



Factors Influencing Repurchase Decisions in The Service Industry in Lombok, West Nusa Tenggara

Submitted Date:
6 January 2023

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Accepted Date:
2 February 2023

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Published Date:
29 June 2023

Suggested Citation:

Tahsim., Basalamah, R., Aisyah, S. 2023. Factor Influencing Repurchase Decision on the Service Industry in Lombok, West Nusa Tenggara. *Jurnal Bisnis dan Manajemen*, Vol. 10 Iss 1 pp. 11-18.

Abstract:

The realization of customer repeat purchases will have a positive impact on the company because customers will continue to use the product for a long time. Therefore, this study aims to determine and analyze the effect of service quality and promotion on purchasing decisions with consumer satisfaction as the mediator. This study used quantitative analysis with the partial least squares structural equation model approach (SEM-PLS). Data collection was carried out using a questionnaire on Magenta English Course students. The distribution of the questionnaire was carried out via the google form and successfully responded to 106 students using a purposive sampling technique. Respondents were spread across all December 2022 course participants and alumni who had taken courses at the Magenta English Course. The sample is sufficient to represent the entire population of Magenta English Course students. The number of samples is obtained from calculations using the Slovin formula with a probability of 5%. Data were analyzed using SmartPLs 3.0. The results of this study indicate that service quality has no effect on repurchasing decisions. However, service quality affects consumer satisfaction. Then promotion has a significant effect on repurchasing decisions. Promotion has a significant effect on consumer satisfaction, as well as customer satisfaction which has a significant effect on increasing repurchase decisions. Finally, customer satisfaction becomes a mediating variable between promotion and repurchase decisions.

Keywords Consumer Satisfaction; Promotion; Repurchase Decision; Service Quality

JEL Classification: M31

Introduction

The development and progress of the business world at this time has experienced various kinds of competition which continues to be tight in all aspects (Nasution et al., 2021). The ever-increasing competition demands every industry to always provide the best service to consumers. The increasing seriousness of competition requires the industry to always pay attention to the wishes and desires of customers and try to fulfill customer dreams by providing services that are more convenient (Yusuf & Ichsan, 2021). Not only that, the next thing that can influence consumers to make purchasing decisions is the quality of service. According to Sudarso in the journal (Rozi & Khuzaini, 2021) Quality of service is an action offered by one party to another which is basically intangible and causes ownership of something. In this case, consumers tend to choose companies that can provide good quality in terms of service. Someone who uses educational services and is satisfied with the quality of educational services that starts with attention, arises interest, arises a desire to make decisions to continue to choose that school in continuing their child's education to a higher level at that educational institution. It is these values that generate interest, here it is meant the interest of the people who are currently the parents of students at the institution.

The increasingly rapid competition between educational institutions makes each educational institution race against each other to improve service quality in order to gain the interest of students, who will later be referred to as consumers, the hope of direct market fulfillment will be able to increase the number of students, so that educational institutions will have more consumers with marked by an increase in the number of students who enter each month. Educational institutions that are able to compete are institutions that can provide quality service

products, educational institutions are required to continue to make improvements, especially in terms of service quality, so that all services offered have a place in the eyes of the public as potential consumers, because consumers choose educational services based on the level of service. which are given.

The quality of service in educational institutions is aimed at creating satisfaction for consumers, because of the tendency for consumers to compare the services received. If consumers feel really interested, they will enroll their children in educational institutions that they believe have services that can give them satisfaction. The things described above also apply to companies or educational service institutions which are service institutions that are not only known as places of education, but are also known for their services and having good quality. Even though the building and its facilities are very supportive, if they are not supported by satisfactory service, consumers will still feel dissatisfied. From the description above, it can be seen how important the meaning of service is for an educational institution. With the existence of quality services will give more attention to consumers, especially in service delivery. Service quality itself can also be a factor to attract consumers to buy products or can also make consumers make periodic purchases. This is reinforced by previous research that service quality has a positive and significant effect on consumer satisfaction (Tussakdiah, 2021), other studies suggest the opposite, namely service quality does not have a significant effect on customer satisfaction (Ridho, 2021). Consumer satisfaction and dissatisfaction depend on how the company has a strategy to meet consumer expectations (Indrasari, 2019). In general, the level of success of an educational institution can be measured by the level of the number of students who are increasing every year. Parents of students or prospective students as consumers in the world of education in meeting their needs have different attitudes and interests in choosing and deciding the products they will receive. Consumers have different motivations, attitudes, personalities and experiences. We often make decisions in our daily lives, but sometimes we are not aware of them. Often many decisions must be made each day, but sometimes a day is just one decision that we make. Availability of programs whose concentration is tailored to the needs of students so that there are many choices of programs that can be taken, preparing the availability of classrooms for students with additional facilities such as study tables, white boards, fans so that in the learning process students will feel more comfortable and conducive, it is hoped can make students feel satisfied and recommend friends, other relatives to join learning at the Magenta English Course with the best services, promotions, and facilities provided by the Magenta English Course institution so that the number of students studying at the Magenta English Course increases and the institution can get bigger profit in peak period.

Manengal (2021) states that service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Dzikra (2020) also states that service quality is a system that strategically involves all work units or organizational units from leaders to employees so as to meet the needs expected of consumers, then Putri (2020) states that service quality is the service provided to customers in accordance with with service standards that have been standardized as guidelines in providing services. Promotion is one part of a series of marketing activities for a product or service. Promotion is a field of marketing activity and is a communication carried out by the company to buyers or consumers which includes news (information), persuasion (persuasion) and influence (influence). Laksana (2013) and Syafarudin, (2020). Stating that promotion is a form of communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers who previously did not know to become familiar, so that they become buyers and still remember these products and services. Meanwhile according to (Wahjono, 2022) Promotion is the company's marketing activities, as a forum for conveying information to introduce products or use these services.

Consumer satisfaction is a feeling of happiness or sadness that everyone has based on comparisons of real things that are obtained through the expectations that exist in the buyer (Mahira, Togatorop, & Marpaung, 2021: 9). Furthermore, according to (Isfahila, Fatimah, & S, 2018: 217) consumer satisfaction is the level at which a company can meet the expectations, desires and needs of buyers. Then it is concluded that consumer satisfaction is the expectation, suitability and compatibility of the product with the hearts of consumers. According to (Zulkarnain and Latief, 2021) Repurchase decisions can be interpreted as conditions where consumers have positive behavior towards a brand, and have a commitment to the brand and intend to continue their purchases in the future. (Yunida, Nuryadin and Juliyanti, 2020) also said that consumer repurchase decisions are consumer decisions to buy a product repeatedly where this decision is also accompanied by influencing factors, especially those related to information about the product they will have. In relation to the background described above, therefore this study aims to investigate more deeply the role of mediating consumer satisfaction between service quality and promotion on repurchasing decisions. consumer satisfaction is used as a mediating variable in this study as a form of novelty from previous studies which only tested partially and simultaneously.

Methodology

This study used quantitative analysis with the partial least squares structural equation model approach (SEM-PLS). Data collection was carried out using a questionnaire on Magenta English Course Lombok students. Magenta English Course is one of the most trusted course institutions in Lombok, West Nusa Tenggara. Which is located at Jalan Gajah Mada No. 7 Mekar Asri Shopping Complex, Pagesangan, Mataram City, Lombok, NTB. The distribution of the questionnaire was carried out via the google form and successfully responded to 106 students using a purposive sampling technique. Respondents were spread across all December 2022 course participants and alumni who had taken courses at the Magenta English Course. The sample is sufficient to represent the entire population of Magenta English Course students. The number of samples is obtained from calculations using the Slovin formula with a probability of 5%. Questionnaires were distributed on 6 December. Data were analyzed using SmartPLs 3.0; Service quality, promotion of consumer satisfaction through purchasing decisions are measured using Likert. Primary data was obtained through a questionnaire (list of questions) made using a Likert scale, ranging from a score of 1 strongly disagree to a score of 4 strongly agree.

Result

In an effort to ensure data quality, validity and reliability testing is needed. In this study the validity test used the outer loading value which can be seen in Figure 1. The figure shows that each of the indicators in the three variables in this study already has an outer loading value that is greater than 0.70. So there is no need for constructs to be removed from the research model. Furthermore, in table 2 shows that the AVE value of each variable is above 0.50. Based on these two values, it can be concluded that the instrument used in this study is valid. Then equipped with reliability testing using cronbachs alpha and composite reliability. Table 2 also shows that the Cronbachs alpha and composite reliability values are above 0.70 so it can be concluded that all the instruments used in the questionnaire are reliable.

Table 1. Validity Test Results

Indicator	Loading Factor	Conclusion
X1.1	0.816	Valid
X1.2	0.878	Valid
X1.3	0.903	Valid
X1.4	0.858	Valid
X1.5	0.922	Valid
X2.1	0.846	Valid
X2.2	0.870	Valid
X2.3	0.793	Valid
X2.4	0.863	Valid
X3.1	0.852	Valid
X3.2	0.942	Valid
X3.3	0.881	Valid
Y.1	0.851	Valid
Y.2	0.908	Valid
Y.3	0.835	Valid
Y.4	0.728	Valid
Y.5	0.857	Valid

Source: Data Processed, 2023.

Tabel 2. Reliability Test Results

Variables	Cronbachs Alpha	Composite Reliability	AVE
Consumer Satisfaction	0.872	0.921	0.797
Repurchase Decision	0.893	0.921	0.702
Service Quality	0.924	0.943	0.768
Promotion	0.864	0.908	0.711

Source: Data Processed, 2023

Furthermore, in testing the research hypothesis by estimating the structural model, one can see the value of R2 in the calculation results using the Smartpls application for each latent variable (Ghozali & Latan 2015, 41). The R2 value describes the variant's ability to explain the model construct.

Tabel 3. R-Square Test Results

Variables	R Square	R Square Adjusted
Consumer Satisfaction	0.657	0.650
Repurchase Decision	0.680	0.671

Source: Data Processed, 2023.

In the consumer satisfaction variable, an R-Square value of 0.657 is obtained, which can be interpreted that the service quality and promotion variables are able to explain the consumer satisfaction variable of 65.7%. Furthermore, the repurchase decision variable has an R Square value of 0.680 which means that the service quality, promotion and consumer satisfaction variables are able to explain the repurchase decision variable by 68%.

Table 4. Direct Effect Test Results

Direct Effect	Original Mean	T-Statistic	Sig	Result
Service Quality → Consumer Satisfaction	0.500	4.088	0.000	Accepted
Service Quality → Repurchase Decision	0.086	0.595	0.552	Rejected
Promotion → Consumer Satisfaction	0.353	2.946	0.003	Accepted
Promotion → Repurchase Decision	0.463	3.398	0.001	Accepted
Consumer Satisfaction → Repurchase Decision	0.338	2.515	0.012	Accepted

Source: Data Processed, 2023.

Table 4 above shows that the results of testing the hypothesis have a direct effect. The direct effect of the service quality variable on customer satisfaction has an original mean value of 0.500 with a positive sign, so it can be concluded that the two variables are positively related. Then a t-statistic value of 4.088 is obtained, which means it is greater than 1.96 and a sig value > 0.05. So it can be concluded that the better the quality of services provided

by the company can increase consumer satisfaction, and vice versa. Furthermore, the direct effect of service quality on repurchase decisions has an original mean value of 0.086 with a positive sign, so that the two variables are positively related. Then the t-statistic value is 0.595 < 1.96 with a sig value of 0.552 > 0.05. So it can be concluded that service quality has no significant effect on repurchase decisions. In the third effect, namely the direct effect of the promotion variable on consumer satisfaction, it has an original mean value of 0.353 with a positive sign, so it can be concluded that the two variables are positively related. Then a t-statistic value of 2.946 is obtained, which means it is greater than 1.96 and a sig value > 0.05. So it can be concluded that the better the promotion given by the company can increase consumer satisfaction, and vice versa. The fourth effect, namely the direct effect of the promotion variable on repurchase decisions, has an original mean value of 0.463 with a positive sign, so it can be concluded that the two variables are positively related. Then a t-statistic value of 3.398 is obtained, which means it is greater than 1.96 and a sig value > 0.05. So it can be concluded that the better the promotion given by the company can increase consumer repurchase decisions, and vice versa. The fifth effect, namely the direct effect of the consumer satisfaction variable on repurchase decisions, has an original mean value of 0.338 with a positive sign, so it can be concluded that the two variables are positively related. Then a t-statistic value of 2.515 is obtained, which means it is greater than 1.96 and a sig value > 0.05. So it can be concluded that the better the level of customer satisfaction can increase consumer repurchase decisions, and vice versa.

Table 5. Indirect Effect Test Results

Direct Effect	Original Mean	T-Statistic	Sig	Result
Service Quality → Consumer Satisfaction → Repurchase Decision	0.169	2.873	0.004	Accepted
Promotion → Consumer Satisfaction → Repurchase Decision	0.119	1.491	0.137	Rejected

Source: Data Processed, 2023.

Consistent with (Hayes & Scharkow, 2013) in testing mediation. Table 5 above presents the results of data analysis on indirect effects, the table shows that the mediating role of the consumer satisfaction variable in the influence between service quality on repurchase decisions has a statistical T value of 2.873 which means greater than 1.96. This can be interpreted that the variable consumer satisfaction is able to mediate the influence between service quality on repurchase decisions. However, surprisingly, the consumer satisfaction variable failed to mediate the effect of promotions on repurchase decisions because it has a t-statistic value of 1.491 which is smaller than 1.96.

Discussion

Effect of service quality on repurchasing decisions

Based on the test results stated that there is no significant effect between service quality on repurchase. Judging from the results of the sig value on service quality on repurchase decisions is 0.552 or more than 0.05. which means service quality has no effect on repurchasing decisions. This shows that students who take courses at the Magenta English Course do not agree that the quality of service with the highest percentage is the determining factor when they want to make a repurchase to join a course at the Magenta English Course with indicators from Magenta English Course employee service by handling consumer complaints in an effective manner. quickly, this indicator relates to the next indicator which has a percentage of choosing not to agree that employees have the knowledge to answer consumer questions. The reason why Magenta English Course employees cannot handle consumer complaints quickly could be because Magenta English Course employees don't have enough knowledge to answer them. Magenta English Course employees who lack knowledge could be due to changing employees several times so it takes time for new employees to work optimally in serving consumers. The results of this study

are in line with research conducted by Demir et al. (2020) whose results also show that there is no significant direct effect of service quality on repeat purchases because the service quality of a company may not be sufficient to convince customers to increase their willingness to make repeat purchases.

Effect of service quality on consumer satisfaction

Based on the test results stated that there is a significant influence between service quality on customer satisfaction. Judging from the results of the sig value on service quality on customer satisfaction is 0.000 or less than 0.05, which means service quality has an effect on customer satisfaction. This shows that service quality is a factor that needs to be considered by every company, by trying to provide quality service that will meet consumer expectations. Consumers will be more selective in choosing products or services because fast service will make consumers not have to wait long for their complaints, otherwise if the service is long, consumers will not be satisfied with the services provided. Service quality is also the key to creating consumer satisfaction after shopping. Service quality is one of the keys to the company's success for the company's survival in the long term. Service quality can also encourage customer satisfaction if the service provided by the company is good, friendly and has a good appearance. The results of research with the influence of service quality which gives a positive and significant value are also relevant to previous research (Tussakdiah, 2021) (Mahmud, 2021) (Dewi & Hariawan, 2022).

The effect of promotion on repurchasing decisions

Based on the test results stated that there is a significant influence between promotions on repurchase decisions. Judging from the results of the sig value on promotions on repurchase decisions, it is 0.001 or less than 0.05, which means promotions have an effect on repurchase decisions. This shows that students taking courses at the Magenta English Course make promotion a determining factor when they want to join a course at the Magenta English Course. It can be interpreted that the average respondent in this study gave a response agreeing to make a decision to repurchase a course at the Magenta English Course with indicators from promotion, namely: advertising, sales promotion, direct marketing, and word of mouth which influence the repurchase decision. Promotions carried out by Magenta English Course are able to attract consumers to make repeat purchase decisions. Thus, promotion becomes one of the determining factors for consumers in making repurchase decisions to join courses at the Magenta English Course. The results of this study are in line with research conducted by Anggraini et al. (2020).

The influence of promotion on consumer satisfaction

Based on the test results stated that there is a significant influence between promotions on consumer satisfaction. Judging from the results of the sig value on Promotion on consumer satisfaction is 0.003 or less than 0.05, which means Promotion has an effect on consumer satisfaction. Where according to expert theory which states that promotion is the best way to help companies influence consumers to make purchasing decisions, because promotion itself becomes a forum for informing what products will be offered to consumers (Sitorus, 2017). This test also shows that the promotion carried out aims to convey information where the activities introduce products or services that will be offered to consumers. So the Magenta English Course often carries out promotions or holds interesting promotions, which is a pleasure for consumers who take courses at the Magenta English Course. the results of this study are also the same as previous studies that promotion provides a positive and significant value to consumer satisfaction (Siboro et al, 2021) (Santosa, 2021) (Mardiyah, 2022).

Effect of consumer satisfaction on repurchasing decisions

Based on the test results stated that there is a significant influence between consumer satisfaction on repurchase decisions. Judging from the results of the sig value on consumer satisfaction with repurchasing decisions is 0.012 or less than 0.05, which means that consumer satisfaction has an effect on repurchasing decisions. The results of this study are in accordance with previous research conducted by Khoirunnida, Rachma and Hufon (2019) and Antanegoro, Sanusi and Surya (2017) which showed that satisfaction has an effect on repeat purchases. If the services received by consumers are commensurate with what is expected, then consumer satisfaction will influence consumers to buy these services. According to Asriyati (2021) states that consumer satisfaction influences repurchase decisions. The more satisfied a consumer is with a product or service, the more likely they will decide to make a repurchase decision.

Conclusion

The findings in this study contributed to several research concepts. First, in this study it is proven empirically that customer satisfaction is not successful in mediating the effect of promotions on repurchasing decisions. This is because in the Magenta English Course consumers do not feel any satisfaction because of the promotion, even though it has a significant direct influence, but with consumer satisfaction as mediation the effect is not significant. Second, in this study it is also proven that customer satisfaction successfully mediates perfectly between the effect of service quality on repurchase decisions because the direct effect of service quality on purchase decisions does not have a significant effect, so that customer satisfaction becomes a perfect mediating variable. Furthermore, this research has several limitations. First, this research was only conducted in the West Nusa Tenggara region with a sample of consumers from the Magenta English Course, so that further research can expand the research sample to other areas with different characteristics. Second, this study uses the consumer satisfaction variable as a form of research novelty, so that future researchers can use other mediating variables.

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