

# THE EFFECT OF PRICE PERCEPTION, PROMOTION FACTORS, AND PRODUCT QUALITY MEDIATION ON SALES PERFORMANCE AT KOPI JOSS CAFE AND RESTAURANT IN PALANGKA RAYA, CENTRAL KALIMANTAN, INDONESIA

\*Tahasak

*Doctoral Program in Management Science, Faculty of Economics and Business  
University of Palangka Raya, Indonesia.*

Author's email:  
[tahasak@upr.ac.id](mailto:tahasak@upr.ac.id)

\*Corresponding author: [tahasak@upr.ac.id](mailto:tahasak@upr.ac.id)

**Abstract.** *Research in the field of marketing with dynamic capability theory aims to (a) determine the direct influence of price perception, promotion and product quality have a significant positive effect on sales performance at Kopi Jos in Palangka Raya City (b) determine the indirect influence of price perception, promotion has a significant positive effect on sales performance through product quality mediation at Kopi Jos in Palangka Raya City. The sample of this study was 80 respondents who were regular customers for at least six months. This study uses descriptive analysis and path analysis methods. And the sampling technique is Non-Probability Sampling with sample members using Purposive Sampling. Data collection in this study used questionnaires and interviews, and the type of research used a quantitative approach. The results showed that price perception, promotion, product quality had a significant positive effect on sales performance at Kopi Jos Cafe and Restaurant in Palangka Raya City.*

**Keywords:** *Price Perception, Product Quality, Promotion, Sales Performance*

## 1. INTRODUCTION

One of the businesses that has tight competition today is the culinary business, where currently the culinary world is a trend among the community. Palangka Raya City is one of the cities affected by this trend. The phenomenon of people who always gather and socialize in certain places is a common thing today. They tend to gather in one favorite place and make that place a basecamp for their group. This habit has become a lifestyle, not only for teenagers but also for adults today. Many business people take advantage of this phenomenon by opening a culinary business in the form of a cafe as an attractive hangout in Palangka Raya City. In general, a cafe is a place to drink coffee where visitors are entertained with music. A cafe is also interpreted as a drinking place where visitors can order drinks such as coffee, tea, and cakes (Komari, 2023). However, the understanding of a cafe has now shifted, besides being a place to drink coffee, cafes are also used as a place to gather, either to discuss work problems or just spend time with friends (Siwec & Pacana, 2021).

Components related to promotion (Shin & Zeevi, 2024) include strategic promotion selection (creatively), delivered in the area around the shopping center, near residential areas, according to customer expectations, supporting facilities, in addition to providing information on convenience or other facilities outside the room such as: parking lots. Another factor that also affects sales is the product offered. Because, product quality can provide its own satisfaction for customers so that this can affect sales performance (Yuen & Chan, 2010). In this study, the researcher took a study at the Kopi Joss Cafe and Resto located in Palangka Raya City. This cafe and resto were established on May 25, 2017. This Kopi Joss Cafe and Resto offers a variety of food and beverage variants that suit the tastes and needs of consumers. Based on the results of the pre-survey that has been conducted, most consumers who have visited and bought at the Kopi Joss Cafe and Resto stated that the prices offered were very affordable, starting from IDR

5,000 to IDR 50,000. The promotion is also quite strategic, namely through electronic media and print media. The location of Kopi Joss also supports (strategic) namely in the center of Palangka Raya City which is easily accessible and passed by many vehicles on Jl. S. Parman No. 18 (tourist area of Pasuk Kameluh Park and Kahayan Bridge). The employees in this cafe are 18 people with 10 men and 8 women.

## **2. LITERATURE REVIEW**

### **2.1 Dynamic Capability Theory**

The first definition of dynamic capability is according to (Teece, 2018a), a strategic management expert who has written many articles on dynamic capability. According to him, dynamic capability is the ability of a company to integrate, build and reconfigure internal and external competencies in the face of rapid environmental changes. Thus, dynamic capability reflects an organization's ability to achieve new and innovative forms of competitive advantage. Competitive advantage does not only come from the company's resources but also from the ability to create, integrate and reconfigure new resources continuously.

The second definition of dynamic capability is according to (Bocken & Geradts, 2020). According to them, dynamic capability is the company's processes that use resources - specifically the process of integrating, reconfiguring, acquiring and releasing resources - to match and even create market change. Dynamic capability is thus the organizational and strategic routines by which companies achieve new resource configurations as markets emerge, clash, fragment, develop and die.

The third definition is put forward by (Teece, 2018b) that dynamic capability is a learned and stable pattern of collective activities in which an organization systematically generates and modifies its operational routines to achieve better effectiveness. The fourth definition from (Kaur, 2023) which defines dynamic capability as the capability to build, integrate and reconfigure operational capabilities. Dynamic capabilities do not directly affect the company's output but indirectly contribute to the company's output through the impact on operational capabilities. Capabilities in an organization can be divided into two, namely operational capabilities and dynamic capabilities. Operational capabilities generally involve organizing an activity, such as producing a particular product. Using a set of routines to execute and coordinate the various tasks needed to carry out the activity (Felsberger et al., 2022). (Linde et al., 2021) explains that operational capabilities are capabilities that reflect the company's ability to carry out basic functional activities such as factory layout, marketing programs, which are more efficient than competitors.

### **2.2 Price Perception**

Price is the only element of the sales mix that provides income or revenue for the company. Price is a flexible sales mix, meaning it can be changed. According (Benhardy et al., 2020) price is the amount of money charged for a product or service or the amount of value exchanged by consumers to become benefits for having or using the product or service. Most prices are the main factors that influence consumers when buying an item. According to (Yasri et al., 2020) there are three measures that determine the price, namely:

1. Affordable price
2. Price that matches the quality of a product
3. Price comparison with other products

According to (Xu et al., 2024), there are basically four types of pricing objectives, namely:

1. Profit-Oriented Objectives

The assumption of classical theory states that every company always chooses a price that can generate the highest profit. This objective is known as profit maximization.

2. Volume-Oriented Objectives

Companies set prices based on specific volume-oriented objectives or known as volume pricing objectives. Prices are set in order to achieve sales volume targets.

### 3. Image-Oriented Objectives

A company's image can be formed through a pricing strategy. Companies can set high prices to form or maintain a prestigious image. While low prices can be used to form a certain image of value. Setting high or low prices aims to increase consumer perception of the overall product mix offered by the company.

### 4. Price Stability Objectives

The stability objective is achieved by setting prices to maintain a stable relationship between a company's price and the price of the industry leader.

In addition to the four pricing objectives above, there are other objectives of pricing. Prices are set with the aim of preventing competitors from entering, maintaining customer loyalty and supporting repeat sales (Wei et al., 2023). The objectives set must be consistent with the way the company positions itself in the competition.

## 2.3 Promotion

According to (Gross et al., 2021), Promotion is a place where a business informs and delivers starting from products, prices and locations. Places that are attractive to consumers are the most strategic, enjoyable and efficient places. Choosing a promotion is a way to maintain competitiveness. In addition to the factor of proximity to customers, the factor of suitability of information and products offered is very important for business units. If a company has the right promotion so that it is often seen, passed and visited by consumers, then a product that is sold or offered will have the opportunity to be purchased a lot, more often or sell better than similar products sold in other places and the surrounding area (Kaveh et al., 2021). Before establishing a company, it is necessary to pay attention to the promotional planning that will be distributed to prospective consumers. Promotional planning needs to be done as well as possible because mistakes in determining promotions will have an impact on the inefficiency and effectiveness of product activities, as well as the trust of prospective buyers in the product which has an impact on the lack of product purchases/sales until finally the company can experience continuous losses.

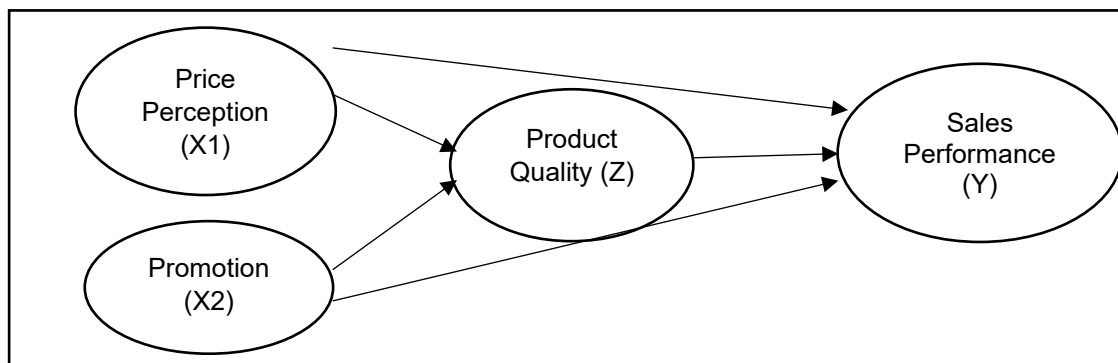
## 2.4 Product Quality

A product in a marketing perspective is anything that can be offered to the market for attention, acquisition, use, or consumption, and can satisfy the desires and needs of the market. Based on this definition, the things included in the definition of a product include; physical objects (motorcycles, cars, toothpaste, furniture, electronics, etc.), services (hospitals, police, Telkom, consultants, hotels, etc.), places (recreational parks, parking lots, theaters, etc.), organizations (political organizations, NGOs, campus organizations, foundations, etc.), ideas (thoughts and concepts).

Product attributes are anything attached to a product that can provide added value to the product in question and provide its own characteristics for the existence of the product. The added value in question is quality, nature (future), and design (Komari, 2023).

Product quality is defined as the ability of a product to carry out its function, including durability, reliability, consistency, ease of use and repair, and other valuable attributes. A product can be said to be of quality if it can be measured objectively from a marketing perspective, as well as from the buyer's perception. For companies that want to increase their competitiveness, attention and improvement to quality are the main keys to success in the market (Anwar & Sun, 2023).

Based on the description above, the researcher took several factors that could influence sales performance at the Kopi Joss Palangka Raya Cafe and Restaurant, namely price and promotion factors. Through this statement, the framework of thought is:



**Figure 1.** Conceptual Framework of the Research (Source: by author, 2025)

## 2.5 Research Hypothesis

According to (Taufik et al., 2022), Hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence. This study was conducted to determine the effect of price and promotion on sales performance at the Kopi Joss Palangka Raya cafe and restaurant. The following is the formulation of the hypothesis of this study:

H1: Price factors have a significant and positive effect on sales performance at the Kopi Joss Palangka Raya cafe and restaurant

H2: Promotion factors have a significant and positive effect on sales performance at the Kopi Joss Palangka Raya cafe and restaurant

H3: Product quality factors have a significant and positive effect on sales performance at the Kopi Joss Palangka Raya cafe and restaurant

H4: Price factors have a significant and positive effect on product quality in improving sales performance at the Kopi Joss Palangka Raya cafe and restaurant

H5: Promotion factors have a significant and positive effect on product quality in improving sales performance at the Kopi Joss Palangka Raya cafe and restaurant

## 3. RESEARCH METHODS

The type of research that the author uses in this study is quantitative descriptive research because this study describes, illustrates, or paints systematically, factually and accurately about the facts and relationships between phenomena that will be studied directly. The variables that are connected in this study are variables consisting of Price variables (X1), Promotion (X2), Product Quality mediation variables (Z) and Sales Performance variables (Y). The sampling technique used is SEM analysis with the following formula (Sambung, 2019) the number of indicators multiplied by 5 to 10. In this study there are 12 (twelve) indicators, so the number of samples used is the number of indicators multiplied by 7. So, the number of samples used in this study was 80 respondents.

In this study, the researcher used a questionnaire data collection technique, (Sambung, 2022) explained that a questionnaire is a data collection technique by giving a set of written questions or statements to respondents to answer. So the data that researchers get from this questionnaire is primary data, namely data obtained directly from the source, which comes from respondents' answers to the questionnaire that has been given. Partial Least Square is a powerful analysis method which in this method is not based on many assumptions (Meitiana et al., 2023). The Partial Least Square (PLS) approach is distribution free (does not assume certain data, can be nominal, category, ordinal, interval and ratio). The purpose of using Partial Least Square (PLS) is to make predictions, which in making these predictions is to predict the relationship between constructs, in addition to helping researchers in their research to obtain latent variable values that aim to make predictions.

#### 4. RESULTS AND DISCUSSION

Cafe in Central Kalimantan is one of the businesses run by individuals or groups with a total of 325 outlets (small and large). This research was conducted at Kopi Joss Palangka Raya located on Jl. S. Parman with a total of 23 people (2 owners, 4 cashiers, 15 waiters, 3 cleaning service). Kopi Jos sells snacks and heavy Indonesian food. The research using a structural equation model with the Partial Least Square (PLS) approach before analyzing, first tested or evaluated the empirical research model by assessing the inner model or structural model. Assessing the inner model is looking at the relationship between latent constructs by looking at the estimated path parameter coefficients and their significance levels. The test results are described in the following table:

**Table 1.** Evaluation of the Structural Model or Inner Model

Variable	Indicator	VIF	Coefficient (R <sup>2</sup> )	Cross-validated redundancy (Q <sup>2</sup> )
Price Perception (X1)	PP 1	2,332	0,752	0,428
	PP 2	2,149		
	PP 3	2,713		
Promosi (P)	P1	1,975		
	P2	2,413		
	P3	1,932		
Product Quality (Z)	PQ 1	2,415	0,683	0,325
	PQ 2	2,327		
	PQ 3	1,989		
Sales Performance (Y)	SP1	3,371	0,683	0,325
	SP2	4,394		
	SP3	2,753		

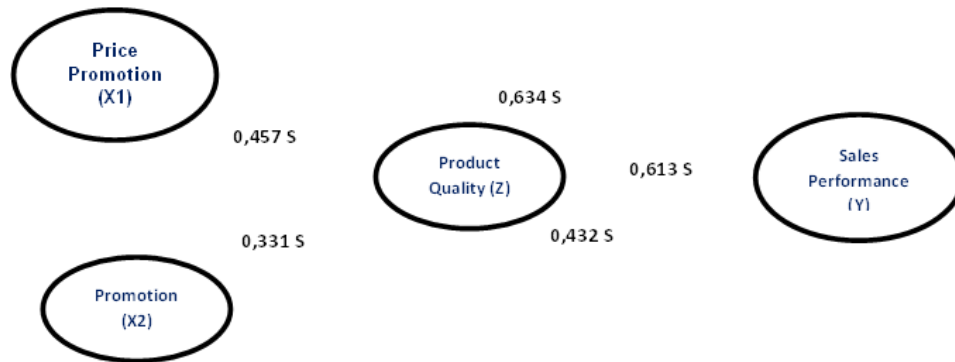
(Source: analyzed by author, 2025)

**Table 2.** Hypothesis Testing Results

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Keputusan
Price Perception (X1) -> Sales Performance (Y)	0,634	0,689	0,064	9,883	0,000	accepted *
Promotion (X2) -> Sales Performance (Y)	0,432	0,484	0,062	5,786	0,000	accepted *
Product Quality (Z) -> Sales Performance (Y)	0,584	0,613	0,066	8,843	0,000	accepted *
Price Perception (X1) -> Product Quality (Z) -> Sales Performance (Y)	0,457	0,493	0,037	5,651	0,000	accepted *
Promotion (X2) -> Product Quality (Z) -> Sales Performance (Y)	0,331	0,373	0,035	4,021	0,001	accepted *

(Source: analyzed by author, 2025)

The results of the analysis above show that the three hypotheses have proven to have a positive and significant effect. To provide an overview of the relationship model between the latent variables of each path in this study is shown in the following figure:



**Figure 2.** Results Analysis (Source: by author, 2025)

### 1) Interpretation of hypothesis 1

Hypothesis testing produces a path coefficient of the influence of price perception (X1) on sales performance with a path coefficient value of 0.634 and a t-statistic of 9.883. Because the t-count is greater than the t-table of 1.96 ( $9.883 > 1.96$ ) and the p-value is 0.000 ( $0.000 < 0.01$ ), the hypothesis that price perception (X1) has a positive effect on sales performance is accepted. Given that the coefficient is positive and significant below 0.01, it can be concluded that the relationship between the two is unidirectional and very strong. This means that the higher the price perception (X1) shown, the more effective and better the Sales Performance (Y) at Kopi Jos Palangka Raya.

### 2) Interpretation of hypothesis 2

Speculation testing occurs on the promotion influence coefficient (X2) with a path coefficient value of 0.432 and a t-statistic of 5.786. Since the t-count is more prominent than the t-table 1.96 ( $5.786 > 1.96$ ) and the p-value is 0.000 ( $0.000 < 0.05$ ), hypothesis 2 that has a positive impact on sales performance (Y) is accepted. Given that the coefficient is positive and noteworthy below 0.01, it can be concluded that the relationship between the two is unidirectional and very solid. This means that the higher the ability of Kopi Jos in carrying out promotions, the better and more successful it will be in increasing sales performance. Hypothesis testing produces a path coefficient of the influence of Product Quality (Z) on sales performance (Y) with a path coefficient value of 0.584 and a t-statistic of 8.843. Because the t-count is greater than the t-table of 1.96 ( $8.843 > 1.96$ ) and the p-value is 0.000 ( $0.000 < 0.05$ ), the hypothesis stating that Product Quality (Z) has a positive effect on sales performance (Y) is accepted. Given that the coefficient is positive and significant below 0.01, it can be concluded that the relationship between the two is unidirectional and very strong. This means that the better the Product Quality, the higher the increase in sales performance at Kopi Jos Palangka Raya.

### 3) Interpretation of Hypothesis 4 (Mediation Effect)

Indirect hypothesis testing produces a path coefficient of Product Quality (Z) in mediating the influence between price perception (X1) and sales performance (Y) with a path value coefficient of 0.457 and a t-statistic of 5.651. Because the t-count is more important than the t-table of 1.96 ( $5.651 > 1.96$ ) and the p-value of 0.000 is smaller than 0.01 ( $0.000 < 0.01$ ) at 1%, then the theory of Kotler and Armstrong (2016), product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes that are able to mediate the relationship between price perception and sales performance (Y) is recognized. Given the positive coefficient and significance below 0.01, it can be concluded that product quality has a mediating effect. This means that the more effective the product quality in the organization, the more it

can increase sales performance (KPJ) with the encouragement of price perception.

#### **4) Interpretation of hypothesis 5**

The mediation test produces a path coefficient of the impact of the relationship between promotional encouragement and sales performance of 0.331 and a t-statistic of 4.021 which is more important than the t-table of 1.96, a p-value of 0.001 below 0.01 ( $0.001 < 0.01$ ), promotion stating that product quality (Z) intervenes in the impact between promotion (X2) on sales performance (Y) positive and significant results, it can be concluded that promotion is an intervening or mediating variable in this study. This means that the more effective and better Kopi Jos is in maintaining Product Quality, the more it is able to increase sales performance (Y) with promotional encouragement that is in accordance with the reality offered.

### **Discussion of Results**

#### **1. The Effect of Price Perception on Sales Performance**

The results of the hypothesis test show that price perceptions described by Product Diversity, Product Durability, Product Taste Excellence are able to increase the effectiveness of Sales Performance. This price perception refers to the marketing field based on consumer expectations of product prices that influence customers to make purchases, thus impacting sales performance. The results of this study support the results of research conducted by (Suheri et al., 2021), which state that a good price is a price that is in accordance with consumer perceptions in deciding to purchase which has an impact on product sales growth.

#### **2. Effect of Promotion on Sales Performance**

The results of the hypothesis test show that promotions described by Information on Product Diversity Clarity, Language used in promotional media, easy to understand, Product Suitability with Information received by the public/consumers, the results are able to increase the effectiveness of Sales Performance. This promotion refers to the marketing field based on activities carried out by increasing the creativity of product promotions with indicators, can improve sales performance. The results of this study support the results of research conducted by (Ndung'u & Obuba, 2022), which stated that promotions carried out clearly and well can increase sales volume and consumer growth.

#### **3. The Influence of Product Quality on Sales Performance**

The results of the hypothesis test show that product quality described by Product Diversity, Product Durability, Product Taste Excellence can increase the effectiveness of Sales Performance. This product quality refers to the marketing field based on quality products in terms of ingredients and presentation, to consumption. Product quality that can influence customers to make purchases, thus impacting sales performance. The results of this study support the results of research conducted by (Purwati et al., 2020), which state that product quality is a characteristic of successful product sales and can improve sales performance.

### **CONCLUSION**

The results of the study indicate that product quality is proven to be a mediating or intervening variable. This means that sales performance is achieved more optimally if through effective development and implementation of product quality in the indicators of product quality application. Therefore, leaders as policy makers are able to demonstrate implementing prices by developing product quality in improving product sales performance at Kopi Jos. Product Quality is referred to as a complementary mediation in this study, this is indicated by the direct influence between Price Perception to Product Quality, Product Quality to Sales Performance and from Promotion to Sales Performance, has a positive effect, so it is called complementary mediation in partial



mediation. The results of the study indicate that Product Quality is proven to be a mediating or intervening variable. This means that sales performance is achieved more optimally if through effective development and implementation of product quality in product quality application indicators. Therefore, leaders as policy makers are able to show promotional activities with the reality given/presented to consumers and are able to accept differences of opinion from customers in promotional activities, so that they will be more effective in implementing product quality to improve sales performance.

Conceptually, sales performance research uses indicators from marketing theory, which are very relevant to increasing revenue. These results explain that price perception and promotion are more dominant in developing and implementing product quality to improve sales performance. Price perception is more effective in implementing product quality to improve sales performance. Therefore, the management of Kopi Jos Palangka Raya, to be able to improve price competence. The important role of price perception and promotion is to be able to develop and implement product quality at Kopi Jos. So that sales performance can be achieved optimally.

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