JURNAL FUSION
Vol 4 No 03, Maret 2024
E-ISSN: 2775-6440 | P-ISSN: 2808-7208
Jurnal Homepage https://fusion.rifainstitute.com

INFLUENCING CONSUMERS' SATISFACTION TO ORGANIC TIMOR COFFEE PRODUCTS

Aderito E.S. Nunes, Son Suwasono, Endang Rusdiana, Julio DJ. Gomes
Universitas Tribhuwana Tunggadewi (UNITRI) and East Timor Coffee Institute (ETCI)
Email: adenunes312@gmail.com

Abstract

Consumers' satisfaction were determined by the quality of expected products. There wher, quality warrantly that becomes the priority of every company, especially nowadays it becomes the basic measurement of competiveness superiority of every company. Gerson (2002) defines that consumers' satisfaction is a consumers' perception that their expectaion has been come true. According to Dutka (1994) there are several main factors affecting consumers' satisfaction to a product, they are: price, quality, benefit, package, reliability of the product, and service offered by the company. This study aimed to determine the effects of simultaneously, partially, and dominantly of price, quality, benefit, and package factor affecting consumers' satisfaction of Timor Organic Coffee. This study used 105 respondents of Timor Organic Coffee consumers. The data analysis used multiple linear regression. The results show that price, quality, benefit, and package factor simultanously affect significantly to consumers satisfaction of Timor Organic Coffee. The linear regression equation formed is: $Y = - 1.975 + 0.190\ X_1 + 0.095\ X_2 + 0.415X_3 + 0.462X_4 + e$ (R square = 0,914) the value of determination coefficient (R square) = 0.914 meaning that independent variable can explain consumers' satisfaction as many as 91.4%, whereas the revenue is other variables which are not included in this study. Price, benefit, and package factor partially affect positively and significantly to consumers' satisfaction, and quality factor partially does not affect significantly to consumers' satisfaction. Based on regression coefficient, it is got that package variable has a high value so that package factor becomes the dominant factor affecting consumers' satisfaction of Timor Organic Coffee.

Key words: organic coffee, consumers' satisfaction, *multiple linear regression*

Diserahkan: 20-02-2024; Diterima: 05-03-2024; Diterbitkan: 22-03-2024

INTRODUCTION

Consumer satisfaction is determined by the quality of goods/services desired by consumers, so that quality assurance is a top priority for every company, which at this time is especially used as a benchmark for competitive advantage.
company.

If satisfaction is high, it will create emotional attachment to certain products and will also lead to continued loyalty. Creating customer satisfaction can provide several

DOI : https://doi.org/10.54543/fusion.v4i03.408
Published by : Rifa Institute

benefits, including harmonious relationships between the company and customers, creating customer loyalty, and forming word of mouth recommendations that benefit the company (Tjiptono, 2001).

Cooperative Café Timor (CCT), as one of the companies engaged in processing coffee products in Timor-Leste, always tries to provide quality and excellence for its products. As a producer of Arabica coffee produced from internationally certified organic coffee farmers, this is certainly an asset for the company. For consumers who consume organic coffee from Cooperative Café Timor, of course they feel satisfaction for those who drink it.

The superiority of a product cannot be separated from the views or perceptions given by consumers, because whether a product is good or not is what consumers judge as users of the product. According to Dutka (1994) there are several main factors that influence consumer satisfaction with a product, namely: product price, product quality, product benefits, product packaging, product reliability and service or services offered by the company that makes the product. Based on the problem formulation above, the objectives of this research are:

1. Knowing the influence of price, quality, benefits and packaging factors simultaneously on consumer satisfaction with Timor Organic Coffee products.
2. Knowing the influence of price, quality, benefits and packaging factors, partially on consumer satisfaction with Timor Organic Coffee products.
3. Knowing the dominant factors influencing consumer satisfaction with Timor Organic Coffee products.

RESEARCH METHODS

This research was carried out at Cooperativa Café Timor, which is located on Jalan Bidau Santana Dili Timor-Leste. This research uses descriptive and associative or relationship methods (Sugiono, 2000).

Population, Sample and Sampling Technique

The population in this research is all consumers of coffee produced by Cooperativa Café Timor – Dili or Timor Organic Coffee.

The sample used in this research was taken from 10% of the total population or around 105 people. The sampling technique in this research is simple random sampling, namely random sampling from the population.

Data Types and Sources

The types of data in this research are divided into qualitative data and quantitative data. The data sources used in this research are divided into two, namely primary data and secondary data.

Method of collecting data

The data collection techniques in this research are:

1. Questionnaire
2. Interview or interviews
3. Documentation

Research Instrument

The research instrument used was a questionnaire.

There are 5 types of alternative Likert scale data responses (strongly agree, agree, unsure, disagree, strongly agree) (Azwar, 2002). To reduce the tendency of respondents to answer doubtful options, because the object of assessment is quite sensitive, in this study the doubtful answer option was deliberately not given as an alternative answer for respondents. The scoring system used is as in Table 2.

Table 2. Research Questionnaire Scoring

Alternative Answers	Mark
Strongly agree (SS)	4
Agree (S)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Instrument Testing Techniques

Testing of research instruments used validity tests and reliability tests using the Spearman-Brown method, namely the beginning-to-end halving technique with the help of computing the Standard Statistical Program Series version 17.0 (Arikunto, 2002).

Data Analysis and Testing Techniques

1. Descriptive Statistical Analysis

Descriptive analysis is providing an overview or description of the distribution/dispersion of data seen from the average value (mean), standard deviation, variance, maximum, minimum and range (Ghozali, 20019).

2. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of the independent variable (X) on the dependent variable (Y).

The form of the equation is (Hadi, 1999):

$Y = a + b1X1 + b2X2 + b3X3 + b4X4$

Where :

Y = Consumer satisfaction

X1 = Product price

X2 = Product quality

X3 = Product benefits

X4 = Product packaging

a = regression constant

b = regression line coefficient

To analyze the data, the Statistical Program Series Standard Version 17 for Windows method will be used.

Classic assumption test

The classical assumption test used in this research is as follows: **Normality test**

Ghozali (2005) explains that "the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution". Using the normal plot of regression test.

Multicollinearity Test

Ghozali (2006) one way to determine the existence of multicollinearity is to look at the tolerance value and the Variance Inflation Factor (VIF) value. To determine the presence of multicollinearity, the tolerance value is < 0.10 or the same as the VIF value > 10. If the tolerance value is > 0.10 or VIF < 10 then there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another so that the interpretation of the regression coefficient becomes inefficient and the interpretation results become less accurate. A good regression model is one where heteroscedasticity does not occur. (Ghozali, 2006)

Autocorrelation Test

To determine the presence of autocorrelation, you can use the Durbin – Watson test (DW test). The formula used is called the Durbin – Watson d statistic (Ghozali, 2006).

Hypothesis test

(Indriantoro and Supomo, 2002:97). To test the hypothesis in this research, several testing methods were used, namely:

a. F Test

   The F test, in this research, is used to determine the effect of independent variables simultaneously on the dependent variable.

b. T Test

   The t test is used to partially test the influence of the independent variable on the dependent variable, where the α confidence level used is 5%.

RESULTS AND DISCUSSION

CCT Organizational Structure

CCT is a coffee cooperative whose members consist of organic coffee farmers in Timor Leste. Currently CCT operates 4 coffee factories, 2 wet processing coffee factories and 2 dry processing coffee factories. The CCT Cooperative Organization is as follows:

Respondent Description

From the results of distributing the questionnaire, 105 respondents filled out and returned the questionnaire and it could be used as research data. The questions on the questionnaire are closed, that is, respondents have answers available for each question. In general, the respondents who participated in filling out the research questionnaire were as follows:

Based on education level, respondents who played a role in the research are as shown in table 4 below:

Table 4. Respondent's Education Level

Education	Frekuency	%
SMP	17	16.2
SMA	82	78.1
S1	5	5.7

Source: Primary data processed (2012)

Based on table 4, it was found that the majority of respondents' education was 78.1%, S1 education was 5.7% and SMP education was 16.2%.

The respondents based on age are listed in table 5.

Table 5. Age of Respondents

Education	Frekuency	%
15-25	24	22.8
26-35	72	68.6
36- lebih	9	8.6

Source: Primary data processed (2012)

Based on table 5, it can be seen that the majority of respondents are generally in the 26-35 year range (68.6%), then the 15-25 year range (22.8%) and the smallest frequency is the 36-over range (8.6%).

Instrument Validity and Reliability Analysis

Validity of Research Instruments

The research instrument used needs to be tested for validity to find out whether the instrument can be used to measure a variable. The technique used to test validity is Product Moment correlation at the level □ = 0.05 by correlating the score of each item with the total score. The validity criterion is if the calculated r value is > from r table or significant < 0.05. The results of validity measurements using SPSS version 17 are shown in table 6 below:

Reliability of Research Instruments

Reliability testing aims to test the consistency of the measuring instruments used. Test the reliability of the questions in this research using the Cronbach Alpha formula. The acceptance criteria for the reliability of the calculation results are considered reliable if the Cronbach Alpha value is > 0.60. The Cronbach alpha value calculated with the help of SPSS version 17 is as shown in Table 7 below.

Variable	Koef. Cronbach	Information
X1	0,757	Reliable
X2	0.797	Reliable
X3	0.730	Reliable
X4	0.718	Reliable
Y	0.778	Reliable

Table 7. Reliability Analysis Results

Source: SPSS program output

Data analysis

Distribution of Respondents' Answers This study looked at four (4) independent variables and one dependent variable. Each variable is described based on the respondents' answers/choices from the questionnaire submitted. The description of each variable is described as follows: Variabel Harga (X1)

Table 8. Distribution of Respondents' Answers Tentang Variabel : Harga (X1)

The distribution of respondents' answers to the statement items on the price variable is as shown in Table 8 below.

Statement Items	According to value		Competitive		Consideration		Discount	
Skore	F	%	F	%	F	%	F	%
1	0	0	1	0.9	1	0.9	0	0
2	17	16.2	5	4.8	14	13.4	14	13.4
3	42	40.0	53	50.5	40	38.1	53	50.5
4	46	43.8	46	43.8	50	47.6	38	36.1
Average	3.276		3.371		3.324		3.229	
Average X1 = 3.30 (rounded 3)								

Source: Primary data processed (2012

The results of the distribution of respondents' answers to the four statement items on the price variable, all of them tended to answer in the affirmative. The average score of respondents' answers to the price variable was 3.30, meaning that respondents agreed that price is a component that is taken into account when purchasing coffee.

2. Quality Variable (X2)

The distribution of respondents' answers regarding the statement items contained in the quality variable is shown in Table 9 below.

Table 9. Distribution of Respondents' Answers Regarding Variables: Quality (X2)

Statement Items	High quality		No less than the others		Prioritize quality		Pull the product	
Score	F	%	F	%	F	%	F	%
1	0		1	0.9	0	0	1	0.9
2	13	12.4	7	6.7	5	4.8	17	16.2
3	47	44.7	52	49.5	42	40.0	48	45.7
4	45	42.9	45	42,9	58	55,2	39	37.2
Average	3.305		3.343		3.505		3.190	
Average X_2 = 3.336 (rounded 3)								

Source: Primary data processed (2012)

Based on the distribution of answers to statements on the quality variable, it was found that 3 of the respondents' statements tended to agree and 1 statement, namely that every time they buy coffee products, they always prioritize quality, the respondents stated that they strongly agree. The average score of respondents' answers to the quality variable was 3.336. This means that respondents agreed that quality The product is indeed a consideration when buying coffee.

Statement Items	Attractive packaging		Determining the value of the product		Practical and safe		Ingredients according to content	
Skore	F	%	F	%	F	%	F	%
1	1	0.9	0	0	0	0	0	0
2	15	14.3	20	19.0	13	12.4	11	10.5
3	47	44.8	43	41.0	59	56.2	56	53.3
4	42	40.0	42	40.0	33	31.4	38	36.2
Average	3.238		3.210		3.190		3.257	
Average X_4 = 3.224 (rounded 3)								

3. Benefit Variable (X3)

The distribution of respondents' answers regarding the statement items contained in the benefit variable is shown in Table 10.

Table 10. Distribution of Respondents' Answers Regarding Variables: Benefits (X3)

Statement Items	**Refreshes the body**		**More influence**		**Not just a drink**		**Increase activity**	
Score	F	%	F	%	F	%	F	%
1	0	0	0	0	0	0	0	0
2	10	9.5	12	11.4	12	11.4	13	12.4
3	51	48.6	54	51.4	62	59.0	39	37.2
4	44	41.9	39	37.2	31	29.5	53	50.5
Average	3.324		3.257		3.181		3.381	
Average X_3 = 3.286 (rounded 3)								

Source: Primary data processed (2012)

Based on the distribution of respondents' answers regarding the statement items in the benefit variable, 3 respondent statements answered agree and one respondent answered strongly agree. The average score of respondents' answers to the benefit

variable was 3,286, meaning that the benefit variable was given importance to respondents when considering buying coffee.

4. 4. Packaging Variables (X4)
5. The distribution of respondents' answers regarding the statement items on the packaging variable is shown in Table 11. Table 11. Distribution of respondents' answers regarding the Packaging Variable (X4)

Statement Items	Suit one's taste		Feeling pleasure		Don't want to change product		It feels like something is missing	
Score	F	%	F	%	F	%	F	%
1	0	0	0	0	4	3.8	0	0
2	4	3.8	6	5.7	27	25.7	24	22.9
3	55	52.4	53	50.5	24	22.9	29	27.6
4	46	43.8	46	43.8	50	47.6	52	49.5
Average	3.400		3.381		3.143		3.267	
Average Y = 3.298 (rounded 3)								

Source: Primary data processed (2012)

Based on table 11, it is known that the distribution of respondents' answers regarding the statement that Timor's organic coffee packaging is attractive is 42 respondents out of 105 respondents (40.0%) stated that they strongly agree, 44.8% said they agreed, 14.3% disagreed and 0.9% said they strongly disagree.

agree. The average score of respondents' answers was 3,238, meaning that respondents tended to agree with this statement. The meaning of the statement that Timor's organic coffee packaging is attractive is that the design and color of the coffee packaging attracts the attention of respondents to find out more clearly and buy.

6. Consumer Satisfaction (Y)

The distribution of respondents' answers regarding the statement items on the consumer satisfaction variable is shown in Table 12.

	Refreshes the body		More influence		Not just a drink		Increase activity	
Score	F	%	F	%	F	%	F	%
1	0	0	0	0	0	0	0	0
2	10	9.5	12	11.4	12	11.4	13	12.4
3	51	48.6	54	51.4	62	59.0	39	37.2
4	44	41.9	39	37.2	31	29.5	53	50.5
Average	3.324		3.257		3.181		3.381	
Average X_3 = 3.286(rounded 3)								

Source: Primary data processed (2012)

Based on table 12, it is known that the distribution of respondents' answers regarding the statement item I feel satisfied with Timor organic coffee because it suits my taste is 46 respondents out of a total of 105 respondents (43.8%) stated they strongly agree, 52.4% agreed, and 3.8% disagreed. The average score of respondents' answers was 3,400, meaning that respondents tended to answer in agreement with this statement. The meaning of the statement that I feel satisfied with Timor organic coffee because it suits my taste is that the enjoymen

t of the taste of Timor organic coffee matches the taste of coffee desired by the respondent. This means that there is a match between the expected taste of coffee and the taste of coffee from organic Timor coffee.

Test the Classical Assumptions of the Regression Model

In order for the multiple linear regression equation model to be accurate, it must meet the classical assumptions, as follows:

1. Data Normality

A good regression model has data that is normally or close to normal distribution. Data normality testing was carried out using graphic analysis. Data is normally distributed if the data distribution forms a straight line following the diagonal line. The data distribution appears in Figure 2 below.

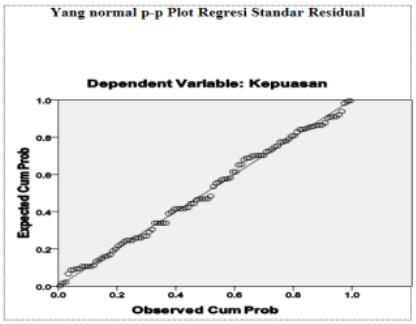


Figure 2. Distribution of Normality Test Data

In Figure 2, above, it is known that the distribution of data is spread around the diagonal line, thus the research data obtained can be stated to be normally distributed..

1.Multicollinearity Multicollinearity is a situation where there is a very high correlation between the independent variables in the multiple linear regression equation. Table 13 below presents the results of the VIF (Variance Inflatory Factor) calculated using SPSS version 17, to detect multicollinearity:

Table 13. Multicollinearity Test of Research Variables

Independent Variable	VIF

X1 = Price	2.166
X2 = Quality	2.993
X3 = Benefit	4.988
X4 = Packaging	4.290

Source: Primary data processed (2012)

The results of the multicollinearity test in table 13 above show that the VIF value of each independent variable is less than 10, meaning that there is no multicollinearity between variables, in other words, the independent variables do not influence each other.

2. Autocorrelation

The assumption of autocorrelation can occur if there is a correlation between members of a series of ordered observations. To determine the presence of autocorrelation, the Durbin Watson (DW) test is used. The results of the autocorrelation test are listed in Table 14.

Table 14. Summary of Autocorrelation test

Durbin Witson	Du	4-du
1,935	1,7617	2.238

Information:

From Table D-W, for n = 105, k = 4 we obtain:

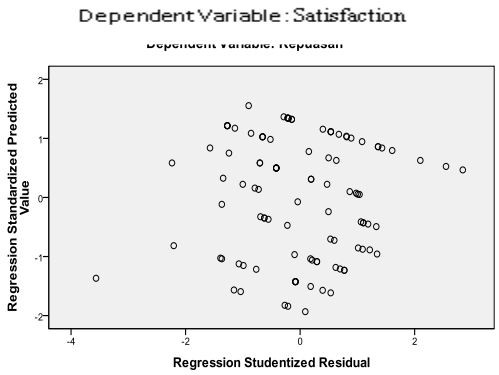
dl = 1.6038 du = 1.7617 so 4 – du = 4 – 1.7617 = 2.238

From the calculations above, it can be seen that the regression model does not experience autocorrelation, either positive or negative. This can be seen from the D-W number of + 1.935 which is located between du (1.7617) and 4-du (2,238).

du < d < 4-du ⟶ 1,7617 < 1,935 <2,238.

3. Heteroscedasticity

The technique used to determine symptoms of heteroscedasticity uses a Scatterplot/graphic plot between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). The results of the plot graph are shown in Figure 3. The results of the plot graph show that the distribution of Plotting Z predictors and S Residuals does not form a clear pattern, meaning that heteroscedasticity does not occur.



Gambar 3. Grafik Uji Heteroskedatisitas

Hypothesis

Hypothesis Testing The first hypothesis testing is to determine the simultaneous influence of the independent variable on the dependent variable. The test results with the F test were obtained as in Table 15, as follows:

Table 15. F Test Results (ANOVA)

Model		Sum of Squares	df	Mean Square	Fhit	Sig.
1	Regression	502.842	4	125.710	265.499	.000[a]
	Residual	47.349	100	.473		
	Total	550.190	104			

a. Predictors: (Constant), Price , Quality, Benefit , Packaging.

b. Dependent Variable: Consumer satisfaction

Based on table 15, it is known that the calculated F value is 265,499 and F table = 2.46. Because the calculated F value > F table, and the Sig value is 0.000 < 0.05, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted, namely the independent variables price, quality, benefits and packaging simultaneously influence the dependent variable, namely consumer satisfaction.

1. Second Hypothesis Testing Testing the second hypothesis was carried out using the t test. The results of the t test analysis of the independent variable on the dependent variable using the SPSS version 17 program series are shown in table 16 below.

Table 16. T Test Calculation Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T hitung	Sig.	Keterangan
		B	Std. Error	Beta			
1	(Constant)	-1.975	.486		-4.066	.000	
	Harga	.190	.043	.191	4.427	.000	Signifikan
	Quality	.095	.059	.081	1.603	.112	Tdk. Sign
	Manfaat	.415	.069	.372	6.052	.000	Signifikan
	Kemasan	.462	.069	.406	6.688	.000	Signifikan

a. Dependent Variable: Satisfaction

Sources : Output Program SPSS

Based on the t table at α = 5%, it is known that the value of t = 1.603. Based on table 16, there are 3 independent variables that have a sig value <0.05, namely price variables (t count 4.427), benefits (t count 6.052), and packaging (t count 6.688). Variables that have a sig value. < 0.05 and the calculated t value > t table then reject Ho and accept H1. On the other hand, variables with calculated t values < t table and sig values. > 0.05 then accept Ho and reject H1. So based on the test results it can be concluded that the second hypothesis is partly accepted (price, benefits and packaging variables) and partly rejected (quality variables). This means that the price, benefits and packaging variables have an effect on consumer satisfaction, while the quality variable has no effect on consumer satisfaction.

1. Multiple Linear Regression Results

Based on the results in table 17, it can be seen the results of multiple linear regression calculations with the following regression equation:

$$\mathbf{Y = - 1.975 + 0.190\ X_1 + 0.095\ X_2 + 0.415X_3 + 0.462X_4 + e}$$

Based on the multiple regression equation, it can be seen that the independent variables packaging and benefits have the highest regression coefficient values. The variables that have the highest regression coefficient values are the dominant variables or main variables. This means that the third hypothesis can be explained that not all independent variables are price, quality and benefits. and packaging is the main variable. There are only two independent variables that have high regression coefficient values, namely the packaging variable (coefficient 0.462), and the benefits variable (coefficient 0.415). And the one with the smallest coefficient is the quality variable (coefficient 0.095). The results of the multiple linear regression correlation coefficient test are obtained as in Table 17 below.

Table 17. Multiple Regression Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.956[a]	.914	.910	.6881	1.935

To test the relationship between the four independent variables and the dependent variable, multiple correlation analysis (R) is used. Based on the results of the multiple correlation coefficient test, it can be seen that the regression equation has a value of R = 0.956, meaning that the four independent variables are price X1, quality X2, benefits X3 and packaging X4 , has a close correlation with the dependent variable consumer satisfaction (Y). Meanwhile, the value of the coefficient of multiple determination R Square in this equation is 0.914, meaning that the independent variable contributes/can explain 91.4% of the dependent variable, while the remainder is the influence of other variables not included in this research. The results of the multiple correlation coefficient (R) and multiple determination coefficient in this research are very good for explaining variations in variables that influence consumer satisfaction.

Discussion

Price (X1)

Based on the results of testing hypothesis one and hypothesis 2, it is known that the independent variable price (X1) has an effect both simultaneously with other independent variables and partially on consumer satisfaction. The multiple regression coefficient for the price variable is 0.190, meaning that every 1 unit change in price will have an effect of 0.190 units on Timorese organic coffee consumer satisfaction.

Quality (X2)

Based on the results of testing hypothesis 1, the quality variable simultaneously with other independent variables has a significant effect on consumer satisfaction. However, in testing hypothesis 2, the quality variable partially had no real effect on consumer satisfaction. The multiple regression coefficient for the quality variable was 0.095. This means that every change in the quality variable of 1 unit will have an effect on the purchase satisfaction variable of 0.095 units. The physical quality of organic coffee is somewhat difficult to differentiate from traditional coffee.

Changes in coffee nutrients after roasting		
Substrate	Fresh coffee beans	After roasting and grinding
Thamin	0,2	0
Ribovlafin	3,2	0,3
Asam pantotenat	1	0,23
Vitamin B6	0,143	0,011
Vitamin B12	0,00011	0,00006
Natrium	4	1,4
Kalsium	104	105
Besi	3,7	4,7

source sirvetz and desroiser, (1980)

Table 18. Changes in Substances in Coffee Beans After Roasting

Benefit (X3)

Based on the results of testing hypothesis one and hypothesis two, it was found that the coffee benefit variable simultaneously and partially influences consumer satisfaction with Timorese organic coffee. The regression coefficient value of the benefit variable is 0.415, meaning that every change in 1 unit of the benefit variable will affect consumer satisfaction by 0.415 units. As is known, people consume coffee as a drink to

get the benefits of coffee on the body. Coffee has four times the antioxidant effect of green tea.

Packaging (X4)

Based on the results of testing the first hypothesis and the second hypothesis, it was found that packaging variables both simultaneously and partially influence consumer satisfaction. The regression coefficient value for the packaging variable is 0.462, meaning that every change in 1 unit of the packaging variable will have an effect of 0.642 units on consumer satisfaction. Of the 4 indicators used in the packaging variable, all four respondents agreed.

The attraction of purchasing Timorese organic coffee can indeed arise from the design and materials of the coffee packaging. Packaging that looks attractive and is made from suitable materials is indeed what consumers hope for. The function of packaging for coffee, apart from being a purchasing attraction, also protects the coffee from the appearance of aroma and taste. due to contact with outside air.

CONCLUSION

Based on the results of research and data analysis, the following conclusions can be drawn: Price, quality, benefits and packaging factors simultaneously have a significant effect on consumer satisfaction with Timorese organic coffee; Price, benefits and packaging factors partially influence consumer satisfaction, and partial quality factors have no real influence on consumer satisfaction; The packaging factor (regression coefficient 0.462) has the greatest influence on consumer satisfaction and is the main or dominant factor.

BIBLIOGRAFI

Alma and Buchari. 2004. *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung .

Arikunto and Suharsimi. 2002. *Prosedur Penelitian Suatu Pendeatan Praktek,* cetakan XII, edisi Revisi V, PT. Rineka Cipta Jakarta.

Assael and Henry. 1992. *Consumer Behaviour and Marketing Action*. Fourth Edition, BWS-Kent Publishing Company, Boston.

Azwar, S. 2002. *Sikap Manusia, Teori Dan Pengukurannya*. Pustaka Pelajar Offset,Yogyakarta.

Business Book,Lincolnwood, Illinois.

Engel, Roger and Miniard. 1994. *Perilaku Konsumen*. Edisi Keenam Jilid 2. Terjemahan oleh Budijanto. 1995. Binarupa AkcaraJakarta

Gerson and Richard F. 2002. *Mengukur Tingkat Kepuasan Pelanggan*. Penerjemah: Hesti Widyaningrum. Cet II PPM, Jakarta

Ghozali and Imam. 2001. *Aplikasi Analisis Multivariate dengan Program SPSS.* Edisi IV. BP-UNDIP: Semarang.

Kotler and Philip. 2002. *Marketing Management: Analysis, Planning, Implementation andControlling*.8th Edition. New York : Prentice Hall.

Mowen and John C. 1995. *Consumer Behavior*.Eleventh Edition. Illinois : Richard D.Irwin Inc.

Tjiptono and Fandy. 2001. *Strategi Pemasaran*. Edisi Kedua. Cetaka Kedua. Penerbit Andy. Yogykarta.

Stanton. 1998. *Prinsip Pemasaran*. Erlangga. Jakarta.

Sugiono and Arief, dkk. 2000. *Paduan Praktis Dasar Analisis Laporan Keuangan.*Jakarta:PT. Gasindo.

Supramono and Haryanto. 2005 *Aplikasi Statistik Praktis dengan SPSS 11,5 for windows Behavior*.cetakan pertama. Yogyakarta : Penerbit Graha Ilmu.

Supranto, J.. 2001. *Pengukuran Tingkat Kepuasan Pelanggan untuk meningkatkan pangsa pasar*.cetakan kedua. Jakarta : Penerbit Rineka Cipta

Swastha and Irawan. 2000. *Manajemen Pemasaran Modern***.**Liberty. Yogyakarta.