

Analysis of The Influence of Perceptions of Price and Service Quality on Consumer Satisfaction in Modern Retail

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Received: 09 June 2024../ Revised: 10 June 2024../ Accepted: 18 June 2024.

ABSTRACT:

This research aims to determine the impact of price perceptions and service quality on consumer satisfaction in the context of modern retail business. The method used is a quantitative method, with a population of modern retail customers with a sample of 60 people in some modern retail customers and a sampling technique using the Slovin formula through questionnaire data with a Likert scale. Research refers to the perception that price has an influence of 70.4%, which has the strongest effect on consumer satisfaction and the remaining 29.6% comes from other factors. Then service quality also has an influence of 67.9% on consumer satisfaction and the remaining 32.1% comes from other factors. Then the 2 influences between price perception and service quality have an influence of 74.0% on consumer satisfaction and the remaining 26.0% comes from other factors. Based on the results of the analysis of the data that has been studied, it can be concluded that (1) price perception has a significant effect on consumer satisfaction which can be seen from $t \text{ count} > t \text{ table}$ ($13.074 > 2.00247$). (2) service quality has a significant effect on consumer satisfaction which can be seen from $t \text{ count} > t \text{ table}$ ($11.077 > 2.00247$). And (3) there is a significant influence between service quality and price perception on consumer satisfaction. It can be seen from the results that $f \text{ count} > f \text{ table}$, namely $100.298 > 3.16$. Service quality and price perception have a significant positive influence on increasing consumer satisfaction at Modern Retail. The aim of this research study is to reveal the relationship between price perceptions, service quality and consumer satisfaction in modern retail, with achievement

Keywords: Stock Price, Price Perception, Service Quality, Consumer Satisfaction

I. INTRODUCTION

Economic development is currently increasingly advanced and growing rapidly and cannot be stopped any longer (Goestjahjanti et al., 2023) included in the modern retail business. The retail business started in the 1960s, and modern retail has entered Indonesia with very rapid development. The first modern retail with a Department Store format is Sarinah. As time goes by, various other retailers also appear which operate in the retail business sector such as Golden Truly, Hero, Pasaraya Blok M and Ramayana. The creativity of retail business actors in capturing market opportunities has resulted in the emergence of various types of new retail formats such as minimarkets, convenience stores and supermarkets. Modern market

niches began to emerge in line with the increasingly rapid growth of the Indonesian economy at the beginning of the decade in 1990..

Modern retail is an idea that connects the needs of final consumers and producers who produce daily necessities to make all daily activities easier. Modern retailers are looking for producers who are interested in displaying their products in modern retail outlets (Rusdi, 2019). Retailers can charge a fee for displaying products from manufacturers. These costs are regulated in trading terms mutually agreed upon by the retailer and supplier. On this side of the market, retailers sell their retail sales services to producers (Toukola et al., 2023). On the second market side, modern retail provides various kinds of product items that are sold to consumers. Consumers no longer have to go to several shops to just look for bath soap and electronics, everything is in one convenient place at competitive prices, so that the consumer market can grow rapidly (Winanti, Basuki, Supiana, Wiyono, et al., 2024). The public's response was very positive, as evidenced by the increase in the number of modern retail outlets over time (Chaniago et al., 2019). Although the impact of modern retail will have an impact on traditional retail which is an inseparable link (Hikmawati, 2017).

Quality of service is one of the keys that entrepreneurs must have, whether they are just starting a business or those who have been in the business world for years. (Pundenswari, 2017). Service quality is the level of service regarding fulfilling expectations regarding consumer needs. Service can be called quality if it meets most consumers' expectations. Service quality is the main basis for determining the level of consumer satisfaction. In this case, a company can be said to be good if it is able to provide quality goods or services in accordance with customer wishes. Good product quality and service performance will greatly influence increasing customer satisfaction.

Price perception is an assumption of the value of money that must be paid by consumers to sellers to get the goods or services they want to buy. Therefore, price perceptions are generally determined by the seller or service or company. However, in the art of buying and selling, buyers or consumers can negotiate the price. Once an agreement has been reached between the buyer and seller, a transaction will occur. However, bargaining is not possible in all marketing lines.

Consumer satisfaction will have a big impact on the company both directly and indirectly (Pundenswari, 2017). Consumer satisfaction is the level of consumer feelings after receiving a product or service from a company (Fayzhall et al., 2022). Customer satisfaction assessment depends on the customer (Winanti, Basuki, Supiana, Riyanto, et al., 2024). Based on the description of the background of the problem, the problem formulation in this research is:

- a. How does partial service quality influence consumer satisfaction in modern retail?
- b. How can the partial influence of price perceptions affect consumer satisfaction in modern retail?
- c. How do service quality and price perceptions simultaneously influence consumer satisfaction in modern retail?

Based on the problem formulation above, the research objective to be achieved is to determine the partial influence of service quality on consumer satisfaction in modern retail, determine the partial influence of price perception on consumer satisfaction in modern retail and determine the partial influence of service quality and price perception on consumer decisions in modern retail.

II. LITERATURE REVIEW

Price is one of the marketing mix variables which is very important in marketing management. Price is also one of the most flexible marketing mix variables because price in

the narrow sense is the amount charged for a product or service. (Sutrisno & Haryani, 2017). Price is the sum of all values provided by customers to gain benefits from owning or using a product or service (Sudjatmika, 2017). Price is the main factor that can influence a buyer's choice, price plays quite a role in determining consumer purchases, so before setting a price the company looks at several price references for a product that is considered quite high in sales (Cusyana et al., 2021). Price Perception Indicators According to Kotler and Armstrong (2012:278), there are 4 indicators, namely: (1) Affordability. (2) Matching price with product quality. (3) Price competitiveness (4) Matching price with benefits.

Service quality is all forms of activities that are often carried out by companies to meet consumer expectations (Walyullah & Manajemen, 2024). This service can be interpreted as a service or services provided by the service owner in the form of convenience, speed, relationships, abilities and friendliness which are aimed at attitudes and traits in providing services for consumer satisfaction (Setiawan, 2023). Service quality is an important aspect for company development. Because currently, most consumers are starting to make quality the main parameter in determining their choice of a product/service. Therefore, quality is often the only promotional target that can automatically increase/decrease the sales value of a company's products. Service quality indicators.

Basically the goal of a business is to create satisfied consumers. Every person or organization (company) must work with internal and external consumers to meet their needs. Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the estimated service performance (results) with the expected performance. Satisfying consumer needs is the desire of every company to create consumer satisfaction. If consumers are satisfied with the products or services provided, there is a possibility that they will become regular customers who are loyal to one company.

According to Philip Kotler and Keller (2016), customer satisfaction can produce sentiments of joy or feelings of disappointment in consumers themselves. Customer satisfaction is a reaction to customer satisfaction, which reflects the extent to which a feature, product or service provides a good level of satisfaction in consumption, as stated by Haryono (as referenced by Haryono, 2016). In this case, consumers will experience a sense of satisfaction if the product or service they purchase is able to fulfill their needs or satisfy their desires. Indicators of customer satisfaction according to Kotler and Keller (as quoted by Keller, 2012) are (1) Customer satisfaction with the quality of services offered. The level of customer satisfaction with the quality of services provided by the company or service provider is high. They have the impression that the quality of service meets or even exceeds what they expected. (2) Recommending services or goods to others is a common behavior for consumers who are happy with the experience they got from a company or brand. This shows that they have a high level of trust in the service or product and feel satisfied. (3) Not wanting to switch to another service or product: Satisfied customers tend to remain loyal to the service or product they use. They don't feel the need to look for alternatives or switch to other services or products. (4) Feel satisfied with the final results of the service or product received: Customers feel satisfied with the final results they receive from using the service or product. These results can be benefits, added value, or solutions that meet their needs or desires. These indicators help in measuring the level of customer satisfaction and can be used as a guide to improve the quality of services or products in order to meet customer expectations and increase their satisfaction (Walyullah & Manajemen, 2024).

III. METHODS

The data used is primary data obtained from the results of a questionnaire which was filled in by 60 respondents using the Likert scale method which was tabulated and processed using a data processing application. This research uses quantitative methods in the form of data processing from completed questionnaires.

Data analysis uses validity and reliability tests to test the validity of the data, followed by the classic assumption test. If the data meets the validity test, the author will continue with a multiple regression test to determine whether there is an influence between the independent variables on the dependent variable. Multiple regression analysis is used to determine the relationship between the independent variable and the dependent variable.

IV. RESULTS

Based on the results of validity testing, all items used for testing were declared valid and all calculated r results were greater than r table. In the reliability test above, it is known that N of items (the number of items or questionnaire questions) with Cronbach's Alpha values greater than X1, Therefore, it can be concluded that the research instrument used to measure it is said to be reliable or reliable.

Table 1. Normality Test Output Results

One-Sample Kolmogorov-Smirnov Test				
		Kualitas Pelayanan	Presepsi Harga	Kepuasan Konsumen
N		60	60	60
Normal	Mean	56.98	49.60	32.68
Parameters ^{a,b}	Std. Deviation	6.588	5.832	4.123
Most	Absolute	.166	.159	.149
Extreme	Positive	.166	.156	.149
Differences	Negative	-.099	-.159	-.108
	Kolmogorov-Smirnov Z	1.283	1.228	1.155
	Asymp. Sig. (2-tailed)	.074	.098	.139

Based on the results of the normality test above using the One Sample Kolmogorov Smirnov method, the Asymp value was obtained. Sig. (2-tailed) for the Service Quality variable (X1) is 0.074, the Price Perception variable (X2) is 0.098, and the Consumer Satisfaction variable (Y) is 0.139, because these three variables have Asymp values. Sig. greater than 0.05, it can be concluded that the three variables are normally distributed.

Table 2. Multicollinearity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.298	2.487		.522	.604		
Kualitas pelayanan	.241	.086	.385	2.791	.007	.240	4.173
Presepsi harga	.356	.098	.503	3.646	.001	.240	4.173

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Based on the results of the Multicollinearity Test above, the Variant Inflation Factor (VIF) for Service Quality (X1) and Price Perception (X2) were both 4,173. This shows that the VIF value is less than 10 and the tolerance value for both variables is $0.240 > 0.01$. So it can be concluded that there is no multicollinearity problem.

Table 3. Simultaneous Correlation Coefficient Test for Service Quality (X1)
Price Perception (X2) on Consumer Satisfaction (Y).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
dimension0 1	.860 ^a	.740	.731	2.14003	.740	81.002	2	57	.000

Based on the results of the simultaneous correlation coefficient test above, an R value of 0.860 was obtained. So it can be concluded that Service Quality and Price Perception and Consumer Satisfaction have a perfect relationship in a positive direction. This means that if Service Quality (X1) and Price Perception (X2) increase, then Consumer Satisfaction (Y) will also increase

Table 4. Results of Multiple Determination Coefficient Test
Service Quality (X1) Price Perception (X2) on Consumer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.860 ^a	.740	.731	2.140

Based on the table data above, it can be seen that the coefficient of determination of the Service Quality variable (X1) and the Price Perception variable (X2) on the Consumer Satisfaction variable (Y) is 0.740. This means that the contribution of service quality and price perception to consumer satisfaction is 74.0%, the remaining 26.0% comes from other factors.

Table 5. Multiple Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.298	2.487		.522	.604
	Kualitas pelayanan	.241	.086	.385	2.791	.007
	Presepsi harga	.356	.098	.503	3.646	.001

Because the regression coefficient value is positive, it can be said that service quality (X1) and price perception (X2) have a positive effect on consumer satisfaction (Y). So the regression equation is $Y = 1,298 + 0.241$.

Table 6. Service Quality t Test (X2) on Consumer Satisfaction (Y)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.297	2.670		1.235	.222
Kualitas Pelayanan	.516	.047	.824	11.077	.000

The results of the t test above, the calculated t result is 11.077 and then compared with the t table by determining $df = n - k = 60 - 3 = 57$, so that a value of 2.00247 is obtained. Thus H_a is accepted because $t \text{ count} > t \text{ table}$ ($11.077 > 2.00247$) meaning that partially there is a significant influence between Service Quality (X1) on Consumer Satisfaction (Y).

Table 7. Price Perception t Test (X1) on Consumer Satisfaction (Y)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.968	2.215		1.792	.077
Presepsi harga	.579	.044	.829	13.074	.000

The results of the t test above, the calculated t result is 13.074 and then compared with the t table by determining $df = n - k = 60 - 3 = 57$, so that a value of 2.00247 is obtained. Thus H_a is accepted because $t \text{ count} > t \text{ table}$ ($13.074 > 2.00247$) meaning that partially there is a significant influence between Price Perception (X2) on Consumer Satisfaction (Y).

Tabel 8. Price Perception F Test (X1) on Consumer Satisfaction (Y)ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	741.938	2	370.969	81.002	.000 ^a
Residual	261.045	57	4.580		
Total	1002.983	59			

Based on the test results above, the calculated f value was 102.994 and then compared with the f table, it was obtained with a significance level of 5% (0.05), $df_1 = k - 1 = 3 - 1 = 2$ while $df_2 = n - k = 60 - 3 = 57$, then the f table value is 3.16. Based on these results it can be seen that $\text{calculated } f > \text{table } f$, namely $100.298 > 3.11$, so it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a significant simultaneous influence between the variables Service Quality (X1) and Price Perception (X2) on Consumer Satisfaction (Y).

Based on research that has been carried out, it is known that Service Quality (X1) to Consumer Satisfaction (Y) has a correlation coefficient of 0.824, with a perfect level of correlation, which is found in the interval (0.80 – 1000). The calculation result of the coefficient of determination is 0.679. This can show that the Service Quality variable (X1) has a positive influence on the Consumer Satisfaction variable (Y) of 67.9%, the remaining 32.1% comes from other factors.

Based on the results of calculations using a regression test between Service Quality (X1) and Consumer Satisfaction (Y), the equation is $3,297 + 0.516X_1$ and a constant value of 3,297. This states that if service quality (X1) is zero (0), then the amount of consumer satisfaction (Y) remains at 3,297. The regression coefficient value is 0.516, because the regression coefficient value is positive, this means that every 1% increase in service quality (X1) will increase consumer satisfaction (Y) by 0.516 and vice versa if service quality (X1) decreases by 1% then Consumer satisfaction (Y) will be predicted to decrease by 0.516.

Based on the results of calculations using hypothesis testing (t test), the influence of the service quality variable (X1) on consumer satisfaction (Y) obtained a calculated t value of 11.077 and a t table of 2.00247. Therefore $t_{count} > t_{table}$ ($11.077 > 2.00247$) then H_0 is rejected and H_a is accepted, which means that partially there is a significant influence between Service Quality (X1) on Consumer Satisfaction (Y) in Service Quality in modern retail.

Based on research that has been carried out, it is known that price perception (X2) on consumer satisfaction (Y) has a correlation coefficient of 0.839, with a perfect level of correlation, which is found in the interval (0.80 – 1000). The calculation result of the coefficient of determination is 0.704. This can show that the Price Perception variable (X2) has a positive influence on the Consumer Satisfaction variable (Y) of 70.4%, the remaining 29.6% comes from other factors.

Based on the results of calculations using a regression test between Price Perception (X2) and Consumer Satisfaction (Y), the equation is $3,526 + 0.593X_2$ and a constant value of 3,526. This states that if the price perception (X2) is zero (0), then the amount of consumer satisfaction (Y) remains at 3,526. The regression coefficient value is 0.593, because the regression coefficient value is positive, this means that every 1% addition to price perception (X2) will increase consumer satisfaction (Y) by 0.593 and vice versa if price perception (X2) decreases by 1% then consumer satisfaction (Y) will be predicted to decrease by 0.593

Based on the results of calculations using hypothesis testing (t test), the influence of the price perception variable (X2) on consumer satisfaction (Y) obtained a calculated t value of 13.074 and a t table of 1.991254. Therefore $t_{count} > t_{table}$ ($13.074 > 1.991254$) then H_0 is rejected and H_a is accepted, which means that partially there is a significant influence between Price Perception (X2) on Consumer Satisfaction (Y) in Price Perception offered in modern retail.

As a result of the research that has been carried out, it is known that the simultaneous influence of Service Quality (X1) and Price Perception (X2) on Consumer Satisfaction (Y) has a correlation coefficient of 0.860 with a very strong or perfect level of correlation or relationship, which is found in the interval (0.80 - 1000). The calculation result of the coefficient of determination is 0.740. This can show that the variable Service Quality (X1) Price Perception (X2) has a positive influence on the Consumer Satisfaction variable (Y) of 74.0%, the remaining 26.0% comes from other factors. The results of calculations using a regression test between Service Quality (X1) Price Perception (X2) and Consumer Satisfaction (Y) obtained an equation of $1,298 + 0.241X_1 + 0.356X_2$, and a constant value of 1.604. This states that if service quality (X1) Price Perception (X2) is zero (0) then the amount of consumer satisfaction (Y) remains at 1,298

The regression coefficient value is 0.516, because the regression coefficient value is positive, this means that every 1% increase in service quality (X1) will increase consumer satisfaction (Y) by 0.516 and vice versa if service quality (X1) decreases by 1% then consumer satisfaction (Y) will be predicted to decrease by 0.516. The regression coefficient value is 0.593, because the regression coefficient value is positive, this means that every 1% addition to Price Perception (X2) will increase consumer satisfaction (Y) by 0.593 and conversely, if service

quality (X1) falls by 1% then consumer satisfaction (Y) will be predicted to fall by 0.593. The beta value of the Service Quality variable (X1) is 0.824 or 82.4% and the Price Perception variable (X2) has a beta value of 0.839 or 83.9%. So it can be concluded that the beta value for Service Quality (X1) < Price Perception (X2) or means that Price Perception (X2) has more influence than Service Quality (X1) on Consumer Satisfaction (Y)

Based on calculations using hypothesis testing (F test), the influence between the variables Service Quality (X2) and Price Perception (X2) on Consumer Satisfaction (Y) obtained a calculated f value of 100.298 and an f table of 3.16. Therefore, $f_{\text{calculated}} > f_{\text{table}}$ is $100.298 > 3.16$, so it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a significant simultaneous influence between the variables Service Quality (X1) and Price Perception (X2) on Consumer Satisfaction (Y) in purchasing at modern retail.

V. CONCLUSION AND DISCUSSION

Based on the test results above, it can be concluded that there is a partially significant influence between the service quality variable (X1) on consumer satisfaction (Y). This can be proven by the following test results, namely the influence of service quality (X1) on consumer satisfaction (Y) in modern retail. The value obtained is 67.9% for service quality (X1) and the remaining 32.1% comes from factors other factors

There is a partially significant influence between the price perception variable (X2) on consumer satisfaction (Y). This can be proven by the following test results, namely the influence of price perception (X2) on consumer satisfaction (Y) in modern retail. The value obtained is 70.4% and the remaining 29.6% comes from other factors.

From the test results, it can be concluded that there is a partially significant influence between the variables of service quality (X1) price perception (X2) on consumer satisfaction (Y). As for the influence of service quality (X1) price perception (X2) on consumer satisfaction (Y), this can be proven by the following test results, namely the influence of service quality (X1) price perception (X2) on consumer satisfaction (Y) modern retail can be scored amounting to 74.0% and the remaining 26.0% came from other factors. The influence of price perceptions in modern retail has a greater influence on consumer satisfaction. Proven by the test results which obtained a value of 70.4% for price perception. Meanwhile for service quality the test result value obtained was 67.9%. The value of the service quality test result was still smaller than the price perception test results obtained.

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