

# The Influence of Samsung Smartphone Quality on Consumer Purchase Decisions

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## ABSTRACT

The purpose of this study was to determine the effect of product quality on purchasing decisions for Samsung smartphones. The research method used is quantitative research. The sampling technique used incidental sampling, with samples taken using the Slovin formula as many as 89 people. Findings Based on the partial test (test) it is known that there is a significant and positive influence between the product quality variables on purchasing decisions. It was also found that product quality contributed 51.6% to purchasing decisions while 48.4% was determined by other variables not included in this study.

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## INTRODUCTION

The development of information and communication technology is very fast, as a result of globalization. One of the information and communication technology devices that are experiencing rapid development is a cellular phone. With the development of increasingly sophisticated technology, people need a communication medium that is able to absorb the flow of communication quickly and precisely. Telephone communication tools are communication tools used to convey voice messages (especially messages in the form of conversations). Most telephones operate by transmitting electrical signals within the telephone network, allowing telephone users to communicate with other users (Iskamto, 2014).

*Smartphone* which can be interpreted as a smart hand phone, is an electronic communication device that has the same basic capabilities as conventional fixed line telephones (wired telephones), but can be carried everywhere (portable, mobile) and does not need to be connected to a network. telephone using a cable (wireless, wireless). So that we can communicate from anywhere, as long as there is a signal network for the cellphones we use.

The rapid development of telecommunication facilities, in line with the needs of the community, opens up opportunities for companies to produce mobile phones that suit the needs of the community. Great opportunities make companies compete more competitively to win the competition by knowing, observing, and being able to find out what consumers need and want. Currently, the role of smartphone phones has become a primary daily need. People can't be separated from cellphones, because almost everyone has a cellphone, from the rich to the poor, from children to adults. The Indonesia Data Center research institute revealed data on smartphone sales in Indonesia.

Intense competition between manufacturers of mobile phones or smartphones makes Samsung required to be able to anticipate changes and be sensitive to the needs of society to be able to compete in this high competition situation. Thus, we need products that have the best quality and prices that match the quality to be used as the basis for making consumer repurchase decisions. Quality is the advantage possessed by the product. Quality in the view of consumers is something that has its own scope that is different from quality in the view of producers when issuing a product which is usually known as actual quality (Harwina, 2021; Iskanto, 2020, 2021).

According to Assauri (2011: 183), products are goods or services produced to be used by consumers to meet needs and provide satisfaction. A product is anything that can be offered in the market to get attention, demand, use or consumption that can satisfy a consumer's desire or need. Various efforts were taken by the company to produce quality products, among others, by implementing strict controls on every process from the preparation of raw materials to storage of finished products. In addition, price is also an important component of a product, because it will affect producer profits (Herman, 2022; Htet, 2021; Iskanto & Karim, 2021; Masyhuri, 2022).

The purchase decision is one of the stages in the buying decision process before post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternative choices so that at this stage consumers will take action to decide to buy products based on the choices specified.

According to Buchari Alma (2013: 96) suggests that purchasing decisions are as follows: "The purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. . So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

Purchase decisions made by customers involve customer confidence in a product so that they feel confident about the correctness of the actions taken. The customer's confidence in the purchase decision he made represents the extent to which the customer has confidence in his decision to choose a product. PT. Accentuates Samsung's focus on technology led to the creation of two research and development (R&D) institutes that helped expand its reach even further into telecommunications, electronics, semiconductors, optics, and new areas of technological innovation from nanotechnology to advanced network architecture.

On May 10, 2004, PT. Accentuates Samsung opened the Samsung Experience Store in Pekanbaru, which is a gadget store that sells Samsung brand smartphones called JUSTONE PONSEL, with the increasing need for smartphones causing competition between smartphone companies to compete to release advanced Android-based features and applications to be able to compete with other smartphones.

The following is Price table for Samsung products offered on Justone Mobile in 2021:

**Table 1**  
**Prices of Samsung Products Offered in Justone Mobile in 2021**

No	Brand	price
1	Galaxy A72	Rp. 6,399,000
2	Galaxy A52	Rp. 5,399,000
3	Galaxy A32	Rp. 3,799,000
4	Galaxy A21s	Rp. 3,099,000
5	Galaxy A12	Rp. 2,799,000
6	Galaxy A02s	Rp. 1,999,000
7	Galaxy A02	Rp. 1,499,000
8	Galaxy A11	Rp. 1,799,000
9	Galaxy A01	Rp. 1,249,000
10	Galaxy A01s	Rp. 1,399,000
11	Galaxy A01 Core	Rp. 1,149,000

Source: Justone Mobile, 2022

Based on the price table above, the price offered by Samsung is still relatively expensive with product specifications that are still relatively standard Android which may result in a purchase decision by consumers who will reconsider making a purchase decision on a Samsung smartphone.

The results of interviews with several people, they said that the price of Samsung Smartphones is quite expensive, the features offered by Samsung Smartphones are not yet sophisticated, even though Samsung has many outlets but the outlets are not always crowded, so the benefits of Samsung outlets are less effective. Samsung smartphones have little RAM or internal memory. The public also considers that the price offered by Samsung Smartphones is still quite expensive, when compared to the quality of the products offered, such as batteries that are still problematic, internal memory space is smaller and fills up quickly due to Samsung's default applications.

The following is a table of Samsung Smartphone sales from 2017-2021

**Table 2: Number of Consumers**

Year	QTY/Unit	Percentage
2017	780	-
2018	900	15.4%
2019	864	-4%
2020	820	-5.0%
2021	815	-0.6%

*Source: Justone Mobile, 2022*

In the table above, it can be concluded that sales of Samsung smartphones fluctuated from year to year. This is due to the decrease in purchasing decisions for Samsung smartphones which may be due to the fact that the quality of Samsung's products is still not maximized and the price of Samsung Smartphones is still relatively expensive.

The following is Comparison of Samsung products with other products at a similar price can be seen in table 3 below:

**Table 3: Comparison of Samsung Products with Other Products**

Samsung (Rp. 2,699,000)	Other products
<ol style="list-style-type: none"> <li>1. <i>BodyDimensions</i> - 104x75.8x8.9mm (6.46x2.98x 0.35in) - 6.5inch PLS IPS Hot+InfiniteV</li> <li>2. <i>Platforms</i> - OS: Android 10, Upgrade to Android 11 - Chipset: Mediatek MT 6765</li> <li>3. <i>Memory</i> - Ram 6/128gb Up to 1TB</li> <li>4. <i>Play Camera</i> - 48mp + 5mp + 2mp + 2mp</li> <li>5. <i>Selfie Camera</i> - 8mp</li> <li>6. <i>battery</i> - 5000mah</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>BodyDimensions</i> - 163.6x75.7x8.5mm (6.44x2.98x 0.33in) - 6.5inch IPS+0 display</li> <li>2. <i>Platforms</i> - OS: Android 10 - Chipset: Mediatek MT 6765</li> <li>3. <i>Memory</i> - Ram 4/128gb Up to 256 TB</li> <li>4. <i>Play Camera</i> - 13mp + 2mp + 2mp</li> <li>5. <i>Selfie Camera</i> - 16mp</li> <li>6. <i>battery</i> - 5000mah</li> </ol>

*Source: Justone phone shop,, 2022*

From the table above, it is explained that at the same price, Samsung products have higher specifications. And other advantages of Samsung are:

For Samsung middle type above.

1. The average 6.5-inch screen is equipped with an Infinity V display
2. The battery is equipped with 5000 Mah and Type C
3. Main Camera Average 13 MP
4. The natural camera on samsung
5. Additional Camera Average 2 MP



6. For a medium price, almost all of the Samsung designs are the same that use Polycarbonate and Matte materials
7. Processor in the middle type samsung is still low
8. For the menu Always the same there is no difference
9. Has its own additional applications that other brands don't have
10. Samsung Gift Indonesia (SGI) is used for taking gifts and promo promos
11. samsunh Smart switch application that is used to transfer all data from old cellphones to new cellphones
12. Samsung Member Application that is used for 24-hour online service center, where consumers can ask about the cellphone online and for free
13. Bixby An application that helps consumers in their daily life
14. Samsung pass is an application that makes it easy for consumers to enter all applications that use a password with just one password registration
15. Samsung Max is a network booster application that is owned by samsung
16. Samsung Health is an application that is used to find out the health of the body

From this phenomenon and based on previous research, it indicates that there is a research gap between the two independent variables, product quality and purchasing decisions, as follows: Arya Prasetyo Nugroho. 2010. With the title: The Effect of Product Quality on Purchase Decisions (Study on Frestea Consumers in Yogyakarta Municipality). The results showed that product quality had a significant and significant effect on purchasing decisions for Fresteadi tea, Yogyakarta Municipality. Arfiani Bahar and Herman Sjaharuddin. 2012 with the title: The Effect of Product Quality on Purchase Decisions at McDonald's Alauddin. The results showed that product quality had a significant and significant effect on consumer satisfaction at McDonald's Alauddin. Edo Praditya Denniswara. 2010. With the title: The Effect of Product Quality on My Ideas Product Purchase Decisions. Based on the problems found above, the researchers get a picture that product quality has an influence on purchasing decisions.

## LITERATURE REVIEW

### Product quality

According to Kotler translated by Teguh and Rusly (2014: 67) that "Product quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs." According to Kotler and Armstrong (2012: 283) "Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes". Product quality is an understanding that the product is an opportunity offered by the seller has more selling value that is not owned by competing products. Therefore, companies try to focus on product quality and compare them with products offered by competing companies (Alhabeeb, 2007; Iskanto, 2020; Karim, 2021).

By looking at the definition above, it can be concluded that product quality is an attempt to meet or exceed customer expectations, where a product has quality that is in accordance with predetermined standards, and quality is an ever-changing condition because consumer tastes or expectations for a product are always changing. changed (Bandyopadhyay & Martell, 2007; Yulihardi et al., 2022).

### Product Quality Indicators.

According to Kotler and Keller translated by Bob Sabran (2012: 8-10) product quality has the following indicators:

1. form (form)  
Shape The product may include the size, shape, or physical structure of the product.
2. Features (features)  
Product features that complement the basic functions of a product.
3. Customization

Marketers can differentiate product by adapting the product to individual desires.

4. Performance Quality

Which level characteristics main product operates. Quality becomes an increasingly important dimension for differentiation when companies adopt a value model and deliver higher quality for less money.

5. Conformance Quality

Which level all the units produced are identical and meet the promised specifications.

6. Durability

Is a measure of the product's expected operating life under normal or stressful conditions, is a valuable attribute for certain products.

7. Reliability (Reliability)

Size the probability that the product will not malfunction or fail within a specified period of time.

8. Ease of Repair (Repairability)

Is a measure of the ease with which a product can be repaired when the product malfunctions or fails.

9. Style (Style)

Describe appearance and taste of the product to the buyer.

2. Design (Design)

Is the totality of features that affect the look, feel, and function of a product based on customer requirements.

Based on the explanation above, the quality of a product can be measured through these 10 (ten) indicators. Each producer can combine some of these indicators in a product innovation so that it has more value compared to products from other competitors.

### Buying decision

Setiadi (2010:331) defines a decision that involves a choice between two or more alternative actions or behaviors. Decisions always require a choice between different behaviors. A consumer who wants to make a choice, then he must choose an alternative choice. If the consumer does not choose an alternative option, then it is not a situation where the consumer makes a decision. According to Kotler and Armstrong (2012:157), "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption", this understanding can be interpreted that purchasing decision behavior refers to the final buying behavior of consumers. consumers, both individuals and households who buy goods and services for personal consumption.

### Purchase Decision Indicator

According to Kotler and Keller in the journal Anshori (2018:41) there are several dimensions that affect customer loyalty:

1. *Repeat Purchase* namely loyalty to product purchases.
2. *Retention* namely resistance to negative influences on the company.
3. *Referrals* which refers to the total existence of the company.

### RESEARCH METHODOLOGY

To focus more on research activities and obtain data needed in future research. So the author took the research location at Jutsone Celluler which is located on Jl. HR. Soebrantas Panam number 108 Pekanbaru. The sample in this study was 89.07 or fulfilled as a respondent to become 89 consumers. The sampling technique by accidental sampling is a sampling technique based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample. So in this study, the research sample will be set as many as 89 consumers.

### RESEARCH RESULT

#### Validity test

The validity test is used to measure the validity or validity of a questionnaire, the validity test is carried out by comparing the value of  $r_{count}$  with  $r_{table}$  at a significant level of 5% for the 2-sided test, if  $r_{count} > r_{table}$  then the measuring instrument used is declared valid and vice versa, if  $r_{count} < r_{table}$  then the measuring instrument used is invalid. In this study, the critical correlation table for the



value of  $r$  is  $r = (N-2)$  where  $N$  is the number of respondents with a significance level of 5% or 0.05. The number of respondents ( $N$ ) in this study was 89, so  $r = 87$  so that the  $r_{table}$  value was 0.2084. To see the recapitulation of the validity of the price variable and purchasing decisions, it can be seen in the following table:

**Table 4: Results of Validity Test for Variable X**

Statement Items	rcount	rtable	Information
X.01	0.679	0.2084	Valid
X.02	0.469	0.2084	Valid
X.03	0.597	0.2084	Valid
X.04	0.604	0.2084	Valid
X.05	0.576	0.2084	Valid
X.06	0.610	0.2084	Valid
X.07	0.555	0.2084	Valid
X.08	0.518	0.2084	Valid
X.09	0.589	0.2084	Valid
X.10	0.510	0.2084	Valid
X.11	0.541	0.2084	Valid
X.12	0.481	0.2084	Valid
X.13	0.442	0.2084	Valid
X.14	0.466	0.2084	Valid
X.15	0.683	0.2084	Valid
X.16	0.582	0.2084	Valid
X.17	0.439	0.2084	Valid
X.18	0.415	0.2084	Valid
X.19	0.675	0.2084	Valid
X.20	0.567	0.2084	Valid

Source: SPSS Processed Results, 2022

**Table 5: Results of the Y . Variable Validity Test**

Statement Items	rcount	rtable	Information
Y.01	0.701	0.2084	Valid
Y.02	0.704	0.2084	Valid
Y.03	0.779	0.2084	Valid
Y.04	0.769	0.2084	Valid
Y.05	0.726	0.2084	Valid
Y.06	0.681	0.2084	Valid
Y.07	0.717	0.2084	Valid
Y.08	0.724	0.2084	Valid

From the table 5 above, it can be explained that all statements used to measure the indicators of Product Quality (X) and Purchase Decision (Y) variables have  $r_{count}$  values greater than  $r_{table}$ . The  $r_{table}$  value for 87 at the 5% significance level is 0.2084 because all  $r_{count}$  values are greater than 0.2084, so it can be concluded that all statements of Product Quality (X) and Purchase Decision (Y) variables are said to be valid or meet the requirements.

### Reliability Test

Reliability test was conducted to see the consistency and stability of the instrument measurement. Reliability testing is done by alpha method. Where an instrument can be said to be reliable if  $> 0.6$  and said to be unreliable if  $< 0.6$ .

**Table 6: Reliability Test Results for Product Quality Variables and Purchase Decisions**

Variable	Reliability Limit	Cronbach's Alpha	Information
X	0.60	0.878	Reliable
Y	0.60	0.868	Reliable

Based on the table above, it can be seen that the Cronbach's Alpha value for the Product Quality variable (X) is 0.878 and the alpha value for the Purchase Decision variable (Y) is 0.868, it can be concluded that the data contained in the instrument or questionnaire used for each indicator can be trusted or reliable. .

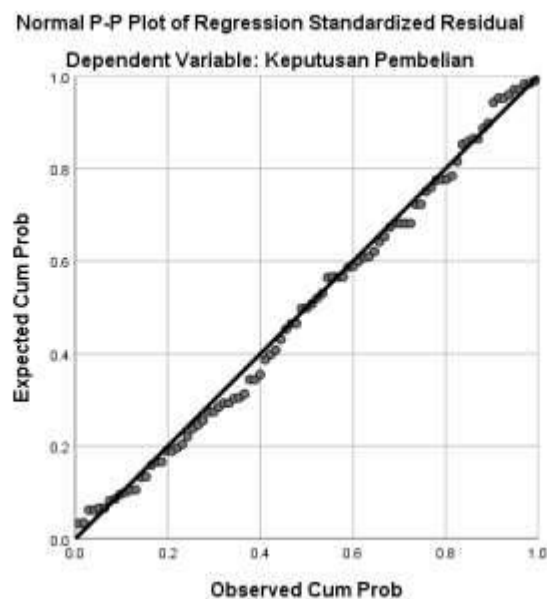
#### **Normality test**

The normality test aims to test whether in the regression model, the dependent variable and the independent variable have normal or close to normal data distributions. To see the normal probability plot that forms a straight diagonal line, and plotting the data to be compared with the diagonal line.

If the data spreads around the diagonal line and follows the direction of the diagonal line / histogram graph, it shows a normal distribution pattern. If the data is far from the diagonal line and does not follow the direction of the diagonal line/histogram graph, it shows an abnormal distribution pattern.

To see the results of the normality test can be seen in the table below the picture below:

**Figure 1: Normality Test Results**



From Figure 1 it can be concluded that the data spreads on the diagonal line and follows the direction of the diagonal line/histogram graph, so it shows a normal distribution pattern.

#### **Simple Linear Regression Test**

This analysis is used to determine the effect of the independent variable Product Quality (X) on the dependent variable Purchase Decision (Y).

**Table 7: Results Simple Linear Regression Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.144	3.737		.841	0.002
	Product quality	.418	.043	.719	9.636	0.000

a. Dependent Variable: Purchase Decision

From the results of SPSS processing as in the table above, a simple linear regression equation can be obtained as follows:  $Y = 3.144 + 0.418X$  This equation can be interpreted as follows:

The regression coefficient for the X variable (Product Quality) is 0.418, meaning that if the Product Quality has increased by 1 unit, then the Purchase Decision will also increase by 0.418 units. The positive coefficient means that there is a positive influence between Product Quality and Purchase Decision. The higher the product quality, the higher the purchase decision.

### Partial Test (t)

The t-test is used to show how far the influence of an individual independent variable in explaining the variation of the dependent variable is.

**Table 8: Result t test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.144	3.737		.841	0.002
	Product quality	.418	.043	.719	9.636	0.000

a. Dependent Variable: Purchase Decision

Based on the table 8 above, the tcount value for the independent variable Product Quality (X) is 9.636. The value of ttable with  $df_{nk-1}$  means  $89-1-1 = 87$  and the confidence level of 5% or 0.05 is 1.98761. From these values, it can be concluded that  $tcount > ttable$  or  $9.636 > 1.98761$  means,  $H_a$  is accepted and  $H_0$  is rejected, meaning that there is a significant and positive influence between Product Quality variables on Purchase Decisions.

### Coefficient of Determination Test R<sup>2</sup>

The value of the coefficient of determination R Square (R<sup>2</sup>) is used to determine how big the percentage of the influence of product quality on purchasing decisions.



**Table 9: Results R Square . Coefficient of Determination Test**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.516	.511	2.94046

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Purchase Decision

From table 9 the value of R<sup>2</sup> or R Square is 0.516 or 51.6%. This value can be interpreted that Product quality contribute/donate to Buying decision by 51.6% while 48.4% is determined by other variables that are not in this study.

### Conclusion

Based on the data analysis that has been carried out on the effect of Product Quality on Samsung Smartphone Purchase Decisions, the following conclusions can be drawn: The value of  $t_{count}$  for the independent variable Product Quality (X) is 9.636. The value of  $t_{table}$  with  $df_{nk-1}$  means  $89-1-1 = 87$  and the confidence level of 5% or 0.05 is 1.98761. From these values, it can be concluded that  $t_{count} > t_{table}$  or  $9.636 > 1.98761$ , meaning that  $H_a$  is accepted and  $H_o$  is rejected. It means that there is a significant and positive influence between product quality variables on purchasing decisions. The obtained value of R<sup>2</sup> or R Square is 0.516 or 51.6%. This value can be interpreted that Product quality contribute/donate to Buying decision by 51.6% while 48.4% is determined by other variables that are not in this study.

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