



Factors Affecting Customer Satisfaction on Skincare Brand: Somethinc

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ARTICLE INFO

Article history:

Received Sept 01, 2022

Revised Sept 30, 2022

Accepted Oct 01, 2022

Keywords:

Brand Awareness

Price Fairness

Product Quality

Customer Satisfaction

ABSTRACT

The popularity of beauty products has risen quite rapidly in this era of globalization and Indonesia has seen growth in this industry despite the pandemic. One of the popular brands is SomeThing, a company that specialized in beauty products and one of the biggest beauty product brands that utilize e-commerce as selling platform. This research attempted to clarify whether Brand Awareness, Price Fairness, and Product Quality have effects towards Customer Satisfaction on this beauty product brand. By using these 3 variables and also SEM-PLS method to analyse 401 respondent data and it can be concluded that these three variables have positive effect towards Customer Satisfaction on SomeThing beauty products..

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INTRODUCTION

As indicated by the rise of many types of beauty product brands, the world of the beauty industry is developing rapidly in the era of globalization. Beauty items are sold at a wide range of prices and quality levels. Every woman's dream is to be seen as lovely and youthful. They are constantly striving to be seen as ideal and lovely. As a result, ladies take care of themselves by utilizing beauty items to enhance their appearance (HelloSehat.com, 2021). Skincare refers to beauty items that work to maintain skin health and overcome numerous skin problems produced by internal (Hormones and Skin Type) and external (Pollution, Dust, and Climate) aspects of the body. Because of this, competition in the beauty sector is becoming increasingly competitive. According to data taken by Statista (2021), it can be seen that the use of skincare according to each type has decreased from before and during the Covid-19 pandemic. However, it can also be seen that there is a decrease in the percentage of Indonesian women who do not use skincare at all from 7.8% to 6.9%.

SomeThing is a company engaged in the beauty sector. The company that has been established since 2019 is constantly improving its performance to be the best. Now, SomeThing has been well-known as one of the best local beauty products. These beauty products have various solutions to answer all beauty needs. With a vision to become a beauty product that has a global reputation by prioritizing quality and innovation, and has a mission to become the best beauty product in Indonesia that offers various solutions to answer all the needs of women. SomeThing is committed to always producing the best products using the most advanced technology and striving

to present local beauty products of international standard. SomeThinc has also started turning to social media to optimize all promotional activities, including introducing all of its products. Because nowadays people spend a lot of time with smartphones, whether it's for work, looking for entertainment, looking for information or just filling their spare time. According to data obtained from Tempo (2020), SomeThinc is one of three local brands that are very in demand in e-commerce.

Social media marketing is a type of advertising that uses tools from the social web, like blogging, microblogging, and social networking, to make people aware of a brand, product, business, person, or group, remember it, and even do something about it. (Santoso, 2017). Bruhn, Schoenmueller and Schafer (2012, 770-790) say that the use of social media allows companies to increase their brand awareness. The use of social media adds to the attractiveness of a brand and increases the level of consumer intimacy with the brand. Therefore, many companies are now implementing strategies to influence the level of brand communication engagement between consumers. Thus, they create attractiveness value and consumer desire to buy the product. The use of social media also allows companies to gather consumer thoughts on the products or services offered. Public brand awareness arises when content from SomeThinc attracts the attention of consumers so that they can feel the presence to buy and use SomeThinc products.

Before conducting this research, the researcher conducted short interviews with 10 people with the aim of obtaining a construct, and finally got 3 variables, namely, those that affect price fairness, brand awareness, and product quality which ultimately affect consumer satisfaction. Therefore, this research was conducted to study the effect of marketing activities on SomeThinc's social media in increasing public brand awareness. In other words, can this framework be applied to the SomeThinc Brand in Indonesia?

METHOD

Concept Construct Variable

According to Duriyanto et al. (2017, 54) explains that brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a certain product category. People are more likely to like or buy familiar brands because they feel safe with something they are familiar with. Most of them assume that a well-known brand has the possibility of reliability, stability in business, and quality that can be accounted for. Husnawati (2017) concludes that brand awareness is one of the basic dimensions of brand equity which is often considered as one of the requirements of a consumer's purchase decision, because it is an important factor in considering a brand. The awareness factor is important in a context where the brand is always prioritized in a series of considerations in purchasing decisions. Brand awareness is in the range of one's feelings that are uncertain about the introduction of a brand to the feeling of someone believing that the product brand is the only one in the product class in question (Pamungkas, 2014).

While "price" is often understood to refer to the monetary cost of acquiring and utilizing a good or service, the term may also refer to the aggregate of all the consumers are willing to pay to reap the benefits of those goods or services. (Kotler & Armstrong, 2008). Fairness is an assessment of an outcome and process in order to achieve a reasonable and acceptable result (Consuegra et al, 2007). Hassan et al. (2013) stated that customers' purchasing decisions can be influenced by the price, and price fairness refers to how customers feel about the difference in price from what is judged to be a fair price by society or other comparable parties. Xia et al. (2004) revealed that the term "price fairness" is used to describe a buyer's opinion on whether or not a seller's pricing is fair. The price's perceived fairness is one indicator of how customers feel about it. If the buyer thinks the pricing is fair, then they will be pleased with the purchase. (Tuan, 2012). According to Kotler and Armstrong (2008) the quality of one's products may be used as a competitive advantage. Durability, accuracy, precision, and user-friendliness are just few of the qualities associated with high-quality products. Arumsari (2012, 44) that most things fall into one of four quality categories: poor, average, good, or excellent. Meanwhile, according to Arumsari (2012, 45), quality in a product may be defined as the

degree to which an end result or product meets the requirements set forth by its intended use. The quality of a product is defined by how well it meets certain criteria. The higher the criteria by which a product is evaluated, the better. (Handoko 2002, 23).

According to Kotler and Armstrong (2008, 224) The quality of a product is defined by the extent to which it satisfies the needs of the target market on both an objective and subjective level. Assauri (2015, 90) says that quality in a product may be defined as the degree to which an end result or product meets the requirements set forth by its intended use. If a business is serious about making a name for itself in the marketplace, it must prioritize product quality. According to Pusparani and Rastini (2015), customers are more likely to suggest a product if they had a positive experience using it, and this satisfaction directly correlates to product quality. Yamit (2017, 7) concludes that quality is anything that consumers want and need. Yamit (2017, 8) explains that quality is an ever-evolving state that includes and extends beyond the satisfaction of customers and other stakeholders. Quality in products and services is achieved when its marketing, design, manufacturing, and upkeep combine to ensure they consistently deliver on user expectations. The consumer ultimately sets the bar for quality. In other words, the quality of a product or service is determined by how satisfied actual users are, as opposed to how well it meets a set of theoretical criteria. (Wijaya 2018, 9).

According to (Zeithaml et al., 2018) customers are happy when the goods or services they have purchased are exactly what they wanted. Kotler (2014, 150) expresses feelings of pleasure or disappointment that arise after comparing product performance (outcomes) with respect to expected performance (or results). Tjiptono (2008) explains that satisfaction of customer is a response to a previous evaluation (disconfirmation) that is felt between expectations or other performance and the actual performance of the product that is felt after using it.

Hypotheses Development

According to Ilyas et al. (2020), Brands that are well-managed and have high Brand Awareness can lead to Customer Satisfaction. Customer satisfaction can also be defined differently as a result and as a process, including the outcome of Brand Awareness (Nair, 2013). Coupled with the statement from Bilgili and Ozkul (2015), Brand Awareness is considered an important factor to support Customer Loyalty. Therefore, it can be hypothesized that:

H1: Brand Awareness has a positive influence towards Customer Satisfaction of Somethinc Brand.

According to Hassan et al. (2013), Competition in the industry is increasing, and organizations are using various tactics to stay competitive, including by setting fair prices. Previous research conducted by Hermann et al. (2007) also concluded that Price Fairness has a close relationship with Customer Satisfaction. In addition, consumers are also considered to be very concerned about Price Fairness which will be related to Customer Satisfaction (Alzoubi & Nairat, 2020). Therefore, it can be hypothesized that:

H2: Price Fairness has a positive influence towards Customer Satisfaction of Somethinc Brand.

According to Sitanggang, Sinulingga, and Fachruddin (2019), Customer Satisfaction is the result of good product quality. Consistent product quality will make a major contribution to the success of a company, when viewed in terms of Customer Satisfaction. Product Quality is considered to have a positive influence on Customer Satisfaction (Waluya, Iqbal, & Indradewa, 2019). To meet customer satisfaction, Brands must be able to meet several requirements, including the quality of the products they sell (Hoe & Mansori, 2018). Thus, it can be hypothesized that:

H3: Product Quality has a positive influence towards Customer Satisfaction of Somethinc Brand.

Based on the hypothesis above, the research model used is as follows:

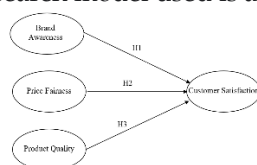


Figure 1. Research Model

a. Research Object

This research used statistic and management science approach and theory of reason action is utilized to predict customer satisfaction. This research has 2 objects, it includes three independent variables and one dependent variable. This research tries to confirm how strong SomeThinc Brand can satisfy their customer by using some of the factors that are presented in this research

b. Operationalization of Research Variables

This research conducted using four variables in total, the first is brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a certain product category. The second variable is price fairness, in which it is described as the consumer's assessment of whether the seller's price is reasonable, acceptable or justified.

c. Population and Sample

The population of this research is Indonesian people while the distribution of questionnaires was addressed to consumers of the SomeThinc Brand, who were customers of the products and had used SomeThinc products. The sampling technique used is non-probability sampling and specifically uses the purposive sampling method. The Purposive Sampling method is a sampling technique with certain considerations, where before filling out the questionnaire, respondents are screened first to become respondents who have purchased and used skincare products from SomeThinc Brand. A sample is a group that represent a population, and in this research, the researcher uses 401 samples.

d. Data collection technique

- 1) The primary data sources in this study are Jabodetabek and its surroundings residents that have used Somethinc products.
- 2) In this study, the secondary data source is also obtained through website, articles, and journals.

e. Data analysis method

This research uses multivariate analysis specifically partial least square-structural equation modeling (PLS-SEM) to analyze the data. This study also uses SmartPLS 3.2.9 program to analyze and determine the outcome of the data presented in the research.

RESULT AND DISCUSSION

According to the results obtained from the distribution of online questionnaires, the following table is the demographic profile of the respondents who fill out and are included in the respondents who are considered in accordance with this study.

a. Respondent Demographic Profile

Table 1. Demographic Profile of Respondents

	Frequency	Percentage (%)
Age		
17 - 24 y.o	275	68.58%
25 - 30 y.o	99	24.69%
31 - 35 y.o	17	4.24%
>35 y.o	10	2.49%
Occupation		
University Students	192	47.88%
Private Company Employee	126	31.42%
Government Employee	31	7.73%
Businessmen	39	9.72%
Housewife	3	0.74%
Others	10	2.49%
Domicile		
DKI Jakarta	170	42.39%
Bodetabek	121	30.17%
Outside/ Jabodetabek	110	27.43%

Source: Research Data Collection

This study uses a Likert scale of 1 - 5, where if the respondent answers the statement strongly disagrees as number 1 to number 5 with the meaning of strongly agree, and number 3 as a neutral position lies between the two.

a. Construct Reliability

Table 2. Results of Measurement Model

Construct	Indicator	Outer Loading
Brand Awareness (Cronbach's Alpha = 0.726; AVE = 0.548; CR = 0.829)		
BA1	Saya membeli Brand Somethinc karena sudah mengetahui brand nya.	0.759
BA2	Brand Somethinc terlihat sebagai brand yang dapat dipercaya dan inovatif	0.782
BA3	Brand skincare Somethinc memiliki kesan yang positif	0.708
BA4	Konsumen ingin selalu mengetahui lebih lanjut mengenai Brand Somethinc	0.711
Price Fairness (Cronbach's Alpha = 0.849; AVE = 0.624; CR = 0.892)		
PF1	Saya rasa, harga yang ditetapkan oleh Brand Somethinc didasarkan oleh biaya yang dikeluarkan	0.825
PF2	Harga yang ditetapkan oleh Brand Somethinc tergantung dengan kebutuhan masing-masing pelanggan	0.822
PF3	Dari segi harga, semua pelanggan diperlakukan seimbang oleh Brand Somethinc	0.764
PF4	Harga produk yang dikeluarkan oleh Brand Somethinc ini jelas bisa dimaklumi	0.734
PF5	Harga produk dari Brand Somethinc memiliki kesesuaian harga yang baik jika dibandingkan dengan Brand Skincare lain	0.799
Product Quality (Cronbach's Alpha = 0.788; AVE = 0.702; CR = 0.876)		
PQ1	Saya merasa nyaman menggunakan produk dari Brand Somethinc	0.845
PQ2	Fungsi yang didapat dari produk Brand Somethinc sesuai	0.844
PQ3	Produk dari Brand Somethinc sesuai dengan kondisi kulit saya	0.824
Customer Satisfaction (Cronbach's Alpha = 0.823; AVE = 0.624; CR = 0.892)		
CS1	Saya puas dengan keputusan saya membeli product dari Brand Somethinc	0.874
CS2	Tidak ada alasan untuk mengeluh terhadap pembelian produk dari Brand Somethinc	0.843
CS3	Saya akan merekomendasikan produk Somethinc kepada teman dan kerabat	0.861

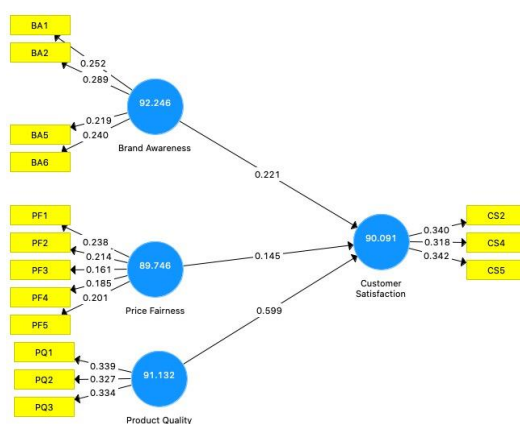


Figure 2. Research Model

The data analysis method used in this research is Structural Equation Modeling (SEM). The method consists of the Goodness of Fit test, individual tests to measure the relationship between variables, and the significance of the relationship between these variables. This study uses a margin of error of 5%, which is an ideal number for research in the social sciences. In this study, all variables have Composite Reliability (CR) equal to or more than 0.7, so this study is considered reliable as shown in table 2. In addition, to test the validity of this study, the validity used is discriminant validity and convergent validity. Average Variance Extracted (AVE) and Outer Loadings can be used to set convergent validity and have a minimum value of 0.7 for outer loadings and 0.5 for average variance extracted, in which the result in table 4.2 indicates that all of the indicators in this research fulfill the convergent validity.

b. Discriminant Validity

Table 3. Fornell-Lacker Discriminant Validity

	Brand Awareness	Customer Satisfaction	Price Fairness	Product Quality
Brand Awareness	0.740			
Customer Satisfaction	0.557	0.859		
Price Fairness	0.465	0.525	0.790	
Product Quality	0.634	0.715	0.599	0.838

Table 4. Heterotrait-monotrait Discriminant Validity

	Brand Awareness	Customer Satisfaction	Price Fairness	Product Quality
Brand Awareness				
Customer Satisfaction	0.714			
Price Fairness	0.581	0.621		
Product Quality	0.831	0.886	0.730	

Furthermore, discriminant validity simply means that manifest variables with different constructs should not have a high degree of correlation with each other. To test it, this study uses two measurement criteria, namely, Fornell-Larcker (Table 3) and Heterotrait-Monotrait Ratio (Table 4). Heterotrait-Monotrait (HTMT) determines the correlation between constructs. Values below 0.95 are considered valid while values 0.95 and above are not valid (Henseler, 2015). Thus, the results of the HTMT calculation are considered valid as described in Table 5.

c. Collinearity Test

Table 5. Collinearity Test

As predictors to Customer Satisfaction	
Construct	VIF
BA	1.000
PF	1.000
PQ	1.000

Multicollinearity statistics are obtained through the calculation of values for Variance Inflation Factor/VIF, where as a rule, the value of VIF must be lower than 5. The purpose of calculating Multicollinearity Statistics is to determine that there is no correlation between independent variables with one another. The data from Table 4.5 shows that each variable has a value of less than 5.0, which indicates that the variables are valid and there is no correlation between the independent variables with each other.

d. R-Square

Table 7. R Square

Variable	R ²
Customer Satisfaction	0.540

The R-Squared value of 1.0 means that the data obtained is very suitable for the linear model, even though this value is actually difficult to obtain. The R-Squared value is usually less than 1.0, because it varies greatly depending on the nature of the analysis and the research environment. As we can see through Table 7, the Customer Satisfaction variable has an R-Squared value of 0.540 or 54% which means, Customer Satisfaction is explained by Brand Awareness, Price Fairness, and Product Quality of 54%.

e. Hypotheses Test

Table 8. Hypotheses Test

Hypotheses	Path Coefficient	t-statistics	p-value	Conclusion
H1: Brand Awareness → Customer Satisfaction	0.154	2.426	0.016	Diterima
H2: Price Fairness → Customer Satisfaction	0.131	2.413	0.016	Diterima
H3: Product Quality → Customer Satisfaction	0.539	7.096	0.000	Diterima

From table 8. above, it can be concluded that Brand Awareness has a positive effect towards Customer Satisfaction because the t-statistics is above 1.65 and the p-value is below 0.05. The result from past studies (Ilyas et al. 2020; Nair, 2013; Bilgili & Ozkul, 2015) also indicated the same result, so in this is a good sign for Somethinc because its brand awareness has successfully satisfy their customer and it needs to be maintain and enhance by innovating their products and increase their presence and awareness of their products. It can be concluded that Price Fairness has a positive effect towards Customer Satisfaction because the t-statistics is above 1.65 and the p-value is below 0.05. The result from past studies (Hassan et al., 2013; Hermann, et al. 2007; Alzoubi & Nairat, 2020) also indicated the same result, it is a good sign for SomeThinc and it has to maintain this price level for their products. It can be concluded that Product Quality has a positive effect towards Customer

Satisfaction because the t-statistics is above 1.65 and the p-value is below 0.05. The result from past studies (Sitanggang, Sinulingga, Fachruddin, 2019; Waluya, Iqbal, Indradewa, 2019; Hoe & Mansori, 2018) also indicated the same result, it means that SomeThinc product quality has proven to be satisfying their customers expectation and it has to be maintained.

CONCLUSION

From table 7 above, it can be concluded that Brand Awareness has a positive effect towards Customer Satisfaction because the t-statistics is above 1.65 and the p-value is below 0.05, so this is a good sign for SomeThinc because its brand awareness has successfully satisfy their customer and it needs to be maintain and enhance by innovating their products and increase their presence and awareness of their products. It can be concluded that Price Fairness has a positive effect towards Customer Satisfaction it is a good sign for SomeThinc and it has to maintain this price level for their products so their customers will continue to feel justified by the cost of SomeThinc products. It can be concluded that Product Quality has a positive effect towards Customer Satisfaction, it means that SomeThinc product quality has proven to be satisfying their customers expectation and it has to deliver customers their expected quality by maintaining their quality like it is today. In this study, there are only 3 variables that are considered to affect Customer Satisfaction, namely, Price Fairness, Product Quality, and Brand Awareness. For further research, it is possible to add variables that can affect Customer Satisfaction. Moreover, questionnaire items can be added to find out further factors that affect customer satisfaction in using skincare products sold by SomeThinc Brand. Indicators or questions that make up the construct can also be added with more relevant statements in the future. This can be done to prove the accuracy of the data and provide better reliability and validity results. Finally, further research can use a sampling method that is better than purposive sampling to represent the population of SomeThinc Brand users. In the future, respondents can be specified as a certain age group or those who have a preference for certain types of skincare.

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