

CUSTOMER PERCEPTION ABOUT PRODUCT QUALITY AT UD. WIN-WIN BAKERY

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ABSTRACT

The purpose of this study was to see how customers perceive product quality at UD. WIN-WIN bakery in Boalemo Regency. This research is a descriptive type of research with a qualitative research approach. This research is a type of research that tries to describe an event that is happening right now, this research focuses on real problems because it is the point where the exploration occurs. There are 4 indicators that affect customer perceptions of product quality: Individual Need that society in terms of individual needs is quite high. they prefer to consume Win-Win Bakery bread compared to other foods, and most of the sources of information obtained through word of mouth are from family and close friends. Their opinion about the quality of Win-Win Bakery's bread products is very good, the taste is just right, delicious and the price of Win-Win Bakery's bread is very cheap. making win-win bakery bread a recommendation for substitute food in carrying out activities or other activities. And while the external communication (communication with external parties) is that the public knows or knows Win-Win Bakery bakery products from their friends and family, and they enjoy packaging Win-Win Bakery bread packaging that is not easily damaged, according to the Win-Win Bakery community. already has high quality and quality even so the price is still cheap.

Keywords: Perception, product quality, customers.

INTRODUCTION

Small and Medium Enterprises (SMEs) play an important role in the financial cycle, especially in providing positions and salary types for low-paid groups. Under current conditions, small and medium enterprises are businesses that can adapt to crisis shocks, because they do not use a lot of imported unrefined raw materials. When large-scale organizations face the devastation of a pandemic, free organizations are relief from the effects of the crisis.

The uniqueness of population growth which continues to increase makes interest in various necessities of life also continue to increase. One of the variables that is closely related to human life is food. Food is an important part of human existence, along with the progress of the times which cannot be denied anymore, the food business has never decreased, contrary to standards, food continues to experience an increase in its special value according to the improvement

in the need for the quality and quantity of the food itself. Usually, food is described as anything that people clean as either food or drink..

As we all know today, the type of food business is constantly evolving and increasingly diversifying, both food companies serving traditional and modern air. This is a reaction to different customer demands for food decisions. This condition indicates that competition between food organizations is getting tighter, including the food business, one of which is bread as a whole. Therefore, producers must be able to see the current condition of society which is more dominant in consuming bread compared to other foods because bread is more practical in terms of serving and economical, from children to the elderly, making bread a choice of food suggestions for morning and relaxing. Even sick people prefer to eat bread over other foods, because bread has a sweeter taste and is easier to

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digest when sick. So by looking at this condition, it becomes a reference for the bakery industry in developing and marketing its products effectively.

In Boalemo Regency, there is a bakery company that is well known to the community, namely WIN-WIN Bakery. The company uses various strategies to make people know about WIN-WIN Bakery and decide to buy it. These strategies include running promotions, offering affordable prices, and offering high-quality bread so that people choose WIN-WIN Bakery's bread over other breads. Because basically the majority of consumers choose affordable goods with high quality. That's not all, Shared benefit Bread kitchen continues to strive to retain buyers and strive to stay at the forefront.

Definition of Management

The term Management is taken from the word subsidiary to Supervise, and that means dealing with, goodbye the board. Management is characterized as how management (individuals) coordinates, directs, and directs each individual who becomes his assistant so that the efforts made can achieve the goals set. [1].

Management is an arrangement of arrangements, coordination, authority and efforts to control the people of the association and the utilization of the remnants of authoritative wealth to achieve hierarchical goals [2]. Other experts explain that management is an ordinary job consisting of organizing, coordinating, coordinating and controlling activities carried out to decide and achieve predetermined goals through the use of human resources and other assets [3]. From the description of the understanding created by these experts, it tends to reason that administration is a cooperative structure between at least two individuals to achieve

hierarchical goals by organizing, sorting, coordinating, compiling and controlling to achieve hierarchical goals successfully and effectively by using human assets and assets. different.

Elements of Management

The element of management is an instrument to achieve ideal goals. People who have good human resources will work with recognition of organizational goals, representatives and local areas. The management element consists of six components (6M), specifically people, cash, techniques, materials, machines and markets [4]. Here's an explanation:

1. Man

In administration, the human variable is unquestionable. People make goals and people also make cuts to achieve goals. Without people, there is no work organization. Because basically humans are working animals.

2. Money

Cash is one component that cannot be ignored. Cash is a vehicle of commerce and a significant proportion of value. The side effect size of the exercise can be estimated by how much cash flows in the organization.

3. Materials

Materials consist of semi-finished materials (column materials) and finished materials. In the world's efforts to achieve better results, in addition to people who are experts in their fields, they must also be able to involve materials or materials as one of the ways. Due to problems and individuals can not be separated. Without the material will not achieve ideal results.

4. Machines

In organizational exercises, machines are necessary. The use of machines will bring convenience or generate greater profits. As well as create work

effectiveness.

5. Methods

In carrying out the work, a work strategy is needed. Separation is an effective method for speeding up work. A technique can be expressed as deciding how to complete a job by giving different contemplations for a goal.

6. Market

Showing off merchandise is of course important, because the merchandise that is sent is not selling well, then the product development section will stop. That is, a working creation will not take place. Consequently, market experts in a sense of disseminating creations is a determining variable in the organization. To dominate the quality and cost of merchandise must be in accordance with customer tastes and purchasing power of buyers (capacity).

Management function

Human asset management functions, management capabilities include preparation, regulation, coordination, control, obtaining, creating, repairing, combining, maintaining, disciplining and forgiving [5].

1. Planning

Planning (management of human assets) is the actual and effective organization of manpower to suit the needs of the organization in understanding its goals.

2. Organizing

Organizing is a movement to organize all representatives by laying out the division of labor, labor relations, designation of powers, joining and coordinating in an authoritative chart (association diagram). Association is only a necessary evil.

3. Course

Is the movement of coordinating all representatives, so they need to work

together and work successfully and effectively in helping the achievement of organizational, representative and community goals. Responsibilities are resolved by authority by appointing subordinates to appropriately handle each of their responsibilities.

4. Control

is the act of controlling all representatives so that they manage the organization's guidelines and work as expected in the event of deviations or mix-ups, restorative steps are made and improvement plans are made.

5. Acquisition

Acquisition is the openness to attracting, transferring, managing, directing, and registering to obtain representation according to organizational needs. Great acquisitions will help understand goals.

6. Progress

Progress is a plan to exercise specific, hypothetical, relevant, and moral vicarious abilities through teaching and preparation.

7. Pay

Pay is a sythesis of direct (immediate) and circular (circuitous) compensation, cash or product to representatives as payment for administration provided to the organization. Installment rules are fair and legal.

8. Merger

Merger is a movement to combine the interests of the organization and the needs of workers, to create a series and fruitful cooperation.

9. Coordination

Coordination is a movement to combine the interests of the organization and the needs of workers, to make cooperation series and fruitful. Discipline is the main HRM capability and the way

to achieve the biggest goals. Discipline is the desire and concern to conform to organizational guidelines and normal practices.

10. Excusal

Excusal is the end of the individual business relationship of an organization. This goal is caused by the wishes of the representative, the desire of the organization, the work contract is completed, retirement, and various reasons. This transfer is regulated in regulation no. 12 of 1964.

General Principles of Management Consists of [6]:

1. Supervisor of work (division of labor)
2. Authority and responsibility (authority and responsibility)
3. Discipline (discipline)
4. Unity of command (unity of command)
5. Unity of direction.

Manajemen SDM

The term Human Resource Management is used in conjunction with the terms board staff, board human assets, board faculty, executive work, board work, staff organization, staff organization, and the different terms. These interchangeable terms can create all kinds of confusion and distortion. In the use of these terms, if they are not applied in the mindset of the subject who is properly concentrated accordingly [7]. said "The human asset of executives is the knowledge and skills of overseeing employment relationships and positions so that they are attractive and productive in assisting the recognition of organizational goals, representation and local areas."

HR manages all parts of how individuals work and is supervised within the association. This includes training in, for example, HR techniques, HR boards, corporate social responsibility, executive information, improvement associations, HR

acquisition (individual management, enrollment and selection, and executive skills), board running, learning and development, boards for fishers, relations agency, government assistance, workers, welfare and safety, and specialist organization representation, HR practice has areas of strength for a premise, drawn from the behavioral sciences and from vital administration, the human relations hypothesis and modern measurable. This understanding has been based on the assistance of different inspection projects;

Human Resource Management Function

As indicated by the human resources capabilities of the board accordingly it is [8].

1. Organize

Structuring is the movement of describing the state of the workforce, so that it fits the needs of the association in a successful and productive manner, in helping the recognition of goals. Setting decides this business program includes coordinating, coordinating, controlling, acquiring, creating, repairing, combining, following, retaining, and firing workers.

2. Coordination

Coordination is a movement to control representation by deciding the division of labor, labor relations, division of power, combination and coordination as an authoritative graph. Association is only a necessary evil. Good association will help to correctly understand its purpose.

3. Courses and acquisitions

Preparation is the movement of mentoring representatives, so they need to work together and work successfully and proficiently at helping the association's goals. Titles are finalized by pioneers who with their administration will provide bearings to representatives so they carry out all their responsibilities properly.

Acquisition part is the registration, acquisition, arrangement, referral and registration to obtain representation according to the requirements of the association. A good gain will help understand the goal.

4. Control

Control is the movement of representatives who control so that they manage authoritative guidelines and work as expected. If capacity exists, corrective and additional actions are taken. Vicarious control combines participation, discipline, helpful ways of behaving, and conforming to workplace conditions.

5. Progress

Progression is specific, hypothetical, context-oriented recognition, and enhancement of vicarious moral abilities through instruction and preparation. The schooling and preparation provided by the preparation corresponds to current and future job requirements.

6. Pay

Pay is an arrangement of direct compensation in the form of cash or products to representatives in exchange for administration given to the association. Remuneration guidelines are fair and lawful, fair is characterized by the execution of work, whereas respectable is characterized by having the choice to address important issues.

7. Reconciliation

Reconciliation is a movement to unite the interests of the union and the needs of the workers, to make participation pleasurable and generally beneficial. From one perspective the association gains achievements/benefits, while representatives can overcome their work problems. bringing together two different interests.

8. Support

Support is a movement to follow or work on physical, mental and dedication conditions so that they continue to work together until retirement. Good maintenance is carried out by government assistance programs considering the needs of the majority of workers, and guided by inward and outward consistency.

9. Discipline

Discipline is an important ability of executive human resources and is a way to recognize hierarchical goals, because without discipline achieving the most extreme goals is difficult. Discipline is the desire and concern to follow authoritative standards and accepted practices.

10. End

Excusal is the end of the business relationship of an employee of an association. This goal is caused by the desire of the worker, the longing of the association, the completion of a business agreement, retirement or other reasons. Execution of executive skills and can be expected in supervising representatives will make it easier to set goals and progress hierarchically.

Customer perception concept

Perception is the process of people having the choice to see objects or objective reality using individual instruments. A person's view of an item is not singular but is influenced by several factors both from within and from outside himself [9].

Perception is the interaction used by people to select, coordinate, decipher the contribution of data to create a significant image of the world. Intelligence does not only rely on real encouragement but also improvements related to climatic conditions and individual conditions concerned.

From the explanation above, it tends to draw a distinctive assessment that basically Insight is a single perception or a way of

giving magna because of paying attention to an article, event, and so on for certain or negative criticisms of it..

Conditions for Perception Occurrence

The perception of occurrence is as follows[10]:

1. Considerations that plan in holding perceptions.
2. Tangible organs/receptors are devices for getting encouragement
3. Nerves exist as tools to send increases to the cerebrum and tools to hold reactions.

Factors Affecting Perception

1. There are several factors that affect a person's sharpness. As shown, the elements that influence these perceptions are internal variables and external factors [11].
2. The main inner variable is the process and need for thinking, while the second is individual preparation to respond to certain information.
3. Then external factors, including the strength and size of what will be offered, consideration, contrast and novelty of goods that definitely stand out, redundancy of people who are given wisdom, and developments that are given insight.

Functional factors

These practical factors are also referred to as personal or guiding components because they impact on the person who holds wisdom such as needs, past experiences, and other matters. This implies that the acuity is almost special so that protests based on inner distress usually things that serve the purpose of the person conducting the meeting are remembered for these beneficial variables, specifically affect needs, mental states, deep breaths. and social foundations. So what determines insight is not the type or type of encouragement, but the individual attributes that determine reaction or improvement.

Structural factors

The primary variable is the impact that arises from the idea of actual encouragement and the impact that appears on a person's sensory system. That's the rule of thumb if we prepare something, we prepare part of the whole. If we have a desire to understand an event, we cannot look at the different factors but must drive it in the relationship of the whole. For example, in understanding a person, we must look at the problems they face, their unique condition, and their socio-social climate. Even though the boost we get is divided, we will fill it with translations that match the upgrade structure we see.

Meanwhile, according to each of the 4 factors that influence client judgments and assumptions are as follows[12]:

1. Individual Need
When buyers have needs, their demands and assumptions are also very high.
2. Word Of Mouth Clients may have perceptions and assumptions as a result of other people's accounts. Other people's accounts are often considered as references.
3. Past Experience people who have had great encounters in the past will expect to get essentially the same help as in the past. If not, he will be disappointed.
4. External Communication
Is an organization's attempt to guarantee something to the client to attract clients.

Community Perception Concept

Local Area Discernment The meaning of insight from the reference to the word brain research is taken from English, insight, and which means: insight, vision, reaction; is the way one becomes aware of everything in their present state through the faculties they possess; or ecological information obtained through the translation of tangible information. Insight is a lost cycle earlier by detecting. Detecting is the process of getting

a push by a person through a fishing device, specifically a tactile organ.

Generally, impulses are sent by nerves to the cerebrum through the sensory focus system and the next system is the insight pathway. Improvement is obtained by the faculty, then, at that time, through the process of perception something in the faculty becomes something important after being coordinated and described. Perception is a coordinated movement, so that everything that exists within the individual, such as feelings, experiences, the ability to think, edges of reference and various points of view that exist within a single local area will play a role in perception. In this regard, it can be said that in perception even though the enhancement is something similar but because the experience is not something very similar, the ability to believe is not something similar, the reference casing is not. Not something similar, it is possible that the consequences of wisdom among people and others are not something similar.

Factors influencing insight are interior variables: sentiment, encounter, thinking ability, inspiration, and edge of reference. While the external elements are: the actual increase and the ecological state in which perception occurs. The clarity of the urge will affect insight. If the impulse is as a non-human object, the truth of insight lies more with the person holding wisdom because visible objects do not try to influence the beholder.

Regarding the meaning of society in reference to the English word, society is called society from the word socius which means companion. A clearer interest is that society is a social unit that has a spirit life because there is an articulation of individual spirit, individual will, individual attention, etc.

Meanwhile, the spirit of this local area

most likely comes from community components which include organization, status and social work. Then sociologists like [13]. Provides an understanding that society is a collection of people who are interconnected with each other because they have values, standards, ways and techniques which are normal requirements as a certain order of customs that are fixed and limited by a distinctive character. The meaning of scrutinizing local areas can be closed as natural reactions or information from various people who relate to each other on the grounds that they have values, standards, ways and methods which are a unique requirement as a non-stop custom order and limited by character. Data sharing is achieved through understanding tactile information.

Product quality

Quality of Goods Goods are something visible, especially labor and products offered to clients and buyers to meet needs or wants as physical, administrative, individual, place, association and thought [14]. "Goods are anything that we can propose to buyers and can meet and satisfy the wants and needs of buyers." Product quality is an important thing that must be pursued by every company with the assumption that the products made are able to compete in search. "quality of goods means the capacity of goods to complement its capabilities. It combines sturdiness or strength, dependability, precision, ease and repair and other important characteristics.

Goods Quality Markers In accordance with several aspects that are used as a kind of perspective that the goods are of high quality, namely:

- a. Structure is the actual size, shape or design of the item.
- b. Highlights are item attributes intended to increase shopper interest in the item.

- c. Quality of conformity is the degree to which all the units produced are indistinguishable and meet guaranteed specifications.
 - d. Strength, which relates to how long the item lasts.
 - e. Reliability is the percentage probability that a product will not experience multifunction or fail within a certain period of time.
 - f. Simplicity of repair (repairability), is the proportion of the ease of repairing an item when the item is not working or lacking.
 - g. Style is the look and feel of the item to the buyer.
 - h. Configuration (plan), is the overall elements that affect the look, feel, and capabilities of the item based on the needs of the client.
2. What customers hear from other customers (word of mountain communication). Where this is a potential factor that determines customer perceptions. For example, a customer chooses a company that is expected to provide high quality service based on the recommendations of friends or neighbors by word of mouth.
 3. Past experience in using services can also affect the level of customer perception. Past experience is that people who have had good experiences in the past will expect to receive service at least the same as before. If not, he will be disappointed.
 4. Communication with external parties from service providers plays a key role in shaping customer perceptions. Based on external communication, service provider companies can provide messages directly or indirectly to their customers. An example of the influence of external communication is the price where service costs play an important role in shaping customer expectations.

RESEARCH METHODS

This research is a type of descriptive research with a qualitative research approach. This research is a type of research that tries to describe an event that is happening at the moment, this research focuses on real problems because it is the point where the exploration occurs. In this type of research it describes events and incidents that are the center of attention without giving special treatment to these events [15].

RESEARCH RESULT

The research results found in this study are:

1. Customer perception is very dependent on individual characteristics where personal needs (individual need). Everyone must have specific needs that depend on the individual characteristics, situations and conditions of the customer, in other words individual need is when consumers already have needs, their demands and expectations are also very high.

DISCUSSION

Individual Need

Customer perception is very dependent on individual characteristics where personal needs (individual need). Everyone must have specific needs that depend on the individual characteristics, situations and conditions of the customer, in other words individual need is when consumers already have needs, their demands and expectations are also very high. The people of Boalemo, especially the people in Tilamuta, have a busy life in carrying out their daily activities, to reduce their busyness in meeting their individual needs (individual needs) they prefer bread compared to other foods, because according to them bread is more practical and saves time. From the results of direct interviews with the community regarding individual

needs, it can be concluded that the community prefers and chooses to consume Win-Win Bakery bread compared to other foods, which is because it is more practical and easy to make as a provision, besides that the community really like the taste of Win-Win Bakery bread which is delicious and has good quality[16].

Word of Mounth

What customers hear from other customers (word of mouth communication). Where this is a potential factor that determines customer perceptions. For example, a customer chooses a company that is expected to provide high-quality service based on recommendations from friends or neighbors through word of mouth. The community, especially tilamuta, choose bread that is of good quality and the price is quite cheap. For the community, it is indeed very difficult because many bread brands have emerged from outside the region, which makes people confused about which bread is good and of high quality but the price is quite cheap. high-quality bread information by word of mouth, we have to go directly to the public to find out. from the results of direct interviews with people who like to consume Win-Win Bakery bread, it can be concluded that people prefer Win-Win Bakery bread compared to others, which is because Win-Win Bakery bread has good taste and high quality and they know information about Bread Win-Win Bakery by word of mouth (word of mouth) mostly from family and closest friends. Their opinion about the quality of Win-Win Bakery's bread products is very good and tastes just right and the price of Win-Win Bakery's bread is very cheap as stated [17]. Stated that word of mouth (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in

groups for a product or service that aims to provide personal information.

Past Experience

Past experience in using the service can also affect the level of customer perception. Past Experience is that people who have had good experiences in the past will expect to receive at least the same service as before. If not, he will be disappointed. Experience can be obtained or felt when events have just occurred or have been going on for a long time. Experiences that occur can be given to anyone to use and serve as guidelines and human learning [17]. So the importance of past experience in determining the level of perception for each person.

From the experiences of the people, especially the people in their tilamuta when on vacation with family or holding meetings with friends or even when taking their children to school, it's no secret that food is part of their activities, because every meeting, holiday or whatever it is incomplete without complementary food. From the results of direct interviews with the community about Pase Experience (past experience) it can be concluded that all the people interviewed when they held an agenda they would prefer Win-Win Bakery which would be food consumption because the taste is so good, even they will recommend to their friends and family who don't know about Win-Win Bakery.

External communication

Communication with external parties from service providers plays a key role in shaping customer perceptions. Based on External Communication, service provider companies can provide messages directly or indirectly to their customers. External communication is a process carried out by organizations or companies to the public [18]. An example of the influence of external communication is the price where service

costs play an important role in shaping customer expectations. From the results of direct interviews with the community regarding External Communication it can be concluded that the community knows or knows Win-Win Bakery Bakery Products from other people's mouths, namely from family and friends, and they like the packaging of Win-Win Bakery Bread which are not easily damaged, Win-Win Bakery's Bread Products according to the community already have high quality and quality even so the price is still cheap.

CLOSING

Conclusion

Based on the results of research on customer perceptions about product quality carried out at UD. Win-Win Bakery in Tilamuta District and in the community, especially Tilamuta It can be concluded as follows: There are 4 indicators that influence customer perceptions of product quality: Individual Need that the community in terms of individual needs is quite high. they prefer to consume Win-Win Bakery bread compared to other foods, and most of the sources of information obtained through word of mouth are from family and close friends. Their opinion about the quality of Win-Win Bakery's bakery products is very good, the taste is just right, delicious and the price of Win-Win Bakery's bread is very cheap. making win-win bakery bread a recommendation for substitute food in carrying out activities or other activities. And while the external communication is that the public knows or knows Win-Win Bakery bakery products from their friends and family, and they enjoy packaging Win-Win Bakery bread packaging that is not easily damaged, according to the Win-Win Bakery community. already has high quality and quality even so the price is still cheap.

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