or result). If the performance is below expectations, the consumer is not satisfied. If the performance meets expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is very satisfied / happy. Meanwhile, according to (Santoso 2019), customer satisfaction is a conscious evaluation or cognitive assessment concerning whether the product performance is relatively good or bad or whether the product in question is suitable or not suitable for the purpose or use. Kepuasan Kosnumen

3. METHOD

3.1 Research Method

The type of research can be determined based on the object and purpose. Based on the explanation above, it can be seen that this research is a field research using a descriptive curricular method.

3.2 Population, Sample, Sampling Techniques

Population The population in this study is the community who have consumed Oliver Fried Chicken in Yogyakarta City. Populasi Sample The sample in this study was part of the community who had visited Oliver Fried Chicken in Gondokursurman District, Kotagerder District, Pakuralaman District, Urmburharjo District, and Wirobrajan District. Sampel Sampling Technique The sampling technique in this study uses the Probability Sampling Technique with the Cluster Sampling method (Area Sampling). The Probability Sampling Technique is a sampling technique that provides the same opportunity for each element (member) of the population to be selected as a sample member (Sugiyono 2022). The sample used in this study used 150 respondents. Teknik Sampel

3.3 Types and Sources of Data

The types of data used in this study are primary data. According to (Sugiyono 2022), primary data is data that comes from the original source that is collected by the researcher in order to be able to answer the problems faced in the study which are obtained by asking questions or directly to the subject or informant either from interviews or questionnaires.

3.4 Data Gathering Techniques

This type of research is a questionnaire that is measured using a Likert scale, which is a scale used to measure the behavior, opinions, and perceptions of a group of people about a particular event (Sugiyono 2022). The measurement is based on the following scale.

SS : 4, S : 3, TS : 2, STS : 1

3.5 Data Analysis Techniques

Descriptive Analysis According Descriptive analysis is an analysis that provides an illustration or description of data viewed from the average value (mean), standard deviation, maximum,

minimum variance. This analysis is used to analyze data one by one based on respondent answers from the questionnaire given during the study.

Multiple Linear Regression Analysis Multiple linear regression analysis is used to determine changes in the value of the dependent variable in a study if it consists of two or more independent variables as predictors whose values are increased or decreased (Zano and Santoso 2019). Multiple linear regression analysis is a regression analysis with two or more independent variables.

4. RESULTS AND DISCUSSION

4.1 Validity and Reliability Test Analysis

4.1.1 Validity test

Validation test is used to measure the validity of the questionnaire. The number of survey variables has 26 statement items answered by respondents. To measure the validity of the survey, you can do it by looking at the value in the component matrix. If the component matrix value is > 0.5 and each indicator becomes one component, then the propositional items in the questionnaire can be considered valid.

Table 1. Validity Test Results

Variable	Question	Component					Status
		1	2	3	4	5	
Product quality	1.1	0,862					Valid
	1.2	0,957					Valid
	1.3	0,765					Valid
	1.4	0,920					Valid
	1.5	0,914					Valid
	1.6	0,931					Valid
	1.7	0,878					Valid
	1.8	0,932					Valid
Packaging	2.1		0,939				Valid
	2.2		0,909				Valid
	2.3		0,946				Valid
Taste	3.1			0,850			Valid
	3.2			0,924			Valid
	3.3			0,785			Valid
	3.4			0,923			Valid
	3.5			0,950			Valid

Price	4.1	0,898	Valid
	4.2	0,955	Valid
	4.3	0,880	Valid
	4.4	0,956	Valid
	4.5	0,858	Valid
Consumer Purity	5.1	0,934	Valid
	5.2	0,948	Valid
	5.3	0,945	Valid
	5.4	0,919	Valid
	5.5	0,918	Valid

Source: Primary Data (2023)

Of the 26 questions on the total variable, the test is said to be valid according to the standard which has a factor loading value of >0.5 and there are no negative values.

- a. Product Quality Validity Test
The results indicate that one of the components is generated by the questions in the variable. Because eight questions have a factor sum value greater than 0.5 and no results show a negative number in one component, the question is considered valid.
- b. Packaging Validity Test
The results indicate that one of the components is generated by the questions in the variable. Since three questions have factor sum values greater than 0.5 and no results show negative numbers in one component, the question is considered valid.
- c. Taste Validity Test
The results indicate that one of the components is generated by the questions in the variable. Since five questions have factor sum values greater than 0.5 and no results show negative numbers in one component, the question is considered valid.
- d. Validity Test of Price
The results of the reduction indicate that one of the components is generated by the questions in the variable. Since five questions have factor reduction values greater than 0.5 and no results show negative numbers in one component, the question is considered valid.
- e. Consumer Purity Validity Test
The results indicate that one of the components is generated by the questions in the variable. Since five questions have factorial values greater than 0.5 and no results show negative numbers in one component, the question is considered valid.

4.1.2 Reliability Test

To determine how consistent and reliable the instrument is, the researcher uses the Cronbach Alpha reliability test. A reliable device measures the same thing and always gives the same results. If the test conditions indicate a Cronbach's alpha value > 0.60 (> 0.60), the sample measurement of the questionnaire used can be trusted when the variables are declared valid (Bairizki 2017).

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Product quality	0,963	Reliabel
2	Packaging	0,920	Reliabel
3	Taste	0,927	Reliabel
4	Price	0,947	Reliabel
5	Consumer Purity	0,961	Reliabel

Source: Primary Data (2023)

This study concludes that the dependent and independent variables used in this study can be trusted because Cronbach's alpha is greater than 0.6.

Table 3. Multiple Linear Regression Analysis Results

Model	B
Constants	-0,506
X1	0,101
X2	0,363
X3	0,149
X4	0,495

Source: Primary Data (2023)

Based on the table above, the results obtained are entered into the regression equation:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + e$$

$$Y = -0.506 + 0.101.X_1 + 0.363.X_2 + 0.149.X_3 + 0.495.X_4 + e$$

From the multiple linear equations, it can be stated that the constant value is -0.506, meaning that if the variables X1, X2, X3, X4 do not exist or the value of the independent variable is considered 0, then the value of the dependent variable of consumer corruption is -0.506. Based on table 4.17, each regression coefficient can be interpreted as follows:

- a. a. The regression coefficient of variable X1 has a positive value of 0.101, which means that with the assumption that other variables have fixed values, then every 1 unit increase in the Product Quality variable will increase Consumer Purity Y by 0.101.
- b. b. The regression coefficient of the Packaging variable X2 has a positive value of 0.363, which means that with the assumption that other variables have fixed values, then every 1 unit increase in the Packaging variable will increase Consumer Purity Y by 0.363.
- c. c. The regression coefficient of Taste variable X3 has a positive value of 0.149, which means that with the assumption that other variables have fixed values, then every 1 unit increase in Taste variable will increase Consumer Purity Y by 0.149.
- d. The regression coefficient of Price variable X4 has a positive value of 0.495, which means that with the assumption that other variables have fixed values, then every 1 unit increase in Price variable will increase Consumer Purity Y by 0.495.

4.1.3 T-test

The t-test is used to measure the correlation between retail price, product quality, and service quality with customer satisfaction. The t-test indicates how much influence one independent variable has on another dependent variable. The significance level is set at 0.05 (Asti & Ayurningtyas, 2020).

Table 4. T-Test Results

Variable	Sig	Description
Product quality	0,041	Signifikan

Packaging	0,000	Signifikan
Taste	0,044	Signifikan
Price	0,000	Signifikan

Source: Primary Data (2023)

This can be explained as follows by using the significant values obtained from the partial test:

a. Product Quality Variable (X1)

Based on the results of the t-test which can be seen from the significant value in table 4.18, the significant result of the Product Quality variable is 0.041, so it can be concluded that the significant value is smaller than 0.05 or $0.041 < 0.05$, thus indicating that the Product Quality variable (X1) has a positive effect on the Consumer Purity variable (Y).

b. Packaging Variable (X2)

Based on the results of the t-test which can be seen from the significant value in table 4.18, the significant result of the Packaging variable is 0.000, so it can be concluded that the significant value is smaller than 0.05 or $0.000 < 0.05$, thus indicating that the Packaging variable (X2) has a positive effect on the Consumer Purity variable (Y).

c. Taste Variable (X3)

Based on the results of the t-test which can be seen from the significant value in table 4.18, the significant result of the Taste variable is 0.044, so it can be concluded that the significant value is smaller than 0.05 or $0.044 < 0.05$, thus indicating that the Taste variable (X3) has a positive effect on the Consumer Purity variable (Y).

d. Price Variable (X4)

Based on the t-test results that can be seen from the significant value in table 4.18, the significant result of the Price variable is 0.000, so it can be concluded that the significant value is smaller than 0.05 or $0.000 < 0.05$, thus indicating that the Price variable (X3) has a positive effect on the Consumer Purity variable (Y).

4.1.4 F Test

The overall effect of the derivate variable on the independent variable is calculated using the f-test. The effect is the independent variable Value, quality, and service are all extraordinary. However, customer happiness is the derivate variable here (Nurr Wahyurningsih, Sri Ernawati, 2021). The results of this simultaneous assessment (F-test) are:

Table 5. Hasil Uji F

F	Sig
156,333	0,000

Source: Primary Data (2023)

1. Based on the ANOVA results, the significance value (sif) is 0.000, as indicated in the overall result table. indicating that there is a positive influence simultaneously between the variables Product Quality (X1), Packaging (X2), Taste (X3), and Price (X4) on the Consumer Purchasing variable (Y).
2. The SPSS table presented in general provides confidence in the premise that the four independent factors (X), all contribute positively to the dependent variable (Y). There is a difference between the calculated F value of 156.333 and the F table value of 2.43.

4.1.5 Determinant Coefficient (R2)

The effect of the independent variable (X) on the dependent variable (Y) is measured by the coefficient of determination, which is also known as R square or R squared. X is the independent variable, and R squared is used to determine the level

of significance of the relationship between X and Y (Tianing & Siswahyurdianto, 2022). The study resulted in the following results:

Table 6. R Square

Model	R Square
1	0,812

Source: Primary Data (2023)

Based on the table above, it is known that the coefficient of determination has a value of 0.812. Where this can be interpreted as the independent variables, namely Product Quality (X1), Packaging (X2), Taste (X3), and Price (X4) affect the dependent variable, namely Consumer Purity (Y) 0.812 or 81.2% while the remaining 18.8% is influenced by other variable factors outside this study.

4.2 Discussion

4.2.1 The Effect of Product Quality on Consumer Purity

The results of the product quality variable hypothesis test (X1) indicate that there is a positive effect on consumer purity (Y) at Oliver Fried Chicken. In accordance with the results of the hypothesis test which have a significance value of $0.041 < 0.05$. One of the factors that influences consumer purity is product quality which influences consumer expectations both in terms of practicality, and completeness in providing quality and ease of use given to consumers. The results of this study are in line with the results of previous research conducted by Eef Saifullah Doloan (2022) which stated that the results of his study showed that product quality had a positive and significant effect on consumer satisfaction.

4.2.2 The Influence of Packaging on Consumer Purity

From the results of the hypothesis test of the Packaging variable (X2) it indicates that there is a positive influence on Consumer Purity (Y) at Oliver Fried Chicken. In accordance with the results of the hypothesis test which has a significant value of $0.000 < 0.05$. One of the factors that influences consumer purity in this study is packaging because good packaging functions to make the product more attractive in the eyes of consumers. Packaging has become an important marketing tool, Packaging that if designed carefully can create a suitability value for consumers and a promotional value for producers (Kotler and Kerr 2009:31). The results of this study are in line with the results of previous research conducted by Chatrina and Suwanto 2022 which stated that the results of the study stated that packaging had a positive and significant effect on consumer satisfaction.

4.2.3 The Effect of Taste on Consumer Purity

From the results of the hypothesis test of the Taste variable (X3) it indicates that there is a positive effect on Consumer Purity (Y) in Oliver Fried Chicken. In accordance with the results of the hypothesis test which has a significant value of $0.044 < 0.05$. Taste is one of the variables that affects consumer purity because taste is a way of choosing food or drinks that is distinguished from the taste of the features (Drummond & Brerferrer, 2010). It can affect the presence of three factors, namely blend, taste and stimulus (Garrow and Jamers, 2010:124). The results of this study are in line with the results of previous research conducted by (Algerio 2021) which stated that the results of the study showed that taste has a positive and significant effect on consumer satisfaction.

4.2.4 The Effect of Price on Consumer Purity

From the results of the hypothesis test, the Price variable (X4) indicates that there is a positive effect on Consumer Purity (Y) at Oliver Fried Chicken. According to the results of the hypothesis test which has a significant value of $0.000 < 0.05$. Price is one of the factors that affects consumer purity because of price affordability, the cost of setting costs by traders or producers that have been set according to the purchasing power of buyers who will affect consumers to consider whether the price they pay is in accordance with the quality of the product obtained. The results of this

study are in line with the results of previous research conducted by (Laili and Canggih 2021) which stated that the results of the study showed that taste has a positive and significant effect on consumer satisfaction.

- 4.2.5 The Influence of Product Quality, Packaging, Taste and Price on Consumer Purity
- From the results of the hypothesis test of the variables Product Quality (X1), Packaging (X2), Taste (X3), Price (X4). Simultaneously indicates that there is a joint influence of the dependent variable on the dependent variable. This is proven by a significant value of 0.000 or $0.000 > 0.05$. With this it can be concluded that Product Quality (X1), Packaging (X2), Taste (X3), and Price (X4) have a joint influence on Consumer Purity at Oliver Fried Chicken in Kampung Kampung in Yogyakarta. The influence of independent variables is interrelated. Because when buying a product, consumers consider whether the price they pay is in accordance with the quality of the product they receive and whether they like the packaging. Consuming selectively can affect the damage to primary life that consumers can see from the taste of the product. The results of this study are in line with previous research by Yurdha Hadi Pramono (2021) that product quality, packaging, taste and price together affect consumer satisfaction.

5. CONCLUSIONS AND SUGGESTIONS

CONCLUSION

The results of our analysis and discussion of our research on the impact of product quality, price, packaging and taste on consumer satisfaction can be summarized as follows:

1. The effect of product quality on consumer satisfaction Hypothesis H1 is accepted, namely there is a positive and significant effect of product quality variables on consumer satisfaction at Oliver Fried Chicken.
2. The effect of packaging on consumer satisfaction Hypothesis H3 is accepted, namely there is a positive and significant effect of packaging variables on consumer satisfaction at Oliver Fried Chicken.
3. The effect of taste on consumer satisfaction Hypothesis H2 is accepted, namely there is a positive and significant effect of taste variables on consumer satisfaction of Oliver Fried Chicken.
4. The effect of price on consumer satisfaction Hypothesis H2 is accepted, namely there is a positive and significant effect of price variables on consumer satisfaction of Oliver Fried Chicken.
5. He effect of product quality, packaging, taste, and price on consumer satisfaction. Hypothesis H4 is accepted, namely there is a significant effect of product quality, packaging, taste, and price on consumer satisfaction.

SUGGESTION

For further researchers who wish to continue or expand the same topic, it is recommended to add other variables that are not in the research or other theories that may be neglected by others. The addition of terrsburt variables explained in this research is to help explain other factors that do not influence diamond volatility.

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