

# ANALYSIS OF CUSTOMER SATISFACTION OF KINGKOIL MATTRESS PRODUCTS BASED ON CUSTOMER PERCEPTION USING *IMPORTANCE PERFORMANCE ANALYSIS* (IPA)

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## ABSTRAK

This study aims to analyze customer satisfaction based on perceptions of brand image, product quality, price, promotion, and distribution. This research was conducted at KingKoil Mattress Boutique Tunjungan Plaza Surabaya. Data collection was carried out to support this study using convenience sampling techniques for 50 respondents and fill out questionnaires. The method used in this study is *Importance Performance Analysis* (IPA). Based on the results of *Importance Performance Analysis*, the level of performance and the customer satisfaction are very satisfactory with an average value above 93.75%. This means customers are very satisfied.

**Keywords:** brand image, product quality, price, distribution strategy, Importance-Performance Analysis

## 1. INTRODUCTION

### Background

PT. Primantara Duta Abadi is a company engaged in the business of spring *beds*. Developments in the business world of Mattress / Springbed are very rapid. Various modern innovations and technologies are used by various brands of Mattress / springbed. Kingkoil is a well-known Mattress product brand in the USA that is one of the pioneers by using modern technology and sophisticated machines to produce a *spring honeycome pocket coil* that is perfect for someone who wants to have the most comfortable sleep quality. To be the best, one of the things that needs to be considered is the brand image, product quality, price, promotion, and distribution of Kingkoil brand Mattress products that aim to increase sales.

*Mattress Kingkoil* is a brand that has *atrack record* trusted. *Mattress is Kingkoil* widely used by 5-star hotels throughout Indonesia. In addition to superior quality, *Mattress Kingkoil* also has a variety of types and sizes that certainly adjust the needs. Not only product quality and prices are taken into consideration but also the quality of service. In direct proportion to superior and classy products, *Mattress Kingkoil* also has excellent service. An example is *Mattress Kingkoil* has a warranty for damage for 10 years, besides that complaints are also responded to well. *Mattress Kingkoil* also spoils consumers with *range of* a wide prices, sizes and types. That way, *Mattress is Kingkoil* suitable for all levels of society. Kingkoil has a distribution network through Exclusive Boutiques in shopping centers, counters spread in Department Stores, AGM Boutique (*American Giant Mattress*), and furniture stores which have become official agents for Kingkoil product sales throughout Indonesia.

Competition in mattress products on the market has been quite stringent among competing brands, where each brand seeks to win the hearts of consumers by offering various advantages of each.

**Table 1. 1 Competition for Products *Mattress* in Surabaya**

Brand	Customer Perception			
	Quality	Price	Distribution	Promotion
Kingkoil	Very Good	Hight	Wide Distribution	Often and interesting
Serta	Good	Often Hight	Wide Distribution	Often and interesting
Spring Air	Good	Often Hight	Wide Distribution	Often
Simmons	Good	Varied	Wide Distribution	Often and interesting
Therapedic	Pretty Good	Low	Wide Distribution	Often

Source: researcher survey results, 2019

From illustration table 1.1 above, it can be concluded that products

*Mattress KingKoil* are superior in quality and price compared to other products *Mattress*, while in distribution and promotion all products are *Mattress* more competitive. In the field survey of products *Mattress* that are currently competing with Kingkoil is the Simmons brand, because the *Mattmim* brand Simmons has very varied products ranging from the lowest prices and quality to the highest quality and price that exceeds the price of KingKoil. Whereas the market share of oil and gas is more middle to upper quality and majority prices are higher.

### Research Objectives

The objectives of this study are: to analyze customer satisfaction based on perceptions of brand image, product quality, price, promotion, and distribution.

## 2. LITERATURE REVIEW

### Previous Research

Customer satisfaction always changes according to changes in the needs, desires and tastes of consumers. Besides that, customer satisfaction is also strongly influenced by the *variable marketing mix*. The following will be the author presents some previous research that can be used as a reference point for writers in conducting research.

(Yola & Budianto, 2013), The purpose of this study is to explain the priorities of the interests of customer satisfaction in supermarkets, as a strategy for companies to survive retail business. Data was collected by distributing questionnaires to 385 respondents, and processed by using the *Importance Performance Analysis* (IPA) to compare between customer expectations and company performance. There are 11 factors that companies must pay attention to and that are shown in the Cartesian Diagram.

## 3. THEORY FRAMEWORK

### Consumer Behavior

Behavior is a process that is passed by a person / organization in searching for, buying, using, evaluating, and disposing of products or services after being consumed to meet their needs

### Brand image

Service quality rests on efforts to satisfy customer needs and satisfaction the accuracy of delivery to offset consumer expectations. According to Wyekof (quoted in the work (Tjiptono, 2004) service quality is the most visible level in the level of excellence to give an expectation or a control of an advantage and giving hope to fulfill customer needs.

### Quality Product

Quality is one of the important things in selecting a product. Consumers want quality products that are best in making purchasing decisions. According to Kotler (2007), product quality (*product quality*) are the features and characteristics of goods or services that affect its ability to satisfy stated or implied.

### Price

Price is wrong one marketing mix element Marketing mix elements including price, promotion, product and place Prices can change very easily compared to the other three elements

### Promotion

Promotion is an important marketing activity for companies in an effort to maintain continuity and improve but the quality of sales, to increase marketing activities in terms of marketing goods and or services from a company, is not enough to just develop products, set prices, and use distribution channels, but also must be supported by promotional activities.

### The distribution

Distribution stems from the English *distribution* language, which means the distribution. While the basic word *to distribute*, based on the Indonesian English Dictionary John M, Echols and Hassan Shadilly in Damsar (2009: 93) means sharing, distributing, distributing, distributing, and representing.

### Research Methods

#### Research Approach

This research approach uses qualitative research, qualitative research is one of the descriptive research methods and tends to look for a meaning from the data obtained from the results of a study.

According to Sugiyono (2014) said that qualitative research methods are often called naturalistic research methods because their research is carried out *innatural settings*.

### **Types, Sources and Data Collection Techniques Data**

#### **Types Data**

Types used in this study are primary data and secondary data. Primary data is obtained through interviews with respondents or consumers using a questionnaire about consumption behavior and consumer preferences for brand image, product quality, price, promotion, and distribution on *Mattress Kingkoil*. Secondary data obtained from reports and records in the Kingkoil Boutique in Surabaya

#### **Data Sources Data**

sources were taken by researchers based on data available at Boutique *Mattress KingKoilat Tunjungan Plaza Surabaya*, through a *data base* available to consumers who have made purchases in Boutique *mattress KingKoil Surabaya*. Data Collection Technique The technique of determining samples for consumer respondents *Mattress Kingkoilis* atechnique *Purposive Sampling* is one of the non random sampling sampling techniques where the researcher determines sampling by specifying specific characteristics that are suitable with the research objectives so that it is expected to answer the research problems. where samples are taken from consumers who shop at the boutique or have shopped at the place. The number of respondents involved in this study were 50 individuals. Those who provide information are: Supervisor, Head of Shop, and Marketing sales.

#### **Variables and operational definitions Operational**

Definitions Operational definitions are an explanation of the variables that have been identified, therefore an operational definition of each of these variables is required, among others, determining criteria such as the formulation of purchasing criteria *Mattress Kingkoilas* a result of interviewing informants who were at that location to find out the extent to which the criteria of consumers who buy the *Mattress* .

#### **Variable**

1. Brand image  
Brand image is what consumers perceive about a brand. Where this concerns how a consumer describes what they think about a brand and what they feel about the brand when they think about it, Susanto (2004: 24).
2. Product Quality Product  
quality is the most important factor for the selection of each brand or model, especially in a market environment where with a level of intense competition and competitive pricing.
3. Price  
Price is the amount (monetary unit) and / or other aspects (non monetary) that contain certain utilities or uses to obtain a product, Tjiptono, et.al (2008: 465).
4. Promotion  
promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that try to disseminate information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Tjiptono (2008: 219).
5. Distribution  
distribution can be interpreted as marketing activities that seek to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, amount, price, place and when needed). Tjiptono (2008: 185).

#### **Analysis Technique**

##### **Attribute Analysis**

Data obtained are analyzed by the *Impotance Performance Analysis* (IPA) model to show the variables of the product that are considered important by consumers. In the method of *Impotance Performance Analysis* (IPA) the model of the level of performance of companies that can provide customer satisfaction values is stated by the letter X, while the letter Y shows the level of importance of consumers. For the level of importance used the Likert scale, this analysis can also answer how the level of consumer preference for the product consumed.

Kategory		Score
Level of Importance	Level of Satisfaction	

Very Important	Very Good	5
Important	Good	4
Normal	Normal	3
Quite Important	Less Good	2
Not Important	Not Good	1

I Main Priority	II Maintain Achievement
III Low Priority	IV Excessive

#### Image Importance Performance matrix

- I. Indicates attributes that affect customer satisfaction which is considered important by the customer, but the company has not implemented it the right way.
- II. Shows attributes that where customers have been successfully carried out by companies and consumers consider important and very satisfying.
- III. Showing attributes that are less important to the customer, but the company carries out with the usual sajadan and is considered less important and less satisfying.
- IV. Showing attributes that affect consumers is less important. However, the implementation is excessive, it is considered less important

## 4. RESEARCH RESULTS AND DISCUSSION

### Operational description

Company history

History of KingKoil International Mattress, History of KingKoil Mattress begins in the city of St. Paul, Minnesota USA, in 1898 by Samuel Bronstein. Initially, Samuel Bronstein started his business which was only assisted by six workers who worked in a small warehouse west of the city of St Paul. At present, KingKoil is a mattress manufacturer with the largest international network in the world. Visi dan misi *Mattress Kingkoil*

#### Vision:

of the Kingkoil Mattress Company To be the number one bedding equipment company in Indonesia and Asia that provides the best products and services.

#### Mission:

Kingkoil Mattress Company Mission.

- 1) Innovating with the latest technology in the bedding industry.
- 2) Prioritizing quality and implementing quality control thoroughly through all stages of business to ensure customer satisfaction.
- 3) Maintaining efficiency through effective cost control and maximizing profits.
- 4) Providing a safe, conducive and quality work environment.

### Characteristic Profile of Respondents

Table 4. 1 Gender

Gender	Total Responden	Percentage (%)
Male	20	40%
Female	30	60%
Total	50	100%

Source : Auther, data processed ,2019

Based on the table above shows that men are 20 (40%) people while women are 30 (60%) people.

Table 4. 2 Age

Age (Year)	Total Respondent	Percentage (%)
17 – 20 year	0	0%
21 - 25 year	19	38%

26 - 30 year	15	30%
Above 30 Year	16	32%
Total	50	100%

Source : Auther, data processed ,2019

Age characteristics of respondents divided:

Based on the table above shows that age 17-20 years as many as 0 (0%) people, 21-25 years 19 (38%) people, 26-30 years 15 (30%) people and above 30 years 16 (32%) person.

### Interest Rate Analysis and Attribute Performance Level of Kingkoil Mattress

The level of conformity is used as a benchmark for service quality attributes from seeing the highest attribute to the lowest so it is easier to see which attributes are the priority of the company. The data used uses twenty attributes (20) with the highest percentage value of 105% and other attributes having a value of 93– 103%. This shows that the performance of Kingkoil Mattress employees has met the expectations of customers, namely customers are very satisfied with the performance provided so far

### Questionnaire level of Performance and Satisfaction level

#### 1. Performance Level table

No	Attribute	SP 5	%	P 4	%	CP 3	%	TP 2	STP 1
1	KingKoil gives the impression of a luxurious and prestigious mattress	34	68%	15	30%	1	2%		
2	Mattres KingKoil provides the benefits and quality of comfortable sleep	44	88%	5	10%	1	2%		
3	Kingkoil has a high selling value	25	50%	21	42%	4	8%		
4	Kingkoil mattresses represent the culture of the USA and are of high quality	33	66%	11	22%	6	12%		
5	Flaky mattress has a strong brand image	29	58%	17	34%	4	8%		
6	Short-term Mattress customers are middle and upper class	29	58%	14	28%	7	14%		
7	The Kingkoil Mattress design is very elegant	31	62%	19	38%				
8	The durability of the kingkoil Mattress is very good	40	80%	8	16%	2	4%		
9	Kingkoil mattress is very good for spinal health	25	50%	19	38%	6	12%		
10	Lots of choices of size Mattresses	28	50%	19	38%	3	6%		
11	The price offered by Kingkoil Mattress is affordable	18	36%	25	50%	7	14%		
12	The price offered by Kingkoil Mattress is in accordance with the quality of the product	35	70%	15	30%				
13	The prices offered by Mattress are suitable with the services obtained	24	48%	21	42%	5	10%		
14	Kingkoil Mattress promotions are frequent and attractive	18	36%	24	48%	3	6%		
15	Kingkoil promotion promotions in the form of interesting exhibition events	24	48%	23	46%	3	6%		
16	Kingkoil Mattress Promotion in the form of attractive discounts	22	44%	18	36%	10	20%		
17	Short-term Mattress promotion in the form of gift / voucher	20	40%	22	44%	8	16%		
18	Kingkoil Mattress has a distribution network in various major cities	29	58%	19	38%	2	4%		
19	Kingkoil provides a large number of shipping fleets	33	66%	15	30%	2	4%		

20	Delivery of kingcoil Mattress is fast and on time	32	64%	12	24%		12%		
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### Questionnaire level of Expectation and Importance level

#### Table of Expectation label

No	Attribute	SP 5	%	P 4	%	CP 3	%	TP 2	STP 1
1	KingKoil gives the impression of a luxurious and prestigious mattress	37	74%	13	26%				
2	Mattres KingKoil provides the benefits and quality of comfortable sleep	31	62%	19	38%				
3	Kingkoil has a high selling value	25	50%	18	36%	7	14%		
4	Kingkoil mattresses represent the culture of the USA and are of high quality	27	54%	17	32%	5	10%		
5	Flaky mattress has a strong brand image	32	64%	16	32%	2	4%		
6	Short-term Mattress customers are middle and upper class	27	54%	20	40%	3	6%		
7	The Kingkoil Mattress design is very elegant	32	64%	18	36%				
8	The durability of the kingkoil Mattress is very good	33	66%	17	34%				
9	Kingkoil mattress is very good for spinal health	26	52%	24	48%				
10	Lots of choices of size Mattresses	29	58%	19	38%	2	4%		
11	The price offered by Kingkoil Mattress is affordable	21	42%	25	50%	4	8%		
12	The price offered by Kingkoil Mattress is in accordance with the quality of the product	29	58%	20	40%	1	2%		
13	The prices offered by Mattress are suitable with the services obtained	28	56%	18	36%	4	8%		
14	Kingkoil Mattress promotions are frequent and attractive	27	54%	20	40%	3	6%		
15	Kingkoil promotion promotions in the form of interesting exhibition events	26	52%	22	44%	2	4%		
16	in the form of attractive discounts	24	48%	23	46%	3	6%		
17	Short-term Mattress promotion in the form of gift / voucher	22	44%	24	48%	4	8%		
18	Kingkoil Mattress has a distribution network in various major cities	26	52%	20	40%	4	8%		
19	Kingkoil provides a large number of shipping fleets	26	52%	21	42%	3	6%		
20	Pengiriman <i>Mattress</i> kingkoil cepat dan tepat waktu	32	64%	15	30%	3	6%		

Source: questionnaire data processed by the author, 2019

From the questionnaire data that contains data on the level of performance and level of expectation, the results of the suitability level are as follows:

No	Attribute	Performance	Hope	Level of Conformity
1	KingKoil gives the impression of a luxurious and prestigious mattress	233	237	98,31%
2	Mattres KingKoil provides the benefits	243	231	105,19%



3	and quality of comfortable sleep Kingkoil has a high selling value	221	218	101,37%
4	Kingkoil mattresses represent the culture of the USA and are of high quality	227	219	103,65%
5	Flaky mattress has a strong brand image	225	230	97,82%
6	Short-term Mattress customers are middle and upper class	222	225	98,66%
7	The Kingkoil Mattress design is very elegant	231	233	99,14%
8	The durability of the kingkoil Mattress is very good	238	233	102,14%
9	Kingkoil mattress is very good for spinal health	219	226	96,90%
10	Lots of choices of size Mattresses	225	227	99,11%
11	The price offered by Kingkoil Mattress is affordable	211	217	97,23%
12	The price offered by Kingkoil Mattress is in accordance with the quality of the product	235	228	103,07%
13	The prices offered by Mattress are suitable with the services obtained	219	224	97,76%
14	Kingkoil Mattress promotions are frequent and attractive	210	224	93,75%
15	Kingkoil promotion promotions in the form of interesting exhibition events	221	224	98,66%
16	in the form of attractive discounts	212	221	95,92%
17	Short-term Mattress promotion in the form of gift / voucher	212	218	97,24%
18	Kingkoil Mattress has a distribution network in various major cities	227	223	101,79%
19	Kingkoil provides a large number of shipping fleets	231	223	103,58%
20	Delivery of kingkoil Mattress is fast and on time	226	229	98,68%

Source: questionnaire data processed by the author, 2019

Information :

$$\text{Formula } TK_i = \frac{X_i}{Y_i} \times 100\%$$

TK<sub>i</sub> = The level of suitability of the respondent

X<sub>i</sub> = Company performance rating score

Y<sub>i</sub> = Scoring assessment of company interest

Kingkoil Mattress provides comfortable sleep benefits and quality so it has a suitability level of 105.19 percent. Sleep quality provided by Kingkoil Mattress is able to make customers comfortable. Kingkoil mattress is able to maximize or improve the quality of its performance.

#### 1.4 Importance-Performance Analysis

the results of the test data are the average level of performance and level of expectation

No	Attribute	X	Y	Kuadrant	GAP (difference)
1	KingKoil gives the impression of a luxurious and prestigious mattress	2,33	2,37	II	-0,04
2	Mattres KingKoil provides the benefits and quality of comfortable sleep	2,43	2,31	II	0,12
3	Kingkoil has a high selling value	2,21	2,18	III	0,03
4	Kingkoil mattresses represent the culture of the USA and are of high quality	2,27	2,19	IV	0,08
5	Flaky mattress has a strong brand image	2,25	2,30	II	-0,05
6	Short-term Mattress customers are middle and	2,22	2,25	III	-0,03

	upper class				
7	The Kingkoil Mattress design is very elegant	2,31	2,33	II	-0,02
8	The durability of the kingkoil Mattress is very good	2,38	2,33	II	0,05
9	Kingkoil mattress is very good for spinal health	2,19	2,26	I	-0,07
10	Lots of choices of size Mattresses	2,25	2,27	II	0,02
11	The price offered by Kingkoil Mattress is affordable	2,11	2,17	III	-0,06
12	The price offered by Kingkoil Mattress is in accordance with the quality of the product	2,35	2,28	II	0,07
13	The prices offered by Mattress are suitable with the services obtained	2,19	2,24	III	-0,05
14	Kingkoil Mattress promotions are frequent and attractive	2,10	2,24	III	-0,14
15	Kingkoil promotion promotions in the form of interesting exhibition events	2,21	2,24	III	-0,03
16	in the form of attractive discounts	2,12	2,21	III	-0,09
17	Short-term Mattress promotion in the form of gift / voucher	2,12	2,18	III	-2,09
18	Kingkoil Mattress has a distribution network in various major cities	2,27	2,23	IV	0,04
19	Kingkoil provides a large number of shipping fleets	2,31	2,23	IV	0,08
20	Delivery of kingkoil Mattress is fast and on time	2,26	2,29	II	-0,03

Source : questionnaire data processed by the author, 2019

Information :

$$\text{Formula : } \bar{X} = \frac{\sum Xi}{n} , \bar{Y} = \frac{\sum Yi}{n} \quad (1)$$

X = Average level of performance score

Y = Average level of importance score

n = Total respondent

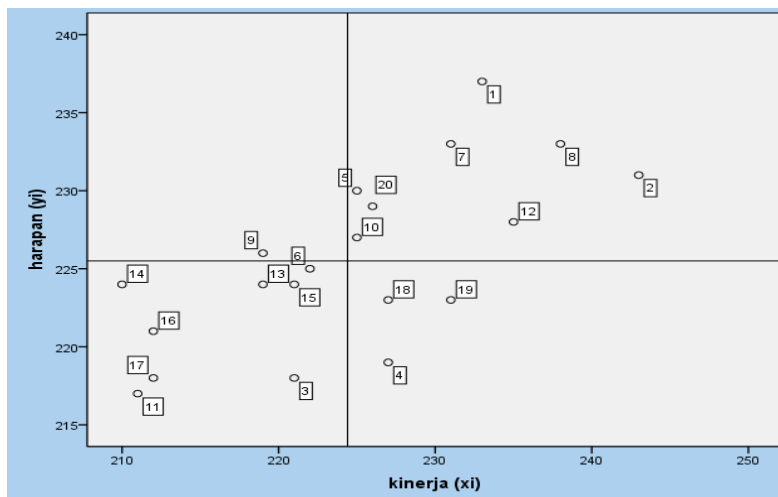
Fomula :

$$\bar{\bar{X}} = \frac{\sum \bar{X}}{k} , \bar{\bar{Y}} = \frac{\sum \bar{Y}}{k} \quad (2)$$

$\bar{\bar{Y}}$  = The average of the total average weight level performance

$\bar{\bar{X}}$  = The average of the total average weight level of importance

k = Many attributes that can affect satisfaction



Cartesian diagrams show that the attributes that affect customer satisfaction are in quadrant I, II, III, IV with the following explanation.

1. Quadrant I (Top Priority)



Kingkoil mattress is very good for spinal health (96.90% compatibility) [9] Kingkoil Mattress products are very good for customers' health because the materials used are of high quality and high quality. The value of 96.90% can be obtained from the value of the number of respondents of 50 people between expectations and performance. The management of the company should maintain the quality of non-stick Mattress products.

2. Quadrant II (Maintain Achievement) In this quadrant, Kingkoil gives the impression of a luxurious and prestigious mattress (98.31% suitability) [1] Kingkoil Mattress provides prestigious luxury to every customer and in accordance with customer expectations. The value of 98.31% was obtained from a total performance of 223 and expectations of 237. However, it needs to be maintained in maintaining the luxurious quality and prestige of Mattress Kingkoil products so that customers remain satisfied with what is expected.
3. Quadrant III (Low Priority) In this quadrant Kingkoil Mattress Promotion is often and interesting (93.75% suitability) [14] The buff did not really make an important impression in the promotion that was done by cheating even though the management promoted it in an interesting way. The value of 93.75% is obtained from the total performance value of 210 and the expected value of 244
4. Quadrant IV (Excessive) In this quadrant the kingkoil mattress has a distribution network in various big cities (101.79% conformity rate) [18] The distribution network in various major cities has been dominated by oil press but it is not important for customers because the quality has been proven and many customers like the product. This value is obtained from total 227 performance values and expectation value 223

## 5. CONCLUSION

This research can be summarized as follows:

1. kingkoil gives the impression of a luxurious and prestigious mattress, the design mattress is very elegant, the durability of the mattress is very good, the price offered by the affordable matte mattress, kingkoil mattress provides the benefits and quality of comfortable sleep, the price offered by Kingkoil Mattress is in accordance with product quality, many choices When the size of the mattress is squeezed, the delivery of the Mattress is quick and timely, and it has a strong brand image. For attributes that are considered insignificant by the customer's importance and the treatment of the company is also mediocre, namely the promotion of frequent and attractive kicks, the Mattress customers are middle to upper class, the price offered by the mattress is in accordance with the service provided, the promotion of the event is in the form of events interesting exhibitions, promotional Mattress kingkoil in the form of attractive discounts, promotional kingkoil in the form of gifts / vouchers, the price offered by kingkoil mattress is affordable, kingkoil has a high selling value.
2. The average level of expectation according to the customer and including the important category and the highest is 2.37, while the only attributes offered by the affordable price Mattress are the lowest average.
3. The average level of compliance of customer satisfaction with company performance is 103.07%. The kingkoil Mattress attribute provides benefits and comfortable sleep quality is the highest attribute. While the lowest attribute is that the promotional attributes of kingkoil Mattress are often and interesting.

### Suggestion

Based on the conclusions above, suggestions that can be used as material for consideration by the management in an effort to improve the quality of service to customer satisfaction in shopping for kingkoil Mattress.

1. We recommend that the management of the Mattress not pay attention to product quality and design, because quality and design are one of the keys to first impressions on customers when they want to shop at a snack Mattress
2. Management must maintain the quality of non-stick Mattress products.
3. For further research, it is expected to re-examine the role of performance and expectations in other companies.

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