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Discounts and Services on Ticket Sales for the Badminton Indonesia Open Tournament on Customer Satisfaction

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Abstract---*Indonesia Open is an international badminton championship which is held annually is a regular event for The Badminton World Federation tournament. This sporting event is in great demand by Indonesian badminton connoisseurs so that it is more spectators. The main objective of this research was to know how the effect of discount and ticket sales service on match ticket buyer satisfaction directly. To find out the extent of this influence, the authors obtained primary data through questionnaires to 100 respondents who had purchased tickets. After data collection, the analysis was carried out using multiple linear regression methods to test the validity and reliability of the research statement. The calculation test uses several instruments, including the per-variable normality test, classical assumption test, multiple regression analysis, the coefficient of determination, the F-test, and the t-test. Finally, we found that the variable discount and ticket sales service have a positive effect on customer satisfaction by 18% and the rest is influenced by other factors. Thus, the results of this study are expected to provide valuable input for tournament organizers, especially the ticketing department, for the sake of improving the quality of sports to make Indonesia proud in the eyes of the world.*

Keywords---*customer satisfaction, Indonesia open, sales services, ticket discounts, ticket prices.*

Introduction

Recognizing the best and largest tournament in the world, the Indonesia Open is a six-star badminton championship held in Indonesia since 1982. This competition is part of the regular Badminton World Federation (BWF) event which is held annually in Jakarta. As a country with outstanding badminton achievements, Indonesia Open is part of the HSBC BWF World Tour Super 1000 tournament series, in addition to the All England and China Open. This makes Indonesia Open the most prestigious and most prestigious tournament in the world of badminton.

The success of organizing the Indonesia Open tournament cannot be separated from the role of the organizing committee which is professional, systematic, efficient, and effective in planning until implementation. Ticket sales did not go unnoticed by the committee. With a capacity of up to 6,000 spectators, the committee tries to sell as many

tickets as possible. Planning such as fixing match ticket prices in the VIP class, regular, 6-day continuous tickets and ticket booking techniques are well arranged and planned to attract the public to see the match directly in the arena.

Table 1
The trend of increasing match ticket prices

Years	VIP Class Ticket Price	% Discount	% who choose comfortable	Number of Viewers
2016	IDR. 850.000	15%-17%	70	12.000
2017	IDR. 650.000	17%	77	27.000
2018	IDR1.000.000	16%-17%	81	32.000
2019	IDR 900.000	17%-19%	82	32.000

Source: tiket.com & blibli.com

Table 1 shows that the trend of increasing match ticket prices is increasing every year while the discounting trend is decreasing. For more tickets to be sold, the committee must increase the number of sales booths and ticket exchanges so that visitors can easily get entry tickets. Cumulatively, the total audience attendance to watch live matches increases every year. In the picture below, it can be seen that in 2014 the number of spectators who attended was 10,200 people. This number continues to increase until 2018 as many as 32,000 tickets were sold, or an increase of 300% compared to 2014.

According to [Kotler & Keller \(2005\)](#), pricing must be adapted to environmental situations with limited quantities of demand. The desire to buy by consumers tends to be influenced by price. With lower prices and the same product quality, consumers tend to buy products at lower prices. Also, service quality affects consumer judgment. The positive impact of good service and more competitive prices is to increase the level of customer pleasure to encourage more loyal consumers to repurchase (re-buying).

Research on prices, discounts, and service quality on customer satisfaction has been conducted by many researchers ([Burger & Cann, 1995](#); [Matzler et al., 2004](#); [Lee & Heo, 2009](#)). The results of research conducted, get results where prices, discounts, and sales services have a significant effect on customer satisfaction. For more details, the following describes the results of research conducted by researchers related to prices, discounts, and sales services on customer satisfaction.

For the price variable in the research conducted by [Acai Sudirman \(2020\)](#), the price has 18% effect on customer satisfaction. The same thing was obtained by research conducted by [Galih Galang Tangguh \(2018\)](#), the price had a 13% effect on consumer satisfaction. However, the effect of price on consumer satisfaction was better in research conducted by [Fitriadi \(2019\)](#), [Gunadi \(2018\)](#), and [Indriyani \(2018\)](#) which received a percentage of 56%, 54%, and 63% respectively. On the other hand, research conducted by [Firmansyah \(2018\)](#) contrasts with other researchers, namely that price only affects 5% of customer satisfaction.

On the discount variable on customer satisfaction, research conducted by [M. Anang Firmansyah \(2018\)](#) when testing discounts in the form of promotions obtained 41% positive results that service quality has an effect on customer satisfaction. The same thing was obtained by [Widya Agustin Setyawati \(2018\)](#) who obtained a 61% discount on customer satisfaction. However, different results were carried out by [Furi Indriyani \(2018\)](#) who tested the promotional variable as a form of discount, getting smaller results than other researchers, namely 16% of the effect of discounts on customer satisfaction ([Hahm et al., 1997](#); [Mihelis et al., 2001](#); [González et al., 2007](#)).

Then in the sales service variable on customer satisfaction, research conducted by [Ela Fitriadi \(2019\)](#) and [Furi Indriyani \(2018\)](#) obtained a score of 56% and 51% of the effect of service quality on customer satisfaction, similar things were obtained by [Henry Eko Siagian et al. \(2020\)](#) who get the result that service quality affects 43% of customer satisfaction. However, different results were obtained by [Deni Faisal Mirza et al. \(2020\)](#) and [Widya Agustin Setyawati \(2018\)](#) who found that service quality had an effect of 19% and 18% on customer satisfaction.

Previous research shows that there is a deviation in the results of the variable price, discount, and sales service testing on customer satisfaction. Apart from that, from the theory of marketing management, it turns out that there are differences, where the consumers of the Indonesia Open audience are not affected by the increase in ticket prices and the decrease in the percentage of match ticket discounts. The number of spectators continues to increase along with the increase in sales services so that this is the background of this research entitled "The effect of prices, discounts and ticket sales services for the Indonesian Open badminton matches on match audience satisfaction".

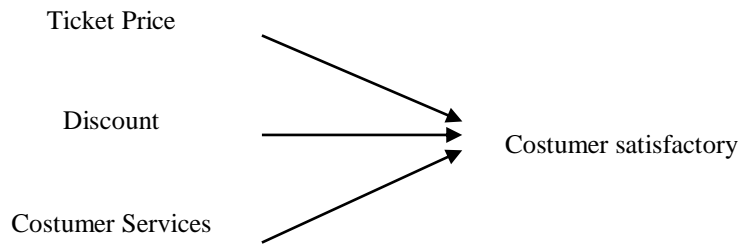


Figure 1. Analytical Framework

Literature Review

In general, satisfaction is a view of the pleasure or happiness experienced by a person. Likewise in a business context, consumer satisfaction occurs when consumers show a taste for the manifestation of the taste resulting from a product that is expected from the producer. Hennig-Thurau and Hansen (2013) rationalized product marketing skills and excellence with advantages by satisfying customers and maintaining future customer loyalty, which is a law of reciprocity and is bound to one another. Conversely, if the quality of service is low while the prices are too high, customers will automatically recede and turnover will fall, followed by low profits received by producers. What Ennew & Binks (1996) studied have long proven that good quality of goods and services will affect customer loyalty in any business, both in the financial and service business in several countries they studied. So that the reciprocal relationship in this business must be the strength of every business by implementing great management and strategic approaches for-profit and business continuity in an era of cross-sector precision and economic freedom.

Malik et al. (2012) stated that quality, name image, and service quality will determine the fate of a business. Their study has succeeded in raising the case of telecommunications companies, especially in several countries. Likewise, the rest of the business world claims that price is the spirit that drives all business life. Income is obtained from the multiplication of the price and the number of goods sold where all company expenses plus the profit it wants to earn are closed with total income. When the market is in a position of perfect competition, it is often difficult for management to set prices because prices are determined by the forces of supply and demand so companies must follow market prices and streamline their production costs to make a profit. However, this will be different if market conditions are monopolistic, where companies can determine prices and products that consumers must buy.

In the world of marketing, the determination of product pricing is classified into new product prices, adaptation prices, and change prices. Particularly for new products, the determination of pricing starts with skimming pricing, where the price is decided to be high to cover research and product development costs and then gradually reduces it to suit the level of competition. The next step is penetration pricing, namely by lowering low prices to seize and dominate the market then gradually increasing prices after customers are loyal to the product.

Sales discounts are an example of marketing-based pricing. Generally, a discount is given when a company launches a new product intending to introduce the product to consumers. McIlroy & Barnett (2000) note that efforts to improve business relationships with consumers can be done through price cuts, namely the shopping card system. This is one way to provide good service so that consumers keep arriving at another time. Likewise, Cross (2011) also states that how to organize good sales management is a tactical strategy to be able to beat competitors, namely by increasing service and lowering prices. According to him, the discount method is a strategic way to penetrate a business competition where the discount is set as low so that the business is slowly able to compete and even become the sales leader.

Discounts are also given to adjust to the consumer's environment, for example, consumers who buy goods in large quantities will get a discount. However, the discount itself is not given every time. If there is a change in bad economic conditions such as inflation or changes in production technology so that companies need to allocate large funds for equipment investment or competition between manufacturers, discounts should not be given. So the discount is part of a marketing strategy that aims to introduce new products, seize and dominate the market, and once-loyal customers are found, the company will gradually increase prices.

Customer service or service quality is one measure of customer satisfaction. When consumers enter a shopping center, consumers tend to choose and consider products that are considered to have advantages. Aspects of price,

availability of goods, and quality of shop service. Service quality is not something rigid but flexible. Companies that provide good service, the company has received feedback from consumers which allows consumers to become repeat customers or loyal ones.

According to [Arasu & Viswanatha \(2011\)](#), The element of security has a positive and significant correlation to the influence of buyers in determining which decisions consumers will choose to buy a product or service if there is a security guarantee. Because if there is no guarantee of certain safety standards, it will cause worry to prospective buyers, which in turn will discourage them from making transactions.

Materials and Methods

Business research was designed in a descriptive method, a study model that is used to describe the relationship or mutual influence of some of the variables being studied. [Jones \(2007\)](#) suggests the use of software to process relevant qualitative data analysis in business studies. Data analysis was carried out by selecting statistical techniques with SPSS for windows with the total population of ticket buyers for Indonesian open matches in Jakarta. Data were collected during and after the competition. With the accidental type nonprobability sampling technique, we do this by determining the sample based on the people we meet by chance and we find it suitable as a sample. This method is seen as the right method because the number of badminton match spectators who attend can reach 8,000 people per game. Data collection methods used are secondary data and primary data. Secondary data sources are taken from literature books, articles, journals, online sites, and youtube related to the effect of ticket prices, ticket discounts, and sales services on audience satisfaction when viewing badminton matches. Meanwhile, primary data sources were obtained from questionnaires. To make it easier for the informants to answer the questionnaire, the researchers used a special format consisting of a score of 1-5 where a score of 1 indicates Strongly Disagree (STS); 2 Disagree (TS); 3 Disagree (CS); 4 Agree (S); and 5 Very Agree (SS). Related to the operational definition in this study can be seen in Table 2.

Table 2
Operational Definition of Variables

Variables	Dimension	Operational Indicator
Price is an element of the mix that brings profit and creates a competitive firm. However, pricing must be adapted to environmental situations with limited quantities of demand. By setting the right price, it will greatly affect the company's ability to influence consumers to buy its products.	<ol style="list-style-type: none"> 1. Affordability of prices 2. Match price with quality 3. Price competitiveness 4. Price match 	<ol style="list-style-type: none"> 1. The prices offered by badminton match organizers are affordable for all people. 2. Ticket prices for matches are following the facilities offered. 3. Purchase tickets through the online website, the rates are reasonable, and following the convenience provided. 4. All ticket classes offer the same security and convenience. 5. Purchasing tickets online is cheaper than purchasing tickets offline. 6. Ticket prices for badminton matches this year are the same as tickets for last year's events 7. Higher ticket prices provide better service. 8. Ticket prices offered in online and offline media are following the expected benefits when used.
Discount is a promotional activity, to create a separate assessment and image for consumers. Discount activities aim to influence purchasing behavior, inform, persuade, and remind consumers of a product.	<ol style="list-style-type: none"> 1. Promotion 	<ol style="list-style-type: none"> 1. The organizing committee provides a price discount for purchasing tickets with a certain quantity and quantity. 2. The organizing committee provides a price discount for ticket purchases. 3. The organizing committee provides a price

Kotler & Keller (2005).		discount for ticket purchases through the designated official website.
		4. The organizing committee provides a price discount for ticket bookings 1 week before the competition.
Ticket sales service is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service). Service quality influences customer satisfaction. The positive impact of good service will increase customer satisfaction and loyalty and the desire to repurchase.	<ol style="list-style-type: none"> 1. <i>Reliability</i> 2. <i>Responsiveness</i> 3. <i>assurance</i> 	<ol style="list-style-type: none"> 1. EO Crew is friendly and polite in serving customers. 2. Crew EO provides services to customers quickly and precisely. Crew EO appears and is swift in serving customers. 3. Crew EO appears and is alert in serving customers. 4. Crew EO is proficient in carrying out their duties. 5. Crew EO provides fast service to the audience. 6. Crew EO is willing to help if the audience is confused. 7. Crew EO is always fast and precise in dealing with any complaints from customers. 8. Crew EO is always open to suggestions and criticism from customers.
Satisfaction reflects a person's assessment of the perceived product performance concerning expectations. If the product's performance does not meet expectations, the customer is dissatisfied and disappointed. If the performance of the product is following customer expectations, you will be satisfied and happy. Satisfaction and pleasure with the product will encourage customers to buy back (Loyalty).	<ol style="list-style-type: none"> 1. Expectation 	<ol style="list-style-type: none"> 1. Reliable match organizer (professional at work). 2. The serviceability of the organizer can be trusted (keeping the match audience comfortable) 3. The organizer can give confidence to the audience (safety and timeliness of the match)

The data analysis method used in this research consists of a validity test, reliability test, normality test, classical assumption test, and multiple linear regression analysis.

1) Test the validity and reliability of research instruments

The validity test is used to select the right statement on the questionnaire. To test the validity of this questionnaire using r table correlation (r product-moment) and r count, where the correlated statement if r count $>$ r table then the statement is valid. Reliability testing is done by trying two equivalent instruments to the same respondent so that the questionnaire can be used more than once or not. If Cronbach's alpha value is $>$ 0.6 then the instrument is reliable, but if it is less than 0.6 then it is not reliable.

2) Normality Test Per Variable Research Instrument

The normality test is one part of the data analysis requirement test, which means that before the analysis test is carried out such as a significant test or relationship test, the data that is obtained must be tested for normality first. Or briefly, the normality test to see whether the data that is owned is normally distributed or not. This research uses two methods, namely the Kolmogorov-Smirnov test and the Normal P-Plot test.

3) Multicollinearity and Heteroskedasticity Test

The multicollinearity test was carried out to determine the similarities between the free variables and between the other independent variables in modeling. The similarity in the independent variables causes a very strong

relationship, giving rise to habit when making decisions. The scale used for the presence or absence of multicollinearity is the number 1-10 where if the VIF statistical correlation value is 1-10 then multicollinearity does not occur. Then the important thing to consider when analyzing linear regression models is the disturbance factor u_1 or the error term or disturbance term. This test needs to be done because if the modeler has the same variance, there is no heteroscedasticity, but if the modeling has different variances then there is an indication of heteroscedasticity. In this study, there are two techniques used in testing heteroscedasticity, namely the Scatterplot image and the Park test.

4) Multiple Linear Regression Analysis

Multiple linear regression is used to project the effect of the independent variable (X) on the dependent variable (Y). The multiple linear regression model in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

5) Multiple linear regression calculations in this study used SPSS for windows. Then on the results of these statistical calculations will be obtained model summary, ANOVA table, and coefficient table. The statistical results can be seen in the coefficient of determination (R²), the F value, and the t value.

Results and Discussion

Respondents who are the object of this research are people who come to the Istora Senayan stadium in Jakarta to see a badminton match. The number of respondents studied was 107 sources using a nonprobability sampling method with an accidental sampling technique. The questionnaire was distributed directly by meeting people who came and bought tickets for badminton matches at Istora Senayan Jakarta. The table below shows the characteristics of the sources who are the object of the research.

Table 3
Characteristics of Respondents

No.	Respondent Characteristics	Amount	Percentage (%)	
1	Gender	male	47	43
		Female	60	56
2	Age	18-23	79	74
		24-29	18	17
		30-35	6	6
		>36	4	3
3	Latest Education	High Scholl	94	62
		Academy	13	9
		Bachelor (S1)	34	23
		Master (S2)	9	6
4	Occupation	Students	64	60
		Private	11	10
		civil servant	9	8
		Private Employees	23	22
5	Times buy match tickets	2x	78	65
		>2x	37	35

Source: Report 2020

Table 3 shows that from gender, the number of female viewers is more than male viewers, which is 56%. When viewed from age, the age in the range of 18-23 years saw the most dominant badminton competition, which was 74%. When viewed based on the latest education level, most respondents with a bachelor's degree (one) education compared to other education levels were 62%. Then based on the type of work, students occupy the first position with a value of 60%, followed by private employees by 22%, then self-employed by 10% and finally civil servants / BUMN employees at 8%. Based on the average purchase frequency, 65% have come to the direct match 2 (two) times and 35% more than 2 (two) times.

Validity and Reliability Test

The validity test in this study is used to measure the validity and accuracy of a measurement procedure. The validity test in this study used a sample of 30 respondents, and by comparing the Pearson df product-moment (degree of freedom) the r-table is 0.312. Proof of valid question if the value of r-count > r-table.

The reliability test can be observed at Cronbach's Alpha value, if the Appraisal value is > 0.70, then the question construct which is the variable dimension is reliable. Reliable is data that is shown to be consistent and suitable for further processing. Validity and reliability tests can be seen from the corrected item-total correlation in Table 4.

Table 3
Test the Validity and Reliability of Research Instruments

Dimension	Validity -Average		Note.	ReliabilityAverage		info.
	r-count	r-table		Alpha	Standard	
Affordability of prices	0.608	0.312	<i>Valid</i>	0,755	0.7	Re able
Price match with quality	0.676	0.312	<i>Valid</i>	0,754	0.7	
Price competitiveness	0.611	0.312	<i>Valid</i>	0,754	0.7	
Price match with benefits	0.720	0.312	<i>Valid</i>	0,753	0.7	
Promotion	0.824	0.312	<i>Valid</i>	0,751	0.7	
Reliability	0.878	0.312	<i>Valid</i>	0,753	0.7	
Responsiveness	0.882	0.312	<i>Valid</i>	0,752	0.7	
Guarantee	0.594	0.312	<i>Valid</i>	0,756	0.7	
Expectations	0.932	0.312	<i>Valid</i>	0,825	0.7	

Source: research report 2020

Normality Test

By testing the validity and reliability based on the sampling has been through the appropriate sampling procedure, but it does not rule out the possibility of irregularities. Therefore, the samples that have been taken need to be tested for normality to detect whether the selected sample comes from a normally distributed population. There are two ways to find out, namely the Kolmogorov-Smirnov method and the PP-Plot test. The Kolmogorov-Smirnov normality test is categorized as normal if Sig > 0.05. In table 4 under Sig. the data is greater than 0.05 so that the data is normally distributed.

Table 4
Normality Test with Kolmogorov-Smirnov

Information	Ticket Price (X ₁)	Discount (X ₂)	Sale service (X ₃)	Costumers satisfaction (Y)	Standard
Despondent (N)	100	100	100	100	
Test Statistic	0.099	0.131	0.115	0.136	0.05

Source: Research Report 2020

The normality test with the PP-Plot is carried out by looking at the plot points of the results from the SPSS output > if the plot points are around the diagonal line then the variable is normally distributed.

Multicollinearity and Heteroskedasticity Test

The multicollinearity test is used to determine whether the regression modeling in the study has a strong correlation (strong relationship) between the independent variables. Good regression modeling does not occur in the correlation between independent variables. If the resulting VIF is between 1-10, there will be no multicollinearity. VIF analysis from the results of the classification assumption test is still between 1-10 so there is no multicollinearity.

The heteroskedasticity test aims to determine whether confounding variables in the regression equation have the same variance or not. If it does not have the same variance, it means that there is no indication of heteroscedasticity,

but if it has different variances then there is an indication of heteroscedasticity. The heterodactyl test in this study used the Park test method, namely the test using the residual removal method and then logged (Ln). When t-count > t-table (positive value). Multicollinearity and heteroskedasticity test results can be seen in Table 5.

Table 5
Multicollinearity and Heteroskesdasticity Test

Description	Col-linearity Statistics		T	Sig.	Note
	Tolerance	VIF			
(Constant)			3.292	0.001	
Ticket Price	0.831	1.203	0.004	0.004	Heteroscedasticity
Ticket Price	0.846	1.182	0.905	0.905	Non- Heteroscedasticity
Sale Services	0.885	1.130	0.012	0.012	Non- Heteroscedasticity

Multiple Linear Regression Analysis

The regression equation to predict how to match audience satisfaction is affected by ticket prices, ticket discounts and match ticket sales services with N 100, the following are the results of the multiple regression analysis:

$$Y = 4.957 + 0.121X_1 - 0.005X_2 + 0.093X_3 + e$$

From the regression equation, it is known that ticket prices and sales services have a positive effect on audience satisfaction while ticket discounts do not. When observed in the regression coefficient, the largest regression value is obtained in the ticket price variable with a regression coefficient of 0.121, which means that the ticket price factor is the dominant factor affecting audience satisfaction when viewing the Indonesian Open badminton match. Then to see the closeness of the relationship and how much influence the variable ticket prices, ticket discounts, and sales services on audience satisfaction can be seen in the determination coefficient Table 6.

Table 6
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.433 ^a	0.188	0.162	1.632

a. Predictors: (Constant), Sale services, Ticket discount, and ticket price

R square is 0.188. This means that 18.8% of audience satisfaction is influenced by the variable ticket prices, ticket discounts, and sales services, the remaining 81.2% of audience satisfaction is influenced by other factors that have not been examined in this study.

Conclusion

Based on the results of research and discussion, it can be concluded that discounts price has a positive effect on buyer's satisfaction while ticket discounts have a negative effect on customer satisfaction. From the regression value, ticket prices have a dominant effect on audience satisfaction when viewing the Indonesian Open badminton match.

Based on the results and discussion, the researcher provides suggestions with the note that the results of this study can be considered that discounted ticket prices and satisfying sales services are factors that have a significant effect on consumer satisfaction during the Indonesian Open badminton season. Therefore, it is very important for the organizers in determining the price of match tickets with the consideration of the results of this study so that it will increase the success of the committee which in turn raises the desire of customers/spectators to make repeat transactions on future visits.

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