

The Influence of Product, Brand Image, Price, and Corporate Cooperation Service on Company Performance

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ABSTRACT

Aim - This study aims to determine the effect of product, brand image, price, and corporate cooperation services on company performance in 2016-2021 either partially or simultaneously.

Methodology/approach - The data analysis method used multiple linear regression analysis, with 52 respondents.

Findings - product and price have no effect on company performance partially, but, brand image and service have a partial effect on company performance, whereas, product, brand image, price and service have an influence on company performance simultaneously.

66% of the company's performance variable is explained by analyzed variables, while the remaining 34% is explained by other variables which are not explained in this study

Novelty/value – product and price do not have a partial effect on company performance, while brand image and service have partial effect on company performance but product, brand image, price, and service have a simultaneous influence on company performance.

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INTRODUCTION

The role of transportation covers human life social and cultural, political and defense, legal, technical and economic aspects (Nasution in Andriansyah, 2015: 4). Basic concept of a service is to create satisfied customers. Tjiptono (2009: 34) said that service is the level of excellence expected and control over that level of excellence to fulfill customers desires, whereas satisfaction is an emotional response obtained from customers' experience of purchasing products or services and a subjective evaluation of how much customers' desires were satisfied with the products or services (Ju Seung-Wan, 2020:443), so customer satisfaction is basically how happy the customers are with the services provided to fulfill the needs (Kotler and Keller, 2009:36; Kasmir, 2017:47). Customer satisfaction is an expression of customers' feelings in positive ways towards the experiences after using the service, of which each of service and situation had met their expectations. Thus service can be defined in the difference between reality and customer expectations for the service they receive or obtain based on the environment and conditions of service at a time (Nantapaiboon, 2008). Satisfaction related to the consumer fulfillment response, products or service feature judgement, or the product or service itself, provides a pleasurable level of consumption-related fulfillment (Zeithmal and Bitner, 2003; 86), at last the customers' satisfaction influence the image of a brand. According to Kotler and Keller (2009: 403), brand image is from the perception and belief held by consumers, and is always remembered in the minds of consumers (Zeithmal and Bitner,2003) so customer satisfaction as a key issue to compete (Cengiz, 2010). The large demand for air transportation has caused price differences, besides the travel time for air transportation is shorter than land and sea transportation.

Price is one of the important elements in marketing. Kotler (2008: 345) said that the price is the sum of all the values provided by customers using a product or service. So, those factors influence company performance as the company's ability to achieve its goals through the efficient and effective use of resources and describes how far a company achieves results to influence the customers in market and to achieve the profit.

The increase of requests for air transportation has a positive impact on the growth of Citilink's corporate performance. PT. Citilink Indonesia ("Citilink" or the "Company") is one of the national aviation companies that has a major role in the development of air transportation. Citilink Indonesia's commitment to making airlines with quality services, equivalent to world-class flights, makes productivity to create creativity to attract customers' attention to keep using Citilink's flight services as low-cost airlines. PT. Citilink Indonesia always provides the best service, amidst very tight competition. In order to provide efficient services in the form of special corporate discounts, priority services and others, Citilink airlines provide opportunities for corporates to collaborate. This collaboration is Citilink's effort to get closer to service users and all industrial circles. The advantage of Citilink's brand image is that it is part of the Garuda Indonesia Group or a subsidiary of Garuda Indonesia. With the standard safety system of the Garuda Maintenance Facility and training for pilots and cabin crew at the Garuda Indonesia Training Center, this has become the company's brand image so that consumers can decide when choosing Citilink airline air transportation. Each company has a different brand image according to the company's vision and mission, Citilink comes with its own distinctive brand image in terms of color, symbols, and slogans that are easily remembered by all people to the rhymes that the cabin crew sings while on the plane. As a brand and marketing strategy whose main focus is to become an airline that innovates in services, products and to become an airline that is loved by the public, Citilink offers offers to companies according to the needs of official travel outside of scheduled time (charter and cargo). According to Tjiptono (2008: 95), says that a product is anything that can be offered by producers to be noticed, requested, searched for, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the relevant market. Based on the description above and the phenomena that occur, the authors are interested in conducting research with the title Analysis of the Effect of Product, Brand Image, Price, and Corporate Cooperation Services on Company Performance at PT Citilink Indonesia for the 2016-2021 period. Based on the problems that have been formulated previously, the objectives to be achieved are to analyze the effect of products, brand image, price, and corporate cooperation services on company performance at PT Citilink Indonesia for the 2016-2021 period partially and simultaneously.

LITERATURE REVIEW

Product

Product is created to fulfill the needs and desires of consumers. According to Kotler and Keller (2012: 391), there are four product levels, namely core benefits product whose main benefits that consumers want in product. The basic product is a physical description of a product, including the physical attributes of the product. Expected product is product attributes and conditions expected by consumers. Additional benefits product is additional product attributes that distinguish the product from other similar products. Alma (2013: 139) said that the product as a set of attributes both tangible and intangible, including the problem of color, price, name of the factory, name of the shop that sells (retailer), factory services, and retailer services. According to Tjiptono (2015: 231), product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers, in accordance with the competence and capacity of the organization and market purchasing power. Kotler and Armstrong (2010: 27) explained that product quality has reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes, such as characteristics design, the core of the product in accordance with the purpose itself, the ability to meet stated or implied needs. Product quality is an important thing to be part of competitive in the market that increasing economic capacity and level of public education, so that some people are critical in consuming a product (Assauri, 2015: 90; Kotler and Keller, 2016: 156). So, it can be concluded that product quality is the ability of a product to meet consumer desires. These consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from flaws and damage.

Product Indicator

According to Sangadji and Sopiah (2013: 329), to determine quality and non-quality products is necessary to make a reference in the form of indicators to measure how a product is said to be of quality. The indicator of product quality, firstly, performance which is as the main characteristic or function in a product. In choosing a product, consumers usually look at the performance of the product, whether the product can meet their needs or not. Secondly, additional privileges. Characteristics designed to improve product functionality or to increase consumer interest in products to add value to a product. Thirdly, usability. It can be defined as a measure of the ease of repairing a product that is damaged or fails, so the readiness to repair the product can be relied upon, so that consumers do not feel disadvantaged. Lastly, impression of quality. Consumer perceptions of the overall quality or superiority of a product and the products offered can impress consumers. So, it can be concluded that

product quality is an indicator that is used to measure the product quality or not.

Brand Image

Brand is a name, term, sign, symbol, design or a combination of several of these elements, which is intended to identify the goods and services of one or a group of sellers and to differentiate them from their competitors so brand image is the consumer's perception of a brand as a reflection of brand associations that exist in the minds of consumers (Keller, 2008: 51; Kotler and Keller, 2009: 288). According to Roslina (2010: 334), brand image is a guide that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product. Meanwhile, Tjiptono (2011: 49) explained that brand image is a description of associations and consumer beliefs about certain brands through the experience of using the product or based on information obtained through various sources. So, brand image is a consumer's perception to evaluate a product when consumers do not have good enough knowledge about a product to be purchased.

Brand Image Factors

According to Alfian (2012: 26), the factors that form a brand image are, firstly, product excellence. It shows the superior quality (model and convenience) and characteristics that cause a product to have a special appeal for customers. Favorability of brand association is a brand association with the customers believe that the attributes and benefits provided by the brand will be able to fulfill or satisfy their needs and desires so that they form a positive attitude towards the brand. Secondly, brand association. It is a function of the amount of processing information received in the encoding process. When a customer actively describes the meaning of information on a product or service, stronger associations will be created in the customer's memory. Thirdly, brand uniqueness. It is about a competitive advantage that must be created that can be used as a reason for customers to choose a particular brand. By positioning the brand more towards the experience or self-benefits of the product image. From the differences that exist, both from products, services, personnel, and channels that are expected to provide differences from competitors, which can provide benefits for producers and customers.

Brand Image Indicator

According to Susanty and Adisaputra (2011: 149), brand image can be measured by several indicators such as favorability of brand association, strength of brand association, and uniqueness of brand associations. According to Kotler and Keller (2016: 347), brand image indicators are, firstly, advantages of brand associations. One of the factors forming a brand image is the superiority of the product that excels in competition. Secondly, the strength of brand associations. Brand has a soul, a special personality is a fundamental obligation for brand owners to be able to express, socialize that soul or personality in one form of advertising, or other forms of promotion and marketing activities. Building the popularity of a brand to become a well-known brand is not easy. However, popularity is one of the keys that can form a brand image to customers. Lastly, the uniqueness of the brand association is the uniqueness of the product.

Price

According to Kotler and Keller (2007: 340), price is the amount of money for a product or service, more broadly price is the sum of the values exchanged in the selling price of the product set by the company. Meanwhile, according to Saladin (2008: 95), price is an amount of money as a medium of exchange to obtain a product or service or it can also be said to determine the value of a product in the minds of consumers, is an aspect that is clearly visible for consumers who do not too knowledgeable about technical matters in purchasing services, often price is used as a kind of indicator for service quality. Price is often used as an indicator in determining the value of goods and services, consumers compare goods or services to meet their needs with the substitute one. So, it can be said that price is one of the determinants of the success of a company because price determines how much profit the company will get from selling its products or services.

Pricing Purpose

According to Tjiptono (2015: 154), there are purposes of setting prices, firstly, profit-oriented goals. Every company always chooses the price that can generate maximum profit. Secondly, volume oriented goals. This goal is a way as to achieve sales volume targets, sales value, or to dominate market share. In addition, this goal is also widely applied by airline companies, educational institutions, tour and travel companies, cinema companies, owners of other show business companies. Thirdly, image-oriented goals. This goal is widely applied by well-known fashion companies or automotive companies that are famous for their luxury vehicles. Fourthly, the objective of price stabilization. The purpose of price stabilization is carried out by setting prices to be able to maintain a stable relationship between a company's price and the price of an industry leader. Lastly, other purposes. Pricing can also aim to prevent entry of competitors, maintain consumer loyalty, support resale, or avoid government interference.

According to Kurniawan (2014:34-35), there are objectives in setting prices, firstly, obtain optimal profits. The price set by the company for a product that can be affordable by consumers while still providing good product quality. Secondly, keeping the company afloat. The profit value of the company can cover operational costs so that the company still survives to run its business. Thirdly, achieving ROI (Return On Investment). Setting the right price will be able to accelerate the return on investment. Fourthly, dominate the market. Setting a lower price for a product compared to competitors' product prices will divert consumers' attention from competitors' similar products on the market. Lastly, maintain (status quo). Companies that already have a market, need to pay attention to setting the right price in order to maintain the existing market share.

Pricing Method

Selection of the right method can help companies achieve their sales targets. According to Abdullah and Tantri (2013:179-185), the pricing method such as, firstly, mark-up pricing. The basic pricing method is to add (mark up) the standard production costs. The company gets a profit from the difference between the price and the costs that have been incurred in the production process. Secondly, setting the return target price. The price of the product is determined in order to produce the target appropriate rate of return on investment. Thirdly, pricing of value received. Prices are determined to reflect the value received by consumers. Fourthly, current price. The company may charge the same price, higher or lower than the price of its main competitors. Lastly, closed bid price. The price is set by tenders. These companies base their prices on expectations of how competitors will price and not simply on a rigid relationship between costs and firm demand.

Price Dimension

According to Tjiptono (2015: 156), the price dimension consists of, firstly, affordability of prices. Consumers can reach the price set by the company so many consumers buy the product, because the price is in accordance with the affordability of each consumer and varies according to the type of item selected. Secondly, conformity of price with product quality. Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. Thirdly, price competitiveness. Consumers often compare the price of a product with other products. In addition to comparing with competing products, consumers will usually be interested in the discounted prices offered by a product. Lastly, price suitability with benefits. Consumers decide to buy a product if the perceived benefits are greater or equal to what has been spent to get them.

Service

According to Kotler (2012: 113), service is an act or performance that one party can offer to another that is essentially intangible and does not result in transfer of ownership. Lupiyoadi (2013: 88) added that serving customers in an excellent to provide services that are definitely reliable, fast and complete with additional empathy and attractive appearance. According to Tjiptono (2009: 59), service quality is the level of excellence expected and control over the level of excellence to fulfill customer desires. Tjiptono and Chandra (2009: 119), said that service excellence can be formed through the integration of the four closely related pillars of service excellence, namely: speed, accuracy, friendliness and service convenience. So, it can be concluded that service is a form of system, procedure or certain method given to other people, in this case the customer's needs can be fulfilled in accordance with the expectations or desires of customers with their level of perception.

Service Characteristics

According to Kotler (2013: 37), there were 4 (four) main characteristics of services. Firstly, intangibility. Services are intangible, meaning that services cannot be seen, tasted, smelled, heard or touched before being purchased and consumed. Consumer cannot judge the results of a service before he or she experiences or consumes it himself or herself. Secondly, inseparability. The interaction between service providers and customers is a special feature. This relationship is a critical element that is supported by the organization's ability to carry out effective recruitment and selection processes, performance appraisal, compensation systems, training, and employee development. Thirdly, variability. Service quality depends on who provides them and when and where quality services are provided. Variable demand makes it difficult to provide a consistent and consistent product during peak demand. The high level of contact between the service provider and the guest, means that product consistency depends on the service provider's capabilities and performance at the same time. Fourthly, perishability. It means that services cannot be stored for future reuse, resold or returned. Service demand is also fluctuating and changing, the impact of which is that service companies often experience difficult problems.

Service Quality

According to Lewis and Booms in Tjiptono (2008: 85), service quality is a crucial issue and be interpreted as a measure of how well the level of service provided is able to match customer expectations, free from defects, in other words, products comply with target standards, goals or requirements that can be defined, observed and measured. Ada banyak ukuran dan definisi kualitas layanan tanpa konsensus tunggal (Eshghi et al., 2008).

Kualitas layanan merupakan konstruksi kompleks yang menggabungkan beberapa atribut yang dapat berubah dengan cepat dan dramatis, yang kemudian akan memfasilitasi pengukuran yang tepat (Karatepe, 2013). Konsumen mengalami dan merasakan kualitas selama proses sementara penyedia layanan mencapai dan mendefinisikannya. Proses pengiriman keseluruhan kemudian dievaluasi, terutama yang dilakukan berulang-ulang, dan secara bertahap akan menjaga hubungan pelanggan jangka panjang jika dilakukan secara akurat. Saat merancang proses, elemen kunci yaitu kualitas akan mempengaruhi volume permintaan untuk produk tertentu atau profil pelanggan. Dampak kualitas layanan terhadap indikator keuangan dan keuntungan tidak boleh dianggap remeh. Strategi berbasis kualitas berkelanjutan dan unggul; harus dipandang sebagai kekuatan strategis karena dapat meningkatkan pangsa pasar secara signifikan, mendorong pertumbuhan, dan menjadi penghalang bagi mereka yang ingin meniru (Vu Nguyen Khanh Duy, 2021:12).

Company Performance

Performance is used to indicate the success of the company as a whole in achieving strategic goals that have been set through selected strategic initiatives, whereas company performance is the company's ability to achieve its goals through efficient and effective use of resources and describes how far a company achieves results after being compared with previous performance and other company's performance benchmarking, as well as how far to achieve the goals and targets that have been set (Mulyadi, 2007: 328; Muhammad, 2008:14).

A good performance measurement system is a series of performance measures, a decision-making process and mutual learning methods that help to manage, control, plan and carry out various activities carried out within the company. According to Vanany (2003), performance measurement system models include, firstly, Balanced Scorecard (BSC). This is the most popular model for the new Performance Measurement System (SPK), uses four perspectives, such as, financial, customer, internal business processes, and learning and growth processes with a strategic starting point as the basis for designing DSS. Secondly, Sustainability Balanced Scorecard (SBSC). The SBSC model is an extension of the Balanced Scorecard model with the addition of environmental and social aspects and shows the causal relationship between the economic, environmental, and social performance of a company. Thirdly, Cambridge Models. The Cambridge model uses product groups as the basis for identifying KPIs and from these product groupings, business goals for the product group are determined. Fourthly, Integrated Performance Measurement System (IPMS). The IPMS model is a SPK model that aims to make the performance measurement system more robust, integrated, effective and efficient. The IPMS model makes the wishes of stakeholders the starting point in designing DSS. Lastly, Integrated Environment Performance Measurement System (IEPMS). The Integrated Environment Performance Measurement System (IEPMS) is a model of a performance measurement system related to the environment. The IEPMS uses quantitative and qualitative measures used together.

Previous Research

Previous research that has links with this study are Jackson R.S Weenas (2014) stated that product quality, price, promotion and service quality have a positive influence on the dependent variable, namely purchasing decisions. Surya Dwi Putra, Ni Wayan Ekawati (2017) stated that product innovation, price, brand image, and service quality have a positive and significant influence on customer loyalty of Vespa partially and simultaneously. Fitri Lian Saputri, Pujiati, Rahmah Dianti Putri (2018) explained that $F_{count} 20.010 > F_{table} 2.35$ which is indicated by multiple regression with a determination coefficient of $r^2 0.554$ which means that consumer purchasing decisions are influenced by price, brand image, product quality, service quality, and promotions by 59.9% and the remaining 40.1% is influenced by other factors not examined in the study. Muchamad Afandi (2014) explained that products, brand image, and after-sales service have a positive and significant effect, except for the price variable which affects consumer buying interest in Lenovo brand Chinese cell phone products in AD Plasma Kudus partially. Products, brand image, price and after sales service have a positive and significant effect on consumer buying interest in Lenovo Brand Chinese Mobile products on AD Plasma Kudus in multiple ways.

The framework of this study is,

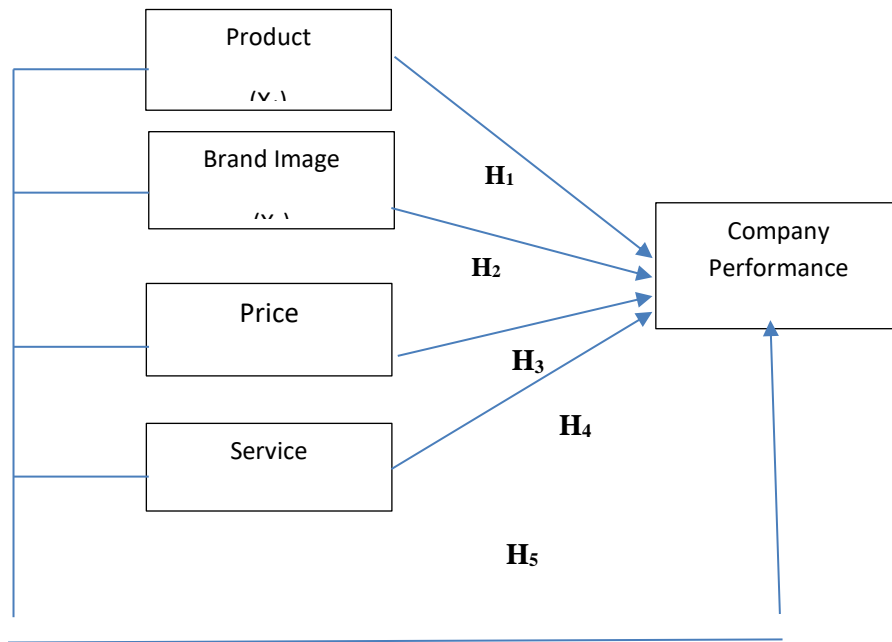


Figure 1 Theoretical Framework

METHODS

Data was taken from the primary data that is the sources observed by the author and obtained from respondents' answers to questionnaires distributed to consumers about products, brand image, prices, and services on company performance, whereas the secondary data obtained by the author indirectly. Source of data in this study is from PT. Citilink Indonesia, such as company location data, company history, organizational structure and company vision and mission. The units of analysis are individuals, companies, and other parties. In this study, the unit object used is a company in the field of aviation, a subsidiary of PT. Garuda Indonesia, namely PT. Citilink Indonesia. The data collection techniques that the authors use in this study consist of, first, library research, Second, field research, such as visited the company, interviewed, distributed questionnaire. The answers provided use a Likert Scale to measure attitudes, opinions, and perceptions of a person or group of people about phenomena. The population for this study are 60 employees so they are 52 samples calculated by using the slovin formula.

RESULT AND DISCUSSION

This study uses descriptive statistical techniques, which means describing or giving an overview of the object under study through sample or population data as it is and conducting analysis and making conclusions. Each variable is measured separately using a questionnaire with a measuring tool called a Likert scale with the same answer options for each variable answer.

Characteristics of Respondents

The results of this data analysis obtained the percentage of respondents based on the questioner shown in table 1.

Table 1 Characteristics of Respondents

Respondents	Number	%
Gender		
Men	21	40.4 %
Women	31	59.6 %
Age		
< 25 years old	23	44.2 %
26 - 30 years old	18	34.6 %
31 - 45 years old	9	17.3 %
> 46 years old	2	3.8 %
Education		
Senior High School/Vocational School	26	50.0 %
D3	6	11.5 %
Graduate	17	32.7 %
Post Graduate	3	5.8 %
Airlines that are often used by respondents	5	9.6 %
Citilink	39	75.0 %
Batik Air	3	5.8 %
Lion Air	3	5.8 %
Lainnya	2	3.8 %

It can be stated that there were 21 male respondents with a percentage of 40.4% and female respondents were 31 people with a percentage of 59.6%. Based on age, the respondents who were < 25 years old were 23 people with a percentage of 44.2%, whereas the respondents in 26-30 years old were 18 with a percentage of 34.6%, the respondents who were 31-45 years old as many as 9 with a percentage of 17.3%, and > 46 years old as many as 2 people with a percentage of 3.8%. Based on education, the respondents whose education in Senior High School/Vocational School were 26 people with a percentage of 50%, 6 people had D3 in a percentage of 11.5%, 17 Graduate School with a percentage of 32.7% and 3 people had Masters with a percentage 5.8%. Based on Airline frequently used, there were 5 airlines and 1 for others, namely Garuda Indonesia, Citilink, Batik Air, Lion Air, Sriwijaya and Others. The respondents frequently used Garuda Indonesia were 5 people with a percentage of 9.6%, respondents frequently used Citilink were 39 with a percentage of 75%, respondents frequently used Batik Air were 3 with a percentage of 5.8%, respondents frequently used Lion Air were 3 people with a percentage of 5.8% and others respondents frequently used other flights 2 people with a percentage of 3.8%.

Research Instrument Test

Descriptive statistics. Descriptive statistical analysis is used to identify the characteristics of each variable.

Table 2. Descriptive Statistical Test Results

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Product	52	28	50	44.06	5.162
Brand Image	52	30	50	45.17	4.400
Price	52	30	50	43.62	4.935
Service	52	31	50	43.60	5.131
Company Performance	52	30	50	44.88	5.349
Valid N (listwise)	52				

Based on the table 2, the value of the product variable has the lowest value of 28, followed by brand image, price, and company performance with the value 30, and the highest value of 31 is service. In a standard deviation, the highest is company performance followed by product, service, and price, whereas brand image is the lowest

Validity Test Result

Tabel 3 Validity Test Result

No.	r_{count}					r_{table}	
	Product (X ₁)	Brand Image (X ₂)	Price (X ₃)	Service (X ₄)	Company Performance (Y)		
1	0,714	0,808	0,707	0,563	0,782	0,268	Valid
2	0,694	0,613	0,574	0,534	0,874	0,268	Valid
3	0,779	0,714	0,672	0,736	0,840	0,268	Valid
4	0,719	0,491	0,748	0,791	0,762	0,268	Valid
5	0,713	0,735	0,749	0,750	0,756	0,268	Valid
6	0,815	0,671	0,727	0,713	0,685	0,268	Valid
7	0,750	0,706	0,723	0,535	0,887	0,268	Valid
8	0,675	0,675	0,617	0,701	0,817	0,268	Valid
9	0,631	0,634	0,711	0,681	0,846	0,268	Valid
10	0,728	0,606	0,512	0,706	0,812	0,268	Valid

Source: Data Proceed using IBM SPSS versi 23.0.

Based on table 3 test results for product validity (X₁), brand image (X₂), price (X₃), service (X₄) and company performance (Y), it can be concluded that all statements in the questionnaire are valid, because $r_{count} > r_{table}$. The basis for the decision in the validity test are if the r-count value $>$ r-table value at a significance value of 5%, then the questionnaire items are declared valid. The validity test is run by IBM SPSS version 23.0 program. So r-table product moment for 52 respondents is 0.268 whereas r-count $>$ r-table then the questionnaire items are declared valid. It can be concluded that all statements in the questionnaire are valid.

Reliability Test.

Tabel 4 Reliability Test Result

No. Variabel	Cronbach's Alpha Hitung	Cronbach's Alpha Standar	Keterangan
1 Product (X ₁)	0,895	$>$ 0,6	Reliabel
2 Brand Image (X ₂)	0,852	$>$ 0,6	Reliabel
3 Price (X ₃)	0,863	$>$ 0,6	Reliabel
4 Service (X ₄)	0,847	$>$ 0,6	Reliabel
5 Company Performance (Y)	0,939	$>$ 0,6	Reliabel

Source: Data Proceed by Spss

It was carried out through the Cronbach's alpha statistical test. A variable can be said to be reliable if the Cronbach's alpha value is $>$ 0.6. The results of the reliability test of this study showed that independent variables' alpha value indicators from 0.847 to 0.939, it means all variable indicators for each statement item show a Cronbach's alpha value $>$ 0.6, so the indicators or questionnaire statements are reliable.

Classic assumption test

Normality test. The normality test aims to determine whether all research variable data have a normal distribution or not. The data normality test with Kolmogorov-Smirnov is said to be normal if the significance value is greater ($>$) than 0.05, then the data is normally distributed. The following is a table of the results of data testing with Kolmogorov-Smirnov.

Table 5 Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		52
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.99500552
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.084
Test Statistic		.092
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal.

b. Calculated from data.

Based on the table 5, the results of the normality test with Kolmogorov-Smirnov show a significance value of $0.200 > 0.05$, it can be concluded that the residual values are normally distributed. The following is an overview of the results of the normal Probability Plot test using the help of the IBM SPSS version 23.0 application.

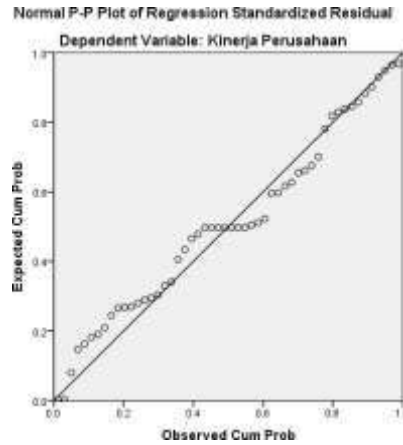


Figure 2 The Result of The Normal Probability Plot

Based on figure 2, the normality test of the Probability Plot data distribution follows the normal line, namely the diagonal line. So that it fulfills the requirements of the normality test if the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption.

Multicollinearity Test. It tests whether the regression model found a correlation between the independent variables and the regression model. To approach the presence or absence of multicollinearity by using a tolerance value > 0.10 or with a Variance Inflation Factor (VIF) value < 10 . The results of the analysis can be seen in the following table:

Table 6. Multicollinearity Test Results

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1.246	4.608		.270	.788		
Product	.189	.171	.182	1.104	.275	.245	4.074
Brand Image	.650	.212	.534	3.068	.004	.220	4.548
Price	-.225	.148	-.207	-1.523	.135	.360	2.779
Service	.362	.128	.347	2.835	.007	.445	2.249

a. Dependent Variable: Company Performance

Based on table 6, it shows that product (X_1) has a tolerance value of $0.245 > 0.10$, brand image (X_2) has a tolerance value of $0.220 > 0.10$, price (X_3) has a tolerance value of $0.360 > 0.10$, service (X_4) has a tolerance value of $0.445 > 0.10$, so it means that there is no correlation between the independent variables. The VIF result on the independent variable product (X_1) shows 4.074, brand image (X_2) shows 4.548, price (X_3) shows 2.779, service (X_4) shows 2.249, so the VIF value < 10 means that there is no multicollinearity between the independent variables.

Autocorrelation Test. It is a condition where there is a residual correlation for one observation with other observations arranged according to time. A good regression model requires no autocorrelation, namely the sample variance cannot describe the population variance. The decision making of whether or not autocorrelation exists can be seen in the following way, if $d < dL$ or $d > 4 - dL$, then there is autocorrelation, if $dU < d < 4 - dU$, then there is no autocorrelation, and if $dL < d < dU$ or $4 - dU < d < 4 - dL$, then there is no conclusion. The results of

the autocorrelation test can be seen in the following table:

Table 7 Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.829 ^a	.687	.660	3.11985	2.000

- a. Predictors: (Constant), Product (X₁), Brand Image (X₂), Price (X₃), Service (X₄),
- b. Dependent Variable: Company Performance (Y)

Based on table 7, the value of Durbin Watson (d) is 2,000. When compared with the Durbin Watson table with a significant value of 5% with the number of samples (n = 52) and the number of independent variables 4 (k = 4), a dU value of 1.7223 is obtained. So that a 4 – dU value of 2.2777 can be obtained. Because the value of d lies between dU < d < 4 – dU (1.7223 < 2.000 < 2.2777), it can be concluded that there is no autocorrelation.

Heteroscedasticity Test. At the Scatterplot graph shown in the SPSS program, namely the plot between the predicted value of the related variable, namely ZPRED and the residual SRESID, it can be determined whether there is heteroscedasticity which is to determine whether or not heteroscedasticity are if there is a certain pattern, such as dots that form a regular pattern (wavy, widened then narrowed), then it indicates that heteroscedasticity has occurred, or, if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in figure 3.



Figure 3 Heteroscedasticity Test Results

Based on figure 3, it can be seen that the dots spread with an unclear pattern above and below the number 0 on the Y axis do not gather in one place, and do not form a particular pattern so it can be concluded that there is no heteroscedasticity problem and the regression model is feasible used.

Multiple linear Regression Analysis.

Data analysis in this study uses multiple linear regression analysis to determine the relationship between product (X₁), brand image (X₂), price (X₃), service (X₄) and company performance (Y). The following are the results of multiple linear regression analysis using the IBM SPSS version 23.0 application.

Table 8 Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	1.246	4.608		.270	.788
Product	.189	.171	.182	1.104	.275
Brand Image	.650	.212	.534	3.068	.004
Price	-.225	.148	-.207	-1.523	.135
Service	.362	.128	.347	2.835	.007

a. Dependent Variable: company performance

Based on table 8, the coefficient value can be modeled as a multiple linear regression equation as follows:

$$Y = 1.246 + 0.189X_1 + 0.650X_2 - 0.225X_3 + 0.362X_4 + e$$

$$\text{Company Performance} = 1.246 + 0.189 \text{ Product} + 0.650 \text{ Brand Image} - 0.225 \text{ Price} + 0.362 \text{ Service} + e$$

From this equation it can be explained, firstly, if the variables product, brand image, price and service are equal to 0 (zero) then company performance is constant, namely 1.246. Secondly, if product variable is assumed to increase by 1 unit, then brand image, price, and service variables have fixed value (zero), the company's performance will increase by 0.189.3. Thirdly, if brand image variable is assumed to increase by 1 unit, and product, price, and service variables have fixed value (zero), then the company's performance will increase by 0.650. Fourthly, if price variable is assumed to increase by 1 unit, and product, brand image, and service variables have fixed value (zero), then the company's performance will decrease by 0.225. Lastly, if service variable is assumed to increase by 1 unit, and product, brand image, and price variables have fixed value (zero), then the company's performance will increase by 0.362.

t-test (partial test)

The results of the regression analysis to test the hypothesis can be seen in the table 9.

Tabel 9 t-Test Result (partial test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.246	4.608		.270	.788
	Product	.189	.171	.182	1.104	.275
	Brand Image	.650	.212	.534	3.068	.004
	Price	-.225	.148	-.207	-1.523	.135
	Service	.362	.128	.347	2.835	.007

a. Dependent Variable: Company Performance

The t-test results show that the product hypothesis (X_1) show t-count of 1.104 which is smaller than t-table 2.01174 with a significant level of 0.275 greater than 0.05, then H_01 is accepted and H_{a1} is rejected. Thus the product (X_1) has no partial effect on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period, the brand image hypothesis (X_2) show t-count of 3.068 greater than t-table 2.01174 with a significant level of 0.004 less than 0.05, then H_02 is rejected and H_{a2} is accepted. Thus brand image (X_2) has a partial influence on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period, the price hypothesis (X_3) show that t-count is -1.523 which is smaller than t-table 2.01174 with a significant level of 0.135 greater than 0.05, then H_03 is accepted and H_{a3} is rejected. Thus price (X_3) has no partial effect on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period, the service hypothesis (X_4) show that t-count is 2.835 greater than t-table 2.01174 with a significant level of 0.007 less than 0.05, then H_04 is rejected and H_{a4} is accepted. Thus Service (X_4) has a partial influence on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period.

F test (simultaneous test). The results of simultaneous F test calculations are obtained as follows.

Table 10 F-test results (simultaneous test)

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	1001.835	4	250.459	25.732	.000 ^b
	Residual	457.473	47	9.733		
	Total	1459.308	51			

a. Dependent Variable: Company Performance

b. Predictors: (Constant), Service, Price, Product, Brand Image, Price, Service

Table 10 shows that Fcount is 25,732 and Ftable can be searched with a significance level of 5%. $F_{table} = F(k; n-k) = F(4; 52 - 4) = F(4; 48)$ so that a F_{table} of 2.57 is obtained, so it can be seen that $F_{count} > F_{table}$ ($25,732 > 2.57$) with a significance of $0.000 < 0.05$, then H_05 is rejected and H_{a5} is accepted. So it can be concluded that product (X_1), brand image (X_2), price (X_3) and service (X_4) have a simultaneous influence on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period.

R test (correlation coefficient). To facilitate interpretation of the strength of the relationship between the two variables with the following criteria:

Table 11 R test Result (correlation coefficient).
Correlations

		Product	Brand Image	Price	Service	Company Performance
Product	Pearson Correlation	1	.846**	.760**	.701**	.720**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	52	52	52	52	52
Brand Image	Pearson Correlation	.846**	1	.775**	.726**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	52	52	52	52	52
Price	Pearson Correlation	.760**	.775**	1	.620**	.561**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	52	52	52	52	52
Service	Pearson Correlation	.701**	.726**	.620**	1	.734**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	52	52	52	52	52
Company Performance	Pearson Correlation	.720**	.780**	.561**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	52	52	52	52	52

** . Correlation is significant at the 0.01 level (2-tailed).

Based on table 11, it can be concluded that the level of relationship between company performance (Y) and products (X₁), between company performance (Y) and brand image (X₂), company performance (Y) and service (X₄). These results show that the correlation between dependent variable and independent variables (X₁,X₂,X₄) has a strong correlation because the coefficient interval is 0.60 – 0.799, whereas between company performance (Y) and price (X₃), the correlation is a moderate correlation because the coefficient interval is 0.40 – 0.599.

R² test (coefficient of determination).

Table 12 R² Test Results (coefficient of determination)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.687	.660	3.11985

a. Predictors: (Constant), Product, Brand Image, Price, Service

Table 12 shows that the adjusted R Square value is 0.660, means that 66% of the company's performance variables are influenced by product, brand image, price and service variables. While the remaining 34% is influenced by other variables from the broad marketing mix (People, Process, Physical Evidence) which are not explained in this study.

DISCUSSION OF RESULT

From the analysis, the respondents data were taken from employees at PT CITILINK INDONESIA in 2016-2021, who are mostly women. Mostly the age of employees are 31- 45 years old, then 26 – 30 years old. Based on educational background, mostly employees have graduate background then followed by Bachelor degree. Lastly, the most favorite airlines is Garuda Indonesia followed by Citilink. The result of classic assumption test are partially, the product (X₁) and price (X₃) have no partial effect on company performance (Y), whereas brand image (X₂) and service (X₄) have partial influence on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period. Simultaneously, product (X₁), brand image (X₂), price (X₃) and service (X₄) influence on company performance (Y) at PT Citilink Indonesia for the 2016-2021 period. Among those variables, it can be explained that the correlation between dependent variable such as products (X₁), brand Image (X₂), and service (X₄) towards and independent variables that is company performance (Y) has strong correlation because the coefficient interval is 0.60 – 0.799, whereas between company performance (Y) and price (X₃), the correlation is

a moderate correlation because the coefficient interval is 0.40 – 0.599. It means that price has least influenced compares to other variables with strong influence. From R^2 test result, the 4 analyzed variables have strong enough in influencing company performance whereas 34% from other variables influence company performance out of the variables analyzed in this article.

CONCLUSION

Based on the results of testing the research instrument test hypothesis partial significance test (t statistical test) and significance test (F statistical test), it can be concluded that product (X_1) and price (X_3) have no effect on company performance (Y) partially, but, brand image (X_2) and service (X_4) have a partial effect on company performance (Y), whereas, product (X_1), brand image (X_2), price (X_3) and service (X_4) have an influence on company performance (Y) simultaneously. The test results for the coefficient of determination (R^2) obtained an adjusted R Square value of 0.660 or 66%, meaning that the company's performance variable (Y) is explained by product variables (X_1), brand image (X_2), price (X_3) and service (X_4). , while the remaining 34% is explained by other variables from the broad marketing mix (People, Process, Physical Evidence) which are not explained in this study.

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