

## THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT SLV ROOM BOUTIQUE

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### Abstract

*The purpose of the study was to determine the effect of product quality and service quality on customer satisfaction at the SLV Room Boutique. The population in this study were consumers of SLV Room Boutique. the sampling in this study was carried out using a purposive sampling technique so that 80 respondents were sampled. The type of research used is quantitative. The data used is primary data obtained by distributing questionnaires to consumers. The results of the study after the data was processed with SPSS.23 show that there is a partially significant effect between the independent variable and the dependent variable which can be proven by the calculated t value of the product quality variable (X1) of 2,938 > t table 1.665 with a significant value of 0.004 < 0.05 and the calculated t value of the service quality variable (X2) of 4.700 > t table 1.665 with a significant value of 0.000 < 0.05. Simultaneously there is a positive and significant effect on the dependent variable (X2). Simultaneously, there is a positive and significant influence between the independent variables on the dependent variable as evidenced by the multiple linear regression equation, namely  $Y = -0.754 + 0.167 X1 + 0.338 X2 + e$  and a significant effect with a calculated F value of 56.016 > F table 3.965 with a significant level of 0.00 < 0.05. The R Square value or the coefficient of determination of 0.593 indicates that 59.3% of the customer satisfaction variable (Y) is influenced or can be explained by the independent variables of product quality and service quality, while the remaining 40.7% is explained by other variables not included in this study. Simultaneously there is a positive and significant effect on the dependent variable (X2). Simultaneously, there is a positive and significant influence between the independent variables on the dependent variable as evidenced by the multiple linear regression equation, namely  $Y = -0.754 + 0.167 X1 + 0.338 X2 + e$  and a significant effect with a calculated F value of 56.016 > F table 3.965 with a significant level of 0.00 < 0.05. The R Square value or the coefficient of determination of 0.593 indicates that 59.3% of the customer satisfaction variable (Y) is influenced or can be explained by the independent variables of product quality and service quality, while the remaining 40.7% is explained by other variables not included in this study. Simultaneously there is a positive and significant effect on the dependent variable (X2). Simultaneously, there is a positive and significant influence between the independent variables on the dependent variable as evidenced by the multiple linear regression equation, namely  $Y = -0.754 + 0.167 X1 + 0.338 X2 + e$  and a significant effect with a calculated F value of 56.016 > F table 3.965 with a significant level of 0.00 < 0.05. The R Square value or the coefficient of*

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Abd Rachman, Ilham Wardhana Haeruddin, Muh. Ichwan Musa, Chalid Imran Musa, Tenri SP Dipoatmodjo

determination of 0.593 indicates that 59.3% of the customer satisfaction variable (Y) is influenced or can be explained by the independent variables of product quality and service quality, while the remaining 40.7% is explained by other variables not included in this study. there is a positive and significant influence between the independent variables on the dependent variable as evidenced by the multiple linear regression equation, namely  $Y = -0.754 + 0.167 X_1 + 0.338 X_2 + e$  and a significant effect with a calculated F value of 56.016 > F table 3.965 with a significant level of 0.00 < 0.05. The R Square value or the coefficient of determination of 0.593 indicates that 59.3% of the customer satisfaction variable (Y) is influenced or can be explained by the independent variables of product quality and service quality, while the remaining 40.7% is explained by other variables not included in this study. there is a positive and significant influence between the independent variables on the dependent variable as evidenced by the multiple linear regression equation, namely  $Y = -0.754 + 0.167 X_1 + 0.338 X_2 + e$  and a significant effect with a calculated F value of 56.016 > F table 3.965 with a significant level of 0.00 < 0.05. The R Square value or the coefficient of determination of 0.593 indicates that 59.3% of the customer satisfaction variable (Y) is influenced or can be explained by the independent variables of product quality and service quality, while the remaining 40.7% is explained by other variables not included in this study. 338 X2 + e and a significant effect with a calculated F value of 56.016 > F table 3.965 with a significant level of 0.00 < 0.05. The R Square value or the coefficient of determination of 0.593 indicates that 59.3% of the customer satisfaction variable (Y) is influenced or can be explained by the independent variables of product quality and service quality, while the remaining 40.7% is explained by other variables not included in this study.

Keywords: **Product Quality, Service Quality, Customer Satisfaction**

**1. INTRODUCTION**

The increasing and varied needs of society require companies to provide various types of products, especially fashion. Fashion is a style of dress that is now not only a body protector but also a communication medium that can describe a person's social identity, class and gender (Mutmainah, 2014).

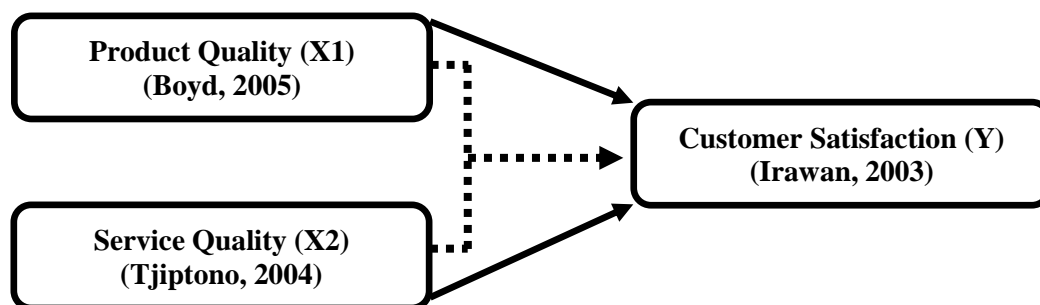
Especially in Makassar, the fashion industry has now become an alternative choice. From time to time, more and more fashion shops have sprung up in Makassar selling a variety of clothing, bags, shoes and other fashion accessories. One of the fashion stores in Makassar is the SLV Room boutique. SLV Room boutique is a clothing store that offers quality products that have a variety of models, shapes, motifs, and also color variations. The design of the resulting product also usually follows the wishes of consumers. The products offered at the SLV Room include women's clothing, kebaya, caftans, dresses, hijabs, and other fashion needs. SLV Room is currently able to accept orders for men's clothing and uniforms to be used at certain events.

The SLV Room boutique is located at Jalan Ruko Citraland Celebes H-02, Hertasning, Makassar. SLV Room started its business in the fashion world in 2017 which started as a home business with a preorder system. In 2021, the boutique will move to Jalan Ruko Citraland Celebes H-02, Hertasning, Makassar. SLV Room often gets orders because it has products that are in demand by the public and currently has as many as two employees. The clothes offered by SLV Room are of good quality because they use quality materials and the service provided to consumers is good, according to SLV Room employees. In the last few months the SLV Room seemed empty of visitors. Therefore, researchers want to find out what causes the SLV Room to appear quiet by conducting interviews with consumers.

A consumer said that when he made a purchase at the SLV Room Boutique, the consumer found clothes with defective quality, such as untidy seams on the tail of the shirt. Regarding his service, he said that the arrangement of clothes in the SLV Room was not properly spaced, so to see his clothes he had to take them from the hangers. In addition, he also revealed that when asking something such as the stock of goods or the location of the locker room, there are times when employees are not quick to respond to what is asked by consumers. The price given by SLV Room is quite affordable but for the clothing model I hope there can be a new model (AO, 25 years).

Then a different consumer revealed that he, as a SLV Room consumer, felt disappointed because the packing of the goods was not neat, the placement of the types of clothes was also not neat, so he, as a consumer, found it difficult to find the product he was looking for. The products offered are in accordance with the needs and the price is suitable for student pockets. The product model is not new all the time, only the motifs vary (US, 24 years).

## 2. RESEARCH METHOD



**Figure 1.**Framework of thinking

Then the hypothesis (temporary conclusion) is formulated as follows:

**H1=** Product quality partially has a significant influence on customer satisfaction at the SLV Room boutique.

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*Abd Rachman, Ilham Wardhana Haeruddin, Muh. Ichwan Musa, Chalid Imran Musa, Tenri SP Dipoatmodjo*

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**H2**= Service quality partially has a significant influence on customer satisfaction at the SLV Room boutique.

**H3**= Product quality and service quality simultaneously (together) have a significant influence on customer satisfaction at the SLV Room boutique.

According to Sarwono (2006) primary research requires data or information from the first source, which is usually referred to as the respondent. In this study, the type of data used was quantitative in the form of primary data obtained from SLV Room boutique consumers by distributing questionnaires to respondents. Research variables are everything that has been determined by researchers to be studied so that information is obtained about what is being studied then conclusions are drawn (Sugiyono, 2014).

a. Independent Variable

Independent variables can be interpreted as independent variables, because they can affect the dependent (bound) variable, independent variables are usually denoted by X. In this study the independent variables are:

- 1) Product quality
- 2) Service quality

b. Dependent Variable

The dependent variable or dependent variable is a variable that influences other (independent) variables. The dependent variable in this study is consumer satisfaction.

According to Sugiyono (2009) multiple regression analysis is an analytical tool to predict changes in the value of certain variables when other variables change. The general formulation of multiple linear is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y = Consumer satisfaction

a = constant/intercept value

X<sub>1</sub> = Product quality

X<sub>2</sub> = Quality of service

β<sub>1</sub>, β<sub>2</sub> = Regression coefficient of independent variables

e = standard error or error rate

### 3. RESULTS AND DISCUSSION

#### 3.1 Validity Test

Validity test is a way to test the accuracy of the instrument in measuring something in research that needs to be measured. According to Ghazali (2018), a validation test is a test used to measure the legitimacy or validity of a questionnaire. The instrument is said to be valid when the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The statement is said to be valid if the r-count value is greater

than the r-table. The following table shows the results of the research variable validity test, namely:

**Table 1.**Research Variable Validity Test Results

Variable	Statement Items	r-count	r-table	Information
Product Quality (X1)	KP 1	0.587	0.219	Valid
	KP 2	0.583	0.219	Valid
	KP 3	0.476	0.219	Valid
	CP 4	0.527	0.219	Valid
	CP 5	0.699	0.219	Valid
	CP 6	0.629	0.219	Valid
	CP 7	0.687	0.219	Valid
	CP 8	0.579	0.219	Valid
	CP 9	0.728	0.219	Valid
	CP 10	0.316	0.219	Valid
	CP 11	0.241	0.219	Valid
	CP 12	0.357	0.219	Valid
	CP 13	0.284	0.219	Valid
	CP 14	0.254	0.219	Valid
Service Quality (X2)	KL 1	0.603	0.219	Valid
	KL 2	0.543	0.219	Valid
	CL 3	0.645	0.219	Valid
	CL 4	0.730	0.219	Valid
	CL 5	0.552	0.219	Valid
	CL 6	0.659	0.219	Valid
	CL 7	0.492	0.219	Valid
	CL 8	0.614	0.219	Valid
	CL 9	0.522	0.219	Valid
	KL 10	0.451	0.219	Valid
	CL 11	0.232	0.219	Valid
	CL 12	0.335	0.219	Valid
Consumer Satisfaction (Y)	KK 1	0.679	0.219	Valid
	KK 2	0.696	0.219	Valid
	KK 3	0.678	0.219	Valid
	KK 4	0.619	0.219	Valid
	KK 5	0.676	0.219	Valid
	KK 6	0.763	0.219	Valid

**THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT SLV ROOM BOUTIQUE***Abd Rachman, Ilham Wardhana Haeruddin, Muh. Ichwan Musa, Chalid Imran Musa, Tenri SP Dipoatmodjo*

Source: Primary data processed with SPSS 23 of 2023

From the results of research data processing using SPSS with a total of 80 respondents, it is necessary to know the degree of freedom to see the value of the t-table using the formula  $df = n - 2$  or  $df = 80 - 2 = 78$  to obtain an r-table value of 0.219 with a significance level of 0.05 or 5%. Based on the results of the research validity test table above, it shows that all statement items in this research questionnaire produce an r-count value that is greater than the r-table value so that all statement items in this research questionnaire can be valid.

**3.2 Reliability Test**

The reliability test of the measurement results is called the reliability test which is used to assess whether the questionnaire results data can be trusted or not. The instrument is said to be reliable if the data produced is always consistent. In the Cronbach Alpha method, a value below 0.06 ( $<0.06$ ) means the question is said to be unreliable while a value above 0.06 ( $>0.06$ ) is said to be reliable. The following table shows the reliability test results for the research variables:

**Table 2.**Research Variable Reliability Test Results

Variable	Cronbach's Alpha value	Information
Product Quality (X1)	0.762	reliable
Service Quality (X2)	0.769	reliable
Consumer Satisfaction (Y)	0.770	reliable

Source: Primary data processed with SPSS 23 of 2023

Based on the results of research data processing using SPSS 23 with a total of 80 respondents as shown in the table above, it is known that the value of Cronbach's alpha on the variable product quality (X1), service quality (X2), and consumer satisfaction (Y) is greater than 0.06 so that it can be said to be reliable and reliable as a variable measuring tool.

**3.3 Multiple Linear Analysis**

According to Sugiyono (2009) multiple regression analysis is an analytical tool to predict changes in the value of certain variables when other variables change. For this study, the dependent variable is customer satisfaction, while the independent variables are product quality and service quality. The general formulation of multiple linear is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y = Consumer satisfaction

a = constant/intercept value

X1 = Product quality

X2 = Quality of service

$\beta_1, \beta_2$  = Regression coefficient of independent variables

e = standard error or error rate

**Table 3.** Multiple Regression Analysis Test Results

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	-.754	1,808		-.417	.678		
Product quality	.167	.057	.316	2,938	.004	.456	2,193
Service quality	.338	.072	.506	4,700	.000	.456	2,193

a. Dependent Variable: Consumer Satisfaction

Source: Primary data processed with SPSS 23 of 2023

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = -0.754 + 0.167 X_1 + 0.338 X_2 + e$$

The interaction of the regression equation is:

- 1) The constant value is -0.754 which is negative and indicates that if there are no independent variables, namely product quality and service quality in this study, the dependent variable, namely consumer satisfaction, still produces a value of -0.754 or in other words, if the independent variables are product quality and service quality does not affect or is equal to 0 then the value of customer satisfaction is -0.754.
- 2) The X1 coefficient (product quality) is 0.167 indicating that the product quality variable has a positive influence on consumer satisfaction (Y). So if the product quality factor increases by 1% while other variables are considered constant, then the consumer satisfaction variable will increase by 16.7%.
- 3) The X2 coefficient (service quality) is 0.338 indicating that the service quality variable has a positive influence on customer satisfaction (Y). So if the service



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*Abd Rachman, Ilham Wardhana Haeruddin, Muh. Ichwan Musa, Chalid Imran Musa, Tenri SP Dipomatmodjo*

quality factor increases by 1% while other variables are considered constant, then the consumer satisfaction variable will increase by 33.8%.

### 3.4 Discussions

Based on the research that has been done, it shows that the independent variables used in the study include Product Quality (X1) and Service Quality (X2) which simultaneously have a significant effect on the Consumer Satisfaction variable (Y) at the SLV Room Boutique, as well as partially on the Product Quality variable (X1) and Service Quality (X2) simultaneously have a significant effect on the Consumer Satisfaction variable (Y).

#### a. Effect of Product Quality on Consumer Satisfaction

The results of the research that has been carried out show that product quality (X1) has a positive effect on consumer satisfaction (Y), this is shown from the results that have a positive value where the calculated t value of the product quality variable is greater than the t table value. SLV Room boutique is a business that offers or sells products in the form of goods in the form of clothing which of course has a variety of models, shapes, motifs, and also beautiful color variations. Products offered at the SLV Room include women's clothing, such as kebaya, kaftan, dress, hijab, and other fashion needs. In the independent variable Product Quality (X1) has a positive and significant influence on Consumer Satisfaction (Y) at the SLV Room Boutique. By offering a quality product, it will make a good impression on consumers so that the product will always be remembered and consumers are willing to buy the product offered.

According to Wardhana and Maulana (2016) a product is a combination of goods and services offered by a company in order to fulfill the wants and needs of the market or consumers. Without a product, marketing will not work because the product is an object in marketing itself. For this reason, companies must be able to know the wants and needs of consumers, see or research the market so that they can adapt in creating products according to consumer needs. Speaking of product quality, companies must be able to make and offer products that have quality and selling points that are not owned by competing products while still paying attention to what consumers need and want. With good product quality, consumers will be satisfied and loyal.

Respondents' responses to statement X1.5 "SLV Room products are durable even though they are used for a long time". There were 8 respondents who chose to strongly disagree because in a certain period the products from SLV Room could no longer work according to their function, this could be caused by the fabric used during production and how to care for it from the consumers themselves. In response to the statement X1.6 "The SLV Room product is not easily damaged" with 7 choosing to strongly disagree and 29 choosing to disagree. This shows that respondents are not satisfied with the quality of SLV



Room clothing, where some SLV Room products are considered to be easily damaged by consumers.

In response to the respondent's statement X1.7 "None of the products offered by SLV Room are defective". There were 29 respondents who chose not to agree because SLV Room clothing products were still found to have defects in the product such as untidy seams on the tail of the shirt. In response to respondent's statement X1.8 "Products from SLV Room are of good quality" with 28 respondents who chose not to agree. In line with the response to the previous statement, this means that consumers are not satisfied with the product quality of the SLV Room because there are still defects in the product, not durable, and easily damaged. In response to the statement X1.9 "There is a replacement product if the product ordered is damaged". There were 24 respondents who chose not to agree because when consumers had pre-ordered goods or purchased clothes there were no replacement products if the goods ordered were damaged.

#### **b. The Effect of Service Quality on Consumer Satisfaction**

The results of the research that has been done show that service quality (X2) has a positive effect on customer satisfaction (Y), this is shown from the positive value results where the calculated T value of the service quality variable is greater than the value of t table. On the services provided by SLVrooms, Employees are required to provide the best service to consumers, starting from greeting consumers when they first enter the boutique until when a purchase transaction or order is completed. In the ordering process at the SLV Room boutique, the consumer will look at the fashion products on display and then do a fitting in the locker room provided. If it is deemed appropriate, the consumer will buy the item.

The independent variable Service Quality (X2) has a positive and significant influence on Consumer Satisfaction (Y) at the SLV Room Boutique. Service is the maximum effort given by service officers from an industrial company to meet the expectations and needs of customers so that satisfaction is achieved (Sugianto, 2002). Tjiptono (2004) says that the notion of service quality is the level of excellence expected and its control over that level of excellence to meet customer needs. Good quality service will create satisfaction so that it will retain existing customers and can attract new customers. Basically,

In response to the respondent's statement X2.3 "Clean SLV Room locker room" there were 2 respondents who voted strongly disagree, it could be that when the consumer wanted to use the employee locker room from the SLV Room they had not cleaned or re-sterilized the locker room after the previous consumer left the room which resulted in hangers or used fitting clothes still left in the locker room. In response to the statement X2.4 "Employees of SLV Room in serving consumers in a timely manner" there were 29 respondents who chose not to agree,

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*Abd Rachman, Ilham Wardhana Haeruddin, Muh. Ichwan Musa, Chalid Imran Musa, Tenri SP Dipomatmodjo*

In response to respondent's statement X2.6 "The willingness of SLV Room employees to serve consumers can be said to be fast" there was 1 respondent who strongly disagreed and 27 chose to disagree. This shows that respondents are not satisfied with the willingness of SLV Room employees to serve customers quickly. At the SLV Room boutique, there are only two employees so that when many customers come to the boutique, the employees are overwhelmed with serving customers quickly and this causes the service provided to each customer to take a long time.

To gain or increase customer loyalty, it is necessary to provide the best service to each customer. Perfect service will play an active role in consumer satisfaction. With good service it will build loyalty so that consumers will make repeat purchases. The quality of service provided by the SLV Room boutique is closely related to the achievement of customer satisfaction. If SLV Room can provide good service, consumers will be satisfied. Vice versa, if the services provided cannot meet what consumers expect, then consumers will feel dissatisfied. Good service quality is one of the factors in building consumer attraction to boutiques so that consumers remain loyal to visit again.

**c. Effect of Product Quality and Service Quality on Consumer Satisfaction**

Simultaneously, product quality and service quality have a significant effect on customer satisfaction. This happens because the result of the calculated F value is greater than the table F value with a smaller significant value. Based on these results, production quality (X1) and service quality (X2) simultaneously influence consumer satisfaction (Y) at SLV boutiquesroomsso that the hypothesis in the study can be said to be accepted.

In response to respondent Y.6 "I am satisfied with the SLV Room product model which is always new every time" there was 1 who chose to strongly disagree and 25 respondents chose to disagree. This shows that consumers are still consumers who feel dissatisfied because the product models from SLV Room are not always new, but only at certain times they will issue new clothing models, for example the Ramadan edition of the kaftan vol clothing product.

The relationship between product quality and service quality with customer satisfaction is very close and influences each other. Customer satisfaction is also one of the company's orientation besides increasing profits. The services provided will spur consumer satisfaction or dissatisfaction with the services provided by the company. According to Kotler (2003) customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his perceptions or impressions of the performance of a product and his expectations.

With customer satisfaction, companies will get benefits such as good relations with consumers, consumers will make repeat purchases, create customer loyalty, and consumers make recommendations.mouth to mouthor word of mouth that is profitable for the company. Consumer satisfaction is the key for consumers to make repeated purchases so that satisfying

consumer needs is the desire of all businesses and can be an advantage in business competition.

#### **4. CONCLUSION**

- a. There is a significant effect of the product quality variable on customer satisfaction at the SLV Room boutique, this indicates that the product quality variable has a value as evidenced by the results of the hypothesis test where the t-count is greater than the t-table so that it can be said that there is a significant effect of the product quality variable on consumer satisfaction. The better or higher the quality of the product provided, the higher the consumer satisfaction. Conversely, the lower the quality of the product provided, the lower consumer satisfaction.
- b. There is a significant influence of the service quality variable on customer satisfaction at the SLV Room boutique, this indicates that the service quality variable has a value as evidenced by the results of the hypothesis test where the t-count is greater than the t-table so that it can be said that there is a significant effect of the service quality variable on consumer satisfaction. Service quality can give value to customer satisfaction because good service quality can make consumers feel satisfied and have a positive impact on business. Furthermore, partially, the service quality variable has the most influence on customer satisfaction as evidenced by the t-count value of the service variable which is greater than the product quality variable.
- c. There is a significant influence of product quality and service quality variables on consumer satisfaction variables at the SLV Room boutique simultaneously. Evidenced by the results of the F-count value is greater than the F-table and a smaller significant value. For the variable that has the dominant influence on the consumer quality variable at the SLV Room boutique is the service quality variable with the largest t-count and a small significant value.

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