



The Effect of Reputation, Facilities, and Price Risk on Consumer Decisions to Use Vehicle Repair Services

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ABSTRACT

The automotive industry in Indonesia is becoming increasingly competitive, particularly in after-sales services such as vehicle body repair. This study aims to analyze the impact of Reputation, facilities, and price on consumer decisions when choosing body repair services at PT. Astra International Daihatsu Tbk. Using a descriptive survey method, data was collected from consumers who had used the body repair services at the official workshop. The findings show that both Reputation and facilities significantly influence consumer decisions, although price remains the dominant factor. The majority of consumers feel that the price charged is not aligned with the quality of service received, and the facilities provided by the workshop are still considered inadequate. However, Reputation is acknowledged by a small portion of consumers, indicating the need for improvements in brand image and service quality. This study suggests that PT. Astra Daihatsu should improve its service facilities and pricing to remain competitive, as well as enhance the workshop's reputation to increase consumer satisfaction and loyalty.

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INTRODUCTION

The Indonesian automotive industry has experienced significant growth in recent years and faces increasing competition from both official and unofficial vehicle repair brands. After-sales services, particularly vehicle body repairs, have become a critical element in maintaining customer loyalty. Customers today do not only evaluate how quickly and efficiently repairs are done, but they also assess the reputation of the repair shop, the quality of the facilities, and whether the price aligns with the quality of service offered. Reputation plays a vital role in establishing trust, particularly when it reflects positive customer experiences. Price, as an indicator of value for money, also significantly influences the decision-making process. In addition, comprehensive and modern facilities contribute greatly to the convenience and comfort of customers during the repair process, enhancing their overall satisfaction.

Currently, the automotive industry in Indonesia is experiencing rapid expansion, but it also faces certain challenges, including intense competition, pricing issues, and the need for consistent service quality.

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As the largest automotive company in Indonesia, PT Astra International Daihatsu Tbk is striving to maintain its competitive edge through improving its service facilities, managing pricing strategies effectively, and enhancing its brand reputation. According to internal data, the number of consumers using PT Astra Daihatsu's body repair services grew from 700 in 2021 to 1,252 in 2024. However, this growth rate has been slowing down, dropping from 28.5% to just 13.8% over the same period. A pre-survey conducted on 30 respondents revealed that only 13.3% of consumers chose Daihatsu's body repair services over competitors, and only 3.3% expressed the intention to use the service again. This illustrates a clear trend where, despite the increasing number of customers, the company faces difficulties in retaining them due to factors such as competitive pricing and the lack of modern facilities compared to competitors. This study aims to provide insights into the factors influencing customer decisions in using body repair services at PT Astra Daihatsu, focusing on reputation, facilities, and price. By examining these elements, the study will contribute to understanding consumer behavior and offer practical recommendations for PT Astra Daihatsu to improve its service offerings and remain competitive in the market.

According to internal data, the number of consumers increased from 700 in 2021 to 1,252 in 2024. However, the growth rate continued to decline from 28.5% to 13.8%. The results of a pre-survey conducted on 30 people showed that only 13.3% of consumers chose Daihatsu's body repair services after comparing them with other workshops, and only 3.3% stated that they would use them again. Research by Hidayah (2022) entitled "The Effect of Price Perception, Service Quality, and Location on Customer Satisfaction at CK Motor Purbalingga Body Repair Shop" analyzes the impact of price perception, service quality, and location on customer satisfaction at CK Motor Purbalingga Body Repair Shop. Research by Suhardi and Zulkarnaini (2022) in "The Effect of Price, Service Quality, and Facilities on Customer Satisfaction" analyzes the effect of price, service quality, and facilities on customer satisfaction

The results show that these three variables price, service quality, and facilities contribute significantly to customer satisfaction. According to a study by Utama (2018) in "Analysis of the Influence of Service Quality, Price, and Location on Customer Loyalty at the Toyota Setiajaya Parung Car Repair Shop", this study evaluates the influence of service quality, price, and location on customer loyalty at the Toyota Setiajaya Parung Car Repair Shop. The findings reveal that these three variables have a significant effect on customer loyalty. While several studies have explored the influence of service quality, price, and facilities on consumer satisfaction, few have addressed how these factors specifically affect consumer decisions in the context of body repair services in Indonesia's automotive industry.

Despite the importance of service quality, price, and facilities, there remains limited research on how these factors influence consumer decisions to use body repair services at official automotive repair shops like PT Astra Daihatsu. This study aims to fill this gap by analyzing the impact of reputation, facilities, and price on consumer decisions at PT Astra Daihatsu's body repair service. It will provide insights that can assist in improving service quality and customer satisfaction at Daihatsu's service centers.

LITERATURE REVIEW

Consumer Decisions

A purchasing decision is the process of making a decision about a product, where a person considers various options and then decides what to buy (A Muhiban, AL Putri, 2025). Indicators of purchasing decisions include product or service selection, brand selection, and time of purchase (A Parment, P Kotler, G Armstrong, 2021). The decision to purchase services is more difficult because customers cannot directly assess quality before receiving the service.

Reputation

Reputation is the collective understanding of a company's credibility formed through years of experience and communication (Khan et al 2022). A good reputation increases customer trust and loyalty. Business reputation in services often serves as a substitute for physical evidence of quality (P Özkan et al 2020(İskamto et al., 2025, 2025)).

Facilities

Facilities are everything provided by a company that is useful for supporting customer satisfaction (Wibisono & Achsa 2020). The provision of facilities plays an important role in the development of a company. In the future, the perception of quality will be influenced by the physical environment, equipment, waiting room, and service system at the facility (Eliza & Al, 2023; Haidari, 2024; Winata, 2023; Wulansari & Pratama, 2022).

Price

Price is something that is exchanged to obtain goods or services. Price, in particular, is the exchange of money for goods or services (SL Nasution, et al., 2020). Price is an important element attached to a product. Price is the main key for consumers to purchase goods, especially middle to lower class consumers in marketing. Price determination can be a strength to compete in the market. Price indicators include affordability, price-quality alignment, price competitiveness, and price-benefit alignment (Farisi & Siregar, 2020: 148).

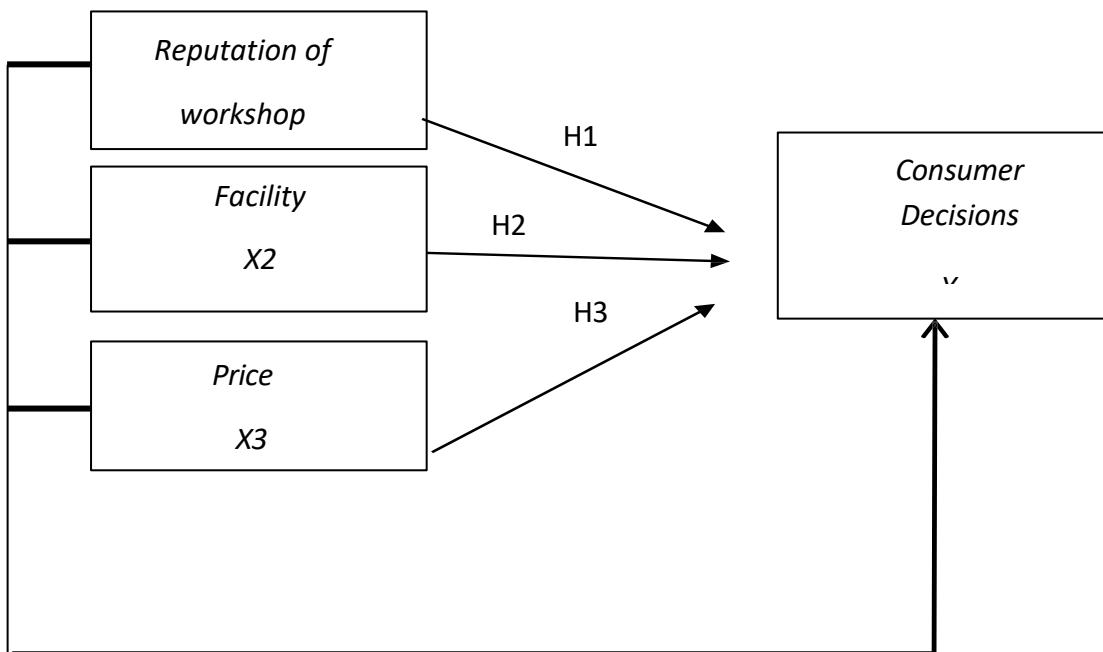


Figure 1. Research Frame.

METHOD

The type of data in this study is quantitative data, which consists of numbers and statistical analysis obtained from questionnaires and will be distributed to respondents regarding the issues under study. The data source used by the researcher is primary data obtained by distributing questionnaires to respondents. Secondary data is sourced from journals or online articles that can be obtained from the internet (İskamto, 2025). The population in this study is all consumers who used the Body Repair services of PT. Astra International Daihatsu Tbk during the period from 2021 to 2024, totaling 3,952.

The sampling technique used in this study was purposive random sampling using the Slovin formula. From the calculation of the above formula, the sample size obtained was 97.55, so the number of samples in this study was 98 respondents. The data collection technique was carried out through the distribution of questionnaires and observation. The validity and reliability tests were conducted using SPSS 25. Data analysis used multiple linear regression analysis, t-test, f-test, and coefficient of determination test to determine the effect of Reputation (X1), facilities (X2), and price (X3) on consumer decisions (Y) in using body repair services at PT Astra Internasional Daihatsu Tbk.

RESULT AND DISCUSSION

a. Validity and Reliability Test Results

Table 1 Results Of Workshop Reputation Validity Test

Validity OF Workshop Brand Reputation Perception (X1)				
Questionnaire Items	PERSON CORRELATION	Signifikan (p-value)	R-Table	Results
Items 1	0.982	0.000	0,361	VALID
Items 2	0.982	0.000	0,361	VALID
Items 3	0.982	0.000	0,361	VALID
Items 4	0.982	0.000	0,361	VALID
Items 5	0.982	0.000	0,361	VALID
Items 6	0.982	0.000	0,361	VALID
Items 7	0,804	0.000	0,361	VALID
Items 8	0,666	0.000	0,361	VALID

Source: Data processed using SPSS 25

Table 2 Results Of Facility Test

Validity Of Facility Perception (X2)				
Questionnaire Items	PERSON CORRELATION	Signifikan (p-value)	R-Table	Results
Items 1	0.807	0.000	0,361	VALID
Items 2	0,781	0.000	0,361	VALID
Items 3	0,781	0.000	0,361	VALID
Items 4	0,807	0.000	0,361	VALID
Items 5	0,782	0.000	0,361	VALID
Items 6	0,807	0.000	0,361	VALID
Items 7	0,781	0.000	0,361	VALID
Items 8	0,782	0.000	0,361	VALID

Source: Data processed using SPSS 25

Table 3 Results Of Price Validity Test

Validity Of Price Perception (X3)				
Questionnaire Items	PERSON CORRELATION	Signifikan (p-value)	R-Table	Results
Items 1	0.860	0.000	0,361	VALID
Items 2	0.884	0.000	0,361	VALID

Items 3	0.860	0.000	0,361	VALID
Items 4	0.884	0.000	0,361	VALID
Items 5	0.860	0.000	0,361	VALID
Items 6	0.884	0.000	0,361	VALID
Items 7	0.860	0.000	0,361	VALID
Items 8	0.884	0.000	0,361	VALID

Source: Data processed using SPSS 25

Table 4 Results Of Cunsumer Decision Validity

Validity Of Consumer Decision Perception (Y)				
Questionnaire Items	PERSON CORRELATION	Signifikan (p-value)	R-Table	Results
Items 1	0.989	0.000	0,361	VALID
Items 2	0.989	0.000	0,361	VALID
Items 3	0.989	0.000	0,361	VALID
Items 4	0.989	0.000	0,361	VALID
Items 5	0.653	0.000	0,361	VALID
Items 6	0.989	0.000	0,361	VALID

Source: Data processed using SPSS 25

Based on the validity test above, it can be seen that the t-values for all questionnaire items are greater than the R Table value of 0.361. Therefore, it can be concluded that all items are valid.

Table 5 Reliability Test Results

Reability Test				
NO	Variabel	Cronbach's Alpa	R-table	Criteria
1	Reputation	0.975	0.60	RELIABEL
2	Facility	0.914	0.60	RELIABEL
3	Price	0.955	0.60	RELIABEL
4	Consumer Decisions	0.971	0.60	RELIABEL

Source: Data processed using SPSS 25

Based on the reliability test above, it can be seen that the Cronbach's Alpha values for all variables are greater than 0.60, indicating that all questionnaire items are reliable with a high level of reliability.

b. Normality Test Results

c.

Table 6: Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.62941969

Most Extreme Differences	Absolute	.047
	Positive	.034
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed using SPSS 25

Based on the normality test table above, it is known that the significance value is $0.200 > 0.05$. Therefore, it can be concluded that the residual values are normally distributed. Thus, the assumption and statement of normality in the regression model have been met.

d. Multiple Linear Regression Test Results

This multiple linear regression analysis was conducted to determine the extent of influence between the variables of Reputation (X1), Facilities (X2) and Price (X3), and the variable of Consumer Decision (Y). To obtain more accurate results, the researcher used SPSS (Statistic Product and Service Solution) version 25 from the coefficient table, with the following output results:

Table 7 Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.806	2.772		.1.734 .086
	Reputation	.263	.086	.316	3.061 .003
	Facilities	-.078	.095	-.083	-.821 .414
	Price	.423	.076	.492	5.565 .000

a. Dependent Variable: Consumer Decisions

Source: processed SPSS 25

Based on the results of the data processing, as shown in Table 1 (Multiple Linear Regression Test Results), the unstandardized coefficients column yielded the following multiple linear regression equation:

$$Y = 4.806 + 0.263 X_1 - 0.078 X_2 + 0.423 X_3 + \varepsilon$$

This equation can be described as follows. The constant (intercept) in the regression model is 4.806. This indicates the base value of consumer decisions if all independent variables (reputation, facilities, and price) are considered to have no effect (zero value). In other words, if there is no influence from these variables, consumer decisions are predicted to be at the level of 4.806. This can be considered the base value or starting point for consumer decisions. The influence of Reputation (X1) on consumer decisions: Each one-unit change in Reputation (X1) will result in an increase in consumer decisions by 0.263 units,

assuming that the Facilities (X2) and Price (X3) remain constant. This shows that the better the reputation, the more likely consumers are to choose to use body repair services at PT. Astra Daihatsu. Thus, consumer decision value increases with an increase in reputation.

The effect of Body Repair Facilities (X2) on consumer decisions: Each one-unit change in BodyRepair Facilities (X2) will result in a decrease in consumer decision by -0.078 units, assuming that the variables Reputation (X1) and Price (X3) remain constant. This result shows that even though the facilities are available, their effect on consumer decision tends to be negative or decreasing. The effect of Price (X3) on consumer decisions: Each one-unit change in Price (X3) will result in an increase in consumer decision by 0.423 units, assuming that the variables Reputation (X1) and Facilities (X2) remain constant. This shows that prices that are more affordable and align with consumer expectations will increase consumer decisions to use body repair services

e. T-Test Results

The t-test basically aims to show how far the influence of one independent variable individually explains the dependent variable. With the help of the Statistical Package for Social Sciences (SPSS 2500) computer program, the test was conducted using a significance level of 0.05 ($\alpha = 5\%$).

Table 8 T-Test

Model		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error				Zero-order	Partial	Part
1	(Constant)	4.806	2.772		1.74	.086			
	Reputation	.263	.086	.316	3.061	.003	.477	.301	.241
	Facilities	-.078	.095	-.083	-.821	.414	.301	-.084	-.065
	Price	.423	.076	.492	5.565	.000	.596	.498	.437

a. Dependent Variable: Consumer Decisions

Source: processed SPSS 25

The testing criteria are as follows:

- H_0 is rejected if $T_{table} 1.986 \geq T_{count}$ and $T_{count} \leq 1.986$.
- H_a is accepted if $T_{table} 1.986 \leq T_{count}$ and $T_{count} \geq 1.986$.

Based on the test results shown in Table 1 (Multiple Linear Regression Test Results), the t-count for the Reputation variable is 3.061. For a 5% error rate, a two-tailed test, and degrees of freedom (df) = (98-4=94), the t-table value is 1.986. In this case, the t-count (3.061) is greater than the t-table value (1.986), and the p-value (Sig.) is 0.003, which is less than the significance level ($\alpha = 0.05$). Therefore, it can be concluded that Reputation has a positive and significant effect on consumer decisions at PT Astra International Daihatsu Tbk.

For the Facilities variable, the t-test results show a t-value of -0.821. Using the same 5% error rate, the t-table value is 1.986, and the t-count (-0.821) is smaller than the t-table value. The p-value for this test is 0.414, which is greater than the significance level of 0.05. Consequently,

it can be concluded that Facilities do not have a significant effect on consumer decisions at PT Astra International Daihatsu Tbk.

For the Price variable, the t-test results show a t-value of 5.565. With the 5% error rate and two-tailed test, the t-table value remains 1.986. The t-count (5.565) is greater than the t-table value (1.986), and the p-value is 0.000, which is less than the significance level ($\alpha = 0.05$). As a result, it can be concluded that Price has a positive and significant effect on consumer decisions at PT Astra International Daihatsu Tbk.

f. F-Test Results

An F-test (simultaneous) was conducted to determine whether the independent variables collectively had a significant effect on the dependent variable and to test the second hypothesis. This test was conducted using a significance level of 0.05 ($\alpha = 5\%$).

Table 9 F-Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	484.459	3	161.486	22.635	.000b
	Residual	670.643	94	7.135		
	Total	1155.102	97			
a. Dependent Variable: Consumer Decisions						
b. Predictors: (Constant), Harga, Fasilita, Reputasi						

Source: processed SPSS 25

Based on the results of the F-test in Table 9, conducted through multiple linear regression analysis, an F-count value of 22.635 with a significance value of 0.000 was obtained. Meanwhile, based on the F distribution at a significance level of 5% ($\alpha = 0.05$) with degrees of freedom (df) numerator = 3 and denominator = 94, the F-table value obtained is 2.701. When compared, the F-count value of 22.635 is greater than the F-table value (2.701), and the significance value of 0.000 is less than 0.05. Therefore, according to the testing criteria, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This indicates that Reputation, Facilities, and Price have a significant effect on consumer decisions at PT Astra International Daihatsu Tbk.

g. Determination Test Results (R-Square)

This coefficient of determination is used to measure the extent to which the independent variables explain the dependent variable. The coefficient of determination value is determined by the R square value as shown in the following table:

Table 10
Determination Test Results (R-Square)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.648a	.419	.401	2.67105	
a. Predictors: (Constant), Price, Facilities, Reputation					
b. Dependent Variable: Consumer Decisions					

Source: processed SPSS 25

Based on the R Square value of 0.419 shown in Table 10 (Determination Test Results), it can be interpreted that the variables Reputation, Facilities, and Price simultaneously explain 41.9% of the variation in consumer decisions when choosing Body Repair services at PT. Astra International Daihatsu Tbk. Meanwhile, the Adjusted R Square value of 0.401 indicates that if this model is applied to a larger population, the model's ability to explain the variation in consumer decisions remains quite good and stable. This positive Adjusted R Square value suggests that the regression model used is appropriate and that the predictors contribute significantly to the consumer decision variable.

DISCUSSION

a. The Influence of Reputation on Consumer Decisions

The regression analysis results show that Reputation (X_1) has a positive influence on consumer decisions. Every one-unit increase in Reputation will cause a 0.263-unit increase in consumer decisions. This value indicates that the better the workshop's reputation, the more likely consumers are to decide to use body repair services. Based on the data collected, the Reputation value ranges from 3.80 (minimum) to 4.10 (maximum). This illustrates that even though there are consumers who feel dissatisfied or distrustful of the workshop's reputation, most consumers consider a good reputation to be very influential in the decision-making process. Overall, this study shows that Reputation is a variable that positively influences consumer decisions, and the better the workshop's reputation, the more likely consumers are to choose to use the body repair services offered. Therefore, to improve consumer decisions, PT. Astra Daihatsu Tbk needs to continue to improve the quality of their services, increase consumer trust, and strengthen their workshop image through various more effective communication and marketing strategies (Bosco & Moses, 2023; Efdison, 2021).

b. The Effect of Facilities on Consumer Decisions

Body repair facilities at repair shops are one important aspect that can influence consumer decisions. However, the results of this study show that Facilities (X_2) have a negative effect on consumer decisions. Each one-unit change in body repair facilities will result in a decrease in consumer decisions of -0.078 units, assuming that the variables Repair Shop Reputation (X_1) and Price (X_3) remain constant. The minimum value of 3.77 and maximum value of 4.09 for this facility variable indicate that even though workshop facilities exist, their influence on consumer decisions is not as strong as expected. The t-test results show that the t-count for the Facility variable is -0.821, which is smaller than the t-table of 1.986 with a significance value of $0.414 > 0.05$, so H_2 is rejected. This means that facilities do not have a significant effect on consumer decisions at PT Astra International Daihatsu Tbk. The Facilities variable has a regression coefficient value of -0.078, with a t-value of -0.821, and a significance value (Sig.) of 0.414. This significance value is greater than 0.05, so it can be concluded that facilities do not have a significant effect on consumer decisions in choosing Body Repair services.

c. The Effect of Price on Consumer Decisions

This study shows that Price (X_3) has a significant positive effect on consumer decisions. Each one-unit change in price will result in a 0.423 unit increase in consumer decisions, assuming that the variables Reputation (X_1) and Facilities (X_2) remain constant. The minimum value of 3.08 and maximum value of 4.08 indicate that most consumers tend to compare the price of body repair services with the quality received.

CONCLUSIONS

Based on the results of data analysis, multiple linear regression statistical tests, and discussions conducted in the study entitled "The Influence of Reputation, Facilities, and Price on Consumer Decisions in Choosing a Body Repair Workshop at PT Astra International Daihatsu Tbk," the following conclusions can be drawn Reputation has a significant effect on consumer decisions. The t-test results showed that Reputation has a positive and significant effect with a t-value of 3.061 and a significance of $0.003 < 0.05$. This means that the better the reputation of a repair shop, the higher the likelihood that

consumers will choose its body repair services. Reputation reflects credibility, previous positive customer experiences, and trust in service quality, which are all essential factors in consumer decision-making. These findings are consistent with the work of Khan et al. (2022), which highlighted that a strong reputation significantly influences consumer behavior in service industries. Facilities, however, have no significant effect on consumer decisions. The t-test results showed a t-value of -0.821 with a significance value of $0.414 > 0.05$. This suggests that the presence of facilities does not play a major role in consumer decision-making. This could indicate that customers are more focused on the results of vehicle repairs rather than the comfort or completeness of the facilities available. This is in contrast to previous studies by Wibisono & Achsa (2020), which found that facilities directly contribute to customer satisfaction and decision-making. Price has a significant effect on consumer decisions. The t-test for Price showed a t-value of 5.565 with a significance of $0.000 < 0.05$. This means that price significantly influences consumers when choosing body repair services, with affordable and expected prices being major factors in decision-making. Consumers are highly concerned with the economic value of services, as noted by Nasution et al. (2020), who highlighted the importance of price competitiveness in customer decisions.

The simultaneous effect (F test) showed that Reputation, Facilities, and Price together have a significant impact on consumer decisions. The F-test produced a calculated value of 22.635 with a significance of $0.000 < 0.05$. This indicates that these three variables collectively explain consumer decisions in choosing body repair services. The regression model used in this study is therefore appropriate for explaining the relationship between the independent variables and consumer decisions.

RECOMMENDATIONS

Based on the results of the research and conclusions above, it is clear that companies need to continue to maintain and improve the image and reputation of their workshops through consistent service, technician professionalism, and high-quality work. Customer trust must be continuously built through good communication, quality assurance, and quick and effective handling of complaints. Price has been proven to be a major factor in consumer decision-making. Therefore, management needs to maintain competitive prices and ensure that consumers feel that the price they pay is commensurate with the results and quality of service they receive. Consumers are advised to consider reputation and price as the basis for choosing a body repair shop, while still paying attention to safety, quality of workmanship, and after-sales service guarantees in order to obtain the best service value. For future researchers, it is recommended to expand the research variables by adding other factors such as service quality, customer satisfaction, service speed, and promotions, in order to better explain the variation in consumer decisions. Additionally, conducting research in several branches or other cities will strengthen the generalization of the research results.

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