Artikel Penelitian

CORRESPONDING AUTHOR

Javerson Simamora
Politeknik Unggulan Cipta Mandiri

EMAIL

javersonsimamora2023@gmail.com

The Effect of Service Quality and Product Availability Towards Customers Repurchase Decision at UD. Appolo Motor

Pengaruh Kualitas Pelayanan dan Ketersediaan Produk Terhadap Keputusan Pembelian Ulang Pelanggan Pada UD. Appolo Motor

Javerson Simamora[1*], Eddy Gunawan[1], Edward Harnjo[1], Diana Afriani[1], Sanif Sentosa[2]
[1]Politeknik Unggulan Cipta Mandiri
[2]Institut Bisnis Informasi Teknologi dan Bisnis

Abstract: This study aims to see the effect of service quality and product connectivity on purchasing decisions. UD Apollo Motor is a company engaged in the field of authorized spareparts motorcycle dealers in the regency of Deli Serdang, North Sumatra. Various brands are sold, including Vario, CBR, PCX, Beat, Supra and others. This research uses quantitative. To prove the hypothesis, the writer uses descriptive method and causal method. The results of this method can be used to prove hypotheses and causation between two or more variables in this study. The coefficient of determination between service quality and product availability in impulse purchases is 51.2%. The regression equation is Y = 3.664 + .473 X. The results of the descriptive statistics show that the average for service quality agrees. The results of the descriptive statistics show that the average for neutral product availability and purchasing decisions is neutral. The conclusion of this study is that service quality has a positive and significant effect on purchasing decisions. Product availability has a positive and significant effect on purchasing decisions. Service quality and product availability have a positive and significant effect on purchasing decisions.

Abstrak: Penelitian ini bertujuan untuk melihat pengaruh kualitas pelayanan dan konektivitas produk terhadap keputusan pembelian. UD Apollo Motor merupakan perusahaan yang bergerak di bidang dealer resmi spare part sepeda motor di Kabupaten Deli Serdang Sumatera Utara. Berbagai merek yang dijual antara lain Vario, CBR, PCX, Beat, Supra dan lain-lain. Penelitian ini menggunakan kuantitatif. Untuk membuktikan hipotesis, penulis menggunakan metode deskriptif dan metode kausal. Hasil dari metode ini dapat digunakan untuk membuktikan hipotesis dan hubungan sebab akibat antara dua variabel atau lebih dalam penelitian ini. Koefisien determinasi antara kualitas pelayanan dengan ketersediaan produk pada pembelian impulsif sebesar 51,2%. Persamaan regresi nya adalah Y = 3,664 + 0,473 X. Hasil statistik deskriptif menunjukkan rata-rata kualitas pelayanan adalah setuju. Hasil statistik deskriptif menunjukkan bahwa rata-rata netral ketersediaan produk dan keputusan pembelian adalah netral. Kesimpulan penelitian ini adalah kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Ketersediaan produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas pelayanan dan ketersediaan produk berpengaruh positif dan signifikan terhadap keputusan pembelian.

BACKGROUND

In the current period of globalization, the progression of the times is accelerating, and many major changes have occurred compared to the previous era. These conditions promote unrestricted trade, which makes the world appear to have no borders. To attract consumer interest in international trade, several producers of goods and services in one country compete with producers from other countries. The need for excellent goods and services on the part of consumers motivates the corporation to continually increase the quality and diversity of the things it manufactures. To satisfy consumer demands and needs and ensure the firm's existence, the company employs appropriate and focused marketing tactics, such as offering excellent service and product value and selecting the optimal distribution channel to reach consumers more quickly. According to Mappesona (2020), purchase decisions are decisions that are owned by consumers in buying products and services from the company. Companies must be able to analyze consumer behavior before making a purchase decision so that the company is able to increase sales. Because before buying, consumers not only consider the quality of the product but also influenced by other factors, one of them is service quality Service quality is a component of marketing management. Service quality has become one of the most influential variables in an organization's success. The conditions of competition between enterprises, technical advancements, and the stage of the sociocultural economy of the community have a significant impact on quality development. According to Tjiptono (2014) in Arianto (2021), service quality is a measure of how well the level of service provided can match customer expectations. Product availability is an important thing that exists in running a business. With the available products will make it easier for customers in getting the products they want. According to Susanti (2021:142) defines product completeness as the depth, breadth, and quality of the products presented, as well as their availability always in the store. Offering a diverse range of products not only attracts attention, but also has the potential to influence consumers' purchasing decisions. Consumers will perceive a product based on its features, or product attributes. According to Erlangga et al (2021), in this case the company is required to provide service quality that can achieve more value, so that it is different from the quality of competitive services so that the quality of service is one of the factors that consumers consider before buying products. According to Purnama el al (2022), the completeness here concerns many types of products offered, various size variations, various brands and product availability every day. Product completeness is one of the factors that affect consumer satisfaction, because the more complete the product sold, the consumer will also feel satisfied and will come back again to buy the same product or needs. According to Meilisa dan Fitroh (2021), good product availability, good service quality and affordable prices are their own considerations for consumers in making purchase decisions.

In the complaint data received by UD Apollo Motor, it shows that the services provided by the management are not good. The service complaints that occurred showed that management had not been able to maintain good service standards, and this could have an impact on consumers' purchasing decisions at UD Apollo Motor. Regarding product availability, UD Apollo Motor has an incomplete inventory of motorbikes. Customers who order must wait within the order period of 2 weeks to 1 month. In addition, UD Apollo Motor also provides motorcycle service and sales of motorcycle spare parts. However, in some special spare parts, customers also have to wait for the time to order.

The indicator of service quality from Tjiptono and Chandra (2018), which include reliability, responsiveness, assurance, empathy, tangible. The indicator of product availability from Arianto (2018) is the diversity of products sold, the variety of products sold, the availability of products sold, the variety of brands available. The indicator of customer purchase decision from Tjiptono in Wicara and Indra (2018), which is about: problem identification. Information search, alternative evelution, purchase decision and post purchase behavior.

According to Syafrida (2018) purchasing is not just one course of action for consumers (such as a product), but rather consists of many actions that are connected to each other. Consumer decision-making is a mechanism that incorporates information synthesis to determine and select one of two or more alternative behaviors. Market choices include the whole process of defining issues for customers,

seeking solutions, assessing alternatives, and deciding between options. Consumer decision-making is a mechanism of interaction between affective attitude, attitude of attitude towards emotional, behavioral and environmental factors with which people engage in all aspects of life According to Rizwan et al (2020), there is no single process that all customers use. Some fundamental principles that will help us understand the process of evaluation: First, customers try to decide. Second, customers search for the advantages of product solutions. Third, customers see each item as a group of attributes with a set of capabilities to provide the benefits required to meet these needs. The characteristics of buyer interest differ by brand. The most common brand is customer purchase decisions, but there can be two variables between buying intentions and buying choices. These two variables, namely the establishment factor of others and the unanticipated circumstance factor. The decision of a customer to change, postpone or avoid decision status is highly affected by perceived risks. Marketers need to consider taste-causing causes, customers' risks, and provide knowledge and help to reduce the perceived risk. Behavior post-purchase. Marketing communications should provide confidence and appraisal that strengthens customer choice and allows the brand to feel secure. Thus, the marketer's job does not end with the purchase. Post-purchase satisfaction, post-purchase behavior and post-purchase product use should be observed by advertisers.

According to Purnama et al (2022), the completeness here concerns many types of products offered, various size variations, various brands and product availability every day. Product completeness is one of the factors that affect consumer satisfaction, because the more complete the product sold, the consumer will also feel satisfied and will come back again to buy the same product or needs. According to Arianto and Patilaya (2018), one of the key elements in purchasing decisions is the completeness of products provided by businesspeople. Therefore, business actors must make the right decisions regarding the diversity of products sold, because with the existence of a variety of products in the sense of a complete product starting from the brand, size, quality and availability of products at any time as described above. With this, it will make it easier for consumers to choose and buy various kinds of products according to their wishes. Something that consumers want is how to get the goods they need and provide a variety of products and alternative options, competitive prices, satisfying services and facilities and a comfortable shopping atmosphere all in one place. According to Korowa et al (2018), the availability of products and affordable prices will provide a separate advantage for companies engaged in trade.

According to Mufidah (2021), Consumers now have a wider quality and a wide variety of as many choices of goods and services are marketed. So that these conditions force sellers to be able to provide quality goods. Consumers will also respond regarding the completeness of the product. If the store can provide products that consumers quickly get the products, they want. According to Meilisa dan Fitroh (2021), Good product availability, good service quality and affordable prices are their own considerations for consumers in making purchase decisions. According to Pramono et al (2021), the quality of services provided by the company aims to provide convenience and comfort for consumers in shopping. Good service quality will be assessed by consumers either directly or indirectly because providing good service will provide convenience for consumers to make purchase decisions. The purchase decision does not escape the factor of completeness of the product. The product completeness factor is also seen to affect consumers when making purchase decisions.

According to Sugiyono (2018) the research hypothesis is: "Research that uses a quantitative approach, namely statistical data" used to analyze data by describing or describe the data that has been collected as it is. On research qualitative method, the hypothesis is not formulated, but it is hoped that

it can be found hypothesis. Furthermore, the hypothesis will be tested by researchers with using a quantitative approach". Hypothesis is divided into two types, H0 (Null Hypothesis) which is a mathematical base hypothesis that's tested for possible rejections under an assumption this is going to be true and (Alternative Hypothesis) Ha is a hypothesis that is used in the testing of hypothesis in opposite to the null hypothesis. It means that there is a relationship between variables in the experiment. The Hypotheses are made as follows: The null hypothesis is generally denoted as H0. It states the exact opposite of what an investigator or an experimenter predicts or expects. It basically defines the statement which states that there is no exact or actual relationship between the variables. The alternative hypothesis is generally denoted as Ha. It makes a statement that suggests or advises a potential result or an outcome that an investigator or the researcher may expect. It has been categorized into two categories: directional alternative hypothesis and no directional alternative hypothesis. It has been categorized into two categories: directional alternative hypothesis and no directional alternative hypothesis.

METHOD

The research model used in this study uses descriptive research using quantitative research. According to Sujarweni (2018), descriptive quantitative is the research the describe independent variables and dependent variable without make differences and comparison among variables. According to Kurniawan (2018), quantitative research is researching whose data uses quantitative data so that the data analysis is quantitative analysis (inference) or uses mathematical statistical formulas. Quantitative research assumes that the reality that becomes the object of research is single-dimensional, fragmental and tends to be fixed so that it can be predicted, and variables can be identified and measured with objective, standardized, and standardized instruments. Quantitative research is divided into experimental and nonexperimental research. This research will apply both descriptive and causal study. According to Sugiyono (2018), descriptive analysis, on the other hand, is research that is performed to ascertain the value of an independent variable, either one or more (independent), without drawing distinctions or comparing the independent variable to other variables According to Allen (2018), causal analysis assumes that the independent variable's meaning is the explanation for the dependent variable's value.

According to Sugiyono (2018), the stated sample represents a portion of the population's size and characteristics. The writer will use a nonprobability sampling technique known as incidental sampling in this study. Sujarweni (2018) defines nonprobability sampling as a sampling method that does not ensure that any element or member of the community has an equal chance of being used as a sample in analysis. The sample was then drawn using incidental sampling. Sujarweni (2018) defines incidental sampling as sampling dependent on random meetings with researchers that can be used as test samples if the individual who happens to be encountered is deemed appropriate as a data source. The Lemeshow formula is used to determine the number of samples to be obtained in this analysis, since the population is undefined or indefinite.

According to Ghozali (2021), the heteroscedasticity test tries to determine whether there is an inequality in variance between the residuals of one observation and another in the regression model. If the residual variance from one observation to another stays, this is referred to as homoscedasticity; if it differs, this is referred to as heteroscedasticity. A regression model with homoscedasticity or no heteroscedasticity is a good one. According to Ghozali (2021), it can also be tested using the Glejser test because statistical tests can better guarantee the accuracy of the results. The Glejser test is performed by regressing the independent variable with the absolute value of Ut. If the significance value between the independent variable and the absolute residual is more than 0.05, then there is no heteroscedasticity problem.

According to Ghozali (2021), the multicollinearity measure determines if the regression model includes the correlation between independent variables. In a good regression model, the independent variables cannot be correlated. If the independent variables are related, this variable is not orthogonal. Multicollinearity can also be revealed by adding the Variance Inflation Factor (VIF) and the tolerance value. These two tests demonstrate which other independent variables explain independent variables.

Simply put, each independent variable becomes the dependent variable when it regresses to the other independent variables. Tolerance quantifies the amount of the selected independent variable's fluctuation that other independent variables cannot explain.

RESULTS
Variable Service Quality

Statement of UD Apollo Motor can provide good and correct service. From the table above, 0 respondent (0%) with strongly disagree answers, 11 respondents (11.5%) with disagree answers, 16 respondents (16.7%) with neutral answers, 67 respondents (69.8%) with agree answers, 2 respondents (2.1%) with strongly agree answers.

Statement of UD Apollo Motor provides fast and consistent service in the process of delivering goods. From the table above, 0 respondent (0%) with strongly disagree answers, 2 respondents (2.1%) with disagree answers, 30 respondents (31.3%) with neutral answers, 50 respondents (52.1%) with agree answers, 14 respondents (14.6%) with strongly agree answers.

Statement of UD Apollo Motor has employees who are very active and friendly in handling various consumer complaints. From the table above, 0 respondent (0%) with strongly disagree answers, 10 respondents (10.4%) with disagree answers, 21 respondents (21.9%) with neutral answers, 49 respondents (51%) with agree answers, 16 respondents (16.7%) with strongly agree answers.

Statement of UD Apollo Motor has employees who can explain various types of products desired by consumers. From the table above, 2 respondent (2.1%) with strongly disagree answers, 10 respondents (10.4%) with disagree answers, 32 respondents (33.3%) with neutral answers, 39 respondents (40.6%) with agree answers, 13 respondents (13.5%) with strongly agree answers.

Statement of UD Apollo Motor is able to address any customer's personal requests. From the table above, 0 respondent (0%) with strongly disagree answers, 8 respondents (8.3%) with disagree answers, 22 respondents (22.9%) with neutral answers, 58 respondents (60.4%) with agree answers, 8 respondents (8.3%) with strongly agree answers.

Statement of UD Apollo Motor always pay attention to customer's enquiry. From the table above, 0 respondent (0%) with strongly disagree answers, 10 respondents (10.4%) with disagree answers, 20 respondents (20.8%) with neutral answers, 53 respondents (55.2%) with agree answers, 13 respondents (13.5%) with strongly agree answers.

Statement of UD Apollo Motor always provides updates for the orders placed by customers. From the table above, 2 respondent (2.1%) with strongly disagree answers, 20 respondents (20.8%) with disagree answers, 10 respondents (10.4%) with neutral answers, 48 respondents (50%) with agree answers, 16 respondents (16.7%) with strongly agree answers

Statement of UD Apollo Motor always addresed any criticism, and suggestions about the services provided. From the table above, 4 respondent (4.2%) with strongly disagree answers, 24 respondents (25%) with disagree answers, 10 respondents (10.4%) with neutral answers, 46 respondents (47.9%) with agree answers, 12 respondents (12.5%) with strongly agree answers.

Statement of UD Apollo Motor has complete facilities in providing services to consumers. From the table above, 7 respondent (7.3%) with strongly disagree answers, 29 respondents (30.2%) with disagree answers, 25 respondents (26%) with neutral answers, 26 respondents (27.1%) with agree answers, 9 respondents (9.4%) with strongly agree answers.

Statement of UD Apollo Motor has employees who are well-trained for service customers. From the table above, 4 respondent (4.2%) with strongly disagree answers, 31 respondents (32.3%) with

disagree answers, 27 respondents (28.1%) with neutral answers, 30 respondents (31.3%) with agree answers, 4 respondents (4.2%) with strongly agree answers.

Variable Product Availability

Statement of UD Apollo Motor has a variety of products to suit your needs. From the table above, 0 respondent (0%) with strongly disagree answers, 17 respondents (17.7%) with disagree answers, 24 respondents (25%) with neutral answers, 41 respondents (42.7%) with agree answers, 14 respondents (14.6%) with strongly agree answers.

Statement of UD Apollo Motor always updates the products they sell. From the table above, 0 respondent (0%) with strongly disagree answers, 39 respondents (40.6%) with disagree answers, 24 respondents (25%) with neutral answers, 25 respondents (26%) with agree answers, 8 respondents (8.3%) with strongly agree answers.

Statement of UD Apollo Motor has a very diverse range of products. From the table above, 4 respondent (4.2%) with strongly disagree answers, 30 respondents (31.3%) with disagree answers, 26 respondents (27.1%) with neutral answers, 25 respondents (26%) with agree answers, 11 respondents (11.5%) with strongly agree answers.

Statement of UD Apollo Motor provides consumers with a wide selection of products. From the table above, 1 respondent (1%) with strongly disagree answers, 38 respondents (39.6%) with disagree answers, 23 respondents (24%) with neutral answers, 25 respondents (26%) with agree answers, 9 respondents (9.4%) with strongly agree answers.

Statement of You can pre-order products at UD Apollo Motor. From the table above, 0 respondent (0%) with strongly disagree answers, 6 respondents (6.3%) with disagree answers, 34 respondents (35.4%) with neutral answers, 43 respondents (44.8%) with agree answers, 13 respondents (13.5%) with strongly agree answers.

Statement of UD Apollo Motor has a complete product stock. From the table above, 2 respondents (2.1%) with strongly disagree answers, 25 respondents (26%) with disagree answers, 37 respondents (38.5%) with neutral answers, 28 respondents (29.2%) with agree answers, 4 respondents (4.2%) with strongly agree answers.

Statement of UD Apollo Motor provides various motorcycle models that you need. From the table above, 0 respondent (0%) with strongly disagree answers, 33 respondents (34.4%) with disagree answers, 26 respondents (27.1%) with neutral answers, 26 respondents (27.1%) with agree answers, 11 respondents (11.5%) with strongly agree answers.

Statement of UD Apollo Motor is active in providing products with the latest models. From the table above, 0 respondent (0%) with strongly disagree answers, 18 respondents (18.8%) with disagree answers, 19 respondents (19.8%) with neutral answers, 44 respondents (45.8%) with agree answers, 15 respondents (15.6%) with strongly agree answers.

Variable Customer Purchase Decision

Statement of UD Apollo Motor understands the specifications of the product you want. From the table above, 0 respondent (0%) with strongly disagree answers, 20 respondents (20.8%) with disagree answers, 15 respondents (15.6%) with neutral answers, 54 respondents (56.3%) with agree answers, 7 respondents (7.3%) with strongly agree answers.

Statement of UD Apollo Motor is able to handle problems in purchasing. From the table above, 0 respondent (0%) with strongly disagree answers, 16 respondents (16.7%) with disagree answers, 21 respondents (21.9%) with neutral answers, 48 respondents (50%) with agree answers, 11 respondents (11.5%) with strongly agree answers. 3

Statement of UD Apollo Motor provides customers with clear product information. From the table above, 1 respondent (1%) with strongly disagree answers, 21 respondents (21.9%) with disagree answers, 22 respondents (22.9%) with neutral answers, 42 respondents (43.8%) with agree answers, 10 respondents (10.4%) with strongly agree answers.

Statement of UD Apollo Motor is able to explain the information needed by customers. From the table above, 0 respondent (0%) with strongly disagree answers, 13 respondents (13.5%) with disagree answers, 2 respondents (30.2%) with neutral answers, 48 respondents (50%) with agree answers, 6 respondents (6.3%) with strongly agree answers.

Statement of UD Apollo Motor always provides alternative products to customers. From the table above, 0 respondent (0%) with strongly disagree answers, 15 respondents (15.6%) with disagree answers, 25 respondents (26%) with neutral answers, 51 respondents (53.1%) with agree answers, 5 respondents (5.2%) with strongly agree answers.

Statement of UD Apollo Motor always strives to provide special requests from customers. From the table above, 0 respondent (0%) with strongly disagree answers, 30 respondents (31.3%) with disagree answers, 17 respondents (17.7%) with neutral answers, 39 respondents (40.6%) with agree answers, 10 respondents (10.4%) with strongly agree answers.

Statement of UD Apollo Motor always tries to fulfill your consideration in buying products. From the table above, 2 respondents (2.1%) with strongly disagree answers, 25 respondents (26%) with disagree answers, 14 respondents (14.6%) with neutral answers, 46 respondents (47.9%) with agree answers, 9 respondents (9.4%) with strongly agree answers.

Statement of You must consider carefully before buying a motorbike from UD Apollo Motor. From the table above, 0 respondent (0%) with strongly disagree answers, 23 respondents (24%) with disagree answers, 15 respondents (15.6%) with neutral answers, 36 respondents (37.5%) with agree answers, 22 respondents (22.9%) with strongly agree answers

Statement of You are satisfied with the purchases made at UD Apollo Motor. From the table above, 2 respondent (2.1%) with strongly disagree answers, 32 respondents (33.3%) with disagree answers, 34 respondents (35.4%) with neutral answers, 21 respondents (21.9%) with agree answers, 7 respondents (7.3%) with strongly agree answers.

Statement of You will recommend UD Apollo Motor to your friends. From the table above, 2 respondent (2.1%) with strongly disagree answers, 33 respondents (34.4%) with disagree answers, 21 respondents (21.9%) with neutral answers, 23 respondents (24%) with agree answers, 17 respondents (17.7%) with strongly agree answers.

DISCUSSION

From validity test, the validity value of the service quality, product availability and customer purchase decision is valid for all questionnaires. It means that all the questions of service quality, product availability and customer purchase decision are valid to be used as research instruments.

From reliability test, the reliability value of the service quality is 0.890, product availability is 0.810 and reliability value of and customer purchase decision is 0.825. It means that all the questions are reliable to be used as research instrument.

From testing on classical assumptions, it shows that in normality tests the data is normally distributed, the data does not occur multicholinearity, the data does not occur heterochedasticity and the data meets the classical assumptions entirely so that it is declared feasible to use.

From mean, median and mode calculation, most of respondents agree for service quality, agree for product availability and neutral for customer purchase decision. 5

From correlation test, the coefficient of correlation value is in 0.593 and 0.563. It means that there is positive effect between service quality towards customer purchase decision and there is positive effect between product availability towards customer purchase decision.

In determination test, the coefficient of determination value is 51.2%. It means that that service quality and product availability at UD Apollo Motor can be affected by customer purchase decision with 52.1%.

In linear regression analysis, regression equation is Y= 3.664 + .473 X. From multiple linear regression analysis, the equation is Y = 3.664 + 0.473 X1 + 0.522 X2.

In partial Z test, Service quality of Zcount value obtained is 5.81 that will be compared with Ztable in amount og 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between service quality has partial positive effect towards customer purchase decision at UD Apollo Motor. Product availability of Zcount value obtained is 5.51 that will be compared with Ztable in amount og 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between product availability has partial positive effect towards customer purchase decision at UD Apollo Motor

In simultaneous F test, the value of Fcount is 20.663. The hypothesis is accepted that service quality and product availability have simultaneous effect on customer purchase decision at UD Apollo Motor because Fcount > Ftable (20.663 > 3.07).

CONCLUSION

Service quality variables partially show positive effect towards customer purchase decision at UD Apollo Motor. It proved from Z test shows that Zcount (5.81) > Ztable (1.96) show positive result. That means Hyphotesis of Ho is rejected and Hyphotesis of H1 being accepted.

Product availability variables partially show positive effect towards customer purchase decision at UD Apollo Motor. It proved from Z test shows that Zcount (5.51) > Ztable (1.96) show positive result. That means Hyphotesis of Ho is rejected and Hyphotesis of H2 being accepted.

Service quality and product quality variables simultaneously show positive effect towards customer purchase decision at UD Apollo Motor. It proved from Ftest shows that Fcount (20.663) > Ftable (3.07) show positive result. That means Hyphotesis of Ho is rejected and Hyphotesis of H3 being accepted.

RECOMMENDATION

The need to improve the quality of service from UD Apollo Motor. This can be done by increasing the number of employees, providing customer service services for customers to make it easy to meet customer needs and improving service to consumers.

In product availability, it is necessary to provide a clear time description of the product ordered by the customer so that the customer has clarity about the product ordered.

The study explored only the effect of service quality, product availability and customer purchase decision. For the next research, it can also use another variable to do research at UD Apollo Motor. Also, further study could aim to explore other variables related to customer purchase decision, such as product quality, brand and digital marketing.

DAFTAR PUSTAKA

Acs, Z. J., Estrin, S., Mickiewicz, T., & Szerb, L. (2018). Entrepreneurship, institutional economics, and economic growth: an ecosystem perspective. Small Business Economics, 51(2), 501-514.

Arfan, M. F., Fauzi, A., & Rini, E. S. (2019). The effect of promotion, price perception and product quality on purchasing weaving decisions on consumers of Raki weaving assisted by Deli Serdang cooperative service. International Journal of Research and Review, 6(7), 349-360.

Arianto, N., & Octavia, B. D. A. (2021). Pengaruh Kualitas Pelayanan dan Distribusi terhadap Keputusan Pembelian. Jurnal Disrupsi Bisnis, 4(2), 98- 107.

Arianto, N., & Patilaya, E. (2018). Pengaruh Kualitas Produk dan Kelengkapan Produk Terhadap

Keputusan Pembelian Produk Salt n Pepper Pada PT Mitra Busana Sentosa Bintaro. KREATIF: Jurnal Ilmiah Prodi Manajemen Universitas Pamulang, 6(2), 143-154.

Blackburn, R., De Clercq, D., & Heinonen, J. (Eds.). (2018). The SAGE handbook of small business and entrepreneurship. Sage.

Chen, James. (2020). Z Test. From: https://www.coursehero.com/file/103417110/Z-Tesdocx/

Class, D. (2022, April 25). Role of Entrepreneurship in Society - Digital Class. Best Blogs & Insights From Digital Class E-Learning Marketplace. Retrieved November 15, 2022, from https://www.digitalclassworld.com/blog/role-of-entrepreneurship-in-society/ Cuemath. (n.d.). Mean Median Mode - Formula, Meaning, Examples.

Cuemath. Retrieved November 14, 2022, from https://www.cuemath.com/data/mean/median-mode/

Erlangga, H., Nurjaya, N., Sunarsi, D., Mas' adi, M., & Jasmani, J. (2021). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Sepeda Motor Honda Di PT Panca Sakti Perkasa Di Bintaro. Jurnal Ilmiah PERKUSI, 1(4), 464-472.

Fahtira, V. N. (2020). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pt Herba Penawar Alwahida Indonesia (Studi Pada Alfatih Business Center Ii Hpai Kota Bengkulu) (Doctoral Dissertation, Iain Bengkulu).

Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26. Edisi 10. Badan Penerbit Universitas Diponegoro. Yogyakarta.

Haming, M., Murdifin, I., Syaiful, A. Z., & Putra, A. H. P. K. (2019). The application of SERVQUAL distribution in measuring customer satisfaction of retails company. Journal of Distribution Science, 17(2), 25- 34.

Hermanto, H., Apriansyah, R., Fikri, K., & Albetris, A. (2019). Pengaruh Lokasi dan Kualitas Pelayanan Terhadap Loyalitas Konsumen pada Fotocopy Anugrah Rengat. Ekonomis: Journal of Economics and Business, 3(2), 171-176.

Jasmani, J., & Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. PINISI Discretion Review, 1(1), 165-174.

Korowa, E., Sumayku, S., & Asaloei, S. (2018). Pengaruh kelengkapan produk dan harga terhadap pembelian ulang konsumen (studi kasus Freshmart Bahu Manado). Jurnal Administrasi Bisnis (JAB), 6(003).

Kurniawan, Arief Rakhman. 2014. Total Marketing. Jakarta: Kobis. Kurniawan. A. (2018). Metodologi Penelitian Pendidikan. Bandung : PT Remaja. Rosdakarya.

Lewis. (2019, May 8). The Advantages of a Social Entrepreneur | Bizfluent. Bizfluent. Retrieved November 14, 2022, from https://bizfluent.com/info/12146431-advantages-social-entrepreneur.html

Madiawati, P. N., Pradana, M., & Miranda, S. (2021). Effects of Service Quality, Value Perception and Loyalty on Customer Satisfaction: Case of a Local Restaurant In South Bandung, Indonesia. Jurnal Bisnis dan Manajemen, 22(1), 19-29.

Masibbuk, I., Moniharapon, S., & Ogi, I. W. (2019). Pengaruh Kelengkapan Produk, Kualitas Layanan Dantata Letak Terhadap Keputusan Pembelian (Studi Kasus Pada Golden Pasar Swalayan Di Kota Manado). Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 7(1).

Mappesona, H., Ikhsani, K., & Ali, H. (2020). Customer purchase decision model, supply chain management and customer satisfaction: Product quality and promotion analysis. Int. J Sup. Chain. Mgt Vol, 9(1), 592.

Melisa, M., & Fietroh, M. N. (2021). Pengaruh Kelengkapan Produk, Kualitas Pelayanan Dan Harga Terhadap Keputusan Pembelian Pada Baby Shop Roberto Sumbawa: Indonesia. Jurnal Manajemen dan Bisnis, 4(2), 10-17.

Patmala, H. S., & Fatihah, D. C. (2021). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian Di Ukm Mart Kartika Widya Utama. Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi), 5(3), 1154-1170.

Purnama, N. I., Nasution, M. F. H., & Astuti, R. (2022). Pengaruh Harga Kelengkapan Produk Dan Lokasi Terhadap Kepuasan Konsumen Di 212 Mart. Jurnal AKMAMI (Akuntansi Manajemen Ekonomi), 3(1), 74-86.

Rahadhini, M., Pramono, H., & Susanti, R. (2021). Pengaruh Kualitas Pelayanan, Kelengkapan Produk, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian. Jurnal Ekonomi Dan Kewirausahaan, 21(3).

Rizwan, T. A., Rizwan, D. F. R., Rizwan, R. A. R., Rizwan, I. P., & Rizwan, M. R. (2020). The Effect Of Product Quality, Price, And Promotion On Car Purchasing Decisions Honda Br-V (Case Study Of Honda Br-V Sales At Honda Dealers Bandung). PalArch's Journal of Archaeology of Egypt/Egyptology, 17(10), 3743-3758.

Saiz-Álvarez, J. M., Leitão, J., & Palma-Ruiz, J. M. (2020). Entrepreneurship and Family Business Vitality.

Springer. Shochikatin, S. (2019). Pengaruh Kelengkapan Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Di Toko Makmur Bangunan Sidoarjo (Doctoral Dissertation, Stie Mahardhika Surabaya).

Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatig, dan R&D, penerbit. Alfabeta, Bandung.

Suhardi, D., & Taufik, N. (2018). The Analysis of Ease of Use, Trust, and Website Quality towards Purchasing Decision in Lazada. co. id. Indonesian Journal Of Business And Economics, 1(1).

Susanti, N. K. D., Susanti, P. H., & Suputra, G. A. (2021). Pengaruh Lokasi, Kelengkapan Produk, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Alfamart Blahkiuh Di Kabupaten Badung. Widya Amrita: Jurnal Manajemen, Kewirausahaan dan Parwisata, 1(1), 144-163.

Susanti, N. K. D., Susanti, P. H., & Suputra, G. A. 2021. Pengaruh Lokasi, Kelengkapan Produk, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Alfamart Blahkiuh Di Kabupaten Badung. Widya Amrita: Jurnal Manajemen, Kewirausahaan dan Parwisata, 1(1), 144-163

Syafrida, N. (2018). Promotion and Policy Influence Prices on Consumer Purchase Decision on Football Cafe Lubukpakam. Journal of Management Science (JMAS), 1(3, Juli), 64-69.

Tjiptono, F. (2018), Pemasaran Jasa, Prinsip, Penerapan, dan Penelitian. Yogyakarta: Andi

Wicara, D. G., & Indra, A. (2018). Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Laptop Pada Cv. Abone Komputer Di Teluk Kuantan. Eko dan Bisnis: Riau Economic and Business Review, 9(3), 195-203