

The Impact of Model, Price, and Quality Factors: Variable Level of Consumer Satisfaction as a Measure in Buying Woven Sarong Products

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Abstract

The purpose of this study was to investigate the consumer behavior will determine the achievement of company objectives. Consumers will consider a variety of factors related to production. The study was conducted on. The population under study is consumers who've come to buy Gloves loom. The sample used 80 respondents. The variables used in the study include the Model, Price, and Quality Sampling method using purposive sampling with descriptive and statistical analysis techniques including multiple regression analysis. Hypothesis testing with simultaneous test or F-test hypothesis testing with a partial test or t-test and analysis of multiple determination coefficient. The test results simultaneously show variable models, prices, and quality jointly significant effect on customer satisfaction at with Fhitung 186.747. using partial test showed variable model (X1) of 0.3220, the price (X2) is -151, and the quality (X3) of 0.6540 does not have a significant influence on consumer satisfaction. And variable quality (X3) was the dominant effect on customer satisfaction in buying products sarong.

Keywords: *Model, Price, Quality, The Level Of Consumer Satisfaction As A Measure In Buying Products*

Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis perilaku konsumen yang akan menentukan tingkat kemajuan tujuan perusahaan. Konsumen akan mempertimbangkan berbagai faktor yang berhubungan dengan produksi. Objek yang diteliti adalah konsumen yang pernah membeli Sarung Tangan Alat Tenun. Sampel yang digunakan sebanyak 80 responden. Variabel yang digunakan dalam penelitian meliputi *Model, Price, and Quality Sampling* dengan metode *purposive sampling*. Teknik analisis data menggunakan deskriptif dan statistik meliputi analisis regresi berganda. Pengujian hipotesis dengan uji simultan atau uji F, uji parsial atau uji t dan analisis koefisien determinasi berganda. Hasil penelitian menunjukkan bahwa secara simultan variabel model, harga, kualitas secara bersama-sama berpengaruh signifikan terhadap kepuasan pelanggan dengan Fhitung 186,747. Adapun hasil menggunakan uji parsial menunjukkan variabel model (X1) sebesar 0,3220, harga (X2) sebesar -151, kualitas (X3) sebesar 0,6540 tidak memiliki pengaruh yang signifikan terhadap kepuasan konsumen. Variabel kualitas (X3) berpengaruh dominan terhadap kepuasan konsumen dalam membeli produk sarung.

Kata kunci: Model, Harga, Mutu, Tingkat Kepuasan Konsumen Sebagai Ukuran Dalam Membeli Produk

INTRODUCTION

The big impact of globalization on the development of the business world. The market is getting wider and opportunities are everywhere, but on the contrary, the

competition is getting tougher and difficult to predict. This condition requires companies to create a competitive advantage in their business to be able to compete on an ongoing basis. The industrial sector plays an important role in the Indonesian economy facing the take-off era. In

connection with the current monetary conditions faced by Indonesia, with the increasing price of raw materials from time to time, companies must actively carry out various policies needed to maintain their existence. If the company is less responsive and does not take action immediately, it is certain that the company will experience difficulties (Ujiyanto, 2004).

Companies that produce certain types of products endeavor so they can or can provide the satisfaction desired by consumers and can dominate the market so that they will get the highest profit. Therefore, the implementation of the strategy helps the company so that in every existing competition it can be in a stronger position compared to other competitors. As is known, companies live and develop in an environment that surrounds them, so environmental factors need attention in making decisions in the field of marketing. In the process of deciding to purchase a product, consumers usually go through the stages of controlling needs, searching for information, evaluating alternatives, purchasing decisions, and after-sales behavior. As is well known, the main purpose of establishing a company is to maintain its survival and to obtain the maximum possible profit while maintaining the welfare of employees and the environment, besides that another goal is for the development and survival of the company in the future. To achieve goals, companies must establish marketing concepts in their daily activities to get customers as consumers for the products they produce (Bilgies & Nasrullah, 2019).

Companies that produce certain types of products endeavor they can or can provide the satisfaction desired by consumers and can dominate the market so that they will get the highest profit. Therefore, the implementation of the strategy helps the company so that in every existing competition it can be in a stronger position compared to other competitors. Facing the current economic conditions, company

managers are faced with complex new problems. Many companies have suffered a lot of losses due to a lack of attention to what each consumer wants. With the above background, and based on conventional management, it will be easy to read which direction management should be driven by Top Managers of companies engaged in business that have been filled with increasingly fierce and increasingly deadly competition. (Trenggana & Cahyani, 2022).

Companies whose management has extensive experience in competing, relatively will not experience much difficulty in determining the best solution for the company in overcoming the problems that occur in the company. As is known, many consumers in Indonesia have changed their patterns and improved their tastes in life so that they can be on par with other people who have a higher economic level. For example, in the past traditionally mattresses were always made of natural cotton which was expensive and impractical (heavy and easily damaged), now mattress springs or spring beds can no longer only be seen on TV screens or shop windows, but have been widely used. by most people because this spring mattress has many advantages compared to cotton-natural mattresses (Nurhalisa & Nawawi, 2023).

Likewise, small industries that produce woven sarongs as business entities engaged in the business of providing woven sarongs. With the increasing number of businesses in the same field, it means that there are more choices for buyers to find similar products that meet their tastes. However, the existence of these small industries when compared with companies producing similar products is far behind. From a marketing point of view, information about the advantages possessed by a woven sarong product produced by a large company can be carried out by promotion in various mass media, both print and electronic, or by setting up counters in several strategic places. It is different

from woven sarong products produced by small industries (Firdausi & Ardyansyah, 2023).

Likewise, small industries that produce woven sarongs as business entities engaged in the business of providing woven sarongs. With the increasing number of businesses in the same field, it means that there are more choices for buyers to find similar products that meet their tastes. However, the existence of these small industries when compared with companies producing similar products is far behind. From a marketing point of view, information about the advantages possessed by a woven sarong product produced by a large company can be done by promoting it in various mass media, both print and electronic, or by setting up counters in several strategic places so that consumers are more interested. with these products because of the assumption that by wearing these products they will be said to be not outdated. It is different from woven sarong products produced by small industries (Heru Kurniawan & Abdul Aziz, 2023).

There is almost no information or promotion stating about their woven sarong products, even though when viewed from a quality perspective, these woven sarong products can compete with woven sarong products that already have big names. Thus, marketing management is formulated as a management process that includes analyzing, planning, implementing, and supervising marketing activities carried out by the company. This activity aims to create the desired exchange regarding goods and services. The process of exchange, both caused by sellers and buyers, benefits both parties, so the determination of products, prices, promotions, and places is adjusted to the attitudes and behavior of consumers. On the other hand, consumer attitudes and behavior are influenced in such a way that they are compatible with the company's products (Widayanti, 2015).

RESEARCH METHODOLOGY

This research uses quantitative methods. Quantitative research is a systematic research method, where the direction of approach, objectives, subjects, data sources, research steps, and samples are clear. Quantitative research aims to measure data and make generalizations from the sample results then become a population (Suliyanto, 2017). The population of this study is consumers who buy woven sarongs, a total of 398 buyers in 3 months. In the Likert scale, five scale options are provided with formats (Syofian et al., 2015).

This study uses factor analysis, namely confirming consumer buying interest in sarongs by identifying consumer interest factors. The quality factor is a product attribute that is considered in terms of its physical benefits, consisting of variables such as smoothness of the cloth, thickness of the cloth, pattern or pattern of the sheath, brilliant color combinations, resistance to creasing, the colors do not fade and fade easily, the stitches are neat and strong, and feels comfortable. when used, the material is strong or not easily torn. Brand factor or Brand is an attribute that provides non-material benefits, namely emotional satisfaction, consisting of variables: considering the brand before buying a sarong, choosing a particular sarong brand, and choosing a well-known sarong brand. Packaging factor, the product attribute in the form of a wrapper rather than the main product, which consists of variables: choosing a sarong that has a beautiful shape and packaging design, choosing a sarong whose packaging material is durable, choosing a sarong whose packaging can be utilized.

The price factor, is the real and material sacrifices made by consumers to obtain or own the product, by considering and comparing prices before buying a sarong, choosing a sarong that has a low base price, choosing a sarong whose price is comparable to its quality, choosing a sarong that gets a discounted price, choosing a sarong who received a gift purchase.

The availability factor is the extent to which consumers' attitudes towards the availability of existing sarong products, which consists of variables: considering where to buy sarongs, choosing to buy sarongs at well-known shops or markets, choosing to buy at the nearest store, choosing to buy sarongs at markets that are the complete choice (Budiarani et al., 2021).

- a. Strongly agree
- b. Agree (4)
- c. Neutral (3)
- d. Disagree (2)
- e. Strongly disagree (1)

Then in determining the sample size used, the researcher used the solving formula, as follows (Mohammad *et al.*, 2019) :

$$n = \frac{N}{1 + N(e)^2}$$

Information :

n = sample size/number of respondents

N = Population size

e = Estimated error 10%

The following is the calculation of the number of samples:

$$n = \frac{786.072}{1 + 786.072 (0,1)^2}$$

$$n = \frac{786.072}{1 + 786.072 (0,01)}$$

$$n = \frac{786.072}{1 + 7.860,72}$$

$$n = \frac{786.072}{7.861,72} n = 99,98$$

So, based on calculations using the solving formula, the sample to be used in this study is 100 respondents. This study used data analysis techniques using the SPSS data processing program. The data performed in the processing is as follows:

- a. Instrument quality test (validity test and reliability test)
- b. Classic assumption test (normality test, heteroscedasticity test, multicollinearity test)
- c. Hypothesis test (t-test and f-test)
- d. Test the coefficient of determination.

RESULTS AND DISCUSSION

Data analysis

The validity test is used to see whether each instrument is valid or not in the variables Model (X1), Price (X2), Quality (X2), and Work Performance Consumer Satisfaction (Y) in Table 4.1. The Reliability Test aims to test the consistency of the measuring instrument (instrument) used, and whether the instrument used is accurate, stable, or consistent. The results of the validity test in this test for each variable are as follows:

Table 1. Recapitulation of Validity Test Results

Validity		
Variable	KMO	Ket.
X1	0.840>0,5	Valid
X2	0.717>0,5	Valid
X3	0.936>0,5	Valid
Y	0.839>0,5	Valid

Source: SPSS processed, 2022

Table 2. Recapitulation of Reliability Test Results

Reabilitas		
Variabel	Koefisien Alpha	Ket
X1	0.823>0,6	Reliable
X2	0.776>0,6	Reliable
X3	0.947>0,6	Reliable
Y	0.905>0,6	Reliable

Source: SPSS processed, 2022

Table 3. Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,403	,801		,503	,616
X1	,161	,050	,211	3,220	,002
X2	-,019	,126	-,018	-,151	,880
X3	,509	,078	,780	6,540	,000

The regression equation formed is as follows: $Y = 403 + 0.161X_1 + -0.019X_2 + 0.509X_3$. From the regression equation it can be seen that: $b_1 = 0.161$ coefficient b_1 is the coefficient of the model (X_1) and has a positive sign which states that if the model (X_1) increases, it will increase consumer satisfaction (Y) assuming that the other variables are fixed (X_2 and $X_3 = 0$) $b_2 = -0.019$ b_2 coefficient is the price coefficient (X_2) and has a negative sign which states that if the price (X_2) decreases, it will reduce consumer satisfaction (Y) assuming that the other variables are fixed (X_1 and $X_3 = 0$) $b_3 = 0.509$ coefficient b_3 is the coefficient of Quality (X_3) and has a positive sign which states that if Quality (X_3) increases it will increase consumer satisfaction (Y) assuming that the other variables are constant (X_1 and $X_2 = 0$).

Table 4. F test

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	329,666	3	109,889	186,747	,000 ^a
	Residual	44,721	76	,588		
	Total	374,388	79			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y1

The results of the F test on the regression analysis can be seen in Table 4.38, namely the ANOVA table. Based on the data, it can be seen that the Fcount value is 186.747 greater than the Ftable value which is equal to 2.72 or a value of $186.747 > 2.72$. Based on the criteria for taking the hypothesis, if $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted, meaning that the multiple regression coefficients are significant. So from the results of multiple regression analysis and F test, it can be seen that Model, Price, and Quality have a simultaneous and significant effect on consumer satisfaction with woven sarong products.

Table 5. Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,403	,801		,503	,616
X1	,161	,050	,211	3,220	,002
X2	-,019	,126	-,018	-,151	,880
X3	,509	,078	,780	6,540	,000

Based on the table above, shows that from the multiple analysis results tables, namely the coefficient table, it can be seen that:

1. The model variable (X_1) has a regression coefficient (b) of 3.220.
2. The price variable (X_2) has a regression coefficient (b) of -151
3. Quality variable (X_3) has a regression coefficient (b) of 0.6540

Based on the regression coefficient (b), it can be seen that $b > 0$. This means that partially the independent variable (X) which consists of Model (X_1), Price (X_2), and Quality (X_3) influences the dependent variable. The Model variable (X_1) has a calculated t value of 3.220 and a t table of 1.66515. Based on the hypothesis criteria for the t-test, it is known that the t count is greater than the t table or so that H_a is accepted H_0 is rejected, meaning that partially the Model Variable (X_1) has a significant effect on the variable Consumer satisfaction of woven sarong products. Price Variable (X_2) has a t count value of -151 and a t table of 1.66515 Based on the hypothesis criteria for the t-test, it is known that the t count is greater than the t table or, so H_a is rejected H_0 is accepted, meaning that partially Price Variable (X_2) does not have a significant effect on the variable consumer satisfaction UD woven sarong products. Star Mas Parengan.

The quality variable (X_3) has a calculated t value of 6.540 and a t table of 1.66515. Based on the hypothesis criteria for the t-test, it is known that the t count is greater than the t table or so that H_a is accepted H_0 is rejected, meaning

that partially the Quality Variable (X3) has a significant effect on the variable Consumer satisfaction of woven sarong products. Based on the description above, it can be concluded that the Model (X1) and Quality (X3) variables individually or partially have a significant effect while the Price variable (X2) individually or partially has no significant effect on the variable (Y) customer satisfaction of sarong products weaving.

Discussion

Consumer buying interest in sarong products is the quality factor. (24.3%), shows the basic needs of consumers, because it contains product characteristics that are important to consumers, which consist of variables: The stitches are neat and strong (loading 0.813), not easy to fade and fade (loading 0.799), not easily wrinkled (loading 0.752), comfortable to wear (loading 0.720), the material is strong/durable (loading 0.658), the pattern is plaid (loading 0.614), the fabric is smooth (loading 0.602) and the market shop has a complete selection (loading 0.531).

The neatness and strength of the stitches have an impact on the durability of use, which shows the importance of the function of the stitches on the sarong because without stitches the sarong is the same as other sheets of cloth. Consumers tend to choose sarongs that do not fade and fade easily. The quality element in this variable measures color resistance. Not easily wrinkled reflects the flexibility of the material used to make gloves. Considering the use of sarongs by consumers for various activities, it is easy to have indentations when using them. Sarongs that wrinkle easily look dull, making them less suitable for re-wearing. The tendency to choose a sarong that is comfortable to wear is to illustrate a situation where consumers tend not to want to experience interference from the nature of the sheath material when used, for example, it feels hot when worn. (Nafi, 2021).

The tendency of consumers to choose materials that are strong and durable. In textile technology, the durability of cloth is called serviceability, namely the length of time a cloth

can be used until it can no longer be used because important properties have been damaged. In the study, most respondents only had 3 to 5 sarongs, and some even had only 2 sarongs with various uses. Therefore, for a sarong to be used for a long time, it must be strong enough to last, so that it can last until the time of purchase. The plaid motif is typical of woven sarongs and is called a pale at sarong, as an indication that woven sarongs are identical to plaid sarongs. The smoothness of the cloth in the perception of the sarong consumer is intended to accommodate the correlation of the physical condition of the sarong chosen by the respondent, not to give the impression of how much interest the respondent has in the high-quality product which is usually found in the upper-class socio-economic segment.

The tendency of consumers to choose the place with the most complete choice reflects the need for consumers to be able to compare which option can meet their needs. Reference factor (18.55%), which consists of variables: famous official figures (loading 0.860), cute movie stars (loading 0.825), figures, idol clerics (loading 0.793), thick cloth (0.604), references to family members (loading 0.579) and references to colleagues (loading 0.533). With a large tendency towards figures, it means that sarong consumers have one of the characteristics of group believers, who are centralized in family life, have trust in authority figures with well-known officials as the best model to emulate, then "movie stars who cute" which is an obsession to get self-performance like a cute movie star, and clerics, clerics, and idol figures show how strong the role of role models is in socializing the culture of dressing (Hasbi et al., 2022).

Brand and color factors. (7.95%), consisting of variables: choosing to buy sarongs in famous market (loading 0.728), choosing a sarong whose brand is well-known (loading 0.722), choosing a particular brand of sarong (loading 0.670), considering the brand before buying a sarong (loading 0.649), considering

where to buy a sarong (loading 0.611), and choosing a sarong that the color is brilliant (loading 0.516) and choosing a sarong that is comparable in price to its quality (loading 0.444). The three variables about the brand in the questionnaire are all included in this factor.

The tendency of consumers to choose a particular brand of sarong is therefore Brand Equity very important for manufacturers. The two place variables included in this factor indicate a tendency for consumer perception to judge that at a well-known sales location, sarongs with certain well-known brands will also be obtained. The inclusion of color combinations in this factor shows that certain well-known brands have the characteristic that the color combinations are brilliant, according to consumer tastes. Thus there is a relationship between brand and color in consumer perception so that it can generate buying interest.

This factor also includes consumer choices to tend to buy sarongs that are comparable in price to quality with a loading of 0.444 (below 0.5) so the correlation not strong enough, however, this figure is the highest correlation compared to other factors. This shows that apart from Brand and Packaging Factors, this variable also correlates with other factors, namely the Quality Factor, which has a loading of 41.2%. The inclusion of a price variable that is proportional to its quality in this factor shows that in consumer perceptions the more famous a particular sarong brand is, the more brilliant the color combination will be and the more expensive the price will be.

Price is a guarantee of money plus some product if possible needed to get some combination of products and services. Here the price of a product is a very determining factor in consumer behavior. Price is a determining factor that influences purchasing choices, this is still a reality in third-world countries, among poor social groups, as well as in daily staples. However, in the last decade, factors other than

price have become relatively more important in the buying process.

Packaging factor and price. The fourth factor (5.89%). Three variables regarding packaging in the questionnaire are included in this factor, namely: packaging that can be utilized (loading 0.779), shape and beautiful packaging design (loading 0.769), and durable packaging materials (loading 0.727) While the price variable included in this factor is comparing prices before buying (loading 0.679) and the basic price is cheap (loading 0.503). Consumers tend to choose sarongs whose packaging can be used and are durable so they can be used, for example, packaging from a wallet that can be used by consumers as a place for the sarong itself when taken out of the house (to the office, for example) and can also be used by mothers to save money for shopping or just for accessories.

Beautiful packaging shapes and designs have their charm. because it appears first when sarongs are exhibited as merchandise in shop windows or market stalls so that it will generate consumer interest in buying sarongs. Before buying a sarong, consumers tend to compare prices and then choose the lowest price. In this context, the consumer's perception shows a relationship that the greater the benefits and physical durability of the packaging as well as the more beautiful the shape and design of the packaging, and the cheaper the price of sarong products, the greater the tendency of consumer buying interest. Discounts and giveaways factor. (4.96 %). The variables included in it are choosing purchases with a discount (loading 0.806) and choosing purchases with prizes (loading 0.787).

Discounts and gifts have a close relationship with price and are still a consumer attraction. The discount given at the time of purchase will reduce the price so that in the end the sarong can be purchased cheaper. This will lead to a tendency of consumer buying interest. Availability factor. (4.44%), and consists of only one variable, namely consumers choosing to buy

sarongs at the nearest store (loading 0.811). Consideration of place is the final alternative for consumers, meaning that consumers tend to be willing to look for other places if the taste for the product they are looking for is not available at the nearest location. In the hypothesis, it is suspected that price and reference are the most dominant factors that lead to a tendency to buy sarong consumers (Hasbi, 2019).

From the results of the analysis as a whole, it turns out that the most dominant factors that generate interest in buying sarong consumers sequentially are the Quality Factor and the Reference factor. Quality factor (fabric smoothness, plaid pattern, not easily wrinkled, color does not fade and fade easily, seams are neat and strong, feels comfortable when worn durable, and does not tear easily) is the most dominant factor with a variance of 24.30%. Reference factors include famous officials, scholars, kyai and idol figures, handsome movie stars, family members, and friends. colleagues, thick cloth) is the next dominant factor with a variance of 18.55%. The price factor was not the most dominant. Variables about price are included in two factors, namely: Factor 4 (packaging and price) with a variance of 5.89% and Factor 5 (discounts and gifts) with a variance of 4.96%. The tendency of consumers to choose the Quality Factor as the most dominant factor indicates that consumers still need the physical condition of the sarong product as the value of the goods purchased, meaning that consumers tend to judge that when the physical benefits of the product are greater, the value of the product will also be greater.

From the description above, the sensitivity to price by sarong consumers is not on the rupiah value, but on product performance, namely physical attributes that provide greater benefits to consumers as compensation for the price paid to obtain All variables included in each factor have a positive correlation, meaning that the greater the loading of the variable concerned, the greater the trend of consumer interest.

CONCLUSIONS

Based on the research results, it can be seen that the Fcount value is 186.747 greater than the Ftable value which is equal to 2.72 or a value of $186.747 > 2.72$. Based on the criteria for taking the hypothesis, if $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted, meaning that the multiple regression coefficients are significant. So from the results of multiple regression analysis and the F test, it can be seen that Model, Price, and Quality have an effect simultaneously. From the T-test it can be seen that Model (X1) is (3.22), Price (X2) is (-151), and Quality (X3) is (6.540) from the brand image it is known that the variables Model (X1) and Quality (X3) partially has a significant effect on customer satisfaction, while the price variable (X2) partially has no significant effect on customer satisfaction of woven sarong products. From the T-Test data, it can be concluded that the Quality variable has a dominant contribution with a Quality value (X3) of (6.540) compared to other variables with a Model value (X2) of (3.22), Price (X3) of (-151) to woven sarong product satisfaction.

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