

# THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON CONSUMER SATISFACTION THROUGH PURCHASE DECISIONS AT RAMEN 1 TIKTOK SHOP PALANGKA RAYA

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**Abstract.** This study aims to analyze the influence of promotions and service quality on consumer satisfaction at Ramen 1 Palangka Raya. The background of this research stems from the fact that Ramen 1 Palangka Raya conducts promotions through the TikTok Shop application on their official account. However, to redeem vouchers from the application, customers must come directly to the outlet. This condition causes the outlet to become extremely crowded, resulting in long queues. Additionally, the relatively slow service process further accumulates the queues and creates congestion in the outlet area, which ultimately may affect customer satisfaction with the quality of service provided. This study employs a quantitative approach with Partial Least Squares (PLS) analysis technique. The research population consists of Ramen 1 consumers, with a sample of 100 respondents selected using purposive sampling technique. The results indicate that promotions and service quality have a positive and significant effect on consumer satisfaction.

**Keywords:** Consumer Satisfaction; Promotion, Ramen 1 Palangka Raya; Service Quality.

## 1. INTRODUCTION

The development of digital technology and the increasing internet penetration in Indonesia have brought significant changes to consumer behavior. Promotional activities, transactions, and interactions between consumers and producers are now increasingly conducted through digital platforms such as social media and e-commerce. According to the Indonesian Internet Service Providers Association (APJII, 2023), internet users in Indonesia have reached more than 215 million people, or around 78.19% of the total population. This situation provides a great opportunity for businesses to expand their market through effective and efficient digital marketing strategies.

One of the important elements in the digital marketing mix is promotion, which serves to introduce products, persuade, and influence consumers to make purchases. According to Manap (2016) in Manihuruk (2023), promotion is a form of communication aimed at convincing potential consumers about the benefits of a product or service. Research by Hidayat et al. (2024) shows that promotion has the most dominant influence on consumer satisfaction, at 78.7%, compared to other factors such as product quality, price, and location at AHK Cheese Cake Shop in Bengkulu. These results reinforce the view that attractive promotion, aligned with market needs, plays an important role in increasing customer satisfaction.

Apart from promotions, another factor that is equally important in influencing customer satisfaction is service quality. According to Tjiptono (2011) in Caniago (2022), service quality is the level of excellence expected and the control over that level to meet the needs and desires of consumers. Research by Mangare et al. (2023) also proves that service quality has a significant effect on customer satisfaction, especially in the culinary sector. Fast, friendly, and professional

service not only enhances the customer experience but also strengthens the brand image in the eyes of consumers.

Consumer satisfaction is itself the main goal of every marketing strategy. Kotler (2018) in Hidayat et al. (2024) defines it as the feeling of pleasure or disappointment that arises after comparing expectations with the actual performance of the product or service received. According to Kotler (2007) in (Setiawan et al. 2019), consumer satisfaction is the level of feeling a person feels after comparing perceived performance or results with expectations. If a product or service meets expectations, satisfaction will result, which will impact consumer loyalty. Conversely, if performance falls below expectations, dissatisfaction will arise, which can reduce repurchase intentions.

In the process of achieving consumer satisfaction, the purchase decision becomes a crucial stage that connects marketing efforts with the final outcome. Rosmayanti Melan (2023) explains that the purchase decision is a gradual process that consumers go through in determining their choice of a product or service. Narayana and Rahanatha (2020) emphasize that marketing activities on digital platforms have now become a determining factor in purchase decisions, considering that exposure to advertisements on social media has been proven to be more effective than conventional media in influencing consumer behavior.

Ramen1 (Ramen One) is a Japanese restaurant under PT Panca Mitrasari Lestari, known for its ramen, sushi, and other Japanese culinary dishes at affordable prices. This year, Ramen1 obtained Halal Assurance System (SJH) certification from BPJPH and halal certification from LPPOM MUI covering the entire production process, thereby increasing consumer trust in the quality and halal status of its products. With 60 branches across various regions in Indonesia, Ramen1 continues to expand its business reach and aims to open six new branches in Bekasi, Semarang, Jambi, Solo, Bengkulu, and Bontang by the end of this year (afederasi.com).

Ramen 1 Duta Mall Palangka Raya is one of the fast food culinary brands that is currently popular among young people. In an effort to expand its market and attract consumer interest, Ramen 1 actively promotes itself through social media, particularly TikTok Shop, offering various attractive programs such as discounts and purchase vouchers. This digital promotion strategy has proven effective in increasing visit interest and sales. However, the promotion system, which requires customers to come directly to the outlet to redeem vouchers, often results in long queues, especially during busy hours. This situation has the potential to reduce comfort and cause complaints regarding the speed and accuracy of service.

This shows that the success of digital promotion needs to be balanced with optimal service quality to ensure consumer satisfaction is maintained. Although many studies have examined the influence of promotion and service quality on consumer satisfaction, the results of these studies still show differences. For example, the research conducted by Pratama & Budiarti (2024) titled "The Influence of Service Quality, Promotion, and Brand Image" found that promotion does not have a significant effect on customer satisfaction. Meanwhile, another study conducted by Halawa et al. (2021) found that product quality, promotion, and service have a significant influence on customer satisfaction. Therefore, the researcher is interested in conducting a study titled "The Influence of Promotion and Service Quality on Consumer Satisfaction at Ramen 1 Palangka Raya."

## **2. LITERATURE REVIEW**

Marketing is an activity involving interaction between sellers and buyers in conducting transactions related to products or services, so the concept of a market does not only refer to a physical place, but emphasizes the process of communication and introduction of products to consumers (Jannah and Amelliya, 2023). Kotler & Keller (2009) in Anshori et al., (2025) stated that the marketing mix consists of seven key elements, including products/services, price, distribution, promotion, physical appearance, people, and procedures, all of which play a crucial role in reaching the intended target market.

The theory put forward by Kotler & Armstrong (2008) in (Rahma & Rizky, 2024), the Promotion Mix Theory, is a special combination of promotional tools consisting of advertising, public relations, personal selling, sales promotion, and direct marketing tools used by companies to engage consumers, communicate customer value persuasively, and build customer relationships.

### 2.1 Promotion

According to Tjiptono (2020) in (Hidayat et al. 2024), promotion is defined as a form of marketing communication aimed at conveying information, influencing, and persuading consumers. The goal is for the target market to be willing to accept, make a purchase, and have loyalty to the products offered by the company.

According to Kotler and Keller (2015) in (Manihuruk, 2023), there are three indicators of promotion as follows:

1. Advertising reach
2. Number of ad displays in mass media
3. Frequency of message delivery

### 2.2 Service Quality

According to Kotler and Keller (2012) in (Aspizain Caniago 2022), quality is defined as all features and characteristics of a product or service that have the capacity to meet customer needs. Tjiptono (2011) in (Aspizain Caniago 2022), explains that service quality is the level of excellence that is expected as well as the control over that level, with the aim of satisfying customer needs and desires.

According to Kotler and Keller (2016) in (Mangare. et al. 2023), the indicators of service quality are as follows:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangibles

### 2.3 Consumer Satisfaction

According to Kotler (2018) in (Hidayat et al. 2024), consumer or customer satisfaction is a positive or negative emotion that arises when a person compares the performance or results of a product received with the expectations they previously had.

According to Tjiptono (2016) in (Mangare et al. 2023), there are several indicators of consumer satisfaction variables, including:

1. Alignment with expectations
2. Repurchase intention
3. Willingness to recommend
4. Decision-making influence
5. Creating brand image

### 2.4 Purchase Decision

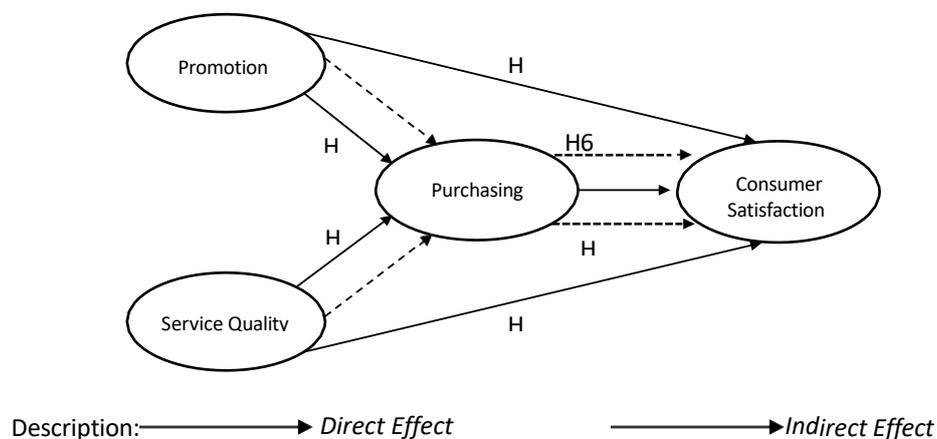
The purchase decision is the final stage in the consumer decision-making process that reflects the effectiveness of digital marketing strategies in influencing consumer behavior (Nasta'in et al., 2023). Decision-making can be considered an outcome or result of a mental or cognitive process that leads to the selection of a course of action among several available alternatives (Rosmayanti Melan, 2023). A purchase decision is the selection between two or more alternative options to be considered when consumers make a decision (Schiffman dan Kanuk in Agustina Lela, 2020)

According to Tjiptono (2010) in (Satria, 2023), the indicators used to measure purchase decisions are as follows:

1. Product needs and wants
2. Desire to try
3. Confidence in product quality
4. Repeat purchase decisions

### Conceptual Framework

The conceptual framework is the interrelation between theories or concepts that support the research and is used as a guide for researchers to systematically explain the theories used in the study. The conceptual framework in this research is as follows:



### Research Hypotheses

- H1: Promotion has a significant effect on Purchase Decisions at Ramen 1 Palangka Raya
- H2: Service Quality has a significant effect on Purchase Decisions at Ramen 1 Palangka Raya
- H3: Promotion has a significant effect on Consumer Satisfaction at Ramen 1 Palangka Raya
- H4: Service Quality has a significant effect on Consumer Satisfaction at Ramen 1 Palangka Raya
- H5: Purchase Decisions have a significant effect on Consumer Satisfaction at Ramen 1 Palangka Raya
- H6: Purchase Decisions can mediate the relationship between Promotion and Consumer Satisfaction
- H7: Purchase Decisions can mediate the relationship between Service Quality and Consumer Satisfaction

### 3. RESEARCH METHODS

The research was conducted using a quantitative-associative method. The study was carried out at Ramen 1 Palangka Raya, which is located in Duta Mall Palangka Raya. This research combines primary and secondary data. Questionnaires were distributed to respondents, namely Ramen 1 Palangka Raya consumers who made purchases through the TikTok Shop of Ramen 1 Palangka Raya. Meanwhile, secondary data were obtained through various literature, articles, academic journals, books, and other relevant documents that support the theoretical framework and provide a broader context regarding the research topic.

The sample size was calculated using Cochran's formula because the population size is unknown. The sample size was determined to be 96.04, meaning 100 samples (rounded up) were used in this study. Using Cochran's formula, the sample size is determined as follows

(Sugiyono, 2019):

$$n = \frac{z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.10)^2} = 96,04 = 96$$

Description:

- $n$  : research sample
- $z$  : 95 percent confidence level, which is 1.96
- $p$  : probability of being correct 50 percent, which is 0.5
- $q$  : probability of being wrong 50 percent, which is 0.5
- $e$  : sampling error 10 percent, which is 0.1

Respondent data is categorized using descriptive analysis based on characteristics such as age, gender, occupation, and others. In addition, each indicator and its hidden variables are categorized using data analysis. The following formula is used to assess indicators with category intervals:

Highest core — Lowest score Interval Length = \_\_\_\_\_

Many intervals Interval Length =  $\frac{5-1}{5} = 0,8$

The intervals in this study consist of five categories, and the interval length is 0.8 based on the formula. The intervals are categorized according to the following table:

Interval Value	Category
1,00 — 1,80	Very Low
1,81 — 2,60	Low
2,61 — 3,40	Medium
3,41 — 4,20	High
4,21 — 5,00	Very High

Source: Bancin *et al.* (2023)

Next, the following formula can be used to identify the type of latent variable:

Total respondent answer score Interval Length = \_\_\_\_\_ x 100

Total ideal answer score

Based on this information, the research variables can be categorized according to the following table:

Interval Percentage	Category
20% ≥ % Skor ≤ 36%	Very Low
36% ≥ % Skor ≤ 52%	Low
52% ≥ % Skor ≤ 68%	Medium
68% ≥ % Skor ≤ 84%	High
84% ≥ % Skor ≤ 100%	Very High

Source: Bancin *et al.* (2023)

In conducting the testing of the research model, the data analysis in this study used Partial

Least Squares (PLS) with the SmartPLS program. Partial Least Squares (PLS) is a statistical procedure for simultaneously estimating a system of equations called structural equation modeling (SEM). PLS has two measurement models, referred to as the outer model and the structural model, referred to as the inner model. In applying the PLS procedure to estimate the model, both the inner model and the outer model are estimated simultaneously (Hair & Alamer, 2022).

#### 4. RESULTS AND DISCUSSION

In conducting the testing of the research model, the data analysis in this study used Partial Least Squares (PLS) with the SmartPLS program. Partial Least Squares (PLS) is a statistical procedure for simultaneously estimating a system of equations called structural equation modeling (SEM). PLS has two measurement models, referred to as the outer model and the structural model, referred to as the inner model. In applying the PLS procedure to estimate the model, both the inner model and the outer model are estimated simultaneously (Hair & Alamer, 2022).

##### 4.1 Evaluation of Measurement Model (Outer Model) Convergent Validity

Convergent validity explains that indicators (manifest variables) must have a strong correlation with their latent variables (Ghozali & Latan, 2015). The testing of convergent validity is evaluated by looking at the loading factor values and the average variance extracted (AVE). The rule of thumb or assumption in convergent validity testing is that the loading factor value should be greater than 0.7 and the AVE value should be greater than 0.5 (Ghozali & Latan, 2015).

**Table 4.1.** Initial Loading Factor Test Results

	Consumer Satisfaction	Purchase Decision	Service Quality	Promotion
CS01	0.853			
CS02	0.866			
CS03	0.796			
CS04	0.921			
CS05	0.887			
PD01		0.862		
PD02		0.810		
PD03		0.934		
PD04		0.894		
SQ01			0.869	
SQ02			0.911	
SQ03			0.875	
SQ04			0.751	
SQ05			0.786	
P01				0.785
P02				0.854
P03				0.794

Next, an evaluation was conducted on the AVE values of all latent variables. Based on the results of the final algorithm calculation, it was found that the AVE values of all variables were greater than 0.5, as shown in Table 4.2. This indicates that the indicators in the research model are convergently valid and that the next tests can be conducted.

**Table 4.2.** AVE Test Results

	Average Variance Extracted (AVE)

Consumer Satisfaction	0.749
Purchase Decision	0.768
Service Quality	0.706
Promotion	0.759

#### Discriminant Validity

Discriminant validity explains that the indicators of a latent variable are not strongly correlated with other latent variables (Ghozali & Latan, 2015). The testing of discriminant validity can be evaluated using the Fornell-Larcker Criterion and Cross Loading approaches. In the cross loading approach, the cross loading value of an indicator with its latent variable must be greater than the cross loading value of that indicator with other latent variables. Meanwhile, in the Fornell-Larcker Criterion approach, the assumption is fulfilled if the square root of the AVE of each latent variable is greater than its correlation value with other latent variables.

**Table 4.3.** Results of Fornell Larcker Criterion Testing

	Consumer Satisfaction	Purchase Decision	Service Quality	Promotion
Consumer Satisfaction	<b>0.991</b>			
Purchase Decision	0.678	<b>0.876</b>		
Service Quality	0.674	0.648	<b>0.841</b>	
Promotion	0.773	0.784	0.752	<b>0.830</b>

Based on the results of the Fornell Larcker Criterion test as shown in Table 4.3, it is known that all the square root of the AVE values of the latent variables are greater than their correlations with other latent variables. Furthermore, an evaluation of the indicator cross-loading values was conducted. Table 4.4 shows that all indicators have higher cross-loading values on their respective latent variables compared to other latent variables. Therefore, it can be concluded that all indicators are discriminantly valid and the next testing can proceed.

**Table 4.4.** Cross Loading Test Results

	Consumer Satisfaction	Purchase Decision	Service Quality	Promotion
CS01	<b>0.853</b>	0.366	0.388	0.459
CS02	<b>0.866</b>	0.335	0.349	0.415
CS03	<b>0.796</b>	0.418	0.370	0.500
CS04	<b>0.921</b>	0.398	0.365	0.350
CS05	<b>0.887</b>	0.361	0.258	0.462
PD01	0.252	<b>0.862</b>	0.258	0.286
PD02	0.461	<b>0.810</b>	0.222	0.392
PD03	0.328	<b>0.934</b>	0.308	0.297
PD04	0.360	<b>0.894</b>	0.362	0.366
SQ01	0.296	0.305	<b>0.869</b>	0.317
SQ02	0.396	0.393	<b>0.911</b>	0.336
SQ03	0.381	0.349	<b>0.875</b>	0.394
SQ04	0.484	0.331	<b>0.751</b>	0.340

SQ05	0.408	0.267	<b>0.786</b>	0.300
P01	0.301	0.438	0.196	<b>0.785</b>
P02	0.422	0.333	0.449	<b>0.854</b>
P03	0.344	0.279	0.331	<b>0.794</b>

### Reliability

Reliability testing aims to examine the consistency of indicators in measuring constructs (Ghozali & Latan, 2015). Reliability testing can be evaluated using the Composite Reliability and Cronbach's Alpha approaches. An indicator is considered reliable if each latent variable has a Composite Reliability and Cronbach's Alpha value greater than 0.7 (Ghozali & Latan, 2015).

**Table 4.5.** Results of Reliability Testing

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Consumer Satisfaction	0.916	0.937
Purchase Decision	0.898	0.929
Service Quality	0.895	0.923
Promotion	0.813	0.852

In Table 4.5, the values of Cronbach's Alpha and Composite Reliability for each latent variable were found to meet the assumption or be greater than 0.7. This indicates that the indicators used in this study are reliable in measuring the latent variables or constructs.

### Determination Coefficient (*R Square*)

The determination coefficient is used to predict the influence or contribution of exogenous variables on endogenous variables within a research model. Based on Table 4.6, the determination coefficient value for consumer satisfaction is 0.583. This indicates that the independent variables in the model contribute 58.3% to consumer satisfaction, while the remaining 41.7% of consumer satisfaction is influenced by other variables not examined in the research model. Furthermore, the determination coefficient value for consumer decision-making is 0.476. This shows that consumer decision-making is explained by the independent variables in the model by 47.6%, while the remaining 52.4% is explained by other variables not investigated in the research model.

**Table 4.6** Test Results of the Determination Coefficient

	<i>R Square</i>
Consumer Satisfaction	0.58
Purchase Decision	0.47

### Hypothesis Testing

Hypothesis testing in this study consists of two models: testing the direct effect path model and the indirect effect path model. Analysis of the direct effect uses the path coefficient approach and T Statistic or p value. Path coefficient analysis shows the direction of the relationship between variables in a model. Furthermore, to analyze the significance of the relationship between variables, it can be done by comparing the t-statistic or p value (for one-tailed hypothesis testing, using a t statistic value of 1.65 and  $\alpha = 0.05$ ).

Then, for testing indirect effects or mediation in a model, the mediator analysis procedure in

PLS developed by Zhao et al. (in Bacin, 2023) can be used as follows: a. If a x b (indirect effect) is significant while c (direct effect) is not significant, the type of mediation is indirect-only mediation (full mediation). b. If a x b (indirect effect) is not significant while c (direct effect) is significant, the type of mediation is direct-only nonmediation (no mediation). c. If neither a x b nor c is significant, the type of mediation is no effect nonmediation (no mediation). d. If both a x b and c are significant, determine the sign of the product a x b x c. If the result is positive, the type of mediation is complementary mediation (partial mediation), whereas if the result is negative, the type of mediation is competitive mediation (partial mediation).

**Table 4.7.** Results of Hypothesis Testing

	<b>Path Coefficient</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Conclusion</b>
<i>Direct Effect</i>				
Promotion -> Purchase Decision	0.362	1.744	0.040	ACCEPTED
Service Quality -> Purchase Decision	0.338	4.158	0.000	ACCEPTED
Promotion -> Consumer Satisfaction	0.202	1.305	0.000	ACCEPTED
Service Quality -> Consumer Satisfaction	0.281	3.162	0.043	ACCEPTED
Purchase Decision -> Consumer Satisfaction	0.173	1.563	0.380	ACCEPTED
<i>Indirect Effect</i>				
Promotion -> Purchase Decision - Consumer Satisfaction	0.132	1.429	0.088	REJECTED
Service Quality->Purchase->Decision->Consumer Satisfaction	0.201	1.305	0.005	ACCEPTED

Based on the results of the hypothesis testing as shown in Table 4.7, it can be seen that Hypotheses I, II, III, IV, and V in this study are ACCEPTED, stating that promotion has a positive and significant effect on purchase decisions; service quality has a positive and significant effect on purchase decisions; promotion has a positive and significant effect on customer satisfaction; service quality has a positive and significant effect on customer satisfaction; and purchase decisions have a positive and significant effect on customer satisfaction. Then, Hypothesis VI is REJECTED, which states that purchase decisions are able to mediate the relationship between promotion and consumer satisfaction. Meanwhile, Hypothesis VII is ACCEPTED, which states that purchase decisions are able to mediate the relationship between service quality and consumer satisfaction. Furthermore, a mediation type analysis can be conducted by comparing the significance between the indirect effect and the direct effect as shown in Table 4.8. In the first indirect path, it is found that the mediation type is direct only — no mediation. Then, the mediation type of the second indirect path is complementary mediation (partial mediation).

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