

THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON REPURCHASE INTEREST THROUGH CUSTOMER SATISFACTION

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Abstract

In contemporary times, the culinary sector has emerged as one of the most rapidly growing segments within the service industry, demonstrating resilience even amid economic crises. Rumah Makan Bandoeng Resto exemplifies a restaurant that aims to streamline the customer shopping experience, ensuring that patrons can conveniently purchase unique offerings not available at other dining establishments in Batam. The primary objective of this study is to analyze the impact of product quality and service quality on customers' repurchase intentions, with customer satisfaction serving as a mediating variable. To achieve this, the study employs Structural Equation Modeling (SEM) to assess the relationships among the identified variables quantitatively. The findings of this research indicate that neither service quality nor product quality, along with customer satisfaction, significantly influences customers' intentions to repurchase products.

Keywords: Customer Satisfaction, Product Quality, Service Quality, Repurchase Intention

INTRODUCTION

Every business actor engaged in the culinary sector is required to always have creativity in managing their business premises. To remain competitive in the culinary industry, in addition to having creativity, business actors must be able to generate interest in re-buying customers because if customers are only interested in buying once, the sustainability of a business can also be threatened. Moniaga, Pangemanan, and Rumokoy (Luntungan, C. A. R., Pangemanan, S. S., & Rumokoy 2018) explain that repurchase interest is an effort to meet the needs of customers and makes a strange feeling if they do not make a purchase on the product or service.

Rumah Makan Bandoeng Resto Batam is one of the popular restaurants in Batam. To maintain and increase repurchase interest from customers, it is important to understand the factors that influence it. Service quality and product quality are considered to be the two main factors that can affect customer satisfaction and repurchase interest. This research aims to: Assess the influence of service quality on customer satisfaction; Assess the influence of product quality on customer satisfaction; Assessing the influence of service quality on repurchase interest; Assess the effect of product quality on repurchase interest; Assess the effect of customer satisfaction on repeat purchase interest. Testing whether customer satisfaction is an intervening variable between service quality and product quality with repurchase interest.

Service quality is all forms of activities carried out by the company so that customer expectations can be met. Factors that determine the quality of service, including (Tulim 2019): Responsiveness, Reliability, Access, Competence, Communication, Courtesy, Security, Credibility, Real, and Understanding or getting to know the Customer, which is a way to better understand the needs of the Customer. Indicators on service quality, including (Difa 2020): 1. Physical Evidence 2. Empathy 3. Reliability 4. Responsiveness 5. Guarantee. Based on opinion (Siti Ainul Hidayah 2019) (Halim and Iskandar 2019). It can be concluded that product quality is the ability of an item to provide results that are in line with or exceed the Customer's wishes. To measure the quality of products in food, there are indicators that can be seen, namely *freshness*, *presentation*, *taste*, and *innovative food*. Customer satisfaction is the result of evaluating choices triggered by purchasing decisions and experiences using or consuming goods or services. (Bahrudin and Zuhro 2016.). According to (Ilyas et al. 2020), *repurchase intention* or intention to repurchase reflects the Customer's desire to repurchase products or services that have provided benefits and good quality.

As explained in the background, problem formulation and research model framework, the following are the hypotheses in this study :

1. H1: Product quality (KP) has a significant and positive effect on repurchase interest (MPU)
2. H2: Product quality (KP) has a significant and positive effect on customer satisfaction (KK)
3. H3: Service quality (PPP) has a significant and positive effect on repurchase interest (MPU)
4. H4: Service quality (PPP) has a significant and positive effect on customer satisfaction (KK)
5. H5: Customer Satisfaction (KK) has a significant and positive effect on repurchase interest (MPU)
6. H6: Customer Satisfaction (KK) mediates the relationship between product quality (KP) and repurchase interest (MPU)
7. H7: Customer Satisfaction (KK) mediates the relationship between service quality (PPP) and repurchase interest (MPU)

RESEARCH METHODS

This research uses a quantitative category using a numerical approach with the SEM method. The research was carried out at the Waroeng Bandoeng Restaurant. Data was collected through a questionnaire consisting of several question items measured by the Likert scale. Sugiyono (2017:93.) The operational variables in this study are divided into Product Quality (KP), Service Quality (PPP) as an independent variable, Repurchase Interest (MBU) as a dependent variable and Customer satisfaction (KK) as a mediating variable. Data analysis was carried out using SEM software, namely AMOS (Burhanuddin 2013).

RESULTS AND DISCUSSION

The results of the SEM analysis show that:

Respondent Characteristics by Gender

Based on the primary data that has been processed, the results of respondents based on gender in this study can be seen in Table and Figure 4.1.

Gender	Frequency	Presented
Man	51	60
Women	34	40
Total	85	100

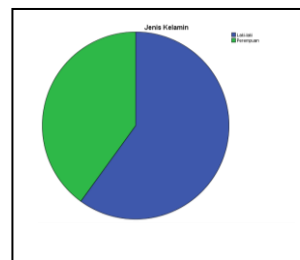


Figure 4.1 Respondents by Gender

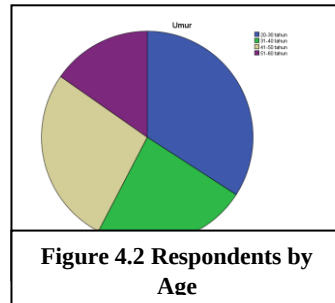
Based on Figure 4.1 above, it shows that of the 85 research respondents, there are characteristics of respondents based on gender, consisting of two, namely male and female. 34 male respondents and 51 female respondents. This shows that this study is dominated by men.

Respondent Characteristics by Age

Based on the primary data that has been processed, the results of respondents based on gender in this study can be seen in Table and Figure 4.2

Table 4.2 Respondents by Age

Age	Frekuensi (F)	Presentase (%)
20-30 Tahun	29	34,1
31-40 Tahun	20	23,5
41-50 Tahun	23	27,1
51-60 Tahun	13	15,3
Total	85	100



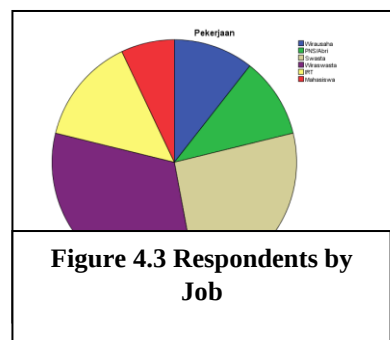
Based on Figure 4.2 above, it shows that of the 85 research respondents, there are characteristics of respondents based on age, namely 29 years old 20-30 years old, 20 years old 31-40 years old, 23 41-50 years old and 13 51-60 years old. It can be concluded that the respondents in Bandoeng Resto Batam are 20-60 years old.

Respondent Characteristics by Age

Based on the primary data that has been processed, the results of respondents based on gender in this study can be seen in Table and Figure 4.2

Table 4.3

	Frekuensi	Presentase
Tourist	9	10,6
Civil	9	10,6
Servants/ABRI	23	25,9
Private	27	31,8
Self employed	12	14,1
IRT	6	7,1
Student		
Total	85	100



Based on Figure 4.3 above, it shows that of the 85 research respondents, there are characteristics of respondents based on occupation, namely 9 tourists, 9 civil servants/ABRI, 22 private employees, 27 self-employed, 12 housewives and 6 students.

Descriptive Service Quality Variables

The following are the results of the answers obtained through the questionnaire

Tabel 4. 4
Service Quality Variable Questionnaire

	Answer					Modus
	STS	TS	KS	S	SS	
KPS1	0	0	7	58	22	4
KPS2	0	0	7	30	48	5
KPS3	0	0	1	23	61	5
KPS4	0	0	3	37	45	5
KPS5	0	0	4	32	49	5
Modus						5

The results of Table 4.4 can be concluded that the average calculation on the Product Quality Variable is equivalent to 5 meanings that the respondents feel "Very Good" on the statement of the Service Quality variable. This shows that the statement item in the Quality of Service variable is good.

Descriptive Product Quality Variables

The following are the results of the answers obtained through the questionnaire

Tabel 4.5						
Product Quality Variable Questionnaire						
	Answer					Modus
	STS	TS	KS	S	SS	
KP1	0	0	2	20	63	5
KP2	0	0	2	43	40	4
KP3	0	0	0	14	71	5
KP4	0	0	1	30	54	5
KP5	0	0	2	36	47	5
Modus						5

The results of Table 4.5 can be concluded that the average calculation for the Product Quality Variable is 5 meanings that the respondents feel "Very Good" on the statement of the Product Quality variable. This indicates that the statement item on the Product Quality variable is good.

Descriptive Variables of Customer Satisfaction

The following are the results of the answers obtained through the questionnaire:

Tabel 4. 6						
Customer Satisfaction Variable Questionnaire						
	Jawaban					Modus
	STS	TS	KS	S	SS	
KK1	0	0	6	22	52	5
KK2	0	0	2	38	45	5
KK3	0	0	3	27	58	5
Modus						5

The results of table 4.6 can be concluded that the average calculation for the customer satisfaction variable is 5, which means that the respondent feels "Very Good" on the statement of the Consumer Satisfaction variable. This indicates that the statement item on the Customer satisfaction variable is good.

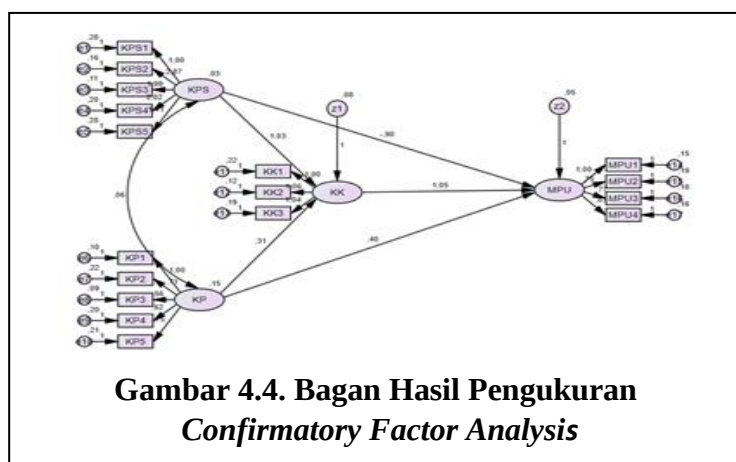
Descriptive Variables of Buying Interest

The following are the results of the answers obtained through the questionnaire.

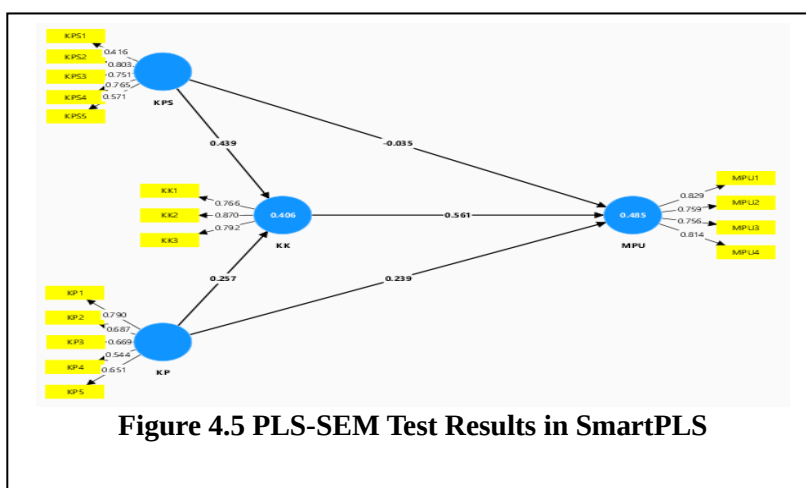
Tabel 4.7
Questionnaire on Variable Satisfaction of Repurchase Interest

	Jawaban					Modus
	STS	TS	KS	S	SS	
KK1	0	0	6	22	52	5
KK2	0	0	2	38	45	5
KK3	0	0	3	27	58	5
Modus						5

The results of table 4.7 can be concluded that the average calculation for the Repurchase Interest variable is 5, which means that the respondent feels "Very Good" on the statement of the Repurchase Interest variable. This shows that the statement item on the Repurchase Interest variable is good.



Results of Test Analysis with SEM Model (Structural Equation Model) Inner Model Testing



Validity Test

Table 4.8. Convergent Validity Test Criteria

Uji Validitas	Kriteria Pengujian	Sumber
Validitas Convergent	Loading Factor > 0,70	Chin & Dibbern, 2010
	AVE > 0,50	
Validitas Discriminant	HTMT < 0,90	Website SmartPLS

Loading Factor

Table 4.9. Loading Factor Test Results

	KK	KP	KPS	MPU
KK1	0.766			
KK2	0.870			
KK3	0.792			
KP1		0.790		
KP2		0.667		
KP3		0.669		
KP4		0.544		
KP5		0.651		
KPS1			0.416	
KPS2			0.803	
KPS3			0.751	
KPS4			0.765	
KPS5			0.571	
MPU1				0.829
MPU2				0.759
MPU3				0.756
MPU4				0.814

Based on the testing criteria of the *Loading Factor*, the number of each variable indicator must > 0.70 in order to be said to be valid. So, it is known that the valid variable indicators are: KK1, KK2, KK3, KP1, KPS2, KPS3, KPS4, MPU1, MPU2, and MPU4. However, there are several variable indicators that can be said to be invalid, namely: KP2, KP3, KP4, KP5, KPS1, and KPS5.

Average Variance Extracted (AVE)

Tabel 4.10. Hasil Pengujian Average Variance Extracted (AVE)

	Average variance extracted (AVE)
KK	0.657
KP	0.452
KPS	0.458
MPU	0.624

Based on the test criteria of the *Average Variance Extracted (AVE)*, the number of each variable must > 0.50 to be said to be valid. Thus, there are several variables that are declared valid, namely KK and MPU. Meanwhile, other variables, namely KP and PPP, were declared invalid. This is because the AVE of the two variables is 0.452 and 0.458 which is less than 0.50.

Table 4.11. Results of Discriminants Validity Testing

	KK	KP	KPS	MPU
KK				
KP	0.744			
KPS	0.869	0.909		
MPU	0.848	0.635	0.581	

Based on the test criteria of the *Validity of Discriminants*, the Heterotrait-Monotrait Ratio (HTMT) of each variable must < 0.90 to be said to be valid. Thus, it is known that the variables that passed the *Discriminants Validity* test were KP against KK (0.744), PPP against KK (0.869), MPU against KK (0.848), MPU against KP (0.635), and MPU against PPP (0.581). Even so, there was 1 that did not pass, namely PPP against KP (0.909).

Reliability Test

Table 4.12. Reality Test Test Testing Criteria

Uji Reliabilitas	Kriteria Pengujian	Sumber
<i>Cronbach's Alpha</i>	>0.70	<i>Chin & Dibbern, 2010</i>
<i>Composite Reliability (rho_c)</i>		

Cronbach's Alpha

Table 4.13. Cronbach's Alpha Test Results

	Cronbach's alpha
KK	0.737
KP	0.698
KPS	0.685
MPU	0.802

Based on the test criteria from *Cronbach's Alpha*, the number of each variable must > 0.70 in order to pass the reliability test and is said to be a reliable variable. So, based on the table of *Cronbach's Alpha* test results, there are several variables that are declared as reliable, namely KK and MPU because they have results > 0.70 , namely 0.737 and 0.802. Meanwhile, other variables, namely KP and KPS, were declared as unreliable. This is because the test results are less than 0.70, namely 0.698 and 0.685.

Composite Realibility

Table 4.14. Composite Realibility Test Results

	Composite reliability (rho_c)
KK	0.851
KP	0.803
KPS	0.801
MPU	0.869

Based on the test criteria from Composite Reliability, the number of each variable must > 0.70 in order to pass the reliability test and is said to be a reliable variable. So, based on the table of Composite Reliability test results, the variables that can be stated as reliable variables are KK (0.851), KP (0.803), KPS (0.801), and MPU (0.869). Thus, it is known that all variables > 0.70 and are reliable.

Results of Inner Model Testing

Table 4.15. Inner Model Testing Criteria

Inner Model	Kriteria Pengujian	Kesimpulan
<i>Multicollinearity (Inner Model)</i>	VIF < 10	Lolos Multikolinearitas
<i>R Square</i>	0.25	Model Lemah
	0.50	Model Sedang
	0.75	Model Kuat
<i>Goodness of FIT</i>	SRMR < 0.10	Model Fit
<i>F Square (Effect Size)</i>	0.02	Kecil/rendah
	0.15	Menengah/sedang
	0.35	Besar/kuat
<i>Path Coefficients (Direct Effect)</i>	<i>P Values</i> < 0.05	Berpengaruh Signifikan
	<i>P Values</i> > 0.05	Tidak Berpengaruh Signifikan

Multicollinearity

Table 4.16. Multicollinearity Test Results

	KK	KP	KPS	MPU
KK				1.684
KP	1.748			1.860
KPS	1.748			2.073
MPU				

Based on the test criteria of *Multicollinearity*, the number of each variable VIF must be < 10 to pass the *Multicollinearity test*. So, based on the table of *Multicollinearity* test results, it is known that KP to KK (1,748), KP to KK (1,748), KK to MPU (1,684), KP to MPU (1,860), and KPS to MPU (2,073).

R Square

Table 4.17. R Square Test Results		
	R-square	R-square adjusted
KK	0.406	0.392
MPU	0.485	0.466

Based on the test criteria from *R Square*, the results of each *R-Square Adjusted* in each variable are classified into 3 classes, namely the weak model (0 – 0.25), the medium model (0.25 – 0.50), and the strong model (0.50 – 0.75). Thus, it is known that KK (0.392) has a medium model or KK as an intermediate variable has a moderate influence on the dependent variable. Then, the MPU has an *R-Square Adjusted* at 0.466 or a medium model so that the MPU as an independent variable has a moderate influence on the dependent variable.

Goodness of Fit

Table 4.18. Goodness of Fit Test Results		
	Saturated model	Estimated model
SRMR	0.112	0.112
d_ULS	1.912	1.912
d_G	0.707	0.707
Chi-square	298.437	298.437
NFI	0.559	0.559

Based on the testing criteria from *Goodness of Fit*, the number from SRMR must < 0.10 to know if the model used is a fit model. From the test results, the SRMR of this study is 0.112 or > 0.10. So, it can be concluded that the model used is not fit.

F Square

Table 4.19. F Square Test Results				
	KK	KP	KPS	MPU
KK				0.363
KP	0.064			0.060
KPS	0.186			0.001
MPU				

Based on the test criteria from *F Square*, the numbers of the relationship of each variable are classified into 3, namely: small (> 0.02 – 0.15), medium (0.15 – 0.35), and large (> 0.35). It can be seen from the results of the *F Square* test, it is known that KP on KK (0.064) has a small influence on the dependent variable, KPS on KK (0.186) has a medium influence on the dependent variable, KK on MPU (0.363) has a large influence on the dependent variable, KP on MPU (0.060) has a small

influence on the dependent variable, and PPP on MPU (0.001) has no influence on the dependent variable

Path Coefficient

Tabel 4.20. Hasil Pengujian Path Coefficient						
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
KK -> MPU	0.561	0.572	0.115	4.887	0.000	
KP -> KK	0.257	0.274	0.113	2.274	0.023	
KP -> MPU	0.239	0.228	0.151	1.581	0.114	
KPS -> KK	0.439	0.437	0.132	3.317	0.001	
KPS -> MPU	-0.035	-0.027	0.130	0.269	0.788	

Based on the test criteria of Path Coefficient, variables that have P Values < 0.05 have a significant influence while variables that have P Values > 0.05 have an insignificant influence. Therefore, based on the results of the Path Coefficiens test, it is known that KK to MPU (0.000), KP to KK (0.023), and PPP to KK (0.001) have a significant relationship. However, KP to MPU (0.114) and PPP to MPU (0.788) have an insignificant relationship.

So it can be seen that product quality (KP) and service quality (KPS) have a significant relationship with customer satisfaction (KK). Then, customer satisfaction (KK) has a significant relationship with repurchase interest (MPU). However, product quality (KP) and service quality (KPS) do not have.

Direct Influence

Table 4.21. Results of the Direct Influence Hypothesis Test						
Hipotesis	Jalur	β	S.E.	C.R.	P	Conclusion
H1	KP→MPU	0,395	0,430	0,919	0,358	Insignificant Positive
H2	KP→KK	0,313	0,353	0,886	0,375	Insignificant Positive
H3	KPS→MPU	-0,897	0,961	-0,934	0,351	Insignificant Negatives
H4	KPS→KK	1,034	0,815	1,268	0,205	Insignificant Positive
H5	KK→MPU	1,054	0,299	3,526	0,000	Significant Positive

Discussion

1. The Effect of Product Quality on Repeat Purchase Interest

Based on the results of the hypothesis test, it can be stated that hypothesis 1 (H1) has an insignificant positive relationship. It was concluded that product quality (KP) had an insignificant and positive effect on repurchase interest (MPU). This is not in line with previous research conducted by (Hariyanto, Arief, and Praja 2022) which stated that product quality has a significant effect on repurchase interest .

2. The Effect of Product Quality on Customer Satisfaction

Based on the results of the hypothesis test, it can be stated that hypothesis 2 (H2) has an insignificant positive relationship. It is concluded that product quality (KP) has an insignificant and positive effect on Customer Satisfaction (KK). This is not in line with previous research conducted

(Mulyana 2019) the quality of Shao Kao's products affects customer satisfaction positively and significantly.

3. *The Effect of Service Quality on Repeat Purchase Interest*

Based on the results of the hypothesis test, it can be stated that hypothesis 3 (H3) has a positive and insignificant relationship, it can be concluded that service quality (PPP) has an insignificant and negative effect on Repurchase Interest (MPU). This research is in line with the research of Diana Alfaini (Diana Alfaini 2022) (Alfaini n.d.) which was carried out at Al Afiah Situbondo Pharmacy, Service Quality (PPP) had a negative but not significant effect on Repurchase Interest (MPU).

4. *The Effect of Service Quality on Customer Satisfaction*

Based on the results of the hypothesis test, it can be stated that hypothesis 4 (H4) has an insignificant positive relationship, it is concluded that service quality (PPP) has an insignificant and positive effect on customer satisfaction (KK). In line with previous research conducted (Andika 2022), that service quality does not have a significant effect on consumer satisfaction with the original sample, which is negative.

5. *The Effect of Customer Satisfaction on Repeat Purchase Interest*

Based on the results of the hypothesis test, it can be stated that hypothesis 5 (H5) has a significant positive relationship, it can be concluded that customer satisfaction (KK) has a significant and positive effect on repurchase interest (MPU). This result is different from previous research conducted (Ramadhan and Santosa 2017) showing that customer satisfaction has a negative effect on repurchase interest.

6. *The Relationship of Product Quality to Repeat Purchase Interest*

Based on the results of the hypothesis test, it can be stated that hypothesis 6 (H6) has an insignificant relationship, it can be concluded that customer satisfaction (KK) cannot mediate the relationship between product quality (KP) and repurchase interest (MPU). In line with research (Ramadhan and Santosa 2017) shows that product quality has a negative effect on repurchase interest.

7. *The Relationship of Service Quality to Repeat Purchase Interest*

Based on the results of the hypothesis test, it can be stated that hypothesis 7 (H7) has an insignificant relationship, it can be concluded that customer satisfaction (KK) cannot mediate the relationship between service quality (PPP) and repurchase interest (MPU). This is in line with previous research by Afif Ghaffar Ramadhan (2017) showing that service quality has a negative effect on repurchase interest. The nature of its influence is not significant.

CONCLUSION

This study concludes that service quality and product quality are important factors that affect customer satisfaction and repurchase interest at Bandoeng Resto Batam Restaurant. Customer satisfaction proved to be a significant intervening variable in this relationship.

SUGGESTION

For further purposes, there are several suggestions from the researcher that can be considered for future researchers, as follows:

1. Practical (Operational). It is hoped that the owner of Bandoeng Resto will pay more attention to Product Quality and Service Quality so that they can compete with restaurants in Batam.
2. Theoretical (Academic). It is hoped that the owner of Bandoeng Resto will pay more attention to Product Quality and Service Quality so that they can compete with restaurants in Batam.

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