

Developing Traditional Batik Businesses in Jarorejo Village, Kerek District, Tuban Regency, East Java

R. Adjeng Mariana Febrianti^a, Deden Novan Setiawan Nugraha^b, Rizky Ferrari Oktavian^c, Obsatar Sinaga^d, Widyatama University^{a,b}, Langlang Buana University^c, Padjadjaran University^d, Email: adjeng.mariana@widyatama.ac.id, deden.novan@widyatama.ac.id, rzky.ferrari@unla.ac.id, obsatar.sinaga@unpad.ac.id

The development of micro small and medium enterprises (MSMEs) has a significant role in the economic growth of the community. It does not only play a role in economic growth and employment but also plays a role in the distribution of democratic-based economic development results. This research was conducted to explore how much effort the development of batik business in areas that have no concern for this intangible cultural heritage. The sample required 200 customers using traditional written batik. The model used in this study is the causality model to test the proposed hypothesis. The research method uses the SEM (Structural Equation Model) model that analyses the effect of indicator variables with latent variables, the effect of one latent variable with another. The results of research in the development of traditional batik businesses indicate that there are inhibiting factors like the Government, especially the trade and Cooperatives of Micro, Small and Medium Enterprises (MSMEs) in providing coaching and assistance, anticipating the fewer batik workers.

Keywords: *Service Quality, Product Quality, Customer Satisfaction, Repurchase Interest*

Introduction

The prestigious of batik never goes out, one of the nation's cultural heritages is trying to be maintained in various ways, including the success of entering batik as a hereditary heritage which is celebrated in the country every October 2. A piece of batik cloth is a symbol written at wax in the canting groove, although it is done using simple traditional tools where batik will not be timeless by time and fashion. As a national cultural heritage, Tuban batik is not merely a patterned cloth but which can refer to fabric colouring techniques, using wax, to prevent staining

of a part of wax-resist dyeing fabric. Apart from fabrics made with these techniques, including the use of specific motifs that have unique characteristics.

Indonesian batik was determined by UNESCO as a humanitarian legacy for oral and non-material culture or known as the masterpieces of the oral and intangible heritage of humanity. Tuban is still traditional. The design motifs offered have not yet led customers to favour, ornaments, and accents that look traditionally still thick, as well as colouring again using three colours; black, brown and beige. Kerek Subdistrict is an area located in Tuban Regency, East Java, located about 37 km from downtown Tuban. The local community well knows this area as a centre for weaving and batik gadog. In one of the Kajoran Hamlets, Kerek District, Tuban Regency there is a batik and gadog weaving community.

Tuban, as one of the regions in the eastern part of Java, has a unique cultural style. This is because in the history of the region has entered three cultural values that mutually influence one another until now, culture still exists and develops together without making one culture out. The process of interaction between these three cultures continues to this day and dramatically influences the pattern of life of the Tuban people. Traditional batik and Tubed Gedog weaving metamorphosis in terms of colouring techniques because there are influences from other cultures that are very thick influencing the pattern of life of the people. The golden age of the Tuban people has impacted on the changes in the regional economy which have increased along with the emergence of opportunities for batik and weaving Gedog, the markets of Bali and East Nusa Tenggara which are routinely their customers.

The changes in behaviour and habits are not always beneficial. This can be seen from the decreasing number of Tuban residents who are less interested in entrepreneurship in the field of batik and weaving, of the 29,000 Micro, Small and Medium Enterprises (MSMEs) scattered in Tuban Regency, Gedog Original Tuban, only 15% who are interested in becoming batik artisans. Not everyone in Kerek is able to make gedog weaving (Central Bureau of Statistics, Tuban 2018). Because making gedog weaving requires perseverance and tenacity skills. Only older people still want to work as batik and weavers. At present, we do not find Gedog weaving because there are only a few generations of the elderly who practice it. On average, young workers who are allocated as the next generation prefer to work in a factory or work in an office that goes away every day rather than having to be a batik that is considered tiring.

Not a few skills that are not able to meet the needs of production, marketing activities are limited to the local market. The marketing system is still straightforward, just maintaining people's lives. Traditional written batik and gedog weaving are not heard in the national market let alone take part in the exhibition which is usually held regularly by the local government. In an effort to improve the regional economy, the Tuban people were moved to change the old paradigm that was previously monotonous to produce batik and weaving gedog characterised by

white and brown colours changing to the design of a more colourful motif even though there are still some people who remain in the design of motifs and colouring techniques.

The development of Tuban batik, which is considered unfavourable, seen from the service quality that is not optimal and the quality of products that rely on hereditary rules, plus customer satisfaction that has not been seen clearly. This is undoubtedly an impact on repurchase interest that is less profitable for the community that remains pursue this business.

Literature Reviews

In the context of Micro, Small and Medium Enterprises, especially traditional batik, service quality has a vital role in the production process, requiring tenacity and perseverance to play canting on a sheet of cloth. The current human resources employed are the average elderly. This is the obstacle, the lack of regeneration of young workers who will continue in the footsteps of their predecessors as batik. As an intangible product, service quality output involving physical devices attached to it has not been seen in the market. The quality of the product is undoubted, the style of image and colouring still follow the old pattern of maintaining the rules that are considered not following market dynamism. Customer satisfaction is essential, especially in the face of competition, providing less value to traditional batik customers who are known only in certain areas around Tuban.

The development of micro small and medium enterprises (MSMEs) has a significant role in economic growth for the local community. In addition to playing a role in economic growth and employment, it also plays a role in the distribution of development results. The development (MSMEs) must be preceded by the company to ensure that the Micro, Small and Medium Enterprises (MSMEs) can develop properly. Therefore it is necessary to have a development strategy undertaken by the company (Iqbal, 2018). The importance of the role of small businesses in developing the people's economy is indicated by the enactment of Republic of Indonesia Law No. 9 of 1995 concerning small businesses and subsequently followed by Indonesian government regulation number 32 of 1998 concerning the fostering and development of small businesses (Qibtiyah, 2008).

Service quality, in addition to influencing customer satisfaction, also affects buying interest, this is indicated in Rahma's research (2007) that service quality has a positive and significant effect on repurchase interest. Service quality, in addition to influencing customer satisfaction, also affects buying interest, including tangible, empathy, reliability, responsiveness, assurance, dimensions (Kotler & Armstrong, 2018). Service is said to be of quality if the services provided are received and following customer expectations (Riswandi, 2014). The increasingly fierce business competition requires each company to be more creative and aggressive in offering

innovative products and excellent service to customers so that the company can be superior to its competitors.

Product quality reflects product capabilities that include durability, reliability or progress, strength, ease of packaging and product repairs and other characteristics (Kotler & Armstrong, 2008 in Rizan and Andika, 2011). Products are seen as necessary by consumers and are used as the basis for decision making. Kotler and Armstrong (2018) state product quality is the ability to demonstrate products according to function, including overall through performance, conformance, features, reliability, esthetic, form, style, repairability. In addition to providing a significant influence, product quality also has a positive impact on customer satisfaction, research conducted by Haryanto (2013). Product quality, in addition to influencing customer satisfaction, also affects buying interest. This is indicated by analysis by Basrah Saidani and Samsul Arifin (2012) that product quality has a positive direct effect on consumer repurchase interest.

Customer satisfaction indicates that the difference between expectations and results is felt by the customer. In determining the level of customer satisfaction there are five dimensions of the main factor attributes that must be considered according to Zeithaml and Bitner (Hidayat, 2009), namely: 1) Product quality, namely customers who are satisfied if the evaluation results after the use of the product indicate that the product is quality; 2) Quality of service, i.e. customers who are satisfied if they get services that are in line with what is expected; 3) Human or emotional factors, namely the level of satisfaction that tends to be high due to the customer's confidence and pride that others will be amazed if he uses products with certain brands; 4) Price, i.e. a relatively cheap price determination for products that have the same quality will provide higher value to customers; and 5) Situation or cost factors, namely customers who do not need to incur additional costs or do not need to waste time to get a product or service will tend to be satisfied with the product or service.

Repurchase intention is part of the behavioural component in the consuming attitude. According to Kinnear and Taylor (1995, p.306, in Saidani & Arifin, 2012), buying interest is the stage in which respondents tend to act before a buying decision is actually implemented. High repurchase interest reflects a high level of satisfaction from consumers when deciding to consume a given product after trying it and then like or dislike the product (Sundalangi et al., 2014). Ferdinand (2002, pp.25-26, in Saidani and Arifin, 2012) interest in repurchase can be identified through the following dimensions: 1) Transactional interest is the tendency of a person always to buy back a product that has been consumed; 2) Referential interest is the tendency for someone to reference a product that has been purchased so that it can also be bought by someone else, with reference to their consumption experience; 3) Preferential interest is an interest that describes the behaviour of someone who always has a primary preference on the product that has been consumed. This preference can only be replaced if something happens

with the product of his preference; and 4) Explorative interest, this interest illustrates the behaviour of someone who is always looking for information about the product he is interested in and searching for information to support the positive qualities of the product he is subscribed to.

The influence between variables analysed in this study refers to the theory of personal control (personal control theory), explaining that satisfaction is based on one's life experience or work related to perception through psychological comparison between actions and desired outcomes (Rotter, 1966; in Rahma, 2007). The tendency of consumers to repurchase is due to the high interest in buying let alone the satisfaction that is owned by consumers and the high quality of perceived service and the high quality of products used by consumers (Puspitasari, 2006; Rahma, 2007; Saidani & Arifin, 2012).

Research Methods

This research uses a survey approach. The survey approach was carried out through the distribution of questionnaires on pre-determined research samples relating to service quality, product quality, customer satisfaction, repurchase intention. The population in this study are customers of traditional written batik, and gadog weaving is a research sample using snowball sampling with a total sample of 200 respondents. This research requires an analysis of data and interpretation that will be used to answer research questions to uncover certain social phenomena. So data analysis is the process of simplifying data into a form that is easier to read and interpret. The model that will be used in this study is a model of causality or relationship or influence and to test the proposed hypothesis. The research method uses the SEM (Structural Equation Model) model that analyses the relationship between indicator variables and latent variables called measurement equations, the relationship between latent variables. The calculation is done with the help of the Lisrel 8.8 program. The variable dimensions of service quality are five parameters; product quality is eight parameters, customer satisfaction is five parameters, interest is repurchase 4 Based on the number of parameters of the studied variable are 22 parameters.

Results and Discussions

Validity and Reliability Test Results

To test the validity and reliability of the measuring instrument used, in the form of a questionnaire, can measure what should be the measurement function first to test the validity and reliability of research measuring instruments. Validity testing uses product-moment correlation (index validity) where the statement item is declared valid if the correlation coefficient of the item statement is 30 0.30 (Kaplan-Saccuzzo, 2013, p.140). Reliability testing uses the alpha-

Cronbach method, and the results are declared reliable if the reliability coefficient is greater than 0.70

Based on the validity index in Table 1, it can be seen that the correlation value of all indicators of the latent variable is > 0.3 , thus testing shows the results of all questionnaire items valid. Then the reliability coefficient of the four variables is more than 0.7 so that it can be concluded that the questionnaire has the reliability to measure the respective variables.

Table 1: Results of Questionnaire Validity and Reliability

Statement Items	Validity Index	Coefficient Reliability	Statement Items	Validity Index	Coefficient Reliability
Quality of service			Customer satisfaction		
X1.1	0.638	$\alpha=0,847$	Y.1	0.690	$\alpha = 0,834$
X1.2	0.664		Y.2	0.604	
X1.3	0.686		Y.3	0.635	
X1.4	0.630		Y.4	0.670	
X1.5	0.659		Y.5	0.692	
Product Quality			Interest Buyback		
X2.1	0.562	$\alpha = 0,882$	Z.1	0.753	$\alpha = 0,894$
X2.2	0.643		Z.2	0.719	
X2.3	0.691		Z.3	0.867	
X2.4	0.655		Z.4	0.760	
X2.5	0.651				
X2.6	0.669				
X2.7	0.692				
X2.8	0.657				

Descriptive Analysis of Respondent Response Results

Image data results of responses can be used to enrich the discussion, through the description of the data will be known how the condition of the variable being studied. Based on the results of the responses of 200 respondents obtained the average score of respondents' responses for the four research variables as in table 2.

Table 2: Results of Average Values of Variable Scores

	Average	Total score
Quality of service	3053	3.05
Product quality	6435	4.02
Customer satisfaction	3645	3.65
Interest Buyback	3262	4.08

Hypothesis Test

The quantitative analysis used by the author in this study to determine the effect of service quality (X1) and product quality (X2) through customer satisfaction (Y) on repurchase interest (Z) is an analysis of SEM (Structural Equation Model), a set of analytical techniques that allow analysing the effect of several variables on other variables simultaneously. In structural equation modelling, there are two types of models that are formed, namely the measurement model and the structural model.

The measurement model explains the proportion of the variance of each manifest variable (indicator) which can be explained through latent variables. Through the measurement model, it will be known which indicator is more dominant in reflecting latent variables.

A structural model will examine the effect of an exogenous latent variable on an endogenous latent variable.

Model Suitability Test Results

The fit model is used to test the model used in the study to determine the criteria for a good model (Goodness of Fit). The results of testing the goodness of fit SEM model used are explained as follows:

Table 3: Goodness of Fit Index Structural Equation Model

GoF Measurement	Estimated Results	Test results
Statistik Chi-Square (X^2) DF = 203	222.21	Good Fit
P-Value	0.18118	Good Fit
CMIN/df (df = 148)	1.0946	Good Fit
Root mean square error of approximation (RMSEA)	0.021	Good Fit
Goodness-of-fit Index (GFI)	0.908	Good Fit
Expected cross-validation index (ECVI)	1.614	Good Fit
Non-Normed Fit Index (NNFI)	0.997	Good Fit
Normed Fit Index (NFI)	0.971	Good Fit

GoF Measurement	Estimated Results	Test results
<i>Incremental Fit Index (IFI)</i>	0.998	Good Fit
<i>Comparative Fit Index (CFI)</i>	0.998	Good Fit
<i>Parsimonious Normed Fit Index (PNFI)</i>	0.853	<i>Marginal fit</i>
Standardised RMR	0.0435	Good Fit
Root Mean Square Residual (RMR)	0.0521	Good Fit

Source: Lisrel 8.8 (2020) data processing results

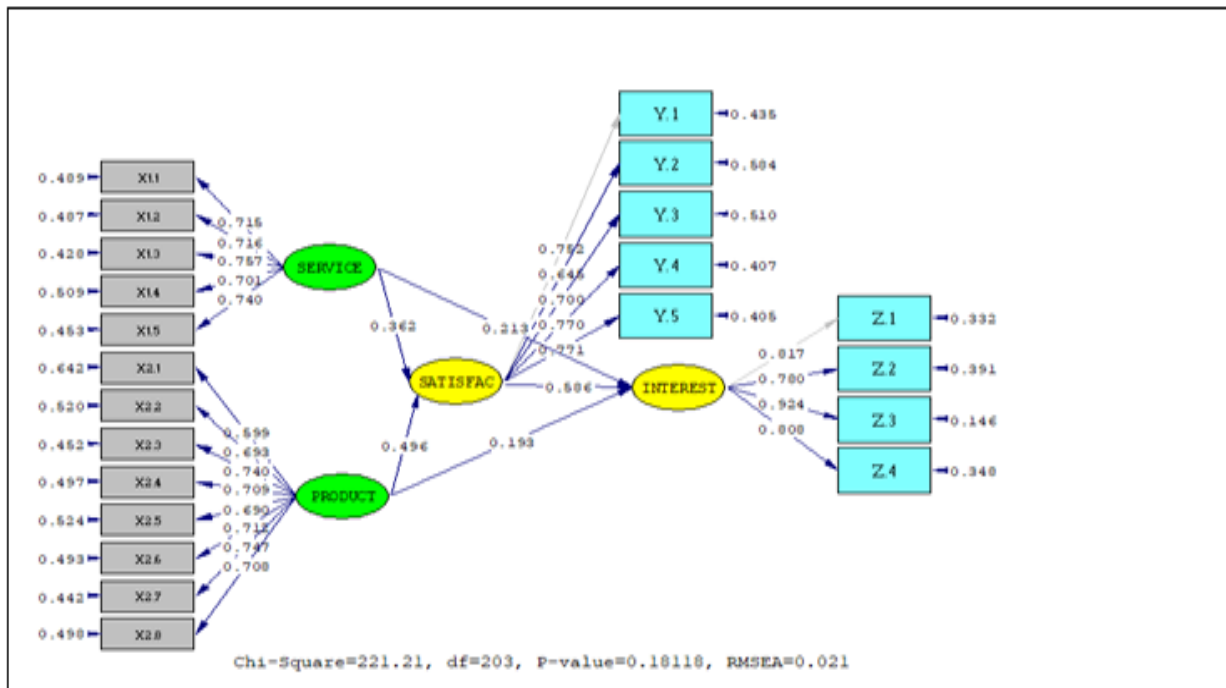
The results of calculations for the research model test meet the measurement model accuracy (Goodness of fit measures / GoF). Chi-Square (χ^2) small model, significant probability (p-value) > 0.05, CMIN / df < 2, RMSEA < 0.05, GFI, IFI and CFI have fulfilled the reference value (cut off value) so that the model is declared feasible. It can be concluded that the estimation results of the model can be accepted, meaning that the empirical model obtained is under the theoretical model.

Measurement Model

The measurement model is a model that connects latent variables with manifest variables. In this study, there are four latent variables, with a total of 22 manifest variables. Latent variables Service quality consists of five manifest variables, latent variables Product quality also consists of eight manifest variables, latent variables Customer satisfaction consists of five manifest variables and latent variables Repurchase Interest consists of four manifest variables.

The results of the model fitness test (goodness of fit) concluded that the model met the measurement of the accuracy of the model, meaning that the model obtained could be used to test the established research hypotheses. The estimation method used is robust maximum likelihood. The results of the full model path diagram of the influence of service quality and product quality on repurchase interest through customer satisfaction are obtained, as shown in Figure 1 below.

Image 1. Structural Equation Modeling Standardisation Coefficient



Through the weight of the factors contained in figure 1 can be seen in the service quality latent variable (X1) indicator X_{1.3} is the most powerful in reflecting the service quality latent variable. In the latent variable Product quality (X₂) indicator, X_{2.6} is the strongest in reflecting the latent variable Product quality. In the latent variable Customer satisfaction (Y), indicator Y₅ is the strongest in reflecting latent customer satisfaction. In the Buyback Interest latent variable (Z) the Z₃ indicator is the strongest in reflecting the Buyback Interest latent variable.

Furthermore, to determine whether the manifest variable used to measure latent variables has a high degree of conformity, construct reliability and variance extracted calculations are performed. The results of the calculation of construct reliability and variance extracted for each indicator of latent variables are shown in Table 4 below.

Table 4: Factor Weight, Construct Reliability (CR) and Variance Extracted (VE)

Latent Variable	Manifest Variable	Factor Weight	R ²	CR	VE	Latent Variable	Manifest Variable	Factor Weight	R ²	CR	VE
Quality Service	X1.1	0.715	0.511	0.848	0.527	Customer satisfaction	Y1	0.752	0.565	0.850	0.532
	X1.2	0.716	0.513				Y2	0.645	0.416		
	X1.3	0.757	0.572				Y3	0.700	0.490		
	X1.4	0.701	0.491				Y4	0.770	0.593		
	X1.5	0.740	0.547				Y5	0.771	0.595		
Product	X2.1	0.599	0.358	0.882	0.492	Interest	Z.1	0.817	0.668	0.901	0.696

quality	X2.2	0.693	0.480			Buy back	Z.2	0.780	0.609		
	X2.3	0.740	0.548				Z.3	0.924	0.854		
	X2.4	0.709	0.503				Z.4	0.808	0.652		
	X2.5	0.690	0.476								
	X2.6	0.712	0.507								
	X2.7	0.747	0.558								
	X2.8	0.708	0.502								

Latent variables Service quality has an extracted variance value of 0.527, indicating that on average, 52.7% of the information contained in each manifest variable can be represented through the latent variable Service quality. Latent variables The product quality has an extracted variance value of 0.492, indicating that 49.2% of the information contained in each manifest variable can be represented through the latent variable Product quality. The latent variable Customer satisfaction has an extracted variance value of 0.532, indicating that on average, 53.2% of the information contained in each manifest variable can be represented through the latent variable Customer satisfaction. The latent variable Buyback Interest has an extracted variance value of 0.696, indicating that on average, 69.6% of the information contained in each manifest variable can be represented through the Buyback Interest latent variable.

The construct reliability value for the service quality variable was 0.848, for the product quality variable was 0.882, for the customer satisfaction variable was 0.850, and for the Repurchase, Interest variable was 0.901. To assess the level of construct reliability that is acceptable or not used the value limit of 0.7. The results of the reliability level of the four latent variables used are more than 0.7, so it can be said that the construct formed for the four latent variables has high reliability.

Structural Model

The structural model is a model that connects exogenous latent variables with endogenous latent variables. Based on the results of data processing, the structural equation obtained will be tested as presented in the following table.

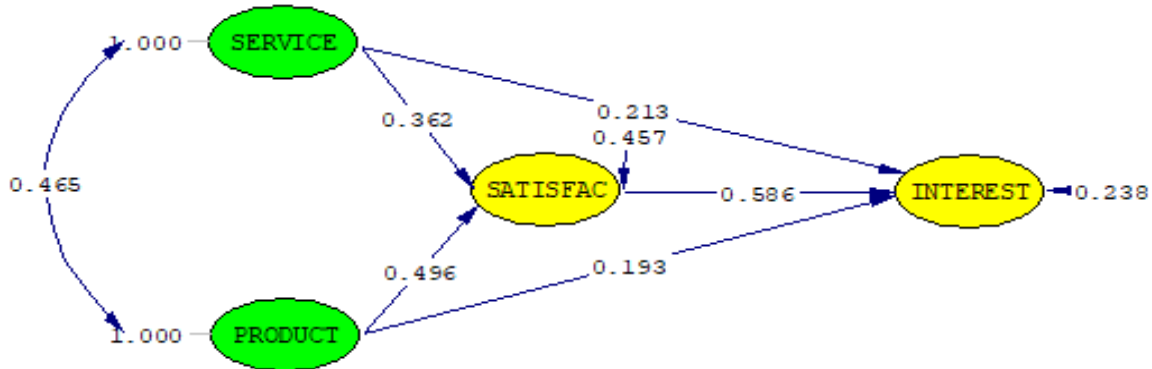
Table 5: Structural Equations Influence Service Quality and Product Quality on Repurchase Interests through Customer Satisfaction

<i>Endogenous Constructs</i>	<i>Exogenous Constructs</i>			<i>R-square</i>
	Quality of service	Product quality	Customer satisfaction	
Customer satisfaction	0.362 (3.947)	0.496 (5.744)		0,543
Interest Buyback	0.213 (3.322)	0.193 (2.904)	0.586 (6.893)	0,762

Note: Numbers in parentheses are t-test statistical values.

The results of calculations through the R-square value can be seen that service quality and product quality have an effect of 54.3% on customer satisfaction. Service quality and product quality and customer satisfaction have an impact of 76.2% of the repurchase interest.

Figure 2. Structural Equation Model



Chi-Square=221.21, df=203, P-value=0.18118, RMSEA=0.021

Influence Test (Hypothesis Testing)

Significance of direct affect test results

Furthermore, the results of the direct effect test for each variable can be seen in table 6.

Table 6: Test the Significance of Direct Effects

	Coefficient of Effect	Tcount	T _{critical}	Conclusion
Quality of service (X1 - Y)	0.362	3,947	1,960	Significant
Product quality (X2 - Y)	0.496	5.744	1,960	Significant
Repurchase Interest (Y - Z)	0.586	6.893	1,960	Significant
Quality of service (X1 - Z)	0.213	3.322	1,960	Significant
Product quality (X2 Z)	0.193	2,904	1,960	Significant

Service quality significantly influences customer satisfaction with a positive direction (t-value = 3.947 greater than t table (1.96). Judging from the value of the direct influence weight (coefficient of influence) a positive value indicates that the better the quality of service, the higher the satisfaction customer. The product quality significantly influences customer satisfaction with a positive direction (t-value = 5.744 is greater than t table (1.96). Viewed from the value of the direct influence weight (coefficient of influence) the positive value indicates that

the better the quality of the product, the more high customer satisfaction significantly influences Repurchase interest in a positive direction (t-value = 3.322 greater than t table (1.96). Viewed from the value of the direct influence weight (coefficient of influence) which has a positive value indicates that the higher satisfaction the customer, the higher the Buyback Interest The quality of service significantly influences the Buyback Interest with positive direction (t-value = 2.904 is greater than t table (1.96). Viewed from the value of direct influence weight (coefficient of influence) which has a positive value indicates that the better the quality of service, the higher the Buyback Interest. Product quality significantly influences Repurchase interest in a positive direction (t-value = 6.893 is greater than t table (1.96). Viewed from the value of direct influence weight (coefficient of influence) which is positive indicates that the better the quality of the product, the higher repurchase Interest.

The Results of Testing the Significance of the Indirect Effect

Furthermore, to prove service quality, product quality influences repurchase interest through customer satisfaction, an indirect effect test is conducted to test the mediating effect of customer satisfaction variables. The significance of the indirect effect test results is obtained from the calculation of Lisrel 8.8 as follows.

Table 7: Test of Significance of Indirect Effects

	Coefficient of Effect	T _{count}	T _{critical}	Conclusion
Quality of service (X1 - Y - Z)	0.212	3,498	1,96	Significant
Product quality (X2 - Y - Z)	0.291	4.937	1,96	Significant

Based on the data in table 6, the test results can be concluded that service quality influences repurchase interest through customer satisfaction

(t_{statistic} value of service quality = 3.498 is greater than T_{critical} 1.96). Service quality has an effect of 21.2% on Repurchase Interest through Customer Satisfaction.

Product quality influences repurchase interest through customer satisfaction (variable value of product quality = 4,937 greater than T_{critical} 1.96). Product quality influences 29.1% of repurchase interest through customer satisfaction.

Conclusions

There lack skilled workers who can continue the batik business in their area. This is proven by the decreasing number of SMEs who are interested in continuing the batik business. Besides, batik business is currently only dominated by elderly workers who are still loyal to be batik makers. Thus, batik and gadog weaving are limited in number. Traditional written batik and



gedog weaving have not seen changes from ancient times until now. This can be seen in monotonous patterns and images, especially from colouring only black, beige and brown, although some people began to change the inherited habits that are hereditary standard and boring.

Suggestions

Collaboration with the Regional Government to provide assistance and guidance to young workers, they are motivated to develop the regional culture through the endangered batik business due to changing times. Improve the maximum product quality from image motifs, natural/chemical colouring techniques that are tailored to the tastes of the current customers. Anticipating fast-changing consumer behaviour, one of the ways is by improving the quality of service by creating new designs that are more varied to provide superior customer satisfaction and are expected to increase repurchase interest.



References

- Ferdinand (2002:25-26, dalam Saidani dan Arifin, 2012), “Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Le[uasan Pelanggan dan Minat Beli Ulang pada Ranch Market JBMSI – Jurnal Riset manajemen Sains Indomesia, 3(1), 1-22
- Iqbal Maulana (2018), “Bangun Usaha Pemasaran Digital bagi UMKM” youngster.id
- Kaplan –Saccuzzo (2013:140), Psychological Testing, Principles, Applications and Issues, Seventh Edition Robert M
- Haryanto (2013), Strategi Promosi, Kualitas Produk, Kualitas Layanan terhadap Kepuasan Pelanggan pada Restoran MC. Donald Manado, Jurnal Riset Ekonomi Manajemen Bisnis dan Akuntansi, 1(4) JURNAL ORGANISASI DAN MANAJEMEN Volume 3 (September 2015) halaman 31 Author Arfiani Bahar & Herman Sjahrudin (14-34) Volume 3 (September 2015) <https://dx.doi.org/10.17605/OSF.IO/TC2FE>
- Kotler & Armstrong (2008) dalam Rizan. M & Andika. F (2011), “Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Pelanggan (Survei Pelanggan Suzuki, Dealer Jatmawati, Jakarta Selatan). JRMSI-Jurnal Riset Manajemen Sains, 2 (2), 130 – 150.
- Kotler & Armstrong (2018), “Principle of Marketing”, seventeenth Edition, Pearson Education, Limited.
- Puspitasari 2006: Rahma, 2007: Saidani dan Arifin, 2012, “Analisis Pengaruh Persepsi Kualitas Jasa dan Kepuasan Pelanggan terhadap Minat Beli Ulang (Studi Kasus pada Maskapai Penerbangan Garuda keberangkatan Semarang) (Doctoral Dissertation, Program Pascasarjana, Universitas Diponegoro)
- Qolbiyah (2019), “Penanaman Modal Asing Fokus Bangun Brand Produk UMKM, KONTAN.CO.ID - JAKARTA
- Rachma, E, S, (2007),”Analisa Pengaruh Kualitas Layanan dan Citra Merek Terhadap Minat Beli Ulang dan Dampaknya pada Keputusan Pembelian” (studi Kasus pada pengguna telepon seluler merek Sony Ericson di Kota Semarang) (Doctoral Dissertation, Program Pascasarjana Universitas Diponegoro)
- Rizan, M, Andika, F (2011),” Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Pelanggan”, (Survei Pelanggan Suzuki Dealer Fatmawati, Jakarta Selatan), JBMSI – Jurnal Riset manajemen Sains Indonesia, 2(2), 130 – 150.



Saidani, B, & Arifin, S. (2012), “Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Pelanggan dan Minat Beli pada Ranch Market”. JRMSI – Jurnal Riset Manajmene Sains Indonesia, 3(1), 1-22.

Zeithaml V.A., Parasuraman A, Berry L.L (dalam Hidayat, 2009),”Dellivering Quality Service: Balancing Customer Perception and Expectation, United States of America: The Free Press.