

ANALYSIS OF EFFECT OF QUALITY PRODUCTS, PRICE, LOCATION, SERVICE QUALITY, AND PROMOTION ON CUSTOMERS WILLINGNESS TO BUY MIE PETIR TENGGARANG BONDOWOSO

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ABSTRACT

Formulation of the problem in this study is how the influence of product quality, price, location, service quality, and promotion on customer willingness to buy from Mie Petir Tenggarang Bondowoso customer. The research objective was to determine and analyze the effect of the influence of product quality, price, location, service quality, and promotion on customer willingness to buy. The theory used in this study is the theory of marketing management, product quality, price, location, service quality, promotion and customer willingness to buy theory. The study was conducted at Mie Petir Tenggarang Bondowoso customer. This type of quantitative descriptive study using purposive sampling method with a sample of 60 respondent. The nature of the research is the explanation (explanatory). Testing analysis using multiple regression analysis), with the software SPSS 20.00 version. The result from t test and F test extended that product quality (0,007), price (0,016), location (0,003), service quality (0,000), and promotion (0,008) significance influential toward customer willingness to buy, and product quality, price, location, service quality, and promotion together toward customer willingness to buy (0,000). Regression test extended that product quality (0,162), price (0,172), location (0,200), service quality (0,238), and promotion (0,195) positive influential toward customer willingness to buy and coefficient of determination test extended that 94,1%, customer willingness to buy influenced by product quality, price, location, service quality, and promotion, precisely 5,9% influenced another variables from this reaserch.

Keywords: product quality, price, location, service quality, promotion and customer willingness to buy

INTRODUCTION

The business world is increasingly growing, where that development also undergone a metamorphosis the continuity business. Development also cause their changing patterns and how the competitors in maintaining business. Therefore, every business person is required to have sensitivity to changes in their competition environment. The business going and put orientation to the decision of the ability to attract buyers to be able to succeed in doing their business. Doing methode to achieve success in running a business of one of them by conducting marketing activities (Kotler, 2005).

Re-purchase interest is the behavior that appears in response to the object. Show interest in purchasing the customer's desire to re-purchase for the future. Repeat purchase behavior often associated with brand. But, repeat purchase can be connected also with the purchase made by consumers in certain places that are caused by factors tertentu. Interest to buy is a matter related to consumer plans to buy certain products, as well as how many units of products needed in the certain period. The company must learn the desires, perceptions, preferences, and behaviors of their target consumer spending in order to apply the right strategy to foster interest in the repurchase. Every company or a small business compete to attract interest to buy product which offered. Consumer interest spending may be affected by quality product, price, location and quality of service. Product is something that can be offered to the market to get attention, purchased, used, or consumed to satisfy the desires or needs (Kotler & Armstrong, 2006). In addition to product quality, price is also one of the factors that influence consumer buying interest as a price benchmark can be quality of a product, at a great price consumers typically think that product given are of good quality and low prices make consumer confuse about quality product . The benchmark quality of a product, which is expensive prices consumers usually think definitely the products supplied have good quality and low price if the consumer still doubt product quality, low price or affordable price make trigger into increase marketing performance (Kotler, 2009).

This study was conducted in one of the food stalls that has long stood in the area Tenggara Bondowoso is Warung eat "Noodle Lightning" in Tenggara Bondowoso that was founded in 2014. Located in Bondowoso, precisely located at Tenggara Situbondo Bondowoso. This food stall sell noodles menu with a variety of tiers or spicy levels. This food stall "Mie Petir" in Tenggara Bondowoso retains the taste of the food until now even the owner is keeping the food stalls (not renovated) . However in line with the development of competitors, from the food stall turnover data "Mie Petir" in Tenggara Bondowoso from October 2014 - March 2015 show symptom improvement although there is a decrease in a particular month. Here's the food stall turnover "Mie Petir" in Tenggara Bondowoso.

Tabel 1. the food stall turnover "Mie Petir" Tenggara Bondowoso

No	Month and Year	Total of serving sold (per bowl)	Price	Total Sale (Rp)	Percentage (%)
1	October 2014	1264 bowl	@ Rp 6.000	Rp 7.584.000	-
2	November 2014	1302 bowl	@ Rp 6.000	Rp 7.812.000	+ 3,006%
3	December 2014	1283 bowl	@ Rp 6.000	Rp 7.598.000	- 2,739%
4	January 2015	1291 bowl	@ Rp 6.000	Rp 7.746.000	+ 1,947%
5	February 2015	1313 bowl	@ Rp 6.000	Rp 7.878.000	+ 1,704%
6	March 2015	1317 bowl	@ Rp 6.000	Rp 7.902.000	+ 0,304%

Sumber: warung "Mie Petir" Tenggara Bondowoso 2014 - 2015

LITERATURE REVIEW

Product quality

The product quality is reflects the product's ability to carry out their duties which include durability, reliability or progress, strength, ease in packaging and product repair and other characteristics (Kotler and Armstrong, 2006). According Kottler and Armstrong (2006) is a characteristic quality of the product in the ability to meet the needs that have been determined and latent. While the product is anything that can be offered to the market to get attention, purchased, used, or consumed to satisfy the desires or conceptual need. Conceptually product is

the subjective understanding of the top manufacturers something to offer as an attempt to achieve organizational goals through fulfilling the needs and activities consumers, in accordance with the competence and capacity of the organization as well as the purchasing power of the market. In the product can also be defined as consumer perceptions described by the manufacturer through the results production. Product considered important by consumers and used as a basis for decision making.

Price

Price is the amount of money (plus a few items that may be) required to obtain a number of combinations of items and their ministry (Swastha, 2002) .The price is the amount of money you are willing to be paid by the buyer and willing accepted by the seller (Lewis, 1997) .In this study , the price is the amount of money paid by the buyer to the seller for a number of goods.

Locations

The location is the location of a store or retailer in strategic areas so as to maximize profits (Swastha and Handoko, 2000) .The location is where the most that can be seen hanging from the average number halayak passing through the store each day, the percentage of the audience who come to the shop .Persentasi stopping and then buy and purchase value per sales (Kotler, 2009) .The location is the place where the company was founded. So here is the location of the place where the related company will be established and implemented.

Service quality

Service Quality is how far the difference between expectations and the reality of customer services acceptance. Service Quality can be determined by comparing the customer's perception of the services they actually receive the actual service they expect. Quality of service becomes the main thing that is considered seriously by the company, which involves all the resources owned perusahaan.Definisi quality of services centered on fulfilling the needs and desires of customers as well as the accuracy of delivery to offset the customer's expectations.

Quality of service is the expected level of excellence and control over the level of excellence to meet the wishes of customer. If services received as expected, then the perceived service quality is good and acceptable. If services that exceed customer expectations, the quality of service perceived ideal. Otherwise if services received lower than expected, then the quality of services is considered bad (Tjiptono, 2005).

Promotion

Promotion is one of the important marketing activities for the company in an effort to maintain and improve the continuity and quality of sales to increase marketing activities in terms of marketing of goods or services from a company. Promotion is by marketing communications that inform and remind potential buyers of a product to influence an opinion or obtaining a response (Lamb, Hair, and Mc Daniel, 2001).

Promotions are all forms of communication used to inform (to inform), coax (to persuade), or to remind people about the products produced organizations, individuals, or households (Simamora, 2003). In the process of communication, there are two main elements involved, ie the sender of the message (sender) and the recipient (receiver). There are two tools (devices) in use, namely the message (message) and media. Other than that, done four functions that include coding (encoding), code translation (decoding), response (response) and feedback (feedback) from the last .Elemen system is a disorder (nosies) . These elements are in a system that was described as a model of communication.

Willingness to Buy

Buying interest (willingness to buy) is part of a behavioral component in consumer spending consumption attitudes. Willingness is the stage where consumers make up their choice among several brands incorporated in the device options, then finally make a purchase at a most

preferred alternative or process traversed consumers to purchase a good or service that is based on various considerations (Pramono, 2012). A person's behavior is highly dependent on interest, while interest behave very much depends on the attitude and subjective norms on behavior. Confidence for the consequences of behavior very influence attitudes and their subjective norm. Attitudes of individuals is formed from a combination of beliefs and evaluations about someone important consumer confidence, while subjective norms determined by the confidence and motivation.

Wherever and whenever consumers will be faced with a purchasing decision to make a purchase. Where consumers will compare or consider the goods with other goods for their consumption.

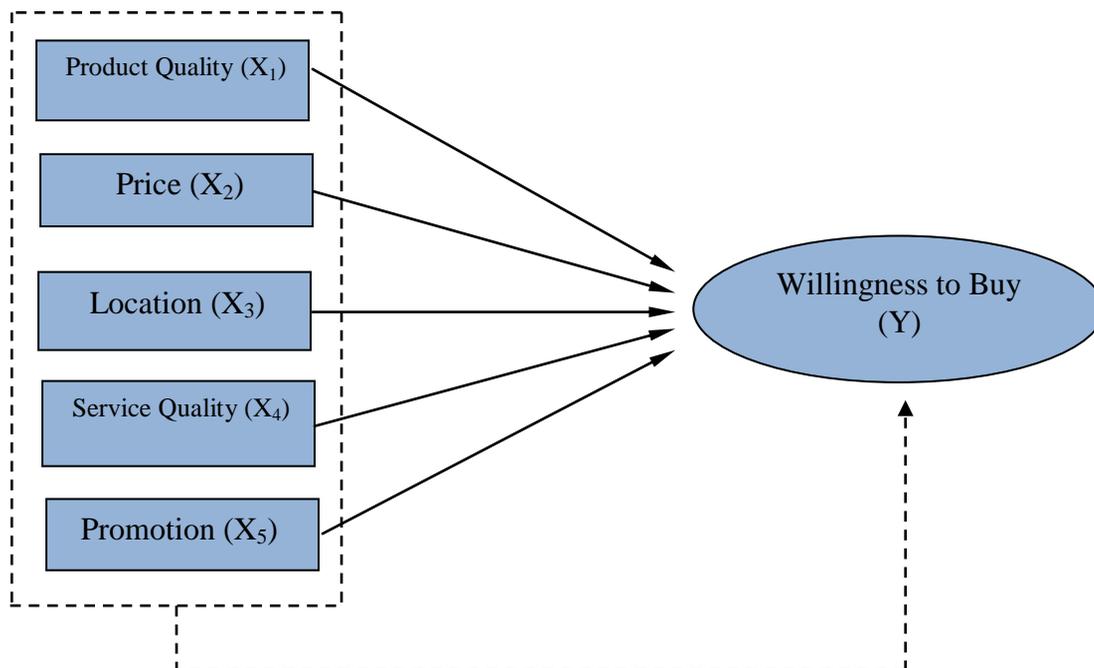


Figure 1. Conceptual Framework

RESEARCH METHODS

Operational Definition of Variables

Quality Products (X₁)

The product quality is the degree of conformity and fulfillment of all product units "Mie Petir". Quality products at "Mie Petir" (X₁) which is measured through indicators according Gorethi (2009):

- a. Taste
- b. Texture
- c. Cleanliness

Price (X₂)

Price is the amount of money paid for goods and services, or the amount that consumers redeem the value in order to obtain the benefits of having or using goods or services (Tjiptono, 2005) .

As for the indicators is as follows:

- a. Affordable price

- b. Conformity prices with quality products
- c. Price competitiveness

Location (X3)

The location is a retail store location or at a strategic area so as to maximize profits (Swastha and Sukotjo 2010) . While according Lupiyoadi (2001) defines the location of the place where the company should be headquartered surgery. The indicator is as follows:

- a. Access, for example, the location passed by or easily accessible public transportation.
- b. Visibility, is location or place which can be seen clearly from a normal viewing distance.
- c. Traffic around the site (traffic), involves the following two main considerations: the number of people passing by can provide great opportunities for the occurrence of impulse buying, and the density and traffic congestion can also be a barrier,

Quality of Service (X4)

Quality of care can be interpreted as an effort to fulfill the needs and desires of consumers and delivery accuracy in balancing the expectations of consumers (Tjiptono, 2005). The indicator is as follows:

- a. Ability and friendliness of the staff in providing services.
- b. Responsiveness and dexterity officers in serving every customer.
- c. Caution / attention of officers in responding to requests and complaints from customers.

Promotion (X5)

Promotion is one variable in the marketing mix is essential implemented by the company in marketing promotion produk. Activity not only serves as a means of communication between companies and consumers, but also as a tool to influence consumers in their purchases or use of the product according to the needs and desires (Sunyoto, 2012) . Promotion are all kinds of marketing activities aimed at encouraging demand. The indicators are as follows (Tjiptono, 2008):

- a. Advertising
- b. Direct marketing
- c. Provide information to potential new customers

Willingness to Buy (Y)

Willingness to buy is consumer behavior where customer have a desire in buying or choosing a product, based on experience in selecting, using and consuming or even want a product (Kotler and Keller, 2007). The indicators are as follows (Bachriansyah, 2011):

- a. frequency mencariinformasi
- b. Desire immediately to buy
- c. interests preferansial

Population

The population is a population or individuals who have at least a similar nature. So the population is the total number and unit of analysis whose characteristics would be expected (Kuncoro, 2009). Based on expert opinion, the population in this study is a population which by its nature is a population that homogen. And population in this research is the customer of “Mie Petir” Tenggara Bondowoso. Selection of location in this population based on a logical consideration that researchers get the ease of obtaining data used in research so as to provide the benefit is based on the limitations of cost, time and effort.

Samples

The sample is a small part of a population. In this research samples taken are expected to describe the actual outcome of this research population. In this samples taken are expected to describe the actual outcome of the population (Kuncoro, 2009).

Sekaran (2006) provide a common reference to determine the size of the sample, the sample size should be 10 times greater than the number of variables in the study. Here is the calculation of the number of samples based Sekaran (2006):

$$\begin{aligned}\text{Sampel} &= \text{total variable} \times 10 \\ &= (5 + 1) \times 10 \\ &= 60 \text{ sample}\end{aligned}$$

Based on these references then this sample at 10 times the number of variables, the sample will be used as many as 60 customers.

Sampling method in this research is *non probability sampling* by using *purposive sampling*. *Non probability sampling* is samples technique that do not give opportunity / equal opportunity for each element or member of the population to be selected into the sample. Purposive sampling is certain technique of determination and consideration. Purposive sampling technique is based on an assessment of some of the characteristics of respondents that are tailored to the purpose of the study (Sugiyono, 2012). The criteria or characteristics of the respondents are:

- a. Customers who have been a customer of more than 1 time buying “Mie Petir”
- b. Customers who are aged over 17 years

Data analysis technique

Test Instruments Data

Analyze data using figures obtained from scoring to determine the effect of the independent variable (X) to the dependent variable (Y) (Sekaran, 2006).

Validity test

Validity is defined as a measure of how strongly an assay perform measure. Model function testing using Pearson approach Correlation to test the validity of questionnaire. Validity test is used to measure the validity of a study questionnaire. In receipts SPSS software version 20.00. formula (Ferdinand, 2006).

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}$$

A questionnaire considered valid if the questions on the questionnaire were able to reveal something to be measured to the questionnaire. Test the validity of the data to test how well a device or measuring instruments are right measured. Validitas determined by correlating the score of each item. Criteria applied to measure whether or not the data is valid if the count r (correlation coefficient) is greater than r-table (critical value), it can be said to be valid. In addition, if the value of sig < 0.05, the instrument can be said to be valid (Ghozali, 2013).

Reliability test

If the validity has been obtained, the investigator must also consider reliabilitas. Reliabilitas measurements show on the understanding that an instrument is trustworthy enough to be used as a means of collecting data for the instrument is good.

A questionnaire is said to be reliable if someone answers the statement is consistent over time. In this study means reliability indicates the extent to which the measurement results are relatively consistent when measurements were performed several times. Reliability testing can be done by calculating Cronbach alpha of each item with the help of IBM SPSS version 20.0. An instrument is said to be reliable if it has a positive alpha value and greater than 0,700. Dimana the greater the value of alpha, the gauges being used increasingly reliable (Ghozali, 2013). Multiple Linear Regression Analysis To determine or measure the intensity of the relationship between the dependent variable (Y) with several independent variables (X),

then the type of analysis used is multiple regression analysis. Regression model used can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Classic assumption test

Normality Test (normality)

Data normality test aims to detect the distribution of data in a variable used in the study. Data is good and decent to prove models such research is data that has a normal distribution. Normality test is done with a One-Sample Kolmogorov-Smirnov Test dan Shapiro Wilk, normal probability plot dengan help IBM computer statistical program SPSS (Statistics Packet For Social Science) version 20.00 (Ghozali, 2013).

Multicollinearity Test

Multicollinearity used to show a linear relationship between the independent variables in the model regresi. Multicollinearity Test aims to test whether the regression equation was found a correlation between independent variables (independent) regression model wearer virtually free of multicollinearitas if it has a value of VIF around the number 1 and have a number of approaches 1. Where tolerance, tolerance = 1 / VIF or VIF = 1 / tolerance (Ghozali, 2013).

Heteroskedasitas Test

Heteroskedasitas testing is used to see whether a regression model occurred varian. Model inequality is not a good regression occurs Heteroskedasitas. To detect any heterocedastisity can be done by using Sactter Plot. If there is no regular pattern, the regression model is free from the problem of heteroscedasticity.

Test whether a regression model variants of residual inequality occurs between one observation to another observation. If the variance of the residuals of the observations to other observations remain, then it is said homoskedasitas. If not the same variant, called Heteroskedasitas (Ghozali, 2013).

Hypothesis testing

F Test

The statistical test F basically indicates whether all the independent variables or free inclusion in the model have jointly influence the dependent variable / bonded. The null hypothesis (Ho) to be tested is whether all of the parameters in the model is equal to zero, or

$$Ho: b_1 = b_2 = \dots = b_k = 0$$

T test

the hypothesis used by the F statistic kriteria decision as follows: i. Quick look: when the value F greater than 4 then Ho can be rejected at 5% confidence level. In other words, we accept the alternative hypothesis, which states that all independent variables simultaneously and significantly affect the dependent variable. ii. Comparing the results of the calculation with a value F F value according to the table. When the value of F count is greater than the value of F table, then Ho is rejected and receive HA (Ghozali, 2013)

Analysis The coefficient of determination (R²)

The coefficient of determination (R²) essentially measures how much capability model in explaining the variation coefficient of dependent determination. Variable value between zero and sone. Value (R²) is small means the ability of independent variables (product quality, price, location, service quality and promotion) in explaining the variation of the dependent variable (willingness to buy) is very limited. Otherwise, the mean value approaching independent variables provide almost all the information needed to predicted variation of the dependent variable.

The fundamental weakness of the use of the coefficient of determination is biased against the number of independent variables included in the model. Each additional one independent

variable, then (R2) would rise no matter whether these variables significantly affect the dependent variable. Therefore, many researchers recommend using Adjusted R2 value when evaluating a good regression model. Unlike R2, Adjusted R2 value can go up or down if the independent variable is added to the model (Ghozali, 2013).

RESULTS AND DISCUSSION

Validity Testing

Validity test was used to test the extent to which the accuracy of the gauges can express the concept symptoms / events measured. Item questionnaire declared invalid if the value of $r_{count} > r_{table} (n-2)$. Testing the validity can be seen in the table below this:

Tabel 2. Validity Test Result

No	Variable/Indicator	r count	r table	Explanation
	Product Quality			
1	X1.1	0,747	0,2542	Valid
2	X1.2	0,876	0,2542	Valid
3	X1.3	0,766	0,2542	Valid
	Price			
1	X2.1	0,851	0,2542	Valid
2	X2.2	0,803	0,2542	Valid
3	X2.3	0,783	0,2542	Valid
	Location			
1	X3.1	0,800	0,2542	Valid
2	X3.2	0,857	0,2542	Valid
3	X3.3	0,770	0,2542	Valid
	Service Quality			
1	X4.1	0,737	0,2542	Valid
2	X4.2	0,870	0,2542	Valid
3	X4.3	0,823	0,2542	Valid
	Promotion			
1	X5.1	0,720	0,2542	Valid
2	X5.2	0,868	0,2542	Valid
3	X5.3	0,811	0,2542	Valid
	Willingness to Buy			
1	Y.1	0,743	0,2542	Valid
2	Y.2	0,882	0,2542	Valid
3	Y.3	0,767	0,2542	Valid

Sumber: Lampiran VI

From the table it appears that the correlation between each of the indicators to the total score of the construct of each variable indicates a valid result, because $r_{count} > r_{table}$. It can be concluded that all the items declared invalid statement. Reliability test of Reliability test data is used to test the extent to which the reliability of gauges to be used again for the same research. Reliability test in this research is to use alpha formula. Reliability test results for each variable are summarized in the table below this:

Tabel 3. Reliability Test Result

No	Variable	Alpha count	Standard alpha	Explanation
1	Product Quality (X1)	0,711	0,700	Reliable
2	Price (X2)	0,748	0,700	Reliable
3	Location (X3)	0,731	0,700	Reliable
4	Service Quality (X4)	0,724	0,700	Reliable
5	Promotion (X5)	0,715	0,700	Reliable
6	Willingness to Buy (Y)	0,709	0,700	Reliable

Sumber: Lampiran VI

The reliability test results show that all the variables have sufficient Alpha coefficients or qualify for said to be reliable, namely over 0,700, so for the next items on each of these variables concept fit for use as a measuring tool.

Multiple Regression Analysis

Good regression model is eligible classical assumptions, among others all the normal distribution of data, the model should be free of symptoms multicollinearity and free from heterokedasitas. From the previous analysis has proven that the model equations are proposed in this study meets the requirements of the classical assumption that the model equations in this study was considered baik. Regression analysis was used to test hypotheses about the influence of independent variables to variabel partially bound. Based on the estimation of multiple linear regression with SPSS version 20.0 was obtained the following results:

Tabel 4. Multiple Regression Analysis Result

No	Variable	Regression Coefficient	Standart Error
1	Constanta	0,506	0,442
2	Product Quality(X1)	0,162	0,058
3	Price (X2)	0,172	0,069
4	Location (X3)	0,200	0,064
5	Service quality (X4)	0,238	0,059
6	Promotion (X5)	0,195	0,071

Sumber: Lampiran VI

Based on table 4.13, can be seen the regression equation:

$$Y = 0,506 + 0,162 X_1 + 0,172 X_2 + 0,200 X_3 + 0,238 X_4 + 0,195 X_5$$

Uji F

Table 5. F test Result

No	Criteria	Explanation
1	F count (188,732)	F table (2,3861)
2	Significant value(0,000)	Significant standard (0,05)

Sumber: Lampiran VIII dan IX

By 4:15 table can be seen that Fhitung > Ftable (188.732 > 2.3861) then the product quality, price, location, quality of service and promotion with significant influence on customer buying interest at 5% significance level, in this case H0 is rejected. Thus, the hypothesis of product quality, price, location, quality of service and promotion with significant influence on customer buying interest unsubstantiated (H1-accepted).

Uji t

Tabel 6. t Test Result

N o	Variable	Significant count	Significant Standard	t count	t table	Explanati on
1	Product Quality	0,007	0,05	2,794	1,6736	Significant
2	Price	0,016	0,05	2,494	1,6736	Significant
3	Location	0,003	0,05	3,127	1,6736	Significant
4	Service quality	0,000	0,05	4,060	1,6736	Significant
5	Promotion	0,008	0,05	2,745	1,6736	Significant

Sumber: Lampiran VIII dan IX

4:16 From the table, it is known comparison between the level of significance with a significance table is as follows:

- a. Product quality test results count has a significance value of 0.007 and less than 0.05 and the $t (2.794) > t \text{ table } (1.6736)$ which means that the hypothesis of product quality has a significant influence on customer buying interest received. It also shows that the quality of customer buying interest produk mempengaruhi which means better than product quality good impact on the customers buying interest.
- b. The test results price has significant value calculated at 0,016 and less than 0.05 and the $t (2.494) > t \text{ table } (1.6736)$ which means that the hypothesis hargamempunyai significant influence on customer buying interest received. It also indicates that price influence willingness to buy, means that better price will impact better willingness to buy.
- c. The test results calculated location has a significance value of 0.003 and less than 0.05 and the $t (3.127) > t \text{ table } (1.6736)$ which means that the hypothesis site has a significant influence on customer buying interest received. It also shows that the location affects customer buying interest which means the better location would have an impact on improvements in the customer buying interest.
- d. Service quality test results calculated significance value of 0.000 and less than 0.05 and the $t (4.060) > t \text{ table } (1.6736)$ which means that the hypothesis service quality have significant influence on customer buying interest received. It also shows that quality service influence willingness to buy, it means that better service quality will impact better willingness to buy.
- e. Promotion test results calculated significant value count equal to 0.008 and less than 0.05 and the $t (2.745) > t \text{ table } (1.6736)$ which means that the hypothetical sale has a significant influence on willingness to buy received. It also indicates that promotion influence willingness to buy, it means that better promotion will impact better willingness to buy.

Coefficient of Determination

The coefficient of determination is a quantity that indicates the amount of variation of the dependent variable that can be explained by the independent variable. In other words, the coefficient of determination is used to measure how far the independent variables in explaining the dependent variable.

Tabel 7. Coefficient of Determination Test Result

No	Criteria	Coefisien
1	<i>R</i>	0,970
2	<i>R Square</i>	0,941
3	<i>Adjusted R Square</i>	0,937

Sumber: Lampiran VIII

Regression calculation results in Table 4:14 to note that the coefficient of determination obtained for 0.937. This means that 93.7% of customers buying interest variable variation can be explained by product quality, price, location, service quality and promotions, while the remaining 0.063 or 6.3% explained by other variables not proposed in this study as the facilities, processes and more.

CONCLUSIONS, SUGGESTIONS AND RECOMMENDATIONS

Conclusion

From the statistical testing has been done, it can be concluded as follows:

- Product quality, price, location, service quality and promotions simultaneously influence willingness to buy customer on “Mie Petir” Tenggarang Bondowoso. The test results are statistically obtained significance value of (0.000), F count (188.732) > F table (2.3861), these findings support the hypothesis that product quality, price, location, service quality and promotions simultaneously influence willingness to buy.
- The product quality (0.007), price (0,016), location (0.003), service quality (0,000) and promotion (0,008) partially affect willingness to buy “Mie Petir” Tenggarang Bondowoso. These findings support the hypothesis that the product quality, price, location, service quality and promotion in partially influence willingness to buy.

Suggestion

Based on research conducted by the researchers, the advice that can be given to “Mie Petir” Tenggarang Bondowoso of this study, namely: should the company in an effort to increase willingness to buy further improve the product quality, so with more attention to the quality of its product is expected to eventually be able to raise interest customer purchasing so as to obtain better results again.

As for the need to be considered by “Mie Petir” Tenggarang Bondowoso related quality aspects product among others:

- Creating a distinctive flavor and different kind of noodle products,
- Dense and chewy texture, and
- Hygiene products must be guaranteed

Recommendation

Several studies have been conducted with the same title used by researchers trying to conduct a study on influence of product quality, price, location, service quality, promotion and willingness to buy. But previous studies get different results, so need to research that examines about influence of product quality, price, location, service quality, promotion and willingness to buy.

Determination coefficient test result also shows there are still other variables that must be considered in this study. Further studies, should add another variable that can affect willingness to buy, because there are many other variables that can affect willingness to buy such facilities, and other processes.

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