Effect Of Price, Product Quality And Service On Vario 150 Motorcycle Sales At Tunas Honda Pramuka Dealer Bandar Lampung

Chandra Almer Putra[1], Selfie Alke Mega[2]

Management, Faculty of Economics and Business, University of Bandar Lampung
Corespondent Author : chandra.19011274@student.ubl.ac.id

ABSTRACT

PT Astra Honda Motor is a company in charge of manufacturing, assembling and distributing Honda type and brand motorcycles. This company is a company in Indonesia that has rights as an ATPM or Sole Agent for Honda motorcycles. 2001, Knowing that there are limited abilities and time, researchers only see and need to provide clear and focused problem boundaries. So that the problem is limited to discussing only the influence of price, product quality and service on sales of the Honda Vario 150 motorbike at the Honda Tunas Pramuka dealer in Bandar Lampung. In this study using a quantitative method in which the sample in this study amounted to 45 respondents, the analysis technique used was the classical assumption test, multiple linear regression test, with the results of the study that there was an influence between Price on Sales of 25.71%, then the influence between Quality Product on Sales is 69.05%, then the influence between Service on Sales is 39.31% and the influence of the variables Price, Product Quality and Service on Sales is 1.3%. The results of this study are variable X1 (Price), variable X2 (Quality of Products) and variable X3 (Service) significantly influence Sales (Y), of 1.3%, which means that these three variables influence each other and influence one another.

INTRODUCTION

PT Astra Honda Motor is a company engaged in manufacturing and assembly as well as a distributor for motorcycles*brand* Honda. This company is one of the first companies to have rights as the sole agent or ATPM in Indonesia for Honda motorcycles. PT Astra Honda Motor or AHM is the pioneer of the motorcycle industry in Indonesia which was founded on June 11, 1971 which was originally named PT Federal Motor. In 2001, this PT carried out a merger or merger of companies by changing its name, namely PT Astra Honda Motor which has a 50:50 share split with PT Astra International Tbk and Honda Motor Co.

Competition in the current global era, a company is asked to offer a product with a quality and has more value, so different rights will emerge from its competitors. In a decision to buy a Honda motorcycle brand with the Vario 150 type, it can be influenced by competition for a product with the Yamaha brand with the Aerok 155cc type and Suxiki Impulse 125cc F1, so the decision to buy from consumers in buying a Honda Vario 150 motorbike has decreased. In a survey that has been conducted, the price comparison for the 150cc Vario is 25 million, and its competitor Yamaha Aerx 155 cc is around 24 million, while the Suzuki Impluse 125cc F1 is only priced at 16 million. This price will also affect sales in the future due to an interest from people who have different desires for each level in product quality, price and service at the Honda Vario 150cc. the higher the sales, the Honda Vario 150cc motorbike brand will be absorbed by PT Astra Honda Motor in the marketing department to have a further sales strategy.

Table 1. Motorcycle Sales in 2022

No.	Per month	Commodity Name	Number Sold (Unit)	Target per/month (Unit)	Percent level
1	April	Honda Vario 150	14	13	8%
2	May	Honda Vario 150	9	13	-31%
3	June	Honda Vario 150	13	13	0%
4	July	Honda Vario 150	15	13	15%
5	August	Honda Vario 150	17	13	31%
6	September	Honda Vario 150	14	13	8%
7	October	Honda Vario 150	13	13	0%

Source: Daeler Tunas Honda Pramuka Lampung, 2022

From Table 1 above, there was a failure to achieve a target in May of -31 percent, which should have targeted 13 units sold and only 9 units sold. Based on the information and description above, the researcher will conduct a study entitled the effect of price, product quality and service on sales of the 150 cc Vario motorbike at the Tunas Honda Pramuka Dealer, Lampung.

Marketing
Tjiptono (2012) states that marketing is an individual activity that is directed at fulfilling needs and desires either through barter or buying and selling transactions. So if it is concluded that marketing is an attitude in determining and fulfilling human needs with a view to satisfying their needs and human desires themselves. The success of a marketing is a key to the success of a company.

Price
A price is a statement of value for a product or *a statement of value* where this price is a mix element of a marketing that is easily available and different from the product and a commitment from the dealer. This price can change so quickly according to the needs and requests of consumers (Payne, 2018).

Product quality
Kotler (2015) explained that product quality is the ability of the product to provide demonstration and function so that this will include overall durability, reliability, accuracy, and ease of operation as well as products where other product attributes also have high credibility.

Service
Customer service is a management system that is coordinated for a continuous supply of impact services both when ordering and when goods or services are received, used to satisfy customers in a long term (Christoper, 2008).

Sale
According to (Swastha, 2010), Sales can be interpreted as the total of a transaction which originates from a company or business from a certain time. This sale is used by the company through costs, profit contribution, level of capital withdrawal, and residual profits. To increase sales, companies will look for various ways and tactics. So Sales can be said as the result of sales activities as measured by units.

conceptual framework
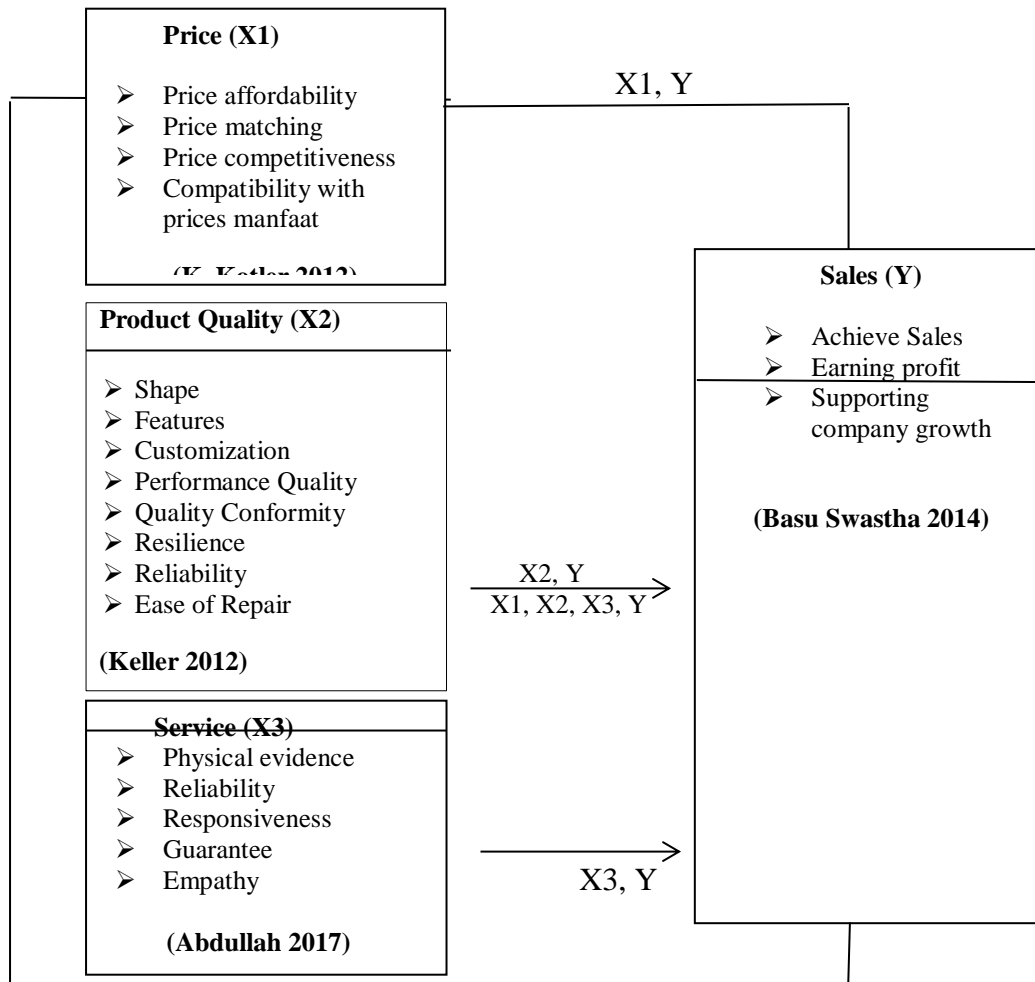
Figure 1. Conceptual Framework

RESEARCH METHOD

This study used a quantitative approach, with a population of 105 people, and a sample of 45 people. The following is the population distribution of consumer data in tabular form, as follows:

Table 2. Customer Data Population

No	Month	Amount
1.	April	16
2.	May	10
3.	June	15
4.	July	16
5.	August	18
6.	September	15
7.	October	15
	Total	105

Source: Data processed in 2022

The data analysis technique used is validity test, reliability test and multiple linear regression with the regression equation is:

Y= α + β1 X1 +β2 X2 + β3 X3 + Et ……………………………………………………………(1)

Information:

Y: Customer Satisfaction
α: Constant/ Intercept
X1: Price
X2: Product Quality
X3: Service

In knowing the magnitude of the influence of the independent variables, namely X1, X2, X3 on the dependent variable, namely Y, the determining coefficient formula or KP or commonly called the determinant coefficient is used (Ridwan, 2014) as follows:

KP= r^2 x 100% …………………………………………………………………………….(2)

Where:

KP: The coefficient of determination
R: Correlation coefficient

And for testing hypothetically a partial test is carried out with the T test and the formula is

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$ ....(3)

Source: Sugiyono (2016)

Then in testing the hypothesis simultaneously using the F test are as follows:

$$F = \frac{R^2(n-k-1)}{k(1-R^2)}$$...(4)

With the interpretation table on the correlation coefficient is as follows

Table 3. Interpretation of the correlation coefficient

Coefficient Intervals	Influence Level
0,00-0,199	Very weak
0,20-0,399	Weak
0,40-0,599	Currently
0,60-0,799	Was
0,80-1,000	Very Tight

Source: Sugiyono (2015)

RESULTS AND DISCUSSION

In testing the questions that have been asked for this study by comparing the correlation values of the total question points. So that the conclusion is if the value of rcount> rtable then the item will be declared valid. So that the r table is 0.294 with a significance level of 5%.

Table 4. Price Variable Instrument Validity Test (X1)

Questions	r_{Count}	r_{Table}	Condition	Conclusion
1	0,505	0,294	$r_{count} > r_{table}$	Valid
2	0,431	0,294	$r_{count} > r_{table}$	Valid
3	0,296	0,294	$r_{count} > r_{table}$	Valid
4	0,537	0,294	$r_{count} > r_{table}$	Valid
5	0,450	0,294	$r_{count} > r_{table}$	Valid
6	0,460	0,294	$r_{count} > r_{table}$	Valid
7	0,437	0,294	$r_{count} > r_{table}$	Valid
8	0,366	0,294	$r_{count} > r_{table}$	Valid
9	0,576	0,294	$r_{count} > r_{table}$	Valid
10	0,557	0,294	$r_{count} > r_{table}$	Valid

Based on the results of the validity test on all statement items in the variable X1, namely prices, all are valid with r count > r table.

Table 5. Instrument Validity Test Variable X2 (Product Quality)

Questions	r_{Count}	r_{Table}	Condition	Conclusion
1	0,295	0,294	$r_{count} > r_{table}$	Valid
2	0,447	0,294	$r_{count} > r_{table}$	Valid
3	0,368	0,294	$r_{count} > r_{table}$	Valid
4	0,651	0,294	$r_{count} > r_{table}$	Valid
5	0,500	0,294	$r_{count} > r_{table}$	Valid
6	0,301	0,294	$r_{count} > r_{table}$	Valid
7	0,477	0,294	$r_{count} > r_{table}$	Valid
8	0,504	0,294	$r_{count} > r_{table}$	Valid
9	0,350	0,294	$r_{count} > r_{table}$	Valid
10	0,439	0,294	$r_{count} > r_{table}$	Valid

Based on the results of the validity test in all question items variable X2, namely product quality, it is known that all are valid and can be used for further testing.

Table 6. Instrument Validity Test Variable X3 (Service)

Questions	r_{Count}	r_{Table}	Condition	Conclusion
1	0,413	0,294	$r_{count} > r_{table}$	Valid
2	0,315	0,294	$r_{count} > r_{table}$	Valid
3	0,311	0,294	$r_{count} > r_{table}$	Valid
4	0,349	0,294	$r_{count} > r_{table}$	Valid
5	0,415	0,294	$r_{count} > r_{table}$	Valid
6	0,500	0,294	$r_{count} > r_{table}$	Valid
7	0,437	0,294	$r_{count} > r_{table}$	Valid
8	0,535	0,294	$r_{count} > r_{table}$	Valid
9	0,611	0,294	$r_{count} > r_{table}$	Valid
10	0,334	0,294	$r_{count} > r_{table}$	Valid

Based on the results of the validity test carried out to prove the X3 variable, namely services, it can be concluded that all are valid with r count > r table and can be continued for the next test.

Table 7. Instrument Validity Test Variable Y (Sales)

Questions	r_{Count}	r_{Table}	Condition	Conclusion
1	0,312	0,294	$r_{count} > r_{table}$	Valid
2	0,661	0,294	$r_{count} > r_{table}$	Valid
3	0,461	0,294	$r_{count} > r_{table}$	Valid
4	0,339	0,294	$r_{count} > r_{table}$	Valid
5	0,396	0,294	$r_{count} > r_{table}$	Valid
6	0,537	0,294	$r_{count} > r_{table}$	Valid
7	0,497	0,294	$r_{count} > r_{table}$	Valid
8	0,650	0,294	$r_{count} > r_{table}$	Valid
9	0,595	0,294	$r_{count} > r_{table}$	Valid
10	0,297	0,294	$r_{count} > r_{table}$	Valid

Based on the results of the validity test on the question items for the Y variable, namely sales, all conclusions are valid with r count > r table so that further tests can be carried out.

Reliability Test

Based on the reliability test involving all the components of the question with the conclusion that the Cronbach's Alpha value is > 0.60, then everything is reliable. By using SPSS version 23, the results show that:

Table 8. Research Reliability Test

Variable	Cronbach's Alpha Value	Conclusion
Price	0,630	Reliable
Product quality	0,610	Reliable
Service	0,619	Reliable
Sale	0,637	Reliable

Source : Primary Data and Analysis SPSS

Based on the calculation results, the Cronbach Alpha value for each variable is greater than 0.60 so that it can be concluded that all variables are reliable and can be continued for further research.

Description Analysis

By using a Likert scale, namely Very good (SB), Good (B), Fairly Good (CB), Not Good (TB), Very Not Good (STB). Then the following results from the distribution of data for each variable are as follows:

Table 9. Distribution Data for X1 (Price)

No	Category	Class Interval Score	Frequency	Presentase
1	Very good	42- 50	30	67%
2	Good	34- 41	15	33%
3	Pretty good	26- 33	0	0%
4	Not good	18 -25	0	0%
5	Very Not Good	10-17	0	0%
	Amount		45	100%

Source : Primary Data and Analysis SPSS

From Table 9 it can be explained that the price variable or X1 is included in the very good category with a percentage of 67% of the 30 respondents who answered very well**.**

Table 10. Distribution Data of Respondents' Answers for X1 (Price)

No	Question	Shoes Max	Real Score	%	Criteria
1.	Is the price offered relatively cheap?	225	191	85%	Very good
2.	Are motorcycle products sold at affordable prices?	225	197	88%	Very good
3.	Is the price offered in accordance with market prices?	225	194	86%	Very good
4.	Is the price in accordance with the quality of the product offered?	225	204	91%	Very good
5.	Are the products offered competitive with market prices?	225	190	84%	Very good
6.	Has the product affected competitiveness with other product prices?	225	187	83%	Good
7.	Can the price be competitive in the modern market?	225	188	84%	Very good
8.	Is the price offered in accordance with the benefits obtained by consumers?	225	202	90%	Very good
9.	If the price changes, will consumers still buy the motorcycle product?	225	202	90%	Very good
10.	Are the products offered accessible to all consumers?	225	200	89%	Very good
	Rate- Rate	225	195	87%	Very good

Based on Table 10, it can be explained that there is an average value of respondents' answers from all the question points about the price variable or X1 as much as 225 with a percentage of 82 percent, the criteria is good.

Table 11. Distribution Data for X2

No	Category	Class Interval Score	Frequency	Presentase
1	Very good	42- 50	23	51%
2	Good	34- 41	22	49%
3	Pretty good	26- 33	0	0%
4	Not good	18 -25	0	0%
5	Very Not Good	10-17	0	0%
	Amount		45	100%

Product quality)

From Table 11. It can be concluded that the product quality variable or X2 is included in the very good category with a percentage of 51% with a distribution of 23 respondents

Table 12. Distribution Data of Respondents' Answers for X2 (Product Quality)

No	Question	Shoes Max	Real Score	%	Criteria
1.	Does the product shape affect product quality?	225	188	84%	Very good
2.	Does product appearance affect product quality?	225	179	80%	Good
3.	Are the products offered in accordance with the quality of the desired product?	225	189	84%	Very good
4.	Does the quality of performance affect the quality of the motor?	225	174	77%	Good
5.	Has conformance quality been implemented into product quality?	225	172	76%	Good
6.	Will a long period of time affect the durability of motor products?	225	203	90%	Very good
7.	Can this product be trusted to consumers?	225	183	81%	Good
8.	Is there an appropriate sales scheme?	225	188	84%	Very good
9.	In the process of shipping to avoid damage on the way delivery?	225	190	84%	Very good
10.	Has product quality adjusted to market segmentation?	225	178	79%	Good
	Rate- Rate	225	184	82%	Good

Based on Table 12, it can be concluded that the distribution of respondents' answers for X2 or the product quality variable has an average value of respondents' answers score of 225 or the equivalent of 82 percent and is included in the very good criteria.

Table 13. Distribution Data for X3

No	Category	Class Interval Score	Frequency	Presentase
1	Very good	42- 50	30	67%
2	Good	34- 41	15	33%
3	Pretty good	26- 33	0	0%
4	Not good	18 -25	0	0%
5	Very Not Good	10-17	0	0%
Amount			45	100%

Source : Primary Data and Analysis SPSS

Based on Table 13 regarding the distribution of data for variable X3, namely service, the result is that 30 respondents with a percentage of 67 percent fall into the very good category.

Table 14. Distribution Data for X3 (Services)

No	Category	Class Interval Score	Frequency	Presentase
1	Very good	42- 50	30	67%
2	Good	34- 41	15	33%
3	Pretty good	26- 33	0	0%
4	Not good	18 -25	0	0%
5	Very Not Good	10-17	0	0%
Amount			45	100%

Source : Primary Data and Analysis SPSS

Based on Table 14 regarding the distribution of data for variable X3, namely service, the result is that 30 respondents with a percentage of 67 percent fall into the very good category.

Table 15. Distribution Data of Respondents' Answers for X3 (Services)

No	Question	Shoes Max	Real Score	%	Criteria
1.	Is the service provided to customers very satisfying?	225	177	79%	Good
2.	Is it reliable in dealing with service problems?	225	180	80%	Good
3.	Is it able to inform customers about the certainty of service delivery time?	225	181	80%	Good
4.	Is it possible to deliver the service on time?	225	188	84%	Very good
5.	Is it responsive and available to help customers?	225	195	87%	Very good
6.	Can employees cultivate trust in customers?	225	200	89%	Very good
7.	Can it make customers feel safe when making transactions?	225	204	91%	Very good
8.	Does it really prioritize the interests of the customer?	225	198	88%	Very good
9.	Can employees understand customer needs?	225	205	91%	Very good
10.	Will it be comfortable during operating hours?	225	200	89%	Very good
	Rate- Rate	225	193	86%	Very good

Based on Table 15, it is explained that in the distribution of respondents' answers to variable X3, there are 225 services with a percentage of 82% and are in good criteria.

Table 16. Distribution Data for Y (Sales)

No	Category	Class Interval Score	Frequency	Presentase
1	Very good	42- 50	40	89%
2	Good	34- 41	5	11%
3	Pretty good	26- 33	0	0%
4	Not good	18 -25	0	0%
5	Very Not Good	10-17	0	0%
	Amount		45	100%

Based on Table 16 above, it can be concluded that there were 40 respondents who answered very well with a percentage of 89% and the rest answered well, namely 5 respondents with a percentage of 11%.

Table 17. Distribution Data of Respondents' Answers for Y (Sales)

No	Question	Shoes Max	Real Score	%	Criteria
1.	Has the product reached sales?	225	201	89%	Very good
2.	Do product sales each month reach sales?	225	198	88%	Very good
3.	Can selling products increase monthly sales profit?	225	201	89%	Very good
4.	Does profit affect the increase in sales?	225	189	84%	Very good
5.	Has a good marketing strategy been implemented in product sales that can increase sales?	225	197	88%	Very good
6.	Has good cooperation between teams been established to increase the company's growth and have an effect on increasing sales?	225	196	87%	Very good
7.	Has sales been successful in supporting the company's growth?	225	198	88%	Very good
8.	Has there been a decline in sales over a certain period of time?	225	195	87%	Very good
9.	Have sales increased during 2021?	225	205	91%	Very good
10.	Have the products offered increased your monthly profit?	225	202	90%	Very good
	Rate- Rate	225	198	88%	Very good

Based on Table 17 it can be seen that the average respondent's answer or all statement items about sales is 225 or 88% with very good criteria.

Correlation Test

This correlation test is to determine the effect between the independent variables and the dependent variable. The results of this test are explained in the following tables, namely:

Table 18. Price Correlation Test Results (X1) with Sales (Y)

Correlations		Price	Sale
Price	Pearson Correlation	1	.507
	Say. (2-tailed)		.102
	N	45	45
Sale	Pearson Correlation	.507	1
	Say. (2-tailed)	.102	
	N	45	45

Source : Primary Data and Analysis SPSS

Based on Table 18 it is found that from the correlation test is the effect between price and sales with a correlation value of 0.507 and is included in the medium category in the correlation coefficient.

Table 19. Product Quality Correlation Test Results (X2) with Sales (Y)

Correlations		Product quality	Sale
Product quality	**Pearson Correlation**	1	.831
	Say. (2-tailed)		.033
	N	45	45
Sale	**Pearson Correlation**	.831	1
	Say. (2-tailed)	.033	
	N	45	45

Source : Primary Data and Analysis SPSS

Based on the data in Table 19. That there is an influence between product quality and research decisions with a correlation value of 0.831. And from the table the value of 0.831 is included in the very strong category.

Table 20. Service Test Results (X3) with Sales (Y)

Correlations		Service	Sale
Service	**Pearson Correlation**	1	.627
	Say. (2-tailed)		.074
	N	45	45
Sale	**Pearson Correlation**	.627	1
	Say. (2-tailed)	.074	
	N	45	45

Source : Primary Data and Analysis SPSS

Based on Table 20 above, the correlation between service and sales has a correlation value of 0.627 and is included in the close category.

Hypothesis testing
Uji T
The following is the T test to determine the relationship between variables partially, which is shown in table 20 below.

Table 21. SPSS T Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	50.360	8.856		5.687	.000
	Product quality	.091	.169	.087	5.360	.595
	Price	.010	.113	.013	1.850	.932
	Service	.046	.141	.053	3.290	.744
a.	Dependent Variable: Total_Y					

Source : Primary Data and Analysis SPSS

Based on table 20 above, the multiple linear regression equation is obtained as follows:
Y= 50.36 + 0.91X1 + 0.010X2 + 0.046X
The price variable is 5.36 > 1.68, the product quality variable is 1.85 > 1.68, the service variable is 3.29 > 1.68. So it can be concluded that hypotheses 1, 2, 3 can be accepted and prove that there is a partial effect on sales.

Uji F
Table 22. SPSS Test F results

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Say.
1 Regression	2.287	3	8.762	4.182	.908[b]
Residual	171.624	41	4.186		
Total	173.911	44			
a. Dependent Variable: Total_Y					

Based on Table 22 above, Fcount 4.182 > 3.23 it can be concluded that simultaneously the service variables, price and product quality have a significant positive effect on sales at the Tunas Honda Pramuka Dealer in Bandar Lampung City.

CONCLUSION

Based on the results and discussion, the conclusions of this study are
1.   Price has a significant positive effect on sales as much as price has an effect on sales at Tunas Honda Pramuka dealers in Bandar Lampung.
2.   Product quality affects sales significantly, which means product quality plays an important role in increasing sales at Tunas Honda Pramuka dealers in Bandar Lampung.
3.   Service affects sales significantly, which means service affects sales at Tunas Honda Pramuka dealers in Bandar Lampung.
4.   Price, product quality and service affect sales significantly, which means that both price, product quality and service play an important role in sales at Tunas Honda Pramuka dealers in Bandar Lampung.

SUGGESTION

1.   It is recommended that Tunas Honda Pramuka dealers in Bandar Lampung be able to review the vario 150 motorbike product so that it can be sold according to existing targets.
2.   The appearance of the vario 150 motorbike product is expected to be able to innovate in the engine or body to make it look more attractive.
3.   Give more variety to the Vario 150 motorbike so that you don't lose competitiveness with the Yamaha Aerox 155 motorbike and the Suzuki Impulse 125 FI motorbike.

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