



Antecedents of Satisfaction And Their Impact on Community Loyalty in Traditional Markets in Bali

Nyoman Nurcaya *

Management Study Program of the Faculty of Economics and Business
Udayana University, Indonesian

*Corresponding Author: ichangnur@unud.ac.id

Ni Made Rastini

Lecturer in Faculty of Economics and Business
Udayana University, Indonesian

Abstract

This study aims to explain the effect of service quality and product quality on community loyalty to traditional markets in Bali which is mediated by satisfaction. The number of respondents that will be used is 100 people spread across Denpasar City, Badung Regency, Gianyar Regency and Tabanan Regency with a purposive sampling technique. Data collection using questionnaires and observations. The data were processed using the Partial Least Square (PLS) analysis tool. The results of this study are expected to contribute ideas for the management of traditional markets in Bali in the face of increasingly fierce competition. Providing quality services and selling quality products can increase community satisfaction with traditional market customers and foster loyalty to the existence of traditional markets in Bali.

Keywords: Service Quality, Product Quality, Satisfaction, Loyalty

1. Introduction

The market is simply defined as a meeting place between buyers and traders to conduct transactions if both parties have reached an agreement on the price of the agreed quantity of goods. After the transaction occurs, both parties (buyer and seller) benefit from the transaction. Based on economic theory, it can be seen that markets can be classified based on various characteristics or sizes, such as perfect competition markets, monopoly markets, oligopoly markets, monopolistic markets, traditional markets, modern markets, and digital markets.

The main advantage of traditional markets is the emotional bond between sellers and buyers that occurs due to the closeness formed. This closeness occurs because of the bargaining process that occurs and good communication. This closeness makes traditional markets survive. Traditional markets strongly support the sale of products for Micro, Small and Medium Enterprises (MSMEs).

Currently, the existence of traditional markets is under heavy pressure from competitors. The main competitor of the traditional market is the modern market. Modern markets based on the Decree of the Minister of Industry and Trade Number 420/MPP/Kep/10/1997 are markets built by the government, private sector, or cooperatives in the form of malls, supermarkets, minimarkets, department stores, and shopping centers where management is carried out in a modern and prioritized manner. convenience shopping services with management in one hand, relatively strong capital, and equipped with a definite price tag. There is a very tight competition between traditional markets and modern markets.

This competition is carried out nationally with a very high modern market growth rate. During the period 2012-2015, the number of modern markets grew by 14 percent. In 2015 in Indonesia, the number of modern markets currently reaches 23 thousand units, including the minimarket business group which amounts to more than 14 thousand. The growth of the modern market is indeed high due to the relatively increasing consumer demand each period. The shift of consumers to modern markets is not without reason, because modern markets are able to provide what traditional markets cannot provide in the form of cleanliness, comfort and safety.

Traditional markets need to be maintained because they contribute to the community and local government in increasing job opportunities, increasing people's income and contributing to local revenue. Traditional markets are marketing targets for products produced by Micro, Small and Medium Enterprises (MSMEs) which are engaged in small industries and handicrafts. The existence of traditional markets is currently

getting competition from modern markets. Traditional markets need to improve in order to survive the competition. Good service quality and good product quality will give satisfaction to traditional market customers and can increase customer loyalty in traditional markets themselves.

The purpose of this research is to explain the effect of service quality and product quality on traditional market customer satisfaction in Bali which in turn has an impact on customer loyalty itself. The urgency of this research is to maintain and increase customer loyalty of traditional markets in Bali by improving service quality and product quality so as to provide satisfaction to traditional market customers in Bali.

2. Theoretical Review

Based on the concept of a framework that explains the relationship between each variable, a conceptual framework is developed as shown in Figure 1.

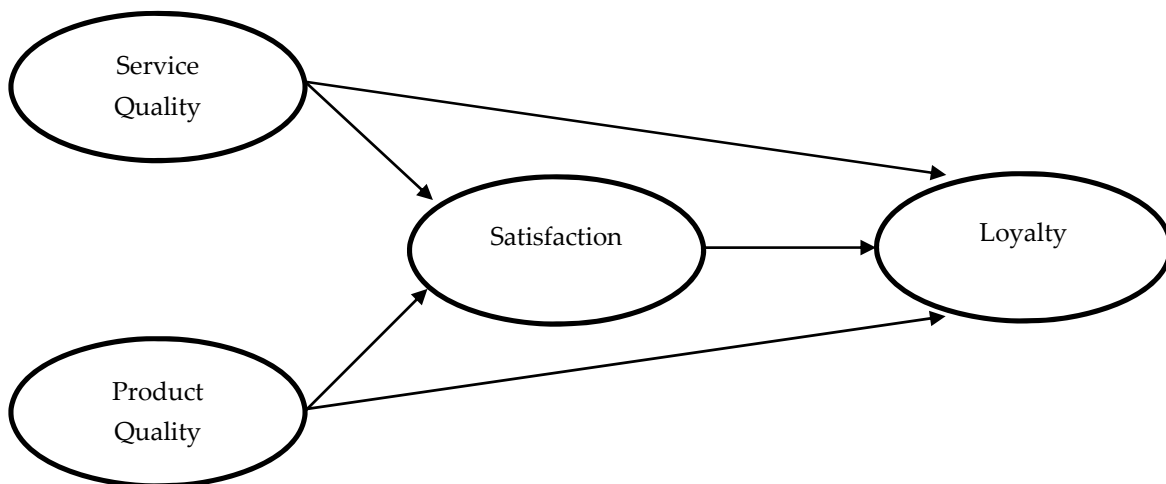


Figure 1. Conceptual framework

Based on the existing conceptual framework, the research hypotheses that can be formulated are as follows.

- 1) Service quality has a significant positive effect on customer satisfaction in traditional markets in Bali
- 2) Product quality has a significant positive effect on customer satisfaction in traditional markets in Bali
- 3) Service quality has a significant positive effect on customer loyalty in traditional markets in Bali
- 4) Product quality has a significant positive effect on customer loyalty in traditional markets in Bali
- 5) Satisfaction has a significant positive effect on customer loyalty in traditional markets in Bali

6) Satisfaction significantly mediates the effect of service quality on customer loyalty in traditional markets in Bali

7) Satisfaction significantly mediates the effect of product quality on customer loyalty in traditional markets in Bali

3. Methodology

Judging from the form of the problem, this research is associative, which aims to explain the role of service quality and product quality variables on customer satisfaction and their impact on customer loyalty in traditional markets in Bali.

This study uses two independent variables, namely Service Quality (X1) and Product Quality (X2), one mediating variable is Satisfaction (Y1), and one dependent variable is Loyalty (Y2). In detail, the indicators of each research variable are as follows:

Service quality (X1) is the service quality perceived by traditional market customers, which consists of (Parasuraman A., Zeithaml Velarie A., 1985), (Agistia & Nurcaya, 2019):

- X1.1 Market conditions were clean
- X1.2 Merchants were able to respond to customer demand
- X1.3 Merchants are able to create a sense of trust in customers
- X1.4 Merchants pay individual attention
- X1.5 Merchants are able to complete the transaction process quickly.

Product quality (X2) is the quality of products sold in traditional markets. Product quality is measured by four indicators (Suchánek, Richter, & Králová, 2014):

- X2.1 The products offered are varied
- X2.2 The performance of the products offered meet expectations
- X2.3 Attractive product design
- X2.4 The products offered are of good quality

Satisfaction (Y1) is the perception of satisfaction felt by traditional market customers. The indicator of the satisfaction variable is measured by three indicators (Liang, Choi, & Joppe, 2018):

- Y1.1 Satisfied with the service from the merchant
- Y1.2 Satisfied with the product purchased.

Y1.3 Satisfied with transactions in traditional markets.

Loyalty is a loyal attitude shown by traditional market customers. Customer loyalty in this study is measured by three indicators as described below (Agistia & Nurcaya, 2019; Griffin, 2003; Mishra & Koul, 2014):

Y2.1 Perform transactions repeatedly

Y2.2 Referring to others

Y2.3 Likes to be a traditional market customer

This research will be conducted in 4 (four) Regencies and Cities in Bali Province, namely Denpasar, Badung, Gianyar and Tabanan. These four regencies/cities were chosen because their economic growth rates were quite high compared to other regencies.

The population of this research is all traditional market customers in Denpasar, Badung, Gianyar and Tabanan. The number of samples used in this study were 100 respondents because they had met the requirements to be used as an estimation model. In taking samples in this study, the Non Probability Sampling technique was used, namely a sampling technique that did not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling technique in question is purposive sampling, which is a sampling technique with certain criteria.

Data analysis in this study used the Partial Least Square (PLS) approach. PLS is a component or variant-based Structural Equation Modeling (SEM) equation model. PLS analysis is almost the same as regression analysis but more than that, it simultaneously combines the relationship between latent variables and simultaneously measures the relationship between latent variables and their indicators. If the structural model to be analyzed meets the recursive model and the latent variable has formative, reflective or mixed indicators, the most appropriate approach is PLS.

4. Results

The research instrument in the form of a questionnaire was used to collect research data. The instrument used in the study must meet the requirements of passing the validity test, namely the test used to measure the ability of an instrument to measure what it should measure. The research instrument is declared valid if it has a correlation coefficient between the statement items and the total score in the instrument is greater than 0.300 with an Alpha error rate of 0.05. The results of the analysis show that the research instrument is

valid because it has a correlation coefficient value above 0.3 with a significance below 0.05. Likewise, the instrument has met the reliable criteria because the Cronbach Alpha value is above 0.6.

4.1. Assessing the outer model or measurement model

Measurement model assessment is done by testing the validity of the model. This test was conducted before discussing hypothesis testing. PLS has two criteria to assess the outer model, namely convergent validity and discriminant validity. Convergent validity is measured based on average variance extracted (AVE) and composite reliability (Ghozali, 2008). The use of data analysis techniques using Smart PLS, the outer model is assessed by looking at the convergent validity (the magnitude of the loading factor for each construct). This study uses the minimum loading factor limit of 0.5.

Table 1. Outer loadings

Indicator	Satisfaction	Product_quality	Service_quality	Loyalty
x1.1		0.882		
x1.2		0.929		
x1.3		0.884		
x1.4		0.929		
x1.5		0.894		
x2.1			0.793	
x2.2			0.731	
x2.3			0.829	
x2.4			0.714	
y1.1	0.942			
y1.2	0.815			
y1.3	0.904			
y2.1				0.872
y2.2				0.817
y2.3				0.857

Source: Data analyzed

The processing results as shown in 1 which shows that the value of the outer model has met the convergent validity criteria where all indicators have a loading factor above 0.50. It can be concluded that the construct has good convergent validity.

4.2. Discriminant validity

Discriminant validity of the measurement model with reflective indicators is assessed based on crossloading. measurement with the construct. If the crossloading value of an indicator has the largest value in the construct it reflects, then the indicator is declared valid as a reflection of the construct.

Table 2. Cross loadings

Indicator	Satisfaction	Product_quality	Service_quality	Loyalty
x1.1	0.661	0.882	0.302	0.653
x1.2	0.725	0.929	0.327	0.699
x1.3	0.587	0.884	0.410	0.571
x1.4	0.703	0.929	0.338	0.703
x1.5	0.603	0.894	0.401	0.586
x2.1	0.489	0.265	0.793	0.452
x2.2	0.440	0.342	0.731	0.489
x2.3	0.411	0.287	0.829	0.454
x2.4	0.472	0.299	0.714	0.498
y1.1	0.942	0.689	0.565	0.779
y1.2	0.815	0.581	0.485	0.691
y1.3	0.904	0.671	0.529	0.734
y2.1	0.751	0.706	0.511	0.872
y2.2	0.580	0.531	0.468	0.817
y2.3	0.756	0.571	0.591	0.857

Source: Data analyzed

The data in Table 2 explains that the cross loading value indicates a good discriminant validity. This can be seen from the crossloading indicator value to the construct (loading factor) which is higher than the crossloading indicator value with other constructs.

4.3. Model reliability test

The reliability of a construct can be assessed from composite reliability which serves to measure internal consistency whose value must be above 0.60 and compare the AVE root with correlations between constructs with a value that must be above 0.50 (Ghozali, 2008).

Table 3. Composite reliability value

Construct	Composite Reliability
Satisfaction	0.918
Product_quality	0.957
Service_quality	0.852
Loyalty	0.886

Source: Data analyzed

Table 4. Correlation between latent variables

	Satisfaction	Product_quality	Service_quality	Loyalty
Satisfaction	1.000	0.730	0.593	0.828
Product_Quality	0.730	1.000	0.390	0.715
Service_Quality	0.593	0.390	1.000	0.619
Loyalty	0.828	0.715	0.619	1.000

Source: Data analyzed

4.4. Structural model testing (inner model)

The inner model describes the relationship between latent variables based on substantive theory. In assessing the model with PLS, it begins by looking at the R-squares for each dependent latent variable. The results of the inner model test can see the relationship between constructs by comparing the significance value and R-square of the research model (Ghozali, 2008).

Table 5. Value of R square

Construct	R Square	R Square Adjusted
Satisfaction	0.645	0.637
Loyalty	0.741	0.733

Source: Data analyzed

Based on the analysis in Table 5, the R-square value of the satisfaction variable is 0.645. These results can indicate that 64.50% of the variability of the satisfaction construct is explained by the variables of product quality and service quality, while 35.50% is explained by variables outside the model. Likewise, the R Square value of the loyalty construct of 0.741 means that 74.10% of changes in customer loyalty are caused by changes in product quality, service quality, and satisfaction, while 25.90% changes in loyalty are caused by variables outside the model.

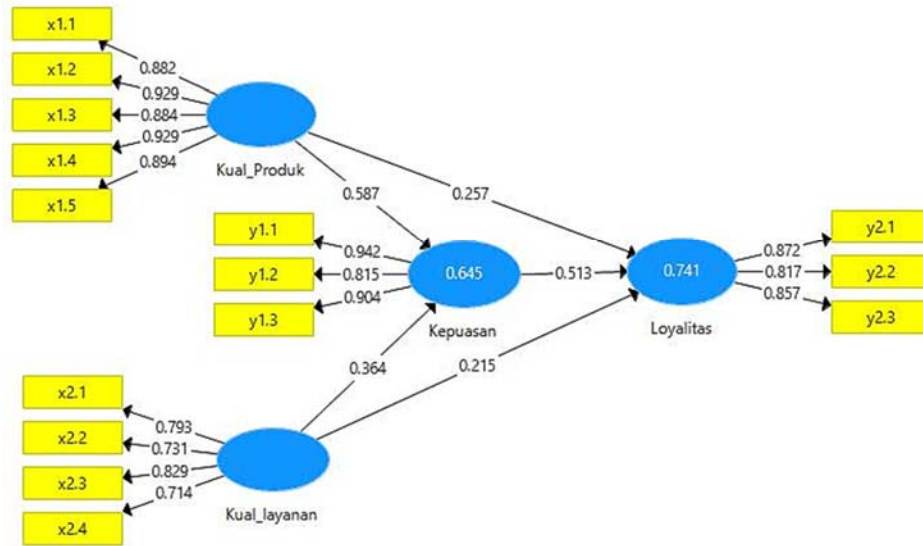


Figure 2. Antecedent diagram of satisfaction and its impact on community loyalty in traditional markets

Source: Data analyzed

The structural model is called the reflexive model. The covariance of indicator measurement describes the variation of the unidimensional construct represented by an ellipse with several arrows from construct to indicator. This model hypothesizes that changes in latent constructs will affect changes in indicators.

Figure 4.1 shows that there are 2 (two) exogenous constructs, namely product quality and service quality. In addition, there are 2 (two) endogenous constructs, namely satisfaction and loyalty. Each construct has its own indicators.

4.5. Hypothesis test

Hypothesis testing on the direct effect of service quality and product quality on satisfaction and loyalty is presented in Table 6.

Table 6. Results of direct effect and p value

Relationship between Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Satisfaction -> Loyalty	0.513	0.505	0.103	4.956	0.000
Product_Quality -> Satisfaction	0.587	0.587	0.079	7.454	0.000
Product_Quality -> Loyalty	0.257	0.259	0.092	2.806	0.005
Service_Quality -> Satisfaction	0.364	0.364	0.083	4.382	0.000
Service_Quality -> Loyalty	0.215	0.221	0.073	2.963	0.003

Source: Data analyzed

Hypothesis testing in the PLS method is carried out by using a simulation of each hypothesized relationship. PLS tested the hypothesis using the bootstrap method on the sample. The bootstrap method also aims to minimize the problem of abnormality in the research data used. In this study, the Alpha value was set at 5%. Table 4.13 shows that there are five (5) relationships and all of them have a p value below 0.05 so it can be concluded that all direct relationships have a significant effect.

(1) Testing hypothesis 1 (Effect of Service Quality on Satisfaction)

The results of testing the first hypothesis indicate that Service Quality has a significant positive effect on satisfaction. This is indicated by the estimated coefficient value of 0.364 with a P value of 0.000. The higher the quality of services served in traditional markets, the satisfaction of people visiting traditional markets will also be higher. The results of testing this hypothesis indicate that Hypothesis 1 is accepted.

(2) Testing hypothesis 2 (Effect of product quality on satisfaction)

The results of testing the second hypothesis indicate that product quality has a significant positive effect on satisfaction. This is indicated by the estimated coefficient value of 0.587 with a P value of 0.000. The better the quality of the products sold in traditional markets, the higher the satisfaction of people visiting traditional markets. The results of testing this hypothesis indicate that Hypothesis 2 is accepted.

(3) Testing hypothesis 3 (Effect of Service Quality on loyalty)

The results of testing the third hypothesis indicate that service quality has a significant positive effect on loyalty. This is indicated by the estimated coefficient value of 0.215 with a P value of 0.003. The better the quality of service received, the higher the customer loyalty of traditional market visitors. The results of testing this hypothesis indicate that Hypothesis 3 is accepted.

(4) Testing hypothesis 4 (Effect of product quality on loyalty)

The results of testing the fourth hypothesis indicate that product quality has a significant positive effect on community loyalty to traditional market customers. This is indicated by the path coefficient of 0.257 with a p value of 0.005. The better the quality of service, the loyalty of traditional market customers will also increase. The results of testing this hypothesis indicate that Hypothesis 4 is accepted.

(5) Testing Hypothesis 5 (Effect of Satisfaction on Loyalty)

The results of the analysis show that there is a significant positive effect of the satisfaction variable on traditional market customer loyalty. The path coefficient on the relationship between satisfaction and loyalty variables is 0.513 with a p value of 0.000. The higher the traditional market customer satisfaction, the higher the traditional market customer loyalty. The results of testing this hypothesis indicate that Hypothesis 5 is accepted.

Hypothesis testing about the indirect effect of service quality variables on loyalty through satisfaction, and also the indirect effect of product quality variables on loyalty through satisfaction are presented in Table 7.

Table 7. Indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product_Quality -> Satisfaction -> Loyalty	0.301	0.295	0.064	4.728	0.000
Service_Quality -> Satisfaction -> Loyalty	0.187	0.186	0.063	2.952	0.003

Source: Appendix 4

(6) Testing hypothesis 6 (Effect of service quality on loyalty through satisfaction)

Table 4.14 shows that the satisfaction variable significantly mediates the effect of service quality on loyalty. This is indicated by the indirect coefficient of 0.187 with a p value of 0.003. Good service quality will build high satisfaction and have an impact on increasing loyalty.

(7) Testing hypothesis 7 (Effect of product quality on loyalty through satisfaction)

The results of the analysis in Table 4.14 show that the satisfaction variable significantly mediates the effect of product quality on loyalty. This is indicated by an indirect coefficient of 0.301 with a p value of 0.000. Good product quality will build high customer satisfaction and have an impact on increasing loyalty.

Based on the path coefficient of direct effect and indirect effect, the total effect can be determined. The total influence value is presented in Table 8.

Table 8. Total effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Satisfaction -> Loyalty	0.513	0.505	0.103	4.956	0.000
Product_Quality -> Satisfaction	0.587	0.587	0.079	7.454	0.000
Product_Quality -> Loyalty	0.558	0.554	0.071	7.887	0.000
Service_Quality -> Satisfaction	0.364	0.364	0.083	4.382	0.000
Service_Quality -> Loyalty	0.402	0.407	0.075	5.358	0.000

Source: Appendix 4

Table 8 shows that the total effect value is the sum of the direct effect values with the indirect effect values. The results of the total effect show that all relationships have a significant effect because the p value of each relationship is smaller than 0.05.

The conclusion of the analysis that has been carried out is as follows:

- a) Good service quality can significantly increase Traditional Market Customer Satisfaction
- b) Good product quality can significantly increase Traditional Market Customer Satisfaction

- c) Good service quality can significantly increase customer loyalty in Traditional Markets
- d) Good product quality can significantly increase customer loyalty in Traditional Markets
- e) Satisfaction can significantly increase customer loyalty in Traditional Markets
- f) Satisfaction significantly mediates the effect of service quality on customer loyalty in Traditional Markets
- g) Satisfaction significantly mediates the effect of product quality on customer loyalty in Traditional Markets

Strategic Implications for Research Results

The strategic implications that can be made to build satisfaction that have an impact on customer loyalty are:

- a) Improving the quality of traditional market services to traditional market customer satisfaction such as maintaining market cleanliness.
- b) Selling products that have good product quality. So far, the public's impression of the quality of products sold in traditional markets is still low.

5. Discussion

Traditional market customers will give high confidence in the existence of traditional markets if they get good service. Good service quality illustrates that what is done by traditional markets in providing services is in accordance with what is expected by customers. Quality of service is reflected in clean market conditions, traders are able to respond to customer requests, traders are able to foster a sense of trust in customers, traders give individual attention, and traders are able to complete the transaction process quickly. The quality of service received by traditional market customers is able to grow traditional market customer satisfaction (Akbar & Parvez, 2009; Baumann, Hoadley, Hamin, & Nugraha, 2017; Lomi & Kerti Yasa, 2015; Nurcaya, 2018; Permatasari & Nurcaya, 2014; Reynard Ollie & Nurcaya, 2016).

Traditional market customer satisfaction can also be built by improving the quality of products sold in traditional markets. People generally give less value to the quality of products sold in traditional markets. In this study, the quality of products sold in traditional markets is considered good and has been proven to significantly increase customer satisfaction in traditional markets (Indra Wiguna & Nurcaya, 2014; Suchánek et al., 2014).

Building customer loyalty Traditional markets aim to build good relationships with traditional market customers and take value from these good relationships. The loyalty of traditional market customers will have an impact on the increasing number of people who will become traditional market customers. This happens because loyal customers will inform their families or other residents to join in becoming traditional market customers. The increasing frequency of shopping is also the impact of customer loyalty (Bügel, Verhoef, & Buunk, 2011; Kaura, Prasad, & Sharma, 2015; Kingshott, Sharma, & Chung, 2018; Olii & Nurcaya, 2016).

6. Further Study

This research certainly has limitations. This study only takes samples in the Bali area so it cannot describe the situation as a whole. This study only examines 4 variables so it is possible to add other research variables such as WOM, Perceived Value, etc.

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