

THE EFFECT OF SERVICE QUALITY, PRICE, AND PROMOTION ON CUSTOMER SATISFACTION AT OPTIK GAGAS UNGARAN

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ABSTRACT

The influence of service quality, price, and promotion on customer satisfaction at Optik Gagah Ungaran is the subject of this research. This study was conducted using a quantitative approach, and the sample consisted of 96 people selected using the Lameshow formula. After data was collected through an online Likert-based questionnaire, SmartPLS version 4.0 was used to conduct a Structural Equation Modeling (SEM) analysis based on Partial Least Squares (PLS). The results of the study indicate that service quality, with a t-value of 4.540 ($p=0.000$), and price, with a t-value of 6.371 ($p=0.000$), have a positive and significant effect on consumer satisfaction. Conversely, promotion, with a t-value of 0.372 ($p=0.710$), does not have a significant effect on consumer satisfaction. The R-square value of 75.4% indicates that the three independent variables can be responsible for variations in consumer satisfaction. Other factors outside the model influence 24.6%. In conclusion, customer satisfaction is greater when service and pricing are more in line with the benefits received. Because promotions that are poorly targeted and unattractive have not proven effective, Optik Gagah Ungaran management is advised to modify its promotional strategy to be more interactive and innovative, ensure competitive and transparent pricing, and increase social media response. Variables such as brand perception or customer trust could be the subject of further research.

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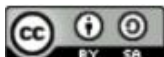
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INTRODUCTION

The development of the service business in Indonesia has undergone significant transformation along with technological advances and changes in consumer behavior. The digital revolution has encouraged various service sectors to adapt by utilizing information and communication technology in their operations (Hanita, 2023). Competition in the retail and service industries in Indonesia is increasingly fierce, requiring businesses to continuously innovate in marketing strategies and improve service quality. In this digital era, service



businesses must be able to integrate various platforms to reach a wider consumer base (Nugroho et al., 2022).

The optical industry in Indonesia is experiencing significant growth along with increasing public awareness of the importance of eye health. Various factors such as the increasing use of digital devices, lifestyle changes, and the increasing prevalence of visual impairment are driving the growth in demand for optical products and services (Widyastiwi et al., 2023). Eye health is a crucial concern given the various risks that can threaten visual function. Eye trauma, refractive errors, and various other ophthalmological conditions require appropriate and prompt treatment (Tasminatun & Meida, 2022). Therefore, opticians play a role not only as providers of visual aids but also as providers of health and lifestyle services.

Optik Gagasan Ungaran is an optical service provider that has been operating for approximately 2.5 years as a branch in Semarang Regency. In running its business, Optik Gagasan not only sells various types of glasses and lenses, but also provides free eye examinations and optical consultations. Although it already has a fairly broad customer base, the factual competition with other opticians offering similar services makes it important for Optik Gagasan to continuously improve the quality of its services, adjust its pricing strategy to remain competitive, and maximize promotions. Optik Gagasan Ungaran has a less than satisfactory sales history, due to declining sales and instability. The following is a sales graph of Optik Gagasan Ungaran in 2024 and 2025.

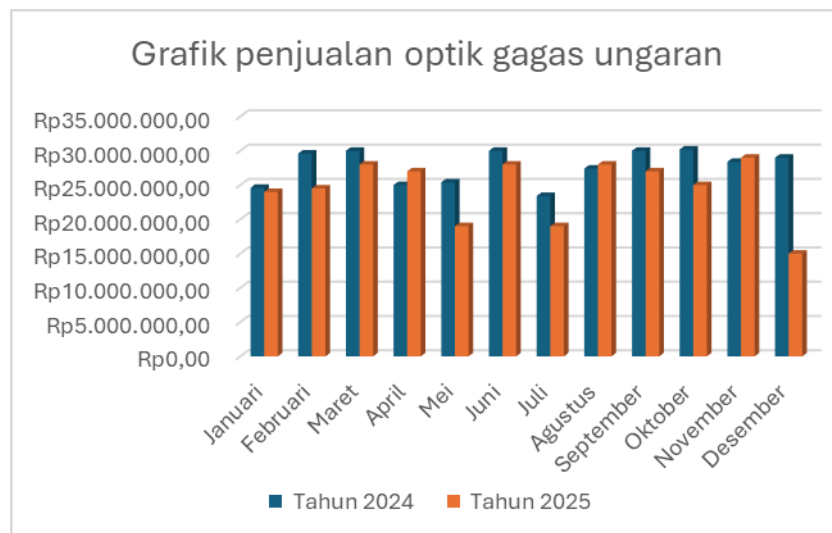


Figure 1. Sales graph for 2024 and 2025

This indicates a decline in sales from 2024 to 2025 and instability, which could be caused by various factors such as service quality, price, and promotions, which significantly influence consumer decisions. Although Optik Gagasan has been operating for a long time and is well-known among the people of Ungaran, there has not been much scientific research

specifically examining the influence of service quality, price, and promotions on consumer satisfaction. Understanding these three variables is crucial for developing more targeted managerial policies, particularly in developing marketing strategies and improving services.

Three important aspects that are often the primary considerations for consumers when choosing optical services are service quality, price, and promotion. According to Tjiptono and Chandra in Indayani et al., (2022), service quality reflects the comparison between the services provided by a company in relation to customer expectations. Quality is achieved by meeting customer needs and desires and defining delivery by matching or exceeding customer expectations. Service quality has five indicators in the form of physical evidence (*Tangible*), reliability (*Reliability*), responsiveness (*Responsiveness*), guarantee (*Assurance*) and empathy (*Empathy*). *Tangible*(Physical Evidence) is a company's ability to demonstrate its existence to customers (Kusuma & Putri, 2023). This includes the cleanliness of the optical room, the completeness of eye examination equipment (*auto reff, phoropter*), comfort of the place, and appearance of the staff. *Reliability* is the company's ability to provide services as promised accurately and reliably. *Responsiveness* is a policy to assist and provide fast and accurate service to customers, with clear information delivery. The responsiveness level of the Optik Gagasan Ungaran admin is still relatively low. *Customer* try to contact the official account via Instagram and *TikTok*, replies are often slow, even taking up to 2 or 3 days to respond, indicating less than optimal service. *Assurance* is the knowledge, courtesy and ability of company employees to foster customers' trust in the company. Empathy is providing sincere, individualized attention to customers by striving to understand their needs. Many consumers still complain about services that do not yet accept BPJS claims, leading consumers to switch to other opticians that accept BPJS claims. The analysis shows that the quality of service at Optik Gagasan is still lacking and does not meet consumer expectations. Therefore, *gap* The overall findings reflect the need for improvements in service systems, digital communications, and social media admin management to ensure Optik Gagasan's service quality can evolve toward more professional and competitive standards. Research by Rizkiana et al., (2023) concluded that service quality has a positive and significant impact on customer satisfaction. This contrasts with research by Prasetyo et al., (2023) that found no effect on customer satisfaction.

A factor influencing consumer satisfaction other than service quality is price. According to Kotler and Armstrong in Jacob et al., (2022), price is the amount of money consumers must pay to obtain a product. There are four price indicators: Price Affordability, Price-to-Quality Matching, Price Competitiveness, and Price-to-Benefit Matching. Price

affordability means pricing must take into account the purchasing power of target consumers. Affordable prices will make it easier for consumers to make purchases and increase product or service accessibility. Price-to-Quality Matching means the price set must reflect the quality of the product or service offered. Consumers will feel satisfied when the price paid matches the quality received. Price competitiveness means companies need to consider the prices offered by competitors for similar products or services. Competitive prices can attract consumers' attention and increase the company's competitiveness in the market (Danial & Hendayani, 2022). Consumers often compare the prices of products offered by Optik Gagasan Ungaran with the prices of similar products at other opticians in the Ungaran area. It is not uncommon for consumers to feel that the price offered does not fully match the quality of the product and service received. Price-benefit ratio: The price must be commensurate with the benefits consumers receive from the product or service. The analysis of the indicators above indicates that Optik Gagasan's pricing strategy has not been implemented optimally. Research by Jumheri & Paludi, (2023) concluded that price has a positive and significant effect on customer satisfaction. This contrasts with research by Mondir, (2024), which found that price had no effect on customer satisfaction.

A factor influencing consumer satisfaction other than price is promotion. According to Lupiyoadi in Suyono et al., (2022), promotion refers to activities that communicate product information and persuade target customers to purchase it. There are four promotion indicators, namely advertising (*Advertising*), Sales Promotion (*Sales Promotion*), Sales Force (*Personal Selling*), Publicity (*Publicity*). Advertising (*Advertising*) is a form of non-personal presentation and promotion of ideas, goods, or services paid for by a specific sponsor. TV, radio, newspapers, magazines, the internet, and social media are some of the media where advertising can be carried. The promotion carried out by Optik Gagasan Ungaran is still weak due to its management on social media such as Instagram, TikTok, and *Facebook* limited to uploading promotional photos and videos without any further interaction with followers. The visualization of the content is also still monotonous and the concept lacks creativity. As a result, social media algorithms are unable to optimize the reach of Optik Gagasan Ungaran's content widely. Personal selling, also known as personal selling, is a verbal presentation made to one or more prospective buyers with the aim of increasing sales. Personal optical selling is crucial because it involves speaking directly with customers about their vision needs. Sales Promotion (*Sales Promotion*) are marketing activities other than advertising, personal selling, and publicity that encourage consumer purchases and retailer effectiveness. Examples include discounts, coupons, prizes, and loyalty programs. Publicity(*Publicity*) is

the non-personal stimulation of demand for a product, service, or business unit by distributing important commercial news about the product in print media or by producing an attractive appearance on radio, television, or stage. The results of the analysis of the indicators above indicate that the promotional strategy at Optik Gagas has not been implemented optimally. There is a gap between the ideal concept of interactive and integrated and the reality at Optik Gagas, which still focuses on simple promotions. Research by Wulandari et al., (2022) concluded that promotions have a positive and significant effect on consumer satisfaction. This is in contrast to research conducted by Wiratman et al., (2023) where promotions did not affect consumer satisfaction.

Consumer satisfaction according to Tjiptono and Diana in Rizkiana et al., (2023) is the result of consumer evaluation of products or services that have been consumed, where service quality focuses on efforts to satisfy customer needs and desires and the accuracy of delivery to balance customer expectations. Consumer satisfaction consists of 4 indicators: Conformity to Expectations, Overall Satisfaction, Intention to Revisit, Recommendations (*Word of Mouth*). The match between consumer expectations before purchasing and the actual performance of the product or service received. Consumers will be satisfied if the performance of the product or service meets or exceeds their expectations (Harefa et al., 2024). Overall satisfaction is the consumer's overall evaluation of their experience with the product or service, covering all aspects from the purchasing process to use. A customer's willingness to purchase goods again in the future is known as repurchase intention. A high level of customer satisfaction is significantly related to customer loyalty and the desire to make repeat purchases (Brilian & Haris, 2023). Willingness to recommend is the consumer's willingness to recommend a product or service to others. Satisfied consumers are more likely to provide positive recommendations to their family, friends, or colleagues (Harefa et al., 2024).

Based on the description above, it can be concluded that there is a gap phenomenon that needs to be studied further, namely the extent to which service quality, price and promotion influence customer satisfaction at Optik Gagas Ungaran. This study is expected to provide a scientific overview of the factors that influence customer satisfaction, as well as provide strategic input for the leadership of Optik Gagas Ungaran to increase its competitiveness amidst the tight competition in the optical industry.

LITERATURE REVIEW

According to Tjiptono and Chandra in Indayani et al., (2022), service quality reflects the comparison between services provided by the company in relation to customer expectations. Quality is achieved by meeting customer needs and desires and defining delivery by balancing or exceeding customer expectations. According to Kotler and Armstrong in Jacob et al., (2022), price is the amount of money consumers must pay to obtain a product. According to Lupiyoadi in Suyono et al., (2022) promotion refers to the activity of communicating products and persuading target customers to purchase. Consumer satisfaction (Y) According to Tjiptono and Diana in Rizkiana et al., (2023) Consumer satisfaction is the result of consumer evaluation of products or services that have been consumed, where service quality focuses on efforts to satisfy customer needs and desires and the accuracy of delivery to balance customer expectations.

METHODS

This research uses quantitative methods. According to Sugiyono, (2022), quantitative research is a research method used to examine a specific population or sample, with quantitative or statistical data collection aimed at testing a predetermined hypothesis. The population in this study was all consumers who had used services or purchased products at Optik Gagas. The sampling technique used was the formula *Lameshow* because the population size is unknown. Formula *Lameshow* :

$$n = \frac{z^2 P(1 - P)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = 96,04 \text{ rounded up to } 96 \text{ sample/respondent}$$

Information:

n= Number *sample* what is being sought

Z= Z-score at 95% confidence

d= *Alpha*(0.01) or sample *error*= 10%

P= Unknown population proportion / maximum estimate= 0.5

Based on the sample size calculation using the formula *Lameshow*, a total of 96 respondents were obtained. Respondent selection was carried out using a purposive sampling

method to ensure that each participant met the criteria established in the study. The research sample consisted of 96 consumers of Optik Gagas Ungaran. The characteristics of respondents in this study were someone who had made a purchase at Optik Gagas Ungaran and was at least 17 years old or older. Data were obtained from a questionnaire. *google form* which is spread through *online*, then the measurement is based on a scale *liked* (with: 1 = strongly disagree, 5 = strongly agree). With data processing using *Structural Equation Modeling* (SEM) based on SmartPLS for hypothesis testing.

RESULT AND DISCUSSION

This research was analyzed using *Structural Equation Modeling* (SEM) based *Partial Least Square*(PLS) with the help of *software* SmartPLS version 4.0. The SmartPLS version 4.0 measurement model can produce an algorithm like the one shown below:

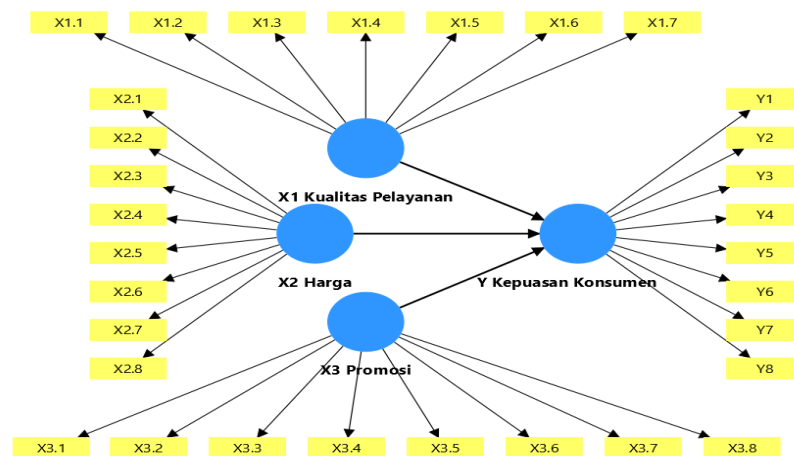


Figure 2. Data Planning Model *Outer Loading*

Data Planning Model *Outer Loading*

Test *Convergent Validity* *Outer loading* is used in the data design model. The results of the initial model's *outer loading* test are shown in the following table, and the indicator is considered valid if the *outer loading* result is greater than 0.70.

Table 1. Results *Outer Loading* Early Model

	X1 Service Quality	X2 Price	X3 Promotion	Y Consumer Satisfaction
X1.1	0.890			
X1.2	0.896			
X1.3	0.876			
X1.4	0.853			
X1.5	0.799			
X1.6	0.836			
X1.7	0.909			
X2.1		0.867		

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X2.2	0.897	
X2.3	0.865	
X2.4	0.876	
X2.5	0.857	
X2.6	0.889	
X2.7	0.912	
X2.8	0.870	
X3.1		0.821
X3.2		0.858
X3.3		0.758
X3.4		0.821
X3.5		0.689
X3.6		0.867
X3.7		0.872
X3.8		0.832
Y1		0.866
Y2		0.868
Y3		0.825
Y4		0.823
Y5		0.803
Y6		0.832
Y7		0.875
Y8		0.792

Source: Data processed 2026

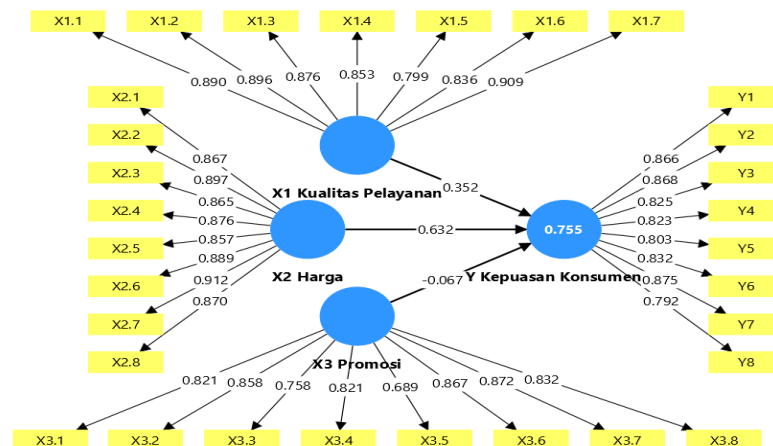


Figure 3. Outer Loading Early

The results of data processing using SmartPLS in table 1 show the values *outer loading* not yet fulfilled *Convergent Validity* This was due to the fact that some indicators still had factor loading values below 0.70. Next, a retest was conducted by removing or deleting invalid indicators. After removing the invalid variable items, the results were as follows:

Table 2. Retest Results *Outer Loading*

	X1 Service Quality	X2 Price	X3 Promotion	Y Consumer Satisfaction
X1.1	0.890			
X1.2	0.896			
X1.3	0.876			
X1.4	0.853			
X1.5	0.799			
X1.6	0.836			
X1.7	0.909			
X2.1		0.867		
X2.2		0.897		
X2.3		0.865		
X2.4		0.876		
X2.5		0.857		
X2.6		0.889		
X2.7		0.912		
X2.8		0.870		
X3.1			0.851	
X3.2			0.865	
X3.3			0.715	
X3.4			0.781	
X3.6			0.893	
X3.7			0.899	
X3.8			0.861	
Y1				0.866
Y2				0.868
Y3				0.825
Y4				0.823
Y5				0.803
Y6				0.833
Y7				0.875
Y8				0.792

Source: Data processed 2026

Table 2 shows the results of the retest which eliminated invalid indicators, the loading value for each indicator was more than 0.70, which indicates that it has met the convergent validity criteria.

Test *Discriminant Validity*

The AVE test value can be used to evaluate the validity *discriminant*, each variable is considered valid if it has a value above 0.50.

Table 3. Test Results *Discriminant Validity*

Variables	<i>Average Variance Extracted (AVE)</i>
X1 Service Quality	0.751

X2 Price	0.773
X3 Promotion	0.706
Y Consumer Satisfaction	0.699

Source: Data processed 2026

The results of the AVE test for all variables in this study have tested *discriminant validity* and the AVE results can be accepted and declared valid.

Test Composite Reliability

The composite reliability test results for each variable are shown below. A variable is considered good if its composite reliability value is greater than 0.70.

Table 4. Test Composite Reliability

Variables	Composite Reliability	Information
X1 Service Quality	0.949	Reliable
X2 Price	0.959	Reliable
X3 Promotion	0.931	Reliable
Y Consumer Satisfaction	0.940	Reliable

Source: Data processed 2026

Table 4 shows satisfactory composite reliability measurement results for each variable, with each variable's value exceeding 0.70. Thus, it can be concluded that all variables in this study meet reliability requirements, demonstrating consistency and producing consistent data.

Test Cronbach's Alpha

Each variable is considered to have good reliability if *cronbach's* The alpha is greater than 0.70. The Cronbach's alpha results for each variable are shown as follows.

Table 5. Test Cronbach's Alpha

Variables	Cronbach's Alpha	Information
X1 Service Quality	0.944	Reliable
X2 Price	0.958	Reliable
X3 Promotion	0.929	Reliable
Y Consumer Satisfaction	0.938	Reliable

Source: Data processed 2026

All variables in table 5 have values *Cronbach's Alpha* which is greater than 0.70. The results indicate that the overall statements and respondents' responses are reliable and trustworthy.

Test Model Structural (Inner Model)

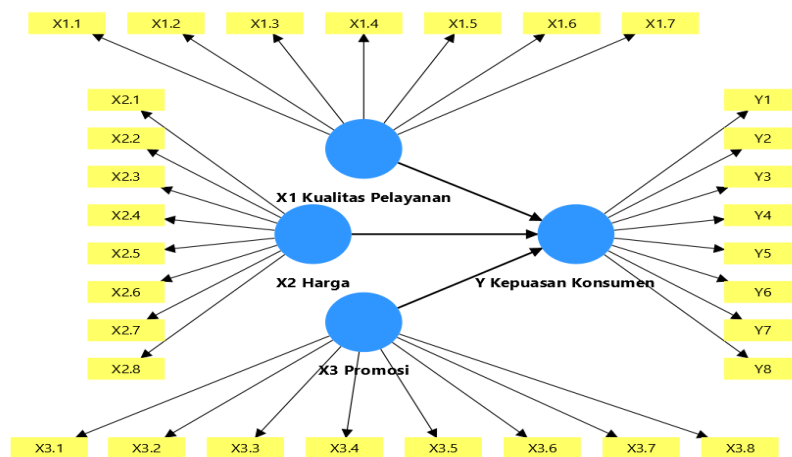


Figure 4. Model *Structural* Tested

In PLS model research, *inner model* shows the relationship between latent variables (constructs) that are evaluated to determine the strength and significance of the relationship. Evaluation *inner model* including *R-Square* and hypothesis testing, and this is very important to evaluate the strength and reliability of the PLS-SEM model.

Test *R-Square*

$R\text{-value}^2$ indicates the model's ability to explain data variation. This value ranges from 0 to 1, and the higher the R value, the better.², the better the model explains the analyzed data. The following values *R-Square* this research.

Table 6. Test *R-Square* (R^2)

Variables	<i>R-square</i>	<i>R-square adjusted</i>
Y Consumer Satisfaction	0.754	0.746

Source: Data processed 2026

In table 6 the values *R-Square* (R^2) = 0.754 indicates that the independent variables in the study are able to explain the variation in the dependent variable, namely consumer satisfaction, by 75.4%. Meanwhile, the remaining 24.6% is influenced by other variables outside the research model. The value *R-square adjusted* A value of 0.746 indicates that, after adjusting for the number of dependent variables, it is 74.6%. This research model is considered good because it has high explanatory power regarding consumer satisfaction.

Test Hypothesis

Method *bootstrapping* samples used in the approach *Partial Least Square*(PLS) to conduct statistical testing on each relationship between hypothetical variables. This method

bootstrapping It is also useful to reduce problems that can arise due to unusual data distribution. To evaluate the significance of the influence of the independent variable on the dependent variable, *bootstrapping* used to test the hypothesis. With the criteria *t-statistic* more than 1.96 ($\alpha = 5\%$) or *p-value* less than 0.05, the hypothesis is considered significant. The results of the PLS analysis are presented as follows.

Table 7. Hypothesis Test Results

Variables	Original sample (O)	T statistics (O/STDEV)	P values
X1 Service Quality -> Y Consumer Satisfaction	0.343	4.540	0.000
X2 Price -> Y Consumer Satisfaction	0.618	6.371	0.000
X3 Promotion -> Y Consumer Satisfaction	-0.043	0.372	0.710

Source: Data processed 2026

Hypothesis Testing 1 (The Effect of Service Quality on Consumer Satisfaction)

The results of the analysis above show that the significance value for the influence of service quality on consumer satisfaction is 4.540, which is greater than the t table of 1.96 and the value *p-value* of 0.000 is smaller than 0.05. Therefore, H0 is rejected and H1 is accepted. It can be concluded that service quality has a positive and significant effect on customer satisfaction. This means that the better the quality of service provided, the higher the level of satisfaction felt by consumers. In line with research by Rizkiana et al., (2023), it can be concluded that the level of service has a positive and significant effect on customer satisfaction.

Hypothesis Testing 2 (The Effect of Price on Consumer Satisfaction)

The results of the analysis above show that the significance value for the influence of price on consumer satisfaction is 6.371, which is greater than the t table of 1.96 and the value *p-value* of 0.000 is smaller than 0.05. Therefore, H0 is rejected and H2 is accepted. It is concluded that price has a positive and significant effect on consumer satisfaction. This means that the more appropriate the price offered is to the quality and benefits received, the higher the satisfaction experienced by consumers. This is in line with research by Jumheri & Paludi, (2023), which concluded that price has a positive and significant effect on consumer satisfaction.

Hypothesis Testing 3 (The Effect of Promotion on Consumer Satisfaction)

The results of the analysis above show that the significance value for the influence of promotion on consumer satisfaction is 0.372, which is smaller than the t table of 1.96 and the

value *p-value* of 0.710 is greater than 0.05. Therefore, H0 is accepted and H3 is rejected. It can be concluded that promotion does not have a significant effect on consumer satisfaction. This means that the promotion carried out was not statistically proven to influence consumer satisfaction in this study. This is because the promotion was not well-targeted, did not attract consumers' attention, or consumers based their satisfaction more on direct experience of service and price after making a purchase. This is in line with research conducted by Wiratman et al., (2023) where promotion did not have a significant effect on consumer satisfaction.

CONCLUSION AND SUGGESTION

Based on the results of data analysis on the influence of Service Quality, Price, and Promotion on Consumer Satisfaction at Optik Gagas Ungaran in Semarang Regency, Service Quality has a positive and significant effect on Consumer Satisfaction. This is indicated by the value *original sample* of 0.343, the calculated t value is 4.540, and the value *p-value* of 0.000. This means that the better the quality of service provided, the higher the level of satisfaction felt by consumers.

Price has a positive and significant effect on consumer satisfaction. This is shown by the value *original sample* of 0.618, the calculated t value is 6.371, and the value *p-value* of 0.000. This figure indicates that price is the most dominant factor influencing consumer satisfaction compared to service quality and promotion. This means that consumer perception of the appropriateness of price to the benefits received is the primary determinant in increasing satisfaction.

Promotion does not have a significant effect on consumer satisfaction. This is shown by the value *original sample* of -0.043, the calculated t value is 0.372, and the value *p-value* of 0.710. This means that the promotions conducted were not statistically proven to influence consumer satisfaction in this study. This is because the promotions were poorly targeted, did not attract consumers' attention, or consumers based their satisfaction more on direct experiences with service and price after making a purchase.

These findings conclude that service quality and price have a positive and significant impact on customer satisfaction at Optik Gagas Ungaran, while promotion has no significant effect. Price is the most dominant factor compared to service quality and promotion. The better the service quality and the more appropriate the price is for the benefits received, the higher the customer satisfaction. Conversely, promotions have not been proven to increase customer satisfaction because they are poorly targeted and not engaging.

This study has three main limitations. First, the sample size of only 96 respondents is relatively small because the consumer population is not fully known, making the results difficult to generalize. Second, data collection via an online questionnaire without direct clarification made it impossible for researchers to verify ambiguous or inconsistent respondents' answers. Third, promotions were shown to have no significant effect, and this study was unable to fully explain the reasons for this, whether it was due to inappropriate promotion types, ineffective media, unattractive messages, or a low promotional budget.

Theoretically, this study strengthens the theory that price and service quality are important factors in customer satisfaction. The finding that price is the most dominant factor in the optical business context complements research in other service industries. The finding that promotion has no significant effect furthers the theory by suggesting that in high-involvement businesses, satisfaction is more determined by direct experience than promotion. *R-square* of 75.4% indicates that the model is quite strong, but there is still an opportunity to develop the theory by adding other variables such as brand image or consumer trust.

Practically, Optik Gagas Ungaran management is advised to improve service quality, particularly in terms of social media response speed. Since price is the most dominant factor, the company must ensure that prices remain competitive, transparent, and in line with the benefits received by consumers, and seek cooperation with the BPJS. For promotions that have not yet been significant, the company needs to reevaluate its strategy by creating more creative, educational, and interactive content. In general, the company is advised to use the results of this study as a basis for data-driven decision-making and to conduct regular customer satisfaction surveys every six months.

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