Influence of Product Price and Shopping Convenience on Consumer Satisfaction

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Abstract

Retail business competition is getting tighter, so understanding consumer satisfaction factors is very important. This study aims to determine the effect of product prices and shopping convenience on consumer satisfaction at Al Amin Multimart Store. Competitive product prices and shopping convenience are consumers' main considerations when determining where to shop. This study uses a quantitative method with a causal associative approach. Data were collected by distributing questionnaires to 110 respondents who are consumers of Al Amin Multimart Store. The data analysis technique used is multiple linear regression to measure the effect of independent variables, namely product prices (X1) and shopping convenience (X2), on the dependent variable, namely consumer satisfaction (Y). The study results indicate that product prices and shopping convenience positively and significantly affect consumer satisfaction. This means that the more competitive the product price is and the more comfortable the shopping experience is, the more consumer satisfaction increases. Therefore, Al Amin Multimart Store is advised to maintain a competitive pricing strategy and improve facilities and services to create a better shopping experience.

Keywords: Product Price, Shopping Convenience, Consumer Satisfaction

Introduction

In the current era of globalization and rapid technological advancement, competition among business actors has become increasingly intense, particularly in the modern retail sector. Consumers today are presented with a wide array of shopping alternatives, making it imperative for businesses to understand their needs and preferences in a comprehensive manner. One of the most critical strategies for maintaining customer loyalty is ensuring high customer satisfaction, which can be achieved through the effective management of key elements such as pricing and shopping convenience.

Price remains one of the most fundamental components in a consumer's decision-making process. As noted by Kotler and Armstrong (2018), price is not merely a monetary value but also a reflection of a product's perceived value, quality, and affordability. Consumers tend to evaluate prices in relation to the benefits they receive. When a product is perceived to offer good value for money, it enhances customer satisfaction and increases the likelihood of repeat purchases. Conversely, if prices are deemed too high or do not align with the perceived quality, consumers may feel dissatisfied and seek alternatives from competing retailers. Therefore, appropriate pricing strategies play a significant role in shaping consumer perceptions and satisfaction levels.

In addition to pricing, shopping convenience has emerged as a crucial non-price factor that significantly affects customer satisfaction. Shopping convenience encompasses various dimensions, including store layout, product availability, accessibility, employee service quality, checkout efficiency, and the overall ambiance of the shopping environment (Rangkuti, 2019). A retail store that provides a comfortable and seamless shopping experience is more likely to attract and retain customers. Consumers increasingly favor retail outlets that offer competitive prices and facilitate an enjoyable and hassle-free shopping journey. As such, convenience can be seen as a form of added value that enhances the overall shopping experience and strengthens customer satisfaction.

Al Amin Multimart Store is a modern retail outlet located in Raman Utara District, East Lampung Regency, which operates in a dynamic and competitive retail environment. The store is known for offering a variety of daily necessities and has garnered a loyal customer base within the local community. However, in the face of growing competition and shifting consumer behavior, it becomes essential to evaluate how well the store's pricing and shopping convenience strategies meet consumer expectations and contribute to customer satisfaction. Although the store has gained recognition in its locality, there is limited empirical evidence on how these factors—price and convenience—affect its consumers' satisfaction levels.

Given this context, conducting a comprehensive study to examine the influence of price and shopping convenience on customer satisfaction at Al Amin Multimart Store is important. Understanding the interplay between these variables will provide valuable insights into consumer behavior in a rural retail setting and help business owners and managers develop more effective strategies to enhance service quality and customer retention.

This research aims to contribute to the broader field of retail management and consumer behavior by offering empirical findings that can inform decision-making processes in retail businesses. The outcomes of the study are expected to assist retail operators in aligning their pricing strategies and improving the physical and service-related aspects of their stores to better satisfy consumers. Ultimately, enhancing customer satisfaction will lead to improved customer loyalty, positive word-of-mouth promotion, and sustainable business growth in the long term.

Based on the identified background and gaps in previous studies, this research investigates the influence of product price and shopping convenience on consumer satisfaction at Al Amin Multimart Store in Raman Utara, East Lampung. The study aims to answer whether price and shopping comfort significantly impact customer satisfaction. Its objectives are to

analyze these influences and provide valuable insights for marketing strategy development. Theoretically, this research contributes to marketing literature by exploring factors affecting consumer satisfaction in modern retail. It benefits the researcher and Al Amin Multimart in improving service quality and customer loyalty.

Literature Review

Marketing

Marketing is a dynamic and interactive process involving both social and managerial dimensions. According to Kotler and Keller (2016), marketing is the process by which individuals and groups fulfill their needs and desires by creating, offering, and exchanging valuable products and services voluntarily. Similarly, Perreault and McCarthy (2008) define marketing as a purposeful activity aimed at achieving objectives by anticipating customer needs and directing appropriate products from producers to meet those needs. Therefore, marketing extends beyond mere selling; it is a continuous, adaptive interaction between providers and customers within a constantly evolving managerial and social environment (Kotler & Keller, 2016; Perreault & McCarthy, 2008).

Product Price

Price is generally defined as the monetary amount exchanged for a product or service, reflecting both the financial cost and perceived value the consumer receives (Kotler & Armstrong, 2012). Tjiptono (2014) expands this view by emphasizing that price includes both monetary and non-monetary elements representing the utility gained. Rezki et al. (2019) identify four indicators of price: price affordability, alignment between price and product quality, price competitiveness, and congruence between price and benefits. Consumers assess prices not solely by cost but by the value and benefits obtained, ultimately influencing purchasing decisions and perceived customer satisfaction.

Shopping Convenience

Shopping convenience refers to the consumer's perception of how much time and effort are saved throughout the shopping process (Berry et al., 2002). It encompasses five dimensions: decision, access, search, transaction, and post-purchase convenience (Berry et al., 2002; Benoit et al., 2017). Decision convenience relates to ease in making purchase choices (Seiders et al., 2007), while access focuses on the store's location and operating hours. Search convenience addresses finding desired items efficiently (Malhotra, 1982). Transaction convenience involves ease of completing purchases, and post-purchase convenience refers to minimal effort required after purchase, such as handling complaints or returns.

Purchase Decision

Purchase decision refers to the evaluative process wherein consumers relate their knowledge to various product options before selecting (Apriyandani et al., 2017; Rufaidah, 2021). This process comprises five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Apriyandani et al., 2017).

Influential factors include product preference, purchasing habits, and decision-making speed (Kotler & Keller, 2016). Price significantly affects purchase decisions through perceived value; consumers are more inclined to purchase when price aligns with perceived benefits. Discrepancies between price and perceived quality may lead to hesitation or cancellation, ultimately reducing post-purchase satisfaction (Kotler & Keller, 2016).

Consumer Satisfaction

Customer satisfaction reflects the post-purchase evaluation of whether product performance aligns with consumer expectations (Jun et al., 2004; Kotler & Keller, 2016). It arises from comparing expected versus actual outcomes, where satisfaction increases if performance meets or exceeds expectations, and decreases otherwise (Oliver, 1980). Benoit et al. (2017) identify three key indicators: feeling highly satisfied, where consumers experience emotional gratification such as joy or appreciation; consistent fulfillment of post-purchase expectations, particularly regarding quality and utility; and the attainment of highly positive experiences, often demonstrated through repurchase behavior, reflecting consumer trust and loyalty toward the product or service.

Research Method

Type of Research

This study employs a quantitative research method, specifically an associative causal approach. This approach aims to examine the impact and relationships among two or more variables. According to Sekaran and Bougie (2016), this type of study seeks to explain how each variable influences others and how they interrelate. The research focuses on consumers at Al Amin Multimart Store in Raman Utara, Lampung Timur Regency, as the subject of the investigation. The findings of this study will provide insights into the causal relationships between the variables under examination in the context of consumer satisfaction.

Data Source and Data Collection Method

This study utilizes both primary and secondary data sources. Primary data is directly collected from respondents through structured questionnaires, as described by Sekaran and Bougie (2016), who define primary data as information obtained directly by the data collector from the original source. Secondary data, on the other hand, is gathered from existing literature and documentation to support the research (Sekaran & Bougie, 2016). Data collection methods include a literature review, which critically examines academic sources to contribute theoretically and methodologically to the topic (Sekaran & Bougie, 2016), and questionnaires to capture consumer opinions on product pricing, shopping comfort, and their impact on satisfaction at Al Amin Multimart Store.

Population and Sample

The population in this study refers to all individuals who meet the research criteria, specifically consumers shopping at Al Amin Multimart Store in Raman Utara, Lampung Timur Regency. The sample, defined as a subset of the population with specific characteristics, is

selected using non-probability sampling, meaning elements do not have an equal chance of selection. Purposive sampling is applied, where participants are chosen based on predefined criteria (Sekaran & Bougie, 2016). The criteria for inclusion are consumers who have made a purchase at the store within the last two months. The sample size is determined using Hair's formula (Hair et al., 2010), resulting in 120 respondents.

Operational Variables

Variables are elements that can be measured or observed, with values that change to reflect the characteristics of the object being studied (Sekaran & Bougie, 2016). In this research, the independent variables (X) are Product Price (X1) and Shopping Comfort (X2), which influence the dependent variable (Y), Consumer Satisfaction (Y). Product Price (X1) is defined as the amount of money paid for a product or service, reflecting the value consumers receive from owning or using it (Kotler & Armstrong, 2012). The indicators for this variable include price affordability, price-quality alignment, price competitiveness, and price-benefit alignment (Rezki et al., 2019).

Shopping Comfort (X2) refers to the satisfaction consumers feel about managing their time and effort throughout the shopping process (Berry et al., 2002). Indicators for this variable include decision comfort, access comfort, search comfort, transaction comfort, and post-purchase comfort (Benoit et al., 2017). Consumer Satisfaction (Y) is the evaluation consumers make post-purchase, assessing how their expectations align with the actual experience (Kotler & Keller, 2016). Indicators include high satisfaction, meeting customer expectations, and positive consumer experiences (Benoit et al., 2017). The study uses a Likert scale to measure these variables, as it is effective in assessing opinions, attitudes, and perceptions (Sekaran & Bougie, 2016). Respondents' answers are categorized on a scale from "Strongly Disagree" (1) to "Strongly Agree" (5), as outlined by Sekaran and Bougie (2016).

Data Analysis Techniques

Instrument testing is crucial to ensure that the research tool effectively measures the intended Validity testing ensures that an instrument, such as a questionnaire, accurately measures the intended concepts (Sekaran & Bougie, 2016). This study assessed validity using factor analysis through IBM SPSS 25, focusing on the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA), anti-image correlation, and factor loading values. Instruments are valid if these values exceed 0.5 (Hair et al., 2010). Reliability testing evaluates consistency over time, using Cronbach's Alpha to assess it. Values below 0.60 indicate poor reliability, values between 0.70 and 0.80 are acceptable, and values above 0.80 are considered good (Sekaran & Bougie, 2016). For data analysis, descriptive statistics were used to summarise the data, while multiple linear regression was applied to analyze the impact of independent variables, such as product price and shopping comfort, on the dependent variable, consumer satisfaction. Hypothesis testing was carried out using t-tests, F-tests, and the coefficient of determination (R^2) to determine the significance of the variables.

Result

Descriptive Analysis Results

This study's target sample size was set at 120 respondents, determined based on the sampling method aligned with the research objectives and design. However, only 110 respondents completed and returned the questionnaire, resulting in a response rate of 91.67%, calculated by comparing the number of responses to the total questionnaires distributed. Although the response rate did not reach 100%, the achieved rate is considered high and acceptable, ensuring that the collected data is sufficient for analysis and drawing conclusions.

The descriptive analysis of the respondents reveals that all of them have prior experience purchasing at Al Amin Multimart Store, as shown by the 100% response rate to the question of whether they had shopped there. Furthermore, all respondents indicated that they had made purchases within the last two months, demonstrating that they remain active consumers of the store. The respondent demographic data also highlights significant patterns, such as the predominance of female respondents (84.5%) and the majority being young adults aged 15-25 years (38.2%), typically including students, young professionals, and those with limited income.

In terms of occupation, the largest groups of respondents were students (30%) and housewives (22.7%), which reflects their consumption patterns. Students tend to be more price-sensitive, while housewives focus on managing household needs. Additionally, most respondents reported a monthly income of less than IDR 1,000,000, further supporting the notion that the majority of Al Amin Multimart customers belong to the lower-middle-income group. This income constraint likely influences their purchasing decisions, as they prioritize affordability and seek out discounts and promotions.

The types of products purchased were primarily clothing, shoes, accessories, and beauty products, which are popular among the primary demographic groups—students and housewives. Moreover, the average spending per month at the store was mostly in the range of IDR 100,001 to IDR 250,000, aligning with the financial profile of the respondents. These insights into spending behavior suggest that Al Amin Multimart successfully caters to a customer base that values both price and convenience.

Respondent Response Results

The results of consumer responses regarding product prices at Al Amin Multimart Store, highlight the positive perceptions held by customers. With an average score of 4.56, respondents generally agreed that the store offers competitive, affordable pricing, which aligns well with the quality of the products. The first statement, "The prices offered by Al Amin Multimart Store are very affordable," achieved a strong average of 4.51, indicating that most customers found the prices to be accessible. Similarly, the second statement, emphasizing the alignment of price with product quality, received a slightly higher score of 4.60, showing that customers see good value for their money. Furthermore, the statement about price competitiveness also garnered a high rating of 4.51, affirming that Al Amin Multimart Store successfully competes with other similar retailers. The final statement, which relates to price

matching the perceived benefits, earned the highest score of 4.63, further reinforcing the positive view of price-value balance among consumers.

The responses related to shopping convenience, showing an overall high satisfaction with the store's shopping experience, reflected in an average score of 4.59. Consumers indicated that decision-making during shopping was easy, with the first statement receiving a score of 4.58. Location accessibility, which is crucial for consumer convenience, was affirmed with a 4.60 average. Other aspects, such as product availability and payment options, also received favorable responses, particularly the variety of payment methods, which scored 4.65. The store's policies, including exchange options, contributed positively to the overall shopping convenience, with an average score of 4.58.

Finally, Table 4.13 summarizes the responses regarding consumer satisfaction, with an average score of 4.56, indicating high satisfaction across the board. The statement, "I am very satisfied shopping at Al Amin Multimart Store," received the highest average of 4.58, suggesting that most customers are fully satisfied with their shopping experience. Other statements further emphasized the store's ability to meet customer expectations and provide a positive shopping experience, both emotionally and functionally. This indicates that Al Amin Multimart Store is successful in creating a loyal customer base through its competitive pricing, convenient shopping experience, and consistent satisfaction.

Multiple Linear Regression Analysis

Table 1 presents multiple linear regression analysis results to determine the impact of product price and shopping comfort on consumer satisfaction at Al Amin Multimart. The equation derived from the analysis is as follows: $Y = -1.262 + 0.448X1 + 0.448X2$, where Y represents consumer satisfaction, X1 is product price, and X2 is shopping comfort. The analysis shows that both product price (X1) and shopping comfort (X2) positively and significantly impact consumer satisfaction, with both variables contributing equally to enhancing customer satisfaction. The significance levels for both variables are 0.000, indicating strong effects.

Table 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	-1.262	0.981		-1.286
Product Price (X1)	0.395	0.068	0.448	5.805
Shopping Comfort (X2)	0.336	0.058	0.448	5.814

Partial Hypothesis Test (t-Test)

Table 2 presents the results of the partial hypothesis test (Uji-t) to determine the significant impact of independent variables on the dependent variable. Hypothesis testing follows the criteria that H_0 is accepted and Ha rejected if the significance value is greater than 0.05, and H_0 is rejected and Ha accepted if the significance value is less than 0.05. The results indicate that both product price (X1) and shopping comfort (X2) significantly positively impact

consumer satisfaction, with significance values of 0.000, which are less than 0.05. Therefore, the null hypotheses are rejected, and the alternative hypotheses are accepted.

Table 2. Partial Hypothesis Test (t-Test)

Hypothesis	Sig.	Result
Positive impact of product price on consumer satisfaction	0.000	Accepted
Positive impact of shopping comfort on consumer satisfaction	0.000	Accepted

Simultaneous Significance Test (F-Test)

The results of the simultaneous hypothesis test (Uji-F) are used to assess the combined effect of the independent variables on the dependent variable at a significance level of 0.05. The calculated F value is 117.773, which is greater than the F table value of 3.08. The significance value is 0.000, which is less than 0.05. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (Ha) is accepted, indicating that product price and shopping comfort together have a significant positive influence on consumer satisfaction.

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) analysis, which shows that the combined effect of product price (X1) and shopping comfort (X2) on consumer satisfaction (Y) accounts for 68.8% of the variation, as indicated by R^2 = 0.688. This suggests that product price and shopping comfort significantly influence consumer satisfaction. However, the remaining 31.2% of consumer satisfaction is influenced by other variables or factors not included in this study. The Adjusted R^2 value is 0.682, which further supports the model's reliability in explaining the variations in consumer satisfaction.

Discussion

Product Price Affects Consumer Satisfaction

Product pricing plays a crucial role in influencing customer satisfaction (Marlinda et al., 2024). Consumers typically seek products that meet quality expectations and align with their budget and the perceived benefits they gain (Kotler & Keller, 2016). This study's findings align with previous research by Rivai et al. (2021) and Sudirjo et al. (2023), which emphasized that product price significantly affects consumer satisfaction. The respondents in this study, primarily students and housewives, are particularly sensitive to price. Students often have limited budgets and look for affordable yet quality products, while housewives prioritize spending efficiency for household needs. Therefore, reasonable pricing that matches the perceived benefits is essential for ensuring their satisfaction at Al Amin Multimart Store.

Based on the data analysis of the questionnaire, the respondents generally had a positive perception of product pricing at Al Amin Multimart. They agreed that the prices were reasonable and acceptable. The highest responses were related to the "value for money" aspect, indicating that consumers consider both the nominal price and the value or benefits derived from the purchased product. The "price-quality match" also received positive feedback,

suggesting that customers felt the product's quality justified the price. While responses on "affordability" and "price competitiveness" were positive, they were slightly less emphasized, indicating that value and quality were more important factors.

Shopping Convenience Affects Consumer Satisfaction

In addition to product pricing, the comfort of shopping plays a significant role in enhancing consumer satisfaction. Shopping comfort encompasses various factors, including store layout, product availability, payment facilities, and customer service. This study reveals that shopping comfort significantly influences consumer satisfaction, aligning with research by Duarate et al. (2018), which found a positive relationship between perceived comfort and customer satisfaction. Comfort is considered a multidimensional construct that impacts overall satisfaction.

Respondents generally provided very positive feedback regarding their shopping experience at Al Amin Multimart Store, with high ratings for all statements measuring shopping comfort. The most notable indicator was "ease of payment," which received the highest ratings. Respondents appreciated the availability of various payment options, such as cash, QRIS, and debit cards, which facilitated smoother transactions. Additionally, "store accessibility" received excellent feedback, with most consumers finding the store easy to reach. Other factors, such as "ease of finding products" and flexible return policies," were also highly praised. This suggests that shopping comfort at Al Amin Multimart is about the physical environment and the services and policies in place. These findings support Palacios et al. (2020), who stated that comfort is a key factor in encouraging shopping, and Bongso et al. (2022), who emphasized the impact of easy access, clear product information, and transaction efficiency on consumer satisfaction.

Conclusion

This study's findings suggest that product pricing and shopping comfort significantly influence consumer satisfaction at Al Amin Multimart Store. First, most respondents agreed that the product prices offered by Al Amin Multimart are affordable and competitive compared to other similar stores. Furthermore, respondents felt that the prices aligned with the benefits and quality they received, indicating that consumers perceive the prices at Al Amin Multimart to be fair and reflective of the value they gain. This pricing strategy aligns with customer expectations and contributes to long-term customer satisfaction and loyalty. Secondly, most respondents reported high satisfaction with the comfort of shopping at Al Amin Multimart. Consumers found the store's location easy to access, products easy to locate, and various payment options convenient. Flexible return policies also contributed to a sense of security for customers. This shows that shopping comfort at Al Amin Multimart goes beyond just the physical store environment and includes aspects such as services and policies, which directly enhance consumer satisfaction and loyalty.

Several recommendations are offered based on respondent feedback to improve services at Al Amin Multimart Store. First, the store should evaluate the affordability and

competitiveness of its pricing strategy. Although the perception of product prices is generally positive, responses regarding price affordability and competitiveness with other stores were somewhat lower. Al Amin could enhance its pricing strategy by offering periodic discounts, customer loyalty programs, or product bundling to remain attractive in the competitive retail market. Second, improving product layout and the overall shopping experience is essential. Some respondents found it difficult to locate items, suggesting better product display organization, clearer product category signage, and more assistance from store staff. Lastly, enhancing the overall shopping experience by maintaining cleanliness, ensuring product availability, providing friendly service, and preserving flexible payment and return policies would improve consumer satisfaction and loyalty over time.

Declaration of conflicting interest

The authors declare that there is no conflict of interest in this work.

Funding acknowledgment

We would like to thank all the parties involved in this research.

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