

LAMPIRAN

Lampiran 1 Uji Validity dan Uji Reliability Service Quality SPSS

		Correlations						
		SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7
SQ1	Pearson Correlation	1	.916**	.445**	.418**	.698**	.383**	.467**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
SQ2	Pearson Correlation	.916**	1	.445**	.418**	.726**	.437**	.467**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
SQ3	Pearson Correlation	.445**	.445**	1	.894**	.582**	.882**	.443**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
SQ4	Pearson Correlation	.418**	.418**	.894**	1	.555**	.906**	.468**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
SQ5	Pearson Correlation	.698**	.726**	.582**	.555**	1	.547**	.447**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
SQ6	Pearson Correlation	.383**	.437**	.882**	.906**	.547**	1	.435**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
SQ7	Pearson Correlation	.467**	.467**	.443**	.468**	.447**	.435**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
SQ8	Pearson Correlation	.512**	.512**	.437**	.462**	.441**	.454**	.843**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
SQ9	Pearson Correlation	.512**	.512**	.437**	.462**	.492**	.454**	.891**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
SQ10	Pearson Correlation	.418**	.418**	.894**	.947**	.555**	.935**	.488**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
TOTAL_SQ	Pearson Correlation	.729**	.740**	.819**	.829**	.764**	.817**	.781**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

		SQ8	SQ9	SQ10	TOTAL_SQ
SQ1	Pearson Correlation	.512**	.512**	.418**	.729**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ2	Pearson Correlation	.512**	.512**	.418**	.740**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ3	Pearson Correlation	.437**	.437**	.894**	.819**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ4	Pearson Correlation	.462**	.462**	.947**	.829**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ5	Pearson Correlation	.441**	.492**	.555**	.764**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ6	Pearson Correlation	.454**	.454**	.935**	.817**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ7	Pearson Correlation	.843**	.891**	.468**	.781**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
SQ8	Pearson Correlation	1	.928**	.462**	.777**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
SQ9	Pearson Correlation	.928**	1	.462**	.789**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
SQ10	Pearson Correlation	.462**	.462**	1	.833**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL_SQ	Pearson Correlation	.777**	.789**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

** .Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.931	.931	10	

Inter-Item Correlation Matrix								
	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8
SQ1	1.000	.916	.445	.418	.698	.383	.467	.512
SQ2	.916	1.000	.445	.418	.726	.437	.467	.512
SQ3	.445	.445	1.000	.894	.582	.882	.443	.437
SQ4	.418	.418	.894	1.000	.555	.908	.468	.462
SQ5	.698	.726	.582	.555	1.000	.547	.447	.441
SQ6	.383	.437	.882	.908	.547	1.000	.435	.454
SQ7	.467	.467	.443	.468	.447	.435	1.000	.843
SQ8	.512	.512	.437	.462	.441	.454	.843	1.000
SQ9	.512	.512	.437	.462	.492	.454	.891	.928
SQ10	.418	.418	.894	.947	.555	.935	.468	.462

Inter-Item Correlation Matrix			
	SQ9	SQ10	
SQ1		.512	.418
SQ2		.512	.418
SQ3		.437	.894
SQ4		.462	.947
SQ5		.492	.555
SQ6		.454	.935
SQ7		.891	.468
SQ8		.928	.462
SQ9		1.000	.462
SQ10		.462	1.000

Inter-Item Covariance Matrix								
	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8
SQ1	.362	.331	.165	.155	.255	.144	.181	.200
SQ2	.331	.362	.165	.155	.265	.164	.181	.200
SQ3	.165	.165	.380	.340	.218	.339	.178	.175
SQ4	.155	.155	.340	.380	.208	.349	.186	.185
SQ5	.255	.265	.218	.208	.369	.207	.175	.174
SQ6	.144	.164	.339	.349	.207	.389	.175	.184
SQ7	.181	.181	.176	.186	.175	.175	.414	.353
SQ8	.200	.200	.175	.185	.174	.184	.353	.422
SQ9	.200	.200	.175	.185	.194	.184	.373	.392
SQ10	.155	.155	.340	.360	.208	.359	.186	.185

Inter-Item Covariance Matrix			
	SQ9	SQ10	
SQ1		.200	.155
SQ2		.200	.155
SQ3		.175	.340
SQ4		.185	.360
SQ5		.194	.208
SQ6		.184	.359
SQ7		.373	.186
SQ8		.392	.185
SQ9		.422	.185
SQ10		.185	.380

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SQ1	35.2500	20.028	.064	.867	.927
SQ2	35.2500	19.967	.076	.876	.927
SQ3	35.2000	19.394	.771	.841	.922
SQ4	35.2000	19.333	.783	.910	.921
SQ5	35.2100	19.784	.705	.835	.925
SQ6	35.2100	19.359	.767	.906	.922
SQ7	35.2400	19.578	.697	.806	.926
SQ8	35.2500	19.442	.715	.871	.925
SQ9	35.2500	19.361	.731	.908	.924
SQ10	35.2000	19.313	.787	.934	.921

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Correlations

		PR1	PR2	PR3	PR4	PR5	PR6
PR1	Pearson Correlation	1	.916**	.500**	.445**	.615**	.445**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PR2	Pearson Correlation	.916**	1	.445**	.445**	.670**	.418**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
PR3	Pearson Correlation	.500**	.445**	1	.867**	.528**	.841**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
PR4	Pearson Correlation	.445**	.445**	.867**	1	.528**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
PR5	Pearson Correlation	.615**	.670**	.528**	.528**	1	.501**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
PR6	Pearson Correlation	.445**	.418**	.841**	.894**	.501**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
PR7	Pearson Correlation	.972**	.888**	.472**	.418**	.615**	.418**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PR8	Pearson Correlation	.445**	.418**	.894**	.920**	.501**	.920**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
TOTAL_PR	Pearson Correlation	.813**	.792**	.851**	.847**	.757**	.835**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100

Correlations

		PR7	PR8	TOTAL_PR
PR1	Pearson Correlation	.972**	.445**	.813**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
PR2	Pearson Correlation	.888**	.418**	.792**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
PR3	Pearson Correlation	.472**	.894**	.851**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
PR4	Pearson Correlation	.418**	.920**	.847**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
PR5	Pearson Correlation	.615**	.501**	.757**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
PR6	Pearson Correlation	.418**	.920**	.835**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
PR7	Pearson Correlation	1	.418**	.792**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
PR8	Pearson Correlation	.418**	1	.847**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL_PR	Pearson Correlation	.792**	.847**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items
	Alpha	Items	
	.929	.929	8

Inter-Item Correlation Matrix

	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8
PR1	1.000	.916	.500	.445	.615	.445	.972	.445
PR2	.916	1.000	.445	.445	.670	.418	.888	.418
PR3	.500	.445	1.000	.867	.528	.841	.472	.894
PR4	.445	.445	.867	1.000	.528	.894	.418	.920
PR5	.615	.670	.528	.528	1.000	.501	.615	.501
PR6	.445	.418	.841	.894	.501	1.000	.418	.920
PR7	.972	.888	.472	.418	.615	.418	1.000	.418
PR8	.445	.418	.894	.920	.501	.920	.418	1.000

Inter-Item Covariance Matrix

	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8
PR1	.362	.331	.185	.165	.225	.165	.351	.165
PR2	.331	.362	.165	.165	.245	.155	.321	.155
PR3	.185	.165	.380	.330	.198	.320	.175	.340
PR4	.165	.165	.330	.380	.198	.340	.155	.350
PR5	.225	.245	.198	.198	.369	.188	.225	.188
PR6	.165	.155	.320	.340	.188	.380	.155	.350
PR7	.351	.321	.175	.155	.225	.155	.362	.155
PR8	.165	.155	.340	.350	.188	.350	.155	.380

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PR1	27.4700	12.353	.751	.961	.920
PR2	27.4700	12.454	.724	.868	.922
PR3	27.4200	12.084	.799	.830	.916
PR4	27.4200	12.105	.793	.876	.917
PR5	27.4300	12.591	.680	.535	.925
PR6	27.4200	12.165	.777	.863	.918
PR7	27.4700	12.454	.724	.946	.922
PR8	27.4200	12.105	.793	.913	.917

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Correlations

		FC1	FC2	FC3	FC4	FC5	FC6
FC1	Pearson Correlation	1	.916**	.418**	.418**	.670**	.418**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
FC2	Pearson Correlation	.916**	1	.472**	.445**	.643**	.445**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
FC3	Pearson Correlation	.418**	.472**	1	.920**	.555**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
FC4	Pearson Correlation	.418**	.445**	.920**	1	.528**	.894**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
FC5	Pearson Correlation	.670**	.643**	.555**	.528**	1	.555**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
FC6	Pearson Correlation	.418**	.445**	.894**	.894**	.555**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
FC7	Pearson Correlation	.615**	.615**	.501**	.528**	.918**	.528**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
FC8	Pearson Correlation	.363**	.391**	.894**	.867**	.501**	.947**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
TOTAL_FC	Pearson Correlation	.734**	.751**	.868**	.860**	.820**	.872**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100

Correlations

		FC7	FC8	TOTAL_FC
FC1	Pearson Correlation	.615**	.363**	.734**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
FC2	Pearson Correlation	.615**	.391**	.751**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
FC3	Pearson Correlation	.501**	.894**	.868**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
FC4	Pearson Correlation	.528**	.867**	.860**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
FC5	Pearson Correlation	.918**	.501**	.820**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
FC6	Pearson Correlation	.528**	.947**	.872**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
FC7	Pearson Correlation	1	.474**	.791**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
FC8	Pearson Correlation	.474**	1	.835**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL_FC	Pearson Correlation	.791**	.835**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

Inter-Item Correlation Matrix

	FC1	FC2	FC3	FC4	FC5	FC6	FC7	FC8
FC1	1.000	.916	.418	.418	.670	.418	.615	.363
FC2	.916	1.000	.472	.445	.643	.445	.615	.391
FC3	.418	.472	1.000	.920	.555	.894	.501	.894
FC4	.418	.445	.920	1.000	.528	.894	.528	.867
FC5	.670	.643	.555	.528	1.000	.555	.918	.501
FC6	.418	.445	.894	.894	.555	1.000	.528	.947
FC7	.615	.615	.501	.528	.918	.528	1.000	.474
FC8	.363	.391	.894	.867	.501	.947	.474	1.000

Inter-Item Covariance Matrix

	FC1	FC2	FC3	FC4	FC5	FC6	FC7	FC8
FC1	.362	.331	.155	.155	.245	.155	.225	.135
FC2	.331	.362	.175	.165	.235	.165	.225	.145
FC3	.155	.175	.380	.350	.208	.340	.188	.340
FC4	.155	.165	.350	.380	.198	.340	.198	.330
FC5	.245	.235	.208	.198	.369	.208	.338	.188
FC6	.155	.165	.340	.340	.208	.380	.198	.360
FC7	.225	.225	.188	.198	.338	.198	.369	.178
FC8	.135	.145	.340	.330	.188	.360	.178	.380

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FC1	27.5100	12.757	.652	.864	.927
FC2	27.5100	12.677	.673	.861	.926
FC3	27.4600	12.029	.821	.906	.914
FC4	27.4600	12.069	.810	.888	.915
FC5	27.4700	12.312	.760	.885	.919
FC6	27.4600	12.008	.826	.922	.914
FC7	27.4700	12.454	.723	.867	.922
FC8	27.4600	12.190	.778	.912	.918

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Correlations

		SM1	SM2	SM3	SM4	SM5	SM6
SM1	Pearson Correlation	1	.916**	.472**	.418**	.615**	.519**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
SM2	Pearson Correlation	.916**	1	.445**	.472**	.643**	.493**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
SM3	Pearson Correlation	.472**	.445**	1	.867**	.555**	.468**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
SM4	Pearson Correlation	.418**	.472**	.867**	1	.582**	.468**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
SM5	Pearson Correlation	.615**	.643**	.555**	.582**	1	.421**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
SM6	Pearson Correlation	.519**	.493**	.468**	.468**	.421**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
SM7	Pearson Correlation	.467**	.441**	.417**	.443**	.421**	.829**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
SM8	Pearson Correlation	.493**	.493**	.468**	.494**	.421**	.951**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
TOTAL_SM	Pearson Correlation	.779**	.779**	.749**	.757**	.740**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100

Correlations

		SM7	SM8	TOTAL_SM
SM1	Pearson Correlation	.467**	.493**	.779**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
SM2	Pearson Correlation	.441**	.493**	.779**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
SM3	Pearson Correlation	.417**	.468**	.749**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
SM4	Pearson Correlation	.443**	.494**	.757**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
SM5	Pearson Correlation	.421**	.421**	.740**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
SM6	Pearson Correlation	.829**	.951**	.831**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
SM7	Pearson Correlation	1	.829**	.783**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
SM8	Pearson Correlation	.829**	1	.831**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL_SM	Pearson Correlation	.783**	.831**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's	Cronbach's	
	Alpha	Items
Standardized	.909	.909
N of Items		8

Inter-Item Correlation Matrix

	SM1	SM2	SM3	SM4	SM5	SM6	SM7	SM8
SM1	1.000	.916	.472	.418	.615	.519	.467	.493
SM2	.916	1.000	.445	.472	.643	.493	.441	.493
SM3	.472	.445	1.000	.867	.555	.468	.417	.468
SM4	.418	.472	.867	1.000	.582	.468	.443	.494
SM5	.615	.643	.555	.582	1.000	.421	.421	.421
SM6	.519	.493	.468	.468	.421	1.000	.829	.951
SM7	.467	.441	.417	.443	.421	.829	1.000	.829
SM8	.493	.493	.468	.494	.421	.951	.829	1.000

Inter-Item Covariance Matrix

	SM1	SM2	SM3	SM4	SM5	SM6	SM7	SM8
SM1	.362	.331	.175	.155	.225	.201	.181	.191
SM2	.331	.362	.165	.175	.235	.191	.171	.191
SM3	.175	.165	.380	.330	.208	.186	.166	.186
SM4	.155	.175	.330	.380	.218	.186	.176	.196
SM5	.225	.235	.208	.218	.369	.165	.165	.165
SM6	.201	.191	.186	.186	.165	.414	.343	.394
SM7	.181	.171	.166	.176	.165	.343	.414	.343
SM8	.191	.191	.186	.196	.165	.394	.343	.414

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SM1	27.4000	11.838	.705	.873	.897
SM2	27.4000	11.838	.705	.873	.897
SM3	27.3500	11.907	.665	.794	.901
SM4	27.3500	11.866	.676	.806	.900
SM5	27.3600	11.990	.656	.526	.901
SM6	27.3900	11.372	.768	.915	.892
SM7	27.3900	11.614	.704	.714	.897
SM8	27.3900	11.372	.768	.915	.892

Lampiran 5 Uji Validity dan Uji Reliability Brand Image SPSS

Correlations

		BI1	BI2	BI3	BI4	BI5	BI6
BI1	Pearson Correlation	1	.972**	.445**	.445**	.665**	.698**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
BI2	Pearson Correlation	.972**	1	.445**	.445**	.665**	.698**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
BI3	Pearson Correlation	.445**	.445**	1	.894**	.572**	.528**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
BI4	Pearson Correlation	.445**	.445**	.894**	1	.572**	.528**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
BI5	Pearson Correlation	.665**	.665**	.572**	.572**	1	.945**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
BI6	Pearson Correlation	.698**	.698**	.528**	.528**	.945**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
TOTAL_BI	Pearson Correlation	.842**	.842**	.780**	.780**	.882**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100

Correlations

		TOTAL_BI
BI1	Pearson Correlation	.842**
	Sig. (2-tailed)	.000
	N	100
BI2	Pearson Correlation	.842**
	Sig. (2-tailed)	.000
	N	100
BI3	Pearson Correlation	.780**
	Sig. (2-tailed)	.000
	N	100
BI4	Pearson Correlation	.780**
	Sig. (2-tailed)	.000
	N	100
BI5	Pearson Correlation	.882**
	Sig. (2-tailed)	.000
	N	100
BI6	Pearson Correlation	.877**
	Sig. (2-tailed)	.000
	N	100
TOTAL_BI	Pearson Correlation	1
	Sig. (2-tailed)	
	N	100

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.912	6

Inter-Item Correlation Matrix

	BI1	BI2	BI3	BI4	BI5	BI6
BI1	1.000	.972	.445	.445	.665	.698
BI2	.972	1.000	.445	.445	.665	.698
BI3	.445	.445	1.000	.894	.572	.528
BI4	.445	.445	.894	1.000	.572	.528
BI5	.665	.665	.572	.572	1.000	.945
BI6	.698	.698	.528	.528	.945	1.000

Inter-Item Covariance Matrix

	BI1	BI2	BI3	BI4	BI5	BI6
BI1	.362	.351	.165	.165	.237	.255
BI2	.351	.362	.165	.165	.237	.255
BI3	.165	.165	.380	.340	.209	.198
BI4	.165	.165	.340	.380	.209	.198
BI5	.237	.237	.209	.209	.351	.340
BI6	.255	.255	.198	.198	.340	.369

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BI1	19.6500	6.472	.767	.946	.894
BI2	19.6500	6.472	.767	.946	.894
BI3	19.6000	6.646	.677	.805	.907
BI4	19.6000	6.646	.677	.805	.907
BI5	19.5900	6.366	.824	.901	.886
BI6	19.6100	6.321	.816	.902	.887

Lampiran 6 Uji Validity dan Uji Reliability Purchasing Decision SPSS

		Correlations						
		PD1	PD2	PD3	PD4	PD5	PD6	PD7
PD1	Pearson Correlation	1	.972**	.472**	.445**	.670**	.391**	.643**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PD2	Pearson Correlation	.972**	1	.472**	.445**	.698**	.391**	.670**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PD3	Pearson Correlation	.472**	.472**	1	.920**	.555**	.894**	.528**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PD4	Pearson Correlation	.445**	.445**	.920**	1	.555**	.947**	.528**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
PD5	Pearson Correlation	.670**	.698**	.555**	.555**	1	.501**	.973**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
PD6	Pearson Correlation	.391**	.391**	.894**	.947**	.501**	1	.474**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
PD7	Pearson Correlation	.643**	.670**	.528**	.528**	.973**	.474**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
PD8	Pearson Correlation	.363**	.363**	.867**	.920**	.474**	.973**	.447**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PD9	Pearson Correlation	.643**	.643**	.582**	.582**	.781**	.528**	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PD10	Pearson Correlation	.418**	.418**	.920**	.973**	.528**	.973**	.501**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
TOTAL_PD	Pearson Correlation	.729**	.735**	.879**	.892**	.817**	.863**	.791**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100

		Correlations			
		PD8	PD9	PD10	TOTAL_PD
PD1	Pearson Correlation	.363**	.643**	.418**	.729**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD2	Pearson Correlation	.363**	.643**	.418**	.735**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD3	Pearson Correlation	.867**	.582**	.920**	.879**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD4	Pearson Correlation	.920**	.582**	.973**	.892**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD5	Pearson Correlation	.474**	.781**	.528**	.817**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD6	Pearson Correlation	.973**	.528**	.973**	.863**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD7	Pearson Correlation	.447**	.753**	.501**	.791**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PD8	Pearson Correlation	1	.501**	.947**	.837**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
PD9	Pearson Correlation	.501**	1	.555**	.797**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
PD10	Pearson Correlation	.947**	.555**	1	.882**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL_PD	Pearson Correlation	.837**	.797**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.947	10

Inter-Item Correlation Matrix								
	PD1	PD2	PD3	PD4	PD5	PD6	PD7	PD8
PD1	1.000	.972	.472	.445	.670	.391	.643	.363
PD2	.972	1.000	.472	.445	.698	.391	.670	.363
PD3	.472	.472	1.000	.920	.555	.894	.528	.867
PD4	.445	.445	.920	1.000	.555	.947	.528	.920
PD5	.670	.698	.555	.555	1.000	.501	.973	.474
PD6	.391	.391	.894	.947	.501	1.000	.474	.973
PD7	.643	.670	.528	.528	.973	.474	1.000	.447
PD8	.363	.363	.867	.920	.474	.973	.447	1.000
PD9	.643	.643	.582	.582	.781	.528	.753	.501
PD10	.418	.418	.920	.973	.528	.973	.501	.418

Inter-Item Correlation Matrix		
	PD9	PD10
PD1	.643	.418
PD2	.643	.418
PD3	.582	.920
PD4	.582	.973
PD5	.781	.528
PD6	.528	.973
PD7	.753	.501
PD8	.501	.947
PD9	1.000	.555
PD10	.555	1.000

Inter-Item Covariance Matrix								
	PD1	PD2	PD3	PD4	PD5	PD6	PD7	PD8
PD1	.362	.351	.175	.165	.245	.145	.235	.135
PD2	.351	.362	.175	.165	.255	.145	.245	.135
PD3	.175	.175	.380	.350	.208	.340	.198	.330
PD4	.165	.165	.350	.380	.208	.360	.198	.350
PD5	.245	.255	.208	.208	.369	.188	.359	.178
PD6	.145	.145	.340	.360	.188	.380	.178	.370
PD7	.235	.245	.198	.198	.359	.178	.369	.167
PD8	.135	.135	.330	.350	.178	.370	.167	.380
PD9	.235	.235	.218	.218	.288	.198	.278	.188
PD10	.155	.155	.350	.370	.198	.370	.188	.360

Inter-Item Covariance Matrix		
	PD9	PD10
PD1	.235	.155
PD2	.235	.155
PD3	.218	.350
PD4	.218	.370
PD5	.288	.198
PD6	.198	.370
PD7	.278	.188
PD8	.188	.360
PD9	.369	.208
PD10	.208	.380

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PD1	35.3800	21.208	.665	.946	.946
PD2	35.3800	21.167	.673	.946	.946
PD3	35.3300	20.183	.846	.938	.938
PD4	35.3300	20.102	.862	.938	.938
PD5	35.3400	20.631	.770	.942	.942
PD6	35.3300	20.284	.826	.939	.939
PD7	35.3400	20.792	.738	.943	.943
PD8	35.3300	20.446	.793	.941	.941
PD9	35.3400	20.752	.746	.943	.943
PD10	35.3300	20.163	.850	.938	.938

Lampiran 7 Uji 100 data Responden

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIA	38	38.0	38.0	38.0
	PEREMPUAN	62	62.0	62.0	100.0
Total		100	100.0	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 30 TAHUN	49	49.0	49.0	49.0
	31 - 40 TAHUN	43	43.0	43.0	92.0
	41 - 50 TAHUN	8	8.0	8.0	100.0
Total		100	100.0	100.0	

BERLANGGANAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 - 4 TAHUN	33	33.0	33.0	33.0
	4 - 5 TAHUN	62	62.0	62.0	95.0
	5 - 6 TAHUN	5	5.0	5.0	100.0
Total		100	100.0	100.0	

Lampiran 8 Uji Mean dan Standart Deviasi SPSS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SQ1	100	3.00	5.00	3.8900	.60126
SQ2	100	3.00	5.00	3.8900	.60126
SQ3	100	3.00	5.00	3.9400	.61661
SQ4	100	3.00	5.00	3.9400	.61661
SQ5	100	3.00	5.00	3.9300	.60728
SQ6	100	3.00	5.00	3.9300	.62369
SQ7	100	2.00	5.00	3.9000	.64354
SQ8	100	2.00	5.00	3.8900	.64971
SQ9	100	2.00	5.00	3.8900	.64971
SQ10	100	3.00	5.00	3.9400	.61661
Valid N (listwise)	100				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PR1	100	3.00	5.00	3.8900	.60126
PR2	100	3.00	5.00	3.8900	.60126
PR3	100	3.00	5.00	3.9400	.61661
PR4	100	3.00	5.00	3.9400	.61661
PR5	100	3.00	5.00	3.9300	.60728
PR6	100	3.00	5.00	3.9400	.61661
PR7	100	3.00	5.00	3.8900	.60126
PR8	100	3.00	5.00	3.9400	.61661
Valid N (listwise)	100				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
FC1	100	3.00	5.00	3.8900	.60126
FC2	100	3.00	5.00	3.8900	.60126
FC3	100	3.00	5.00	3.9400	.61661
FC4	100	3.00	5.00	3.9400	.61661
FC5	100	3.00	5.00	3.9300	.60728
FC6	100	3.00	5.00	3.9400	.61661
FC7	100	3.00	5.00	3.9300	.60728
FC8	100	3.00	5.00	3.9400	.61661
Valid N (listwise)	100				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SM1	100	3.00	5.00	3.8900	.60126
SM2	100	3.00	5.00	3.8900	.60126
SM3	100	3.00	5.00	3.9400	.61661
SM4	100	3.00	5.00	3.9400	.61661
SM5	100	3.00	5.00	3.9300	.60728
SM6	100	2.00	5.00	3.9000	.64354
SM7	100	2.00	5.00	3.9000	.64354
SM8	100	2.00	5.00	3.9000	.64354
Valid N (listwise)	100				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
B11	100	3.00	5.00	3.8900	.60126
B12	100	3.00	5.00	3.8900	.60126
B13	100	3.00	5.00	3.9400	.61661
B14	100	3.00	5.00	3.9400	.61661
B15	100	3.00	5.00	3.9500	.59246
B16	100	3.00	5.00	3.9300	.60728
Valid N (listwise)	100				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PD1	100	3.00	5.00	3.8900	.60126
PD2	100	3.00	5.00	3.8900	.60126
PD3	100	3.00	5.00	3.9400	.61661
PD4	100	3.00	5.00	3.9400	.61661
PD5	100	3.00	5.00	3.9300	.60728
PD6	100	3.00	5.00	3.9400	.61661
PD7	100	3.00	5.00	3.9300	.60728
PD8	100	3.00	5.00	3.9400	.61661
PD9	100	3.00	5.00	3.9300	.60728
PD10	100	3.00	5.00	3.9400	.61661
Valid N (listwise)	100				

Lampiran 9 Uji Skala Likert Service Quality

SQ1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

SQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

SQ3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

SQ4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

SQ5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SQ6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	23	23.0	23.0	23.0
	PUAS	61	61.0	61.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

SQ7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK PUAS	1	1.0	1.0	1.0
	CUKUP PUAS	23	23.0	23.0	24.0
	PUAS	61	61.0	61.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SQ8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK PUAS	1	1.0	1.0	1.0
	CUKUP PUAS	24	24.0	24.0	25.0
	PUAS	60	60.0	60.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SQ9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK PUAS	1	1.0	1.0	1.0
	CUKUP PUAS	24	24.0	24.0	25.0
	PUAS	60	60.0	60.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SQ10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

FREQUENCIES VARIABLES=PR1 PR2 PR3 PR4 PR5 PR6 PR7 PR8
/ORDER=ANALYSIS.

Lampiran 10 Uji Skala Likert Price

PR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

PR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

PR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

PR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

PR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

PR6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

PR7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

PR8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Lampiran 11 Uji Skala Likert Facility

FC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

FC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

FC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

FC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

FC5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

FC6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

FC7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

FC8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Lampiran 12 Uji Skala Likert HR Customer Care

SM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

SM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

SM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

SM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

SM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK PUAS	1	1.0	1.0	1.0
	CUKUP PUAS	23	23.0	23.0	24.0
	PUAS	61	61.0	61.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SM7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK PUAS	1	1.0	1.0	1.0
	CUKUP PUAS	23	23.0	23.0	24.0
	PUAS	61	61.0	61.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

SM8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK PUAS	1	1.0	1.0	1.0
	CUKUP PUAS	23	23.0	23.0	24.0
	PUAS	61	61.0	61.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Lampiran 13 Uji Skala Likert Brand Image

B11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

B12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

B13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

B14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

B15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	20	20.0	20.0	20.0
	PUAS	65	65.0	65.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

B16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Lampiran 14 Uji Skala Likert Purchasing Decision

PD1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

PD2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	24	24.0	24.0	24.0
	PUAS	63	63.0	63.0	87.0
	SANGAT PUAS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

PD3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

PD4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

PD5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

PD6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

PD7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

PD8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

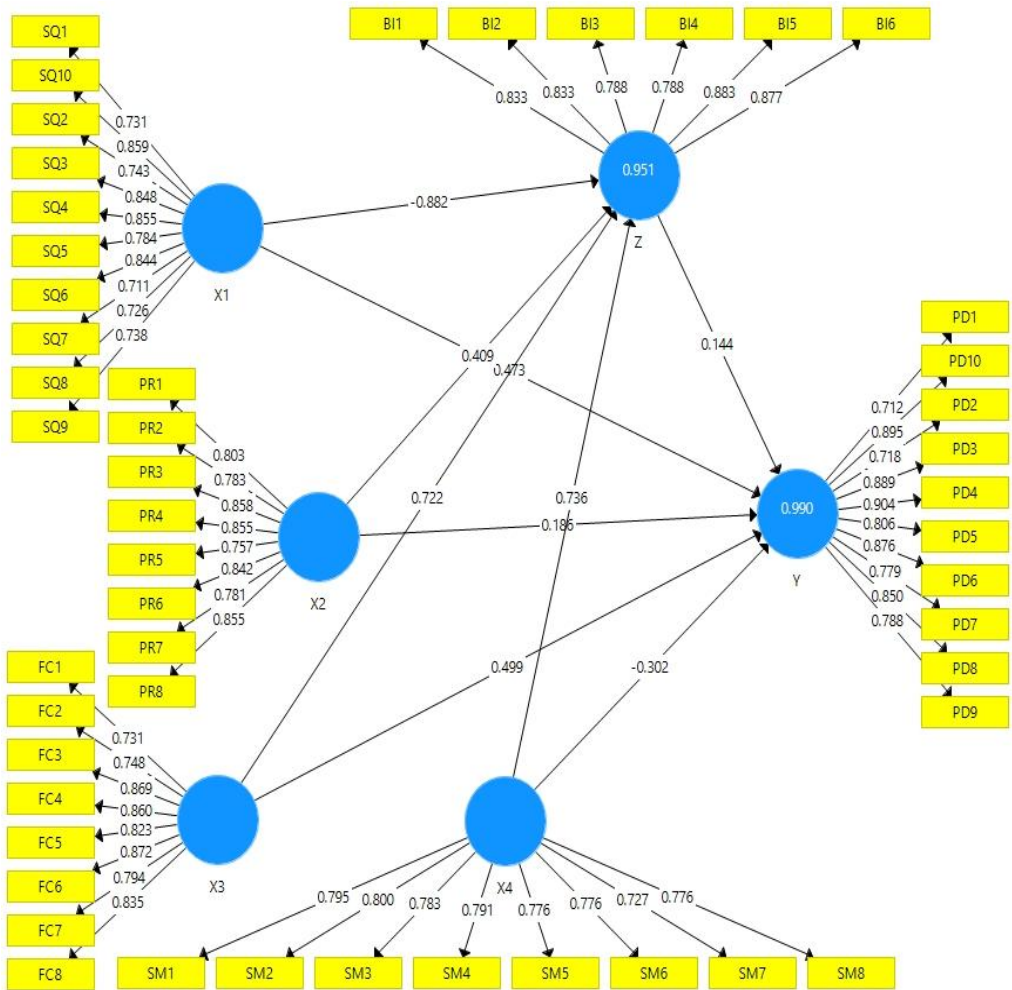
PD9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	63	63.0	63.0	85.0
	SANGAT PUAS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

PD10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUKUP PUAS	22	22.0	22.0	22.0
	PUAS	62	62.0	62.0	84.0
	SANGAT PUAS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Lampiran 15 Uji SmartPLS Loading Factor



Lampiran 16 Uji SmartPLS AVE, CA, CR

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Average Variance Extracted (AVE)
X1	0.931		0.941	0.618	0.618
X2	0.929		0.942	0.668	0.668
X3	0.929		0.942	0.669	0.669
X4	0.909		0.925	0.606	0.606
Y	0.947		0.955	0.680	0.680
Z	0.912		0.932	0.697	0.697

Final Results
[Path Coefficients](#) [R Square](#) [Indirect Effects](#) [Total Effects](#) [Outer Loadings](#) [Outer Weights](#) [Latent Variable](#) [Residuals](#)

Quality Criteria
[R Square](#) [F Squares](#) [Construct Reliability and Validity](#) [Discriminant Validity](#) [Collinearity Statistics \(VIF\)](#) [Model Fit](#) [Model Selection Criteria](#)

Interim Results
[Stop Criterion Changes](#)

Base Data
[Setting](#) [Inner Model](#) [Outer Model](#) [Indicator Data \(Original\)](#) [Indicator Data \(Standardized\)](#) [Indicator Data \(Correlations\)](#)

Lampiran 17 Uji SmartPLS R-Square

The screenshot displays the SmartPLS software interface. The top menu bar includes options like 'File', 'Edit', 'View', 'Themes', 'Calculate', 'Info', and 'Language'. The main workspace shows a project explorer on the left with folders for 'ECSI', 'ECSI_1', and 'VE TESIS'. The central area is titled 'R Square' and contains a table with the following data:

	R Square	R Square Adjusted
Y	0.990	0.989
Z	0.951	0.948

Below the table, there are buttons for 'Matrix', 'R Square', 'R Square Adjusted', 'Excel Format', 'Copy to Clipboard', and 'R Format'. The bottom right panel shows a list of indicators (SQ1 to SQ10) and a navigation menu with categories like 'Final Results', 'Quality Criteria', 'Interim Results', and 'Base Data'.

Lampiran 18 Uji SmartPLS F-Square

The screenshot displays the SmartPLS software interface. The main window shows the results of an f-Square test. The table below lists the f-Square values for indicators X1 through Z.

	Y	Z
X1	0.387	0.375
X2	0.118	0.131
X3	0.648	0.379
X4	0.268	0.476
Y		
Z	0.102	

Below the table, the software provides a summary of results and quality criteria:

- Final Results:** Path Coefficients, Indirect Effects, Total Effects, Outer Loadings, Latent Variable Residuals.
- Quality Criteria:** R-Square, f-Square, Discriminant Validity, Collinearity Statistics (VIF), Model Fit, Model Selection Criteria.
- Interim Results:** Stop Criterion, Changes.
- Base Data:** Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations).

Lampiran 19 Uji SmartPLS Q-Square

Construct Crossvalidated Redundancy

	Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7	Q ² (=1-SSE/SSO)
X1									
X2									
X3									
X4									
Y									0.660
Z									0.641

Final Results

- Construct Crossvalidated Redundancy
- Indicator Crossvalidated Redundancy
- Indicator Crossvalidated Communality
- Indicator Data (Original)
- Indicator Data (Standardized)

Base Data

- Setting
- Inner Model
- Outer Model

Lampiran 20 Uji SmartPLS Indirect Effect (Mediasi)

The screenshot displays the SmartPLS interface with the 'Specific Indirect Effects' table and the 'Final Results' panel. The table shows the following data:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O-STDEV)/STDEV)	P Values
X1 -> Z -> Y	-0.127	-0.128	0.058	2.187	0.029
X2 -> Z -> Y	0.099	0.099	0.031	1.874	0.062
X3 -> Z -> Y	0.104	0.102	0.043	2.408	0.016
X4 -> Z -> Y	0.106	0.107	0.047	2.240	0.026

The 'Final Results' panel includes the following sections:

- Path Coefficients**: [Path Coefficients Histogram](#)
- Total Indirect Effects**: [Indirect Effects Histogram](#)
- Specific Indirect Effects**: [Total Effects Histogram](#)
- Total Effects**: [Indicator Data \(Original\)](#)
- Outer Loadings**: [Indicator Data \(Standardized\)](#)
- Outer Weights**
- Base Data**: [Setting](#), [Inner Model](#), [Outer Model](#)

The Project Explorer on the left shows the following structure:

- SmartPLS: C:\Users\ASUS\smartpls_workspace1
 - File
 - Edit
 - View
 - Themes
 - Calculate
 - Info
 - Language
 - Save
 - New Project
 - New Path Model
 - Project Explorer
 - ECSJ
 - ECSJ_1
 - PLS-SEM BOOK - Corporate Reputation Extended
 - PLS-SEM BOOK - Corporate Reputation Extended_1
 - TESS VE
 - VE TESIS [100 records]
 - VE
 - Archive

Lampiran 21 Uji SmartPLS Path Coeffisien (Hipotesis)

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	Samples	P Values
X1 -> Y	0.473	0.468	0.105	4.517	4.517	0.000
X1 -> Z	-0.882	-0.891	0.166	5.302	5.302	0.000
X2 -> Y	0.186	0.189	0.085	2.190	2.190	0.029
X2 -> Z	0.409	0.406	0.132	3.103	3.103	0.002
X3 -> Y	0.499	0.506	0.104	4.811	4.811	0.000
X3 -> Z	0.722	0.720	0.140	5.143	5.143	0.000
X4 -> Y	-0.302	-0.308	0.094	3.201	3.201	0.001
X4 -> Z	0.736	0.749	0.123	6.004	6.004	0.000
Z -> Y	0.144	0.142	0.055	2.616	2.616	0.009

Final Results

- Path Coefficients
- Total Indirect Effects
- Specific Indirect Effects
- Total Effects
- Outer Loadings
- Outer Weights
- Base Data
- Path Coefficients Histogram
- Indirect Effects Histogram
- Total Effects Histogram
- Indicator Data (Original)
- Indicator Data (Standardized)

Lampiran 22 Hasil Turnityn

1

THE EFFECT OF SERVICE QUALITY, PRICE INTERNET, FACILITY INTERNET, HR CUSTOMER CARE ON PURCHASING DECISION WITH BRAND IMAGE AS A MEDIATION VARIABLE IN CHOOSING INTERNET PRODUCTS AT PT SUPRA PRIMATAMA NUSANTARA (BIZNET NETWORKS) IN BANYUWANGI

Peni Puspita¹, Mohammad Sihab², Fausta Ari Barata³

^{1,2,3}Faculty of Economics and Business, University of 17 August 1945, Surabaya

Abstrak

The purpose of this study was to examine the effect of service quality, price, facility, customer care on purchasing decisions through the brand image of PT Supra Primatama Nusantara. With a sample of 100 existing customers from 130 customers at the Brand Banyuwangi branch office using the simple slovin technique and participating in this research. Data were collected in 2016-2021 using a questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study prove that service quality, price, facility, customer care have a significant effect on brand image and on purchasing decisions. This finding reminds empirical evidence that it is very important to always pay attention to customer behavior which is useful for the key to innovation so that customers do not hesitate to make internet purchasing decisions at Biznet.

Keywords : *Service quality, price, facility, customer care, brand image, purchasing decision.*

Background

In today's era of information and technology, the need for internet technology is very necessary, starting from the need for entertainment to various industrial fields, inseparable from the use of internet technology, for that it is very necessary to have good and reliable internet access, so that it can meet the need for information every second. always growing.

Biznet Networks is a fixed-line telecommunications operator and multimedia operator in Indonesia that provides network services (Networks), internet services, data centers, as well as hosting and cloud computing services. Biznet Networks was founded in 2000 to own and operate a state-of-the-art fiber optic network with the largest data center in Indonesia.

Statistical data shows that internet users in Indonesia continue to increase every year, according to a survey by the Indonesian Internet Service Providers Association (APJII) which revealed that internet users in Indonesia in 2018 reached 171.17 million users and in 2019 it reached 196.71 internet users. For this reason, PT Supra Primatama Nusantara or what is called Biznet as an Internet Provider has carried out several service quality strategies,

pricing strategies, providing comfort with the facilities provided as well as pleasant services and branding strategies (strengthening identity) in order to increase the volume of superior internet sales.

According to (Kotler and Armstrong 2014) the process carried out in terms of purchasing decisions begins with problem recognition, information search, evaluation of alternatives, purchase decisions, and behavior after purchase. On the other hand, consumers will feel very satisfied and happy if the services they buy are in accordance with their expectations, and according to their wishes.

Based on this background, the researchers proposed a study entitled "The Influence of Service Quality, Internet Price, Internet Facility and HR Customer Care on Purchasing Decisions With Brand Image as a Mediation Variable in Choosing Internet Products at PT Supra Primatama Nusantara (Biznet Networks) in Banyuwangi.

Theoretical basis

Service Quality

Definition of Service Quality

According to the American Society in the book (Kotler, 2016) the

notion of quality is the overall characteristics of products, services that can meet the wishes and expectations of consumers. Meanwhile, according to opinion (Kotler, 2015). *Service quality is the totality of characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs.*

Dimensions of Service Quality

According to Parasuraman in (Lailatus, 2020) summarizes the ten dimensions into five main dimensions, which are as follows:

1. Reliability : namely the ability to provide the promised service promptly, accurately, and satisfactorily.
2. Responsiveness, namely the desire of the staff to help customers and provide responsive service.
3. Assurance includes the knowledge, competence, courtesy and trustworthiness of the staff; free from danger, risk or doubt.
4. Empathy includes ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of customers.
5. Tangibles include physical facilities, equipment, employees, and means of communication.

Price

Price Definition

Price, (Tjiptono, 2019) argues that price is the only element of the marketing mix that generates revenue for the organization. Meanwhile, according to (Kotler, 2019) The price is an agreement regarding the sale and purchase of goods or services where the agreement is agreed upon by both parties.

Price Indicator

According to Kotler, Armstrong Translate (Sabran 2012), There are four indicators measuring price as follows:

1. Price affordability

2. Price match with product quality
3. Price competitiveness
4. Price match with product benefits

Facility

Facility Definition

According to the opinion of (Lupiyoadi, Rambat 2017) Facilities are said to be facilities and infrastructure provided to be used or used and enjoyed by consumers. Meanwhile, according to (Tjiptono, 2014) Facilities are something important in a service business, therefore the existing facilities, namely the condition of the facility, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly.

Facility Indicator

Indicators within the facility according to (Tjiptono, 2014) the facility of a product or service is determined through the following indicators:

1. Consideration or spatial planning Aspects such as proportion, comfort and others are considered, combined and developed to provoke an intellectual or emotional response from the user or the person who sees it.
2. Room planning includes in it, such as the placement of furniture and equipment in a neat room, design and circulation flow and others.
3. Equipment and furniture serves to provide a comfortable facility, as a display as infrastructure or support for service users.
4. Other supporting elements, for example: toilets, wifi, canteens and so on.

HR (Customer Care)

Definition of Customer Care

according to the opinion of (Rangkuti, 2017) "Customer care if interpreted literally is a customer customer, care cares. So, in Indonesian, customer care means caring for customers or always providing the best service to customers. This definition is the meaning generally used by companies in Indonesia. The main

purpose of Customer Care according to (Rangkuti, 2017) is to create "advocate customers", namely customers who have strong ties to the company because the company concerned can provide a total solution and is able to provide a memorable experience that is astonishing when compared to other companies.

Customer Care Skills

according to (Rangkuti, 2017) There are several expertise in customer care:

1. The appearance of yourself and other members of the team will be something that should be the main concern.
2. Communication Success or failure of a service is highly dependent on the communication that occurs between customer care and customers.
3. Effective Speaking
4. Observation One's success in serving customers is also determined by observing customer behavior.
5. Body Language and Facial Expressions.
6. Firmness
7. Discipline, with regard to compliance and obedience of a person or group of people to the norms and regulations that apply, both written and unwritten.
8. Listen, if we fail to listen to our customers well, they will feel that we don't really care about them and they won't come back someday.

Brand Image

Brand Definition

Definition of brand according to (Kotler, 2018) A brand is a name, term, sign, symbol, design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Meanwhile, brand image according to (Tjiptono, 2015) is a description of consumer attachment and belief in the brand. Thus, it can be conveyed that the attachment and belief in

the consumer's memory does not just happen. But through the process of experience and belief.

Brand Indicator

According to Aaker Biel in (Prof. Dr. Thamrin Abdullah, M.M., 2019) that the brand image indicator consists of three components:

- 1 Corporate Image, namely: a set of associations perceived by consumers to companies that make a product and service.
- 2 User image, a set of associations perceived by consumers of users who use goods or services, including the user himself, lifestyle or personality and social status.
- 3 Product image, a set of associations perceived by consumers for a product, which includes the product's attributes, benefits for consumers, its use, and guarantees.

Purchasing Decision

Definition Purchasing Decision

According to (Stephen Coulter, Fahmi 2016) The decision-making process is a series of stages consisting of an alternative, and evaluating the decision.

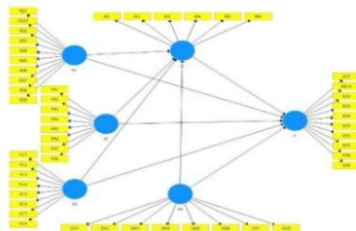
Process Purchasing Decision

According to (Ketler, Armstrong 2014) Consumers will go through five stages in making purchasing decisions. The first thing a consumer will do before deciding to make a purchase is:

- 1) Recognition of needs Where consumers are aware of a problem or need.
- 2) Information search
- 3) Alternative evaluation. It is the stage of the buying process in which consumers use information to evaluate alternative brands within a choice set.
- 4) Purchase decision Where the buyer has made his choice and made a purchase of the product, and consume it.
- 5) Post-purchase behavior The buyer's decision process in which

consumers take further actions after a purchase is made and based on the satisfaction or dissatisfaction they feel.

Conceptual framework



Picture 1 conceptual framework

Research Hypothesis

- H₁ : There is an effect of service quality on Internet Brand Image at Biznet Networks Banyuwangi.
- H₂ : The influence of service quality on internet purchasing decisions at Biznet Networks Banyuwangi.
- H₃ : There is a price effect on the Internet Brand Image in Biznet Network Banyuwangi.
- H₄ : There is an influence of price on internet purchasing decisions at Biznet Networks Banyuwangi.
- H₅ : There is an influence of facilities on the Internet Brand Image at Biznet Networks Banyuwangi.
- H₆ : The influence of facilities on internet purchasing decisions at Biznet Networks Banyuwangi.
- H₇ : There is an influence of HR on the Internet Brand Image at Biznet Networks Banyuwangi.
- H₈ : The influence of HR on internet purchasing decisions at Biznet Networks Banyuwangi.

H₉ : There is an influence of Brand Image on internet purchasing decisions at Biznet Networks Banyuwangi.

RESEARCH METHODS

Research Subject

Population

The population in this study are customers who have been using Biznet for three years at the Banyuwangi Branch, totaling 130 populations.

Sample

method of determining sample size using the Slovin . formula (Santoso, 2020) as follows :

$$n = \frac{N}{1 + (N \times e^2)}$$

Description

S = Number of samples

N = Large population

E = Respondent tolerance limit

So the sample that the researcher takes as a study if using the Slovin formula with a 95% confidence level, and an error rate of 5% is:

$$n = \frac{130}{1 + (130 \times 0,05^2)} = 98,11$$

So the research sample for a population of 130 respondents with a 95% confidence level is 100 people.

ANALYSIS OF RESEARCH RESULTS AND DISCUSSION

Research data

The type of data used in this research is primary data, which is obtained directly from the original source in the form of a questionnaire, the data from this research is quantitative data, in the form of numbers and analyzed using statistics, quantitative data analysis used in this study is descriptive statistical analysis using software. SPSS v25. This study uses the outer model and inner model testing which is used to analyze the research hypothesis using the SmartPLS v3 software.

Table 1 SPSS 25 Validity and Reliability Test

Variable	Uji validitas				Uji Reliabilitas		
	Item	Sig	Item	Sig	Description	CA	Description
Service quality	Sq1	0.000	Sq6	0.000	All Items Valid	0.931	Reliabel
	Sq2	0.000	Sq7	0.000			
	Sq3	0.000	Sq8	0.000			
	Sq4	0.000	Sq9	0.000			
	Sq5	0.000	Sq10	0.000			
Price	Pr1	0.000	Pr5	0.000	All Items Valid	0.929	Reliabel
	Pr2	0.000	Pr6	0.000			
	Pr3	0.000	Pr7	0.000			
	Pr4	0.000	Pr8	0.000			
Facility	Fc1	0.000	Fc5	0.000	All Items Valid	0.929	Reliabel
	Fc2	0.000	Fc6	0.000			
	Fc3	0.000	Fc7	0.000			
	Fc4	0.000	Fc8	0.000			
Customer Care	Sm1	0.000	Sm5	0.000	All Items Valid	0.909	Reliabel
	Sm2	0.000	Sm6	0.000			
	Sm3	0.000	Sm7	0.000			
	Sm4	0.000	Sm8	0.000			
Brand Image	Bi1	0.000	Bi4	0.000	All Items Valid	0.912	Reliabel
	Bi2	0.000	Bi5	0.000			
	Bi3	0.000	Bi6	0.000			
Purchasing Decision	Bd1	0.000	Bd6	0.000	All Items Valid	0.947	Reliabel
	Bd2	0.000	Bd7	0.000			
	Bd3	0.000	Bd8	0.000			
	Bd4	0.000	Bd9	0.000			
	Bd5	0.000	Bd10	0.000			

Source : SPSS Test Processed by the Author

Test the validity of the product moment as a whole for decision making in this study all questionnaires are said to be valid.

The reliability test concluded that the overall variable was declared reliable because the overall Cronbach's alpha value was greater than 0.7.

Outer Model

Table 2 Loading Factor Measurement >0.7

INDICATOR	(X1) SQ	(X2) PR	(X3) FC	(X4) SM	(Z) BI	(Y) PD	DISC
1	0.731	0.803	0.731	0.795	0.833	0.712	Valid
2	0.743	0.783	0.748	0.800	0.833	0.718	Valid
3	0.848	0.858	0.869	0.783	0.788	0.889	Valid
4	0.855	0.855	0.860	0.791	0.788	0.904	Valid
5	0.784	0.757	0.823	0.776	0.883	0.806	Valid
6	0.844	0.842	0.872	0.776	0.877	0.876	Valid
7	0.711	0.781	0.794	0.727		0.779	Valid
8	0.726	0.855	0.835	0.776		0.850	Valid
9	0.738					0.788	Valid
10	0.859					0.895	Valid

Source : SmartPLS Processed by the Author

Measurement items SQ, PR, FC, SM, BI and PD overall > 0.70 then the measuring item has a good level of validity.

Table 3 Measurement Average Variance Extracted >0.5

VARIABEL	AVE	DESC
X1	0.618	Valid
X2	0.668	Valid
X3	0.669	Valid
X4	0.606	Valid
Y	0.680	Valid
Z	0.697	Valid

Source : SmartPLS Processed by the Author

The overall AVE value above > 0.50 indicates the average indicator of the measurement items contained in the variables X1, X2, X3, X4 is above 50%. So the results of this evaluation conclude that the evaluation of the measurement model from the Convergent Validity aspect is fulfilled.

Inner Model

In the Inner model testing is done to see the relationship between the constructs, the value of the research model. The Inner Model is evaluated using R-square, path coefficients, predictive relevance, f-square and t-statistical tests as well as the significance of the coefficients of structural path parameters.

Table 4 Measurement R-Square 0-1

VARIABEL	R SQUARE	DESC
Y	0.990	Strong
Z	0.951	Strong

Source : SmartPLS Processed by the Author

So it can be concluded that the variability of the purchasing decision construct which can be explained by the variability of the constructs of service quality, price, facility, and customer service, and brand image is 99.0%. The greater the R-square number, the greater the exogenous variable can explain the endogenous variables so that the better the structural equation.

Table 5 Measurement F-Square 0-1

VAR	Z	DESC	Y	DESC
X1	0.375	Big	0.387	Big
X2	0.131	Currently	0.118	Currently
X3	0.379	Big	0.648	Big
X4	0.476	Big	0.268	Currently
Z			0.102	Currently

Source : SmartPLS Processed by the Author

Size *f-square* refers to on (Hair et al.,2011) in the book (Yamin, 2021) namely the influence of variables at the structural level, with measurements of 0.02 small, 0.15 moderate, 0.35 large.

Table 6 Measurement Path Coeffisien (Hypothesis)

HIPOTESIS	PC	T-STATISTIK	P-VALUE	DESCRIPTION
X1 – Z	-0.882	5.004	0.000	Significant
X1 – Y	0.473	4.149	0.000	Significant
X2 – Z	0.409	3.509	0.000	Significant
X2 – Y	0.186	2.213	0.027	Significant
X3 – Z	0.772	5.553	0.000	Significant
X3 – Y	0.449	4.486	0.000	Significant
X4 – Z	0.736	5.764	0.000	Significant
X4 – Y	-0.302	3.562	0.000	Significant
Z – Y	0.144	2.817	0.005	Significant

Source : SmartPLS Processed by the Author

Discussion

The Influence of Service Quality on Brand Image

The findings in this study prove that service quality has a negative effect on the company's brand image, which is -0.882% and is significant at the t-statistical value = $5.004 >$ critical value = 1.96 and $p\text{-value} = 0.000 < 0.05$, thus the hypothesis stating service quality has a significant effect on brand image.

The results of compergent validity show that the service quality variable is more determined by the dimensions (indicators) that have a large loading factor, namely Easy to contact when customers need help (SQ10: 8.59%), Employees have the knowledge to answer customer questions (SQ4: 8.55%), handle complaints with maximum service (SQ3: 8.48%), Readiness to respond to requests (SQ6: 8.44%), Resolve complaints quickly and responsively (SQ5: 7.84%).

Compergent validity which shows that the brand image variable is more determined by dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care which is able to convince customers to using Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so it can reflect the something special about the brand name of the provider (BI3: 7.88%).

This research supports research conducted by (M & Ali, 2017) Regarding the customer satisfaction model: Analysis of product quality and service quality on brand image at Giant Citra Raya Jakarta. In the research conducted there is a significant influence of service quality on brand image. Argued that good service quality reflects all dimensions of the offering that generate benefits for the customer.

The findings of this study indicate that if the quality of service is improved, it will form a good image in the minds of consumers and society in general, so it is possible that sales volume will increase.

Effect of Service Quality on Purchasing Decision

The findings in this study prove that service quality has a direct influence on the company's purchasing decision, which is 0.473% and is positive at the t-statistical value = $4.149 >$ critical value = 1.96 and the $p\text{-value} = 0.000 < 0.05$, thus the hypothesis stating service quality has a significant effect on purchasing decisions.

The results of compergent validity show that the service quality variable is more determined by the dimensions (indicators) that have a large loading factor, namely Easy to contact when customers need help (SQ10: 8.59%), Employees have the knowledge to answer customer questions (SQ4: 8.55%), handle complaints with maximum service (SQ3: 8.48%), Readiness to respond to requests (SQ6: 8.44%), Resolve complaints quickly and responsively (SQ5: 7.84%).

Compergent Validity which shows that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to suggest using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in make online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

This research supports research conducted by (Fajar Fahrudin & Yulianti, 2015) Regarding the influence of promotion, location and service quality, on the purchasing decisions of Bank Mandiri Surabaya customers, in the research conducted there is a significant effect of service quality on purchasing decisions, if the quality of service increases, the customer's decision to save at Bank Mandiri will also increase.

The findings of this study indicate that good service quality is one of the benchmarks for consumers to make purchases, especially service products because with good service a good perception will form, so that consumers do not hesitate to make purchases continuously which aims to maintain existing customers and increase customer satisfaction. network

coverage of its users, for this reason Biznet needs to continuously improve innovation in service quality so that it can still satisfy customers and excel from competitors. If the service provided does not provide the satisfaction felt by the customer, it is not only the quality of service that gets a baimpression, but the service company will also be affected. It is known that the respondents in this study are existing customers and already know and evaluate internet products purchased and have subscribed for at least 3 years, respondents are satisfied with the quality of service provided by Biznet internet providers in the online and offline services provided, this is of course have an effect on purchasing decisions, of course Biznet needs to continue to innovate in terms of its services so that customers feel well served, so it is certainly easy for Biznet to expand its reach, maintain existing customers and add new customers.

The Influence of Price on Brand Image

The findings in this study prove that price has a direct influence on brand image by 0.409%. This is indicated by the t-statistical value (3.509) which is greater than the critical t-value (1.96), with the p-value (0.000) smaller than (0.05).

The results of convergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care that is able to convince customers to use Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so that it can reflect something special about the brand name of the provider (BI3: 7.88%).

The loading factor generated from convergent validity also shows that price is determined by dimensions (indicators) such as: According to consumers, the price with the benefits provided is appropriate (PR3: 8.69%), price competitiveness is in accordance with consumer desires (PR4: 8.55%), The discount on buy 3 get 1 makes consumers want to use Biznet's services (PR8: 8.55%), Biznet offers the price according to what was told when

ordering at the beginning (PR6: 8.42%), According to consumers, Biznet prices are affordable for all people (PR1: 8.03) %).

This research supports research conducted by (Rifai, Nova & Ndah, 2018) regarding the effect of advertising quality, price on the brand image of Ardiles brand shoes in Surabaya, and argues that if it is developed it will certainly benefit the company, namely it will be able to compete with other products.

The findings of this study indicate that price has an effect on brand image. Prices that are in accordance with consumer perceptions will form a good image in the minds of consumers, if the price is in accordance with the benefits received by consumers, consumers will not compare the price value with similar competitors. In this era of growing digitalization, Biznet needs to pay attention to the price offered to the market and whether the quality of the bandwidth is in line with the current market demand, which requires fast, secure and affordable connections.

Effect of Price on Purchasing Decision

The findings in this study prove that price has a direct influence on purchasing decisions of 0.186. This is indicated by the t-statistical value (2.213) which is greater than the critical t-value (1.96), with the p-value (0.027) greater than (0.05).

Convergent Validity which shows that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to suggest using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in make online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

The loading factor generated from convergent validity also shows that the price is determined by the dimensions (indicators): According to consumers, the price with the benefits provided is appropriate (PR3: 8.69%), price competitiveness is in accordance with

consumer desires (PR4: 8.55%), The discount on buy 3 get 1 makes consumers want to use Biznet's services (PR8: 8.55%), the price offered by Biznet is according to what was told when ordering at the beginning (PR6: 8.42%), According to consumers, Biznet prices are affordable for all people (PR1: 8.03%).

This research supports research conducted by (Memah, Tumbel, 2015) regarding the analysis of promotion strategies, locations, and facilities on home buying decisions in Citraland Manado. The opinion that raising the price above the market price will reduce consumer interest in buying. For this reason, companies must set prices that are in accordance with the market and in accordance with the quality of a product

The findings of this study indicate that price has an effect on purchasing decisions. It can be explained that customers are impressed by the good reputation of the company and intend to make purchases, the more consumers feel satisfaction with the service and the benefits of the price paid, the consumers will not hesitate to suggest to others to use Biznet, and subscribe continuously, so that that way it will be easy for Biznet to expand the reach of its customers and network. According to Triapnita, 2020, if the price of a product is not too high, then consumers will not take too long to think about and carry out consumer behavior activities. However, if the price of an item or service is said to be high or expensive, then the consumer will put more effort into the item. The buyer will take longer to make an attitude in deciding purchases such as viewing, asking, evaluating, and considering the products purchased.

Influence of Facility on Brand Image

The findings in this study prove that the facility has a direct influence on the brand image of 0.772. This is indicated by the t-statistical value (5.553) which is greater than the critical t-value (1.96), with the p-value (0.000) less than (0.05).

The results of convergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care that is able to convince customers to use Biznet

services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so that it can reflect something special about the brand name of the provider (BI3: 7.88%).

The loading factor generated from convergent validity also shows that the facility is more determined by the dimensions (indicators): Online payment services through customer top up Billing (FC6: 7.94%), Complaint services via 1500933 and 24-hour online social media (FC3: 8.69%) , Mobile Engineering Services (FC4: 8.60%), and Safe parking spaces (FC8: 8.35%), Convincing and instilling a sense of security (FC5: 8.23%).

The findings of this study indicate that facility has an effect on brand image. It can be explained that customers are impressed with the facilities provided and form a good perception, but this needs to be improved because without continuous innovation in terms of facilities, a company will be left behind from similar providers or service companies that are both innovating to improve facilities provided.

Influence of Facility on Purchasing Decision

The findings in this study prove that the facility has a direct influence on the purchasing decision of 0.449. This is indicated by the t-statistical value (4.486) which is greater than t-critical (1.96), with p-value (0.000) greater than (0.05).

The results of convergent validity show that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to recommend using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in making online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%) , consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

The loading factor generated from convergent validity also shows that the facility

is more determined by the dimensions (indicators): Online payment services through customer top up Billing (FC6: 7.94%), Complaint services via 1500933 and 24-hour online social media (FC3: 8.69%), Mobile Engineering Services (FC4: 8.60%), and Safe parking spaces (FC8: 8.35%), Convincing and instilling a sense of security (FC5: 8.23%).

This research supports research conducted by (Setyoningrat & Damayanti, 2019) Regarding The influence of service, facilities and locations to purchasing decisions and customer satisfaction on Warkop Dewa Sidoarjo, he argues that the easier and more complete the facilities provided by Warkop Dewa, the higher the level of customer satisfaction after coming and buying at Warkop Dewa Sidoarjo.

The findings of this study indicate that the facility has an effect on purchasing decisions. It can be explained that customers are impressed with the facilities provided by Biznet in terms of the ease of submitting complaints and getting a fast response with the existence of social media, besides that teamwork is very necessary because with many teams responding to customer complaints, internal communication is needed which are interconnected so that the improvement of these facilities is a very good innovation, the facilities have a much needed role to support the process in terms of services for visit stores, in this case, of course Biznet continues to innovate to always update the store space arrangement which is increasingly up to date according to trends. currently ongoing among millennials, consumer assessments and perceptions regarding the facilities provided online are also quite considered by Biznet and well received by customers such as online payments, bandwidth support for online games. It can be concluded that with good facilities it will form the image of the internet service company concerned, as well as being able to increase internet sales volume and of course it will make it easier to attract new customers.

HR Influence (Customer Care) to Brand Image

The findings in this study prove that customer care has a direct influence on the company's brand image, which is 0.736% and is positive at the t-statistical value = 5.764 >

critical value = 1.96 and p-value = 0.000 < 0.05, thus the hypothesis that the customer care has a significant effect on brand image.

The loading factor resulting from convergent validity also shows that customer care is more determined by the dimensions (indicators): Customer care always greets when serving (SM2: 8.00%), the appearance of the room and customer care is neat, fragrant and attractive (SM1: 7.95%), Serve with a positive response (SM4: 7.91%), Effectiveness in providing solutions for every customer complaint (SM3: 7.83%), Customer care is willing to listen to customer complaints wholeheartedly (SM5: 7.76%).

The results of convergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care which is able to convince customers to use Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so it can reflect the something special about the brand name of the provider (BI3: 7.88%).

This research supports research conducted by (Ratih, 2018) regarding the effect of product performance, service and human resources on company intentions and customer satisfaction of PT Asuransi Jiwasraya.

The findings of this study indicate that customer care services are able to form a good image in the minds of consumers with their appearance and tidiness as well as room tidiness, and customer care is willing to be a good listener and position themselves to provide the right solution, disciplined, firm, responsible attitude, and self-discipline is able to form a corporate image that is equivalent to the self-value of a customer care, besides that a brand that is able to support the prestige and lifestyle of consumers will increasingly shape the company's image.

HR Influence (Customer Care) To Purchasing Decision

The findings in this study prove that customer care has an influence on the company's purchasing decision, which is -0.302 and is negative, at the t-statistical value = 3.562 > critical value = 1.96 and the p-value = 0.000 < 0.05, thus the hypothesis that states the customer care has a significant effect on brand image.

The results of convergent validity show that the customer care variable is more determined by the dimensions (indicators) that have a large loading factor, namely Customer care always greets when serving (SM2: 8.00%), the appearance of the room and customer care is neat, fragrant and attractive (SM1: 7.95%), Serve with a positive response (SM4: 7.91%), Effectiveness in providing solutions for each customer complaint (SM3: 7.83%), Customer care is willing to listen to customer complaints wholeheartedly (SM5: 7.76%).

The results of convergent validity show that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to recommend using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in making online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

The findings of this study indicate that the positive response and self attitude provided by customer care can be one of the reasons consumers choose to subscribe to the Biznet internet provider, so consumers feel very well served, so of course this can help increase sales volume. company. listening to consumer complaints well and communicating well and providing sufficient service time are important points and innovations need to be made so that the company's image is formed and has an effect on increasing sales volume.

Influence Brand Image To Purchasing Decision

The findings in this study prove that brand image has a direct influence on purchasing decisions of 0.144. This is indicated by the t-statistical value (2.817) which is greater than the critical t-value (1.96), with the p-value (0.005) smaller than (0.05).

The results of convergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care which is able to convince customers to using Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so it can reflect the something special about the brand name of the provider (BI3: 7.88%).

The loading factor generated from convergent validity also shows that purchasing decisions are more determined by the dimensions of the indicator which has a large loading factor, namely consumers do not hesitate to recommend using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease of making online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

This research supports research conducted by (Pradana et al., 2018) regarding the effect of price, quality and brand image on motorcycle purchasing decisions, argues that brand image has an influence on consumer behavior in purchasing decisions. Because the brand is the main consideration in decision making by consumers. The better the brand image attached to the product, the more interested consumers will be to buy, because consumers assume that a product with a trusted brand image will provide a sense of security when consumers use the product and the sales of the product will also increase.

The findings of this study indicate that brand image has a significant effect on purchasing decisions. It can be explained that customers are impressed by the good reputation of the company, the bandwidth provided has succeeded in forming the perception that Biznet is the number one provider that is able to provide fast and secure connections and speed in handling complaints, this is one of the efforts in shaping the company's image because that way the company will be increasingly recognized by the wider community and of course consumers will feel confident to make purchasing decisions with Biznet internet providers and be confident and confident in recommending Biznet products to colleagues and the surrounding environment. Which means that this will certainly increase sales volume and area expansion for Biznet.

Conclusion

1. Service Quality If the service provided does not provide satisfaction to customers, it is not only the quality of service that gets a bad impression, but the service company will be affected. this certainly affects the purchasing decision, so of course Biznet needs to continue to innovate in terms of service, thus making it easier for Biznet to expand its reach, maintain existing customers and add new customers.
2. Facilities in the internet service business, facilities have a much-needed role to support the process in terms of store visit services, in this case, of course Biznet continues to innovate to always update the store space arrangement which is increasingly up to date in accordance with the ongoing trends among millennials today..
3. Human Resources on brand image is a source of strength in research at Biznet Networks, it can be concluded that listening to consumer complaints well, communicating well and providing sufficient service time are important points and Biznet is supported by global pop from several countries, and Biznet is responsible for Responding to customer complaints after using the service is an important point of company strength.
4. 1. Company image has a positive and significant influence on purchasing decisions. The results of this study support research from (Ferdyanto, 2015) that

consumers buy a product by seeing whether the brand of the product is already known to many people or not.

Suggestion :

1. Service Quality, customers respond well to the service quality provided by Biznet to their customers. Therefore, Biznet needs to improve on important points, such as, engineering patrols need to be improved so that customers feel that the aerial and backbone cables are secure so that the connection is secure, and always put the best interests of customers first.
2. Price: In general, price is sensitive in supporting purchasing decisions, but there are things to note that internet purchases for Biznet home products have certain considerations, including the financial condition of customers who do not prioritize large bandwidth requirements but economical prices, in this case the management have overcome it by cutting prices and providing free installation, promo buy 3 months given free 1 month. So with the high bandwidth provided and the discounted promo price, consumers feel satisfied in terms of high bandwidth and affordable prices.
3. Facility, the facility for visiting the store is quite good but it is still necessary to continuously innovate so that consumers continue to feel interested in the latest facilities provided by the Biznet internet provider.
4. Customer Care, in terms of the service business, it is not only products that are required to innovate but service must be a concern for innovation, this has been done by Biznet at the end of 2020 Biznet directs customer care in its maximum service such as responding very quickly fast even no more than 5 minutes in responding to complaints or questions from customers via social media Instagram, Twitter, TikTok, etc. And what needs to be considered is that customer care must always be good in communicating with its customers.

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