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## The Influence of Price Perceptions and Service Quality on KAI Access Online Ticket Purchasing Decisions with Trust as Mediation

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### Abstract

The transportation sector plays a crucial role in facilitating human mobility, moving production factors, and transporting goods to markets. Trains, with their large transportation capacity and dedicated lanes, are a preferred mode of transport. As part of its community service mission, PT. Kereta Api Indonesia aims to ensure that all citizens, including individuals and organizations, experience convenience, comfort, and security. To achieve this, a study was conducted to measure the impact of price perceptions and service quality on purchasing decisions, with customer trust as the mediating factor. The research involved 74 respondents using the KAI Access application, and the analysis was done using the Smart PLS3.0 tool. The results of the assessment showed that price perception and service quality both had a positive and significant impact on trust. Similarly, price perception and service quality independently had a positive and significant effect on purchasing decisions. Trust was found to play a significant role in mediating the influence of both price perception and service quality on purchasing decisions.

**Keywords:** price perception, service quality, purchasing decisions, trust

### Abstract

Sektor transportasi mempunyai peranan penting dalam memperlancar mobilitas manusia, menggerakkan faktor-faktor produksi, dan mengangkut barang ke pasar. Kereta api, dengan daya angkutnya yang besar dan jalur khusus, menjadi moda transportasi pilihan. Sebagai bagian dari misi pengabdian masyarakat, PT. Kereta Api Indonesia bertujuan untuk menjamin seluruh warga negara, baik individu maupun organisasi, merasakan kemudahan, kenyamanan, dan keamanan. Untuk mencapai hal tersebut, dilakukan penelitian untuk mengukur pengaruh persepsi harga dan kualitas pelayanan terhadap keputusan pembelian, dengan kepercayaan pelanggan sebagai faktor mediasinya. Penelitian ini melibatkan 74 responden yang menggunakan aplikasi KAI Access, dan analisis dilakukan menggunakan alat Smart PLS3.0. Hasil penilaian menunjukkan bahwa persepsi harga dan kualitas pelayanan mempunyai pengaruh positif dan signifikan terhadap kepercayaan. Begitu pula persepsi harga dan kualitas pelayanan secara independen berpengaruh positif dan signifikan terhadap keputusan pembelian. Kepercayaan ditemukan memainkan peran penting dalam memediasi pengaruh persepsi harga dan kualitas layanan terhadap keputusan pembelian.

**Keywords:** persepsi harga, kualitas pelayanan, keputusan pembelian, kepercayaan

**INTRODUCTION**

Technological developments in Indonesia have significantly influenced the transportation sector, which plays a crucial role in transporting people and goods. It is said that the development of transportation facilities and infrastructure in an area depends on the development of activities and activities in the community (Junaidi et al., 2020). Transportation has strategic value in an area, which is able to increase economic value and contribute to community welfare. The economic value that comes from transportation development is an important thing that is closely related to economic productivity.

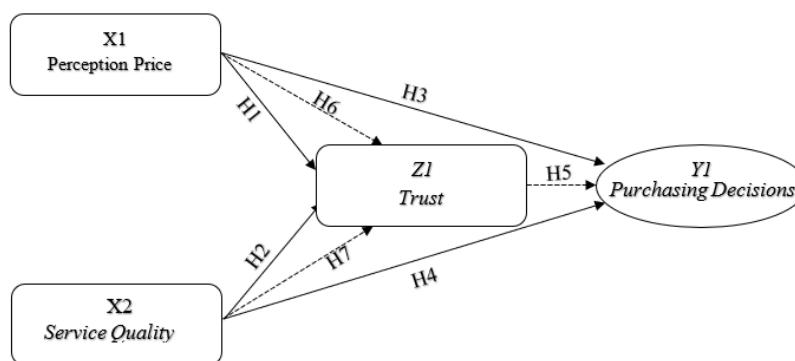
The advancement of the transportation sector will alleviate human mobility, production processes, and the distribution of goods for commercial purposes. Indonesian Railways, managed by PT. Kereta Api Indonesia (Persero), represents a major mode of transportation in Indonesia due to its high transportation capacity and dedicated tracks, making trains a highly favored means of travel. As a public service unit of PT. Kereta Api Indonesia, its objective is to ensure that all citizens, whether individuals or part of organizations, have the right to convenience, comfort, and safety. This universal service applies to anyone in need (Ramadi et al, 2021).

Nasution (2004) offered his perspective on service quality as a means

to meet customer needs and desires. Research conducted by Ilham Hadi Nur Yufa & Dwi Lestari (2023) and Setia & Kardiyem (2020) revealed that service quality can significantly impact purchasing decisions. This is grounded in the principles of fairness and equilibrium, requiring railways to strike a balance between facilities and infrastructure, user and organizer interests, and needs and availability (Lauwtania, 2021).

The increasing accessibility of the internet has made it easier to access information, such as service availability and prices. Businesses need to take note of this accessibility to attract more customers and offer more products. The ease of accessing price information can significantly influence purchasing decisions, as consumers tend to compare prices before making a purchase. High prices can hinder a product's market reach, while low prices might create a perception of poor quality. Research by Restiandi (2020) and Putra et al. (2021) found that pricing had a positive influence on purchasing decisions, while research by Hidajat & Setiawan (2022) found no such influence. Due to the conflicting findings, the researcher aims to conduct further research on "THE INFLUENCE OF PRICE PERCEPTIONS, SERVICE QUALITY ON KAI ONLINE TICKET PURCHASE DECISIONS ACCESS WITH TRUST AS MEDIATION."

**Hypothesis Development**



**Figure 1. Conceptual Thinking**

Determination of prices set by the company based on market needs can be an initial determinant in gaining customer trust. Affordable prices can make choices for customers so they can easily have confidence and trust in the company's market products. According to Armstrong (2014) in Irfan et al (2022) states that price is the amount of value exchanged to obtain benefits and have a product or service, which allows companies to obtain profits that are at least expensive by getting the customer value created. So based on this research,

H1: There is a positive and significant influence in the influence of price perception on trust

According to Asti & Ayuningtyas, (2020), service quality is a form of imbalance between expectations of a service and performance. Through research conducted by (Maramis et al., 2022; Nita et al., 2021), the results show that service quality has a positive and significant influence on trust. So based on this research,

H2: There is a positive and significant influence in the influence of service quality on trust

(Cherstiawan, 2019) states that there is no influence whatsoever in the influence of price perceptions on purchasing decisions, but on other occasions research has been carried out by (Irfan et al., 2022; Wydyanto & Ilhamalimy, 2021) in a study they conducted stated that the price perceptions created can be an influence in customer purchasing decisions, according to (Wydyanto & Ilhamalimy, 2021) perceptions of a price can create a correlation value in determining customer purchasing decisions. So based on this research.

H3: There is a positive and significant influence on the influence of price perceptions on purchasing decisions

The fulfillment of expectations and convenience can be a basic factor in the value of a company's service quality and good service quality tends to create a purchasing decision. According to (Iskandar & Irfan Bahari Nasution, 2019) Service quality is a condition relating to products, services, people, processes and the environment that meet expectations

H4: There is a positive and significant influence on the influence of service quality on purchasing decisions

Trust always depends on factors such as integrity, honesty, sincerity and competence. Even though building trust is not easy, the form of trust that is regulated has a long-term nature. According to (Cherstiawan, 2019) trust is a dynamic form through which customers trust a company, thereby creating a feeling of wanting to buy and voluntarily providing information to the company.

H5: There is a positive and significant influence in the influence of trust on purchasing decisions

Determining prices can create perceptions regarding production quality, purchasing decisions, and trust (Lestari & Nurwulandari, 2022). Where buyers can select and evaluate products or services and repeatedly process purchasing decisions based on the considerations made. (Weisberg, 2006) states that price perception is a form of economic expenditure made by customers to obtain products and services.

H6: There is a significant influence on price perceptions on purchasing decisions with the role of trust as a mediator

The results of the evaluation regarding service quality form a close relationship between buyer trust and loyalty and enable the assessment of negative word of mouth which is a form of the result of poor service quality. According to (Scheuning, 2014) service quality is the fulfillment of consumer expectations or

consumer needs by looking at the comparative value between the benefits obtained and expectations and determining whether the quality of the service results is obtained.

H7: There is a significant influence on service quality on purchasing decisions with the role of trust as a mediator

**METHOD**

The research utilized quantitative research methods and purposive sampling to select 74 respondents who are a sample test was conducted, with each element or member selected as a sample member. Data collection was done through a questionnaire on a Likert scale (a score of 1 to 4) distributed via a digital platform such as Google Forms. The questionnaire was distributed to customers or train users who frequently purchase tickets online through the KAI Access application.

Subsequently, the gathered data underwent meticulous analysis utilizing the powerful partial least square analysis method with SmartPLS as the chosen tool for data testing.

**RESULT AND DISCUSSION**

**Respondent Characteristics**

**Table 1.**

**Respondent Characteristics**

Characteristics	Amounts	Percentage
<b>Gender</b>		
Female	31	41,89 %
Male	43	58,11 %
<b>Age</b>		
18-25 Years	24	32,43%
26-35 Years	28	37,84%

Characteristics	Amounts	Percentage
36-45 Years	13	17,57%
>46 Tahun	9	12,16%
<b>Education</b>		
Senior High School	18	24,32 %
Bachelor	25	33,78 %
Master	21	28,38 %
Other	10	13,51%
<b>Income</b>		
IDR <1.000.000	15	20,27%
IDR 2.000.000 – 3.000.000	18	24,32%
IDR > 3.000.000	41	55,40%

Through distribution carried out using the purposive sampling method, 74 data were obtained, some of which were categorized as dominant data coming from men, 43 respondents or 58.11 of the data obtained, followed by women, 31 respondents or the remaining 41.89%. Furthermore, the data also found that the dominant questionnaire fillers were those aged 26-35 years with an average of 28 respondents or 37.84% of the total data distributed. Then it was found that the respondents who filled in were those who came from a bachelor's degree with details of 25 respondents or 33.78% of the total distributed and the income of the questionnaire respondents were those who earned more than 3,000,000 with the number of respondents being 41 people or 55.40 %.

**Validity Values Testing**

A value can be declared significant if the statistical value for outer loading is > 0.07. A value can be declared valid if the AVE value obtained is a value of more than 0.50. A value can be considered valid if multiple item scale values are found, indicating a reliable construct with a minimum Cronbach's alpha of over 0.6.

**Table 2.**

**Measurement of Validity Values**

Indicator	Outer Loading	Variable	Croncbach Alpha	AVE
Price Affordability	0.926			
Price according to ability	0.922			
Kesuaian Harga dengan Kualitas Produk	0.938	Perception	0,958	0,857
Price Compatibility with Product Quality	0.919	Price (X1)		
Competitive Prices	0.924			

Indicator	Outer Loading	Variable	Cronbach Alpha	AVE
Employee Capabilities	0.914			
Employee Knowledge	0.921			
Speed of Responsiveness	0.912	Service	0,953	0,841
Employee Initiative	0.932	Quality (X2)		
Employee's ability to understand customers	0.905			
Product Selection	0.919			
Brand Selection	0.914			
Distributor Selection	0.938	Purchasing	0,968	0,861
Purchase Time	0.939	Decision (Y)		
Purchase Amount	0.943			
Quantity required	0.914			
Consumers in Companies	0.951			
Consumers on Products	0.953			
Consumers in Companies in Fulfilling Needs	0.949	Trust (Z)	0,972	0,901
Company Capabilities in Transaction Security	0.945			
Company Honesty	0.947			

Source: processed data, 2024

The data presented indicates that a value greater than 0.7 is considered valid and worthy of further research. Additionally, values in the range of 0.5 to 0.6 are considered sufficient according to Abdillah W (2014). From the table above, it was found that all the tested variables had valid forms, as indicated by the Average Variance Extracted (AVE) values >0,50. The Cronbach's alpha value for each tested variable indicates that the data produced is reliable >0,60

### Multicollinearity Value Testing

A variable can be deemed safe if the value discovered in the VIF (Variance Inflation Factor) indicates whether there are signs of multicollinearity. If the value is greater than 10, then there are signs of multicollinearity.

**Table 3.**  
**Multicollinearity Value Measurement**

Variabel	Trust	Purchasing Decision
Perceived Price	1.368	1.522
Service Quality	1.368	2.006
Trust		2.118

Source: processed data, 2024

From the data findings above, it is stated that no values were found for each

variable that contained symptoms or indications of multicollinearity.

### R-Square Value Testing

A value can be considered strong if the scale value of the item is found. Chin and Ghozali (2015) suggest that values in the range of 0.33 to 0.19 indicate weak values, values between 0.33 to 0.67 suggest moderate strength, and values at 0.67 or above indicate strong values.

**Table 4.**  
**R-Square Value Measurement**

Variabel	R Square	R-square Adjusted
Trust	0.528	0.515
Purchasing Decision	0.655	0.640

Source: processed data, 2024

The analysis results of this research show that the R2 value obtained from testing the trust variable is 0.528 (52.8%), indicating that 52.8% of the influence comes from perceptions of price and service quality. This also means that the remaining 47.2% represents the influence of variables not included in the test. Additionally, the R2 value obtained for purchasing decisions is 0.640 (64.0%), signifying that 64.0% of the influence comes from perceptions of price and service quality. This also indicates that the remaining 36% is the influence of untested

variables. Therefore, the model concludes that the trust variable has a moderate contribution, while purchasing decisions also have a moderate contribution.

**Q-Square Value Testing**

**Table5.**

**Q-Square Value Measurement**

Variabel	Model	Nilai
Trust	(=1-SSE/SSO)	0.468
Purchasing Decision	(=1-SSE/SSO)	0.552

Source: processed data, 2024

The analysis carried out in this research shows that the Q2 value for the trust variable is 0.468 ( $Q2 > 0$ ), and the Q2 value for the purchasing decision variable is 0.552 ( $Q2 > 0$ ). Therefore, the results of the model feasibility test, or goodness of fit, in this research are considered good.

**F-Square Value Testing**

**Table 6**

**F-Square Value Measurement**

Variabel	Trust	Purchasing Decision
Persepsi Harga	0.113	0.029

**Discussion**

**Table7.**

**Measuring the Value of Direct Hypothesis Effects**

Variabel	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( $\frac{O}{STDEV}$ )	P-Values
Perception Price - > Purchasing Decision	0.124	0.138	0.068	1.823	0.037
Perception Price - > Trust	0.270	0.255	0.110	2.466	0.009
Service Quality - > Purchasing Decision	0.375	0.377	0.145	2.584	0.006
Service Quality - > Trust	0.549	0.555	0.085	6.488	0.000
Trust- > Purchasing Decision	0.419	0.413	0.166	2.533	0.007

Source: processed data, 2024

When conducting this test, we use SmartPLS as a statistical analysis tool. If the p-value is greater than 0.05 or the t-statistic is  $> 1.96$ , then the results are accepted. Conversely, if the values are less than the specified thresholds, the results are rejected.

Variabel	Trust	Purchasing Decision
Service Quality	0.467	0.203
Trust		0.240

Source: processed data, 2024

The table above shows that the results of the F-Square analysis are as follows: The Price Perception variable has an F2 value of 0.026, which means it has a small proportion of Purchasing Decisions ( $< 0.02, < 0.15, < 0.35$ ). On the other hand, the Price Perception variable has an F2 value of 0.113, indicating a large proportion of Trust ( $> 0.02, > 0.15, > 0.35$ ). Similarly, the Service Quality variable has an F2 value of 0.203, suggesting a large proportion of Purchasing Decisions ( $> 0.02, > 0.15, > 0.35$ ). Additionally, the Service Quality variable has an F2 value of 0.467, signifying a large proportion of Trust ( $> 0.02, > 0.15, > 0.35$ ). As for the Trust variable, it produces an F2 value of 0.240, meaning it has a large proportion of Purchasing Decisions ( $> 0.02, > 0.15, > 0.35$ ).

**Perceived of Price on Trust**

The analysis indicates that the t-statistics value for the influence of Price Perception on Trust is 2.466, which is greater than 1.96, and the p-value is 0.009, which is less than 0.05. Therefore, the first hypothesis (H1) is accepted, suggesting that

the Price Perception variable has a positive and significant effect on Trust. This is because the price represents the value exchanged to obtain benefits and acquire a product or service, allowing companies to generate profits by delivering customer value. Research conducted by Rezky et al. (2015) supports this notion. Additionally, Wijaya and Wismantoro (2017) found that consumers view price perception as falling into the high value category, and that an appropriate and competitive price can influence consumer confidence in the product.

### **Service Quality to Trust**

The results of the overall analysis indicate that the t-statistic value for the impact of Service Quality on Trust is greater than 1.96, specifically 6.488, and the p-value is less than 0.05, specifically 0.000. Therefore, the second hypothesis (H2) is accepted. This means that the Service Quality variable has a positive and significant influence on Trust. This finding is consistent with the research conducted by Maramis et al. (2022) and Nita et al. (2021), which both demonstrate that service quality has a positive and significant influence on trust. Similarly, research by Pramana and Rastini (2020) also supports the idea that service quality has a positive and significant impact on trust. In summary, the higher the quality of service provided, the greater the trust that customers have.

### **Perceived of Price on Purchasing Decision**

The analysis results show that the t-statistics value of the influence of Price Perception on Purchasing Decisions is 1.96, which is greater than 1.823, and the p-value is less than 0.05, specifically 0.037. Therefore, the third hypothesis (H3) is accepted. This indicates that the Price Perception variable has a positive and significant effect on Purchasing Decisions. This means that the perception of price can influence customer purchasing decisions, as supported by research conducted by Wydyanto & Ilhamalimy (2021). Similarly,

research by Cahyadi (2020) also found that the price perception variable has a positive and significant effect on purchasing decisions. Therefore, the better the perception of a product's price, the greater the purchasing decisions of consumers.

### **Service Quality to Purchasing Decision**

The analysis results indicate that the t-statistics value for the impact of Service Quality on Purchasing Decisions is 2.584, which is greater than 1.96, and the p-value is 0.006, which is less than 0.05. As a result, the fourth hypothesis (H4) is supported. This implies that the Service Quality variable has a positive and significant impact on Purchasing Decisions. This is because meeting expectations and convenience are fundamental factors in determining a company's service quality, and good service quality tends to lead to purchasing decisions. These research findings align with a study conducted by Iskandar and Irfan Bahari Nasution in 2019. Additionally, research by Djafar et al. in 2023 demonstrates a positive relationship between Service Quality and Purchasing Decisions, indicating that better implementation of Service Quality leads to increased Purchasing Decisions.

### **Trust to Purchasing Decision**

The analysis results indicate that the t-statistics value for the influence of Trust on Purchasing Decisions is greater than 1.96, specifically 2.533, and the p-value is less than 0.05, which is 0.007. As a result, the fifth hypothesis (H5) is accepted. This means that the Trust variable has a positive and significant effect on Purchasing Decisions. Trust acts as a dynamic factor that leads customers to trust a company, creating a desire to make purchases and willingly share information with the company. These findings align with a study conducted by Cherstiawan in 2019. Similarly, the analysis from a study by Amalia and Yulianthini in 2022 also demonstrates that trust has a positive and significant impact on purchasing decisions. This suggests that as consumer trust

increases, so does their likelihood of making purchasing decisions.

**Table 8.**  
**Measuring the Value of the Hypothetical Effect Indirectly**

Variabel	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-Values
Presepsi Harga-> Kepercayaan-> Keputusan Pembelian	0.113	0.107	0.065	1.737	0.044
Kualitas Pelayanan -> Kepercayaan-> Keputusan Pembelian	0.230	0.230	0.102	2.254	0.014

Source: processed data, 2024

**Consideration of Price Perception in Purchasing Decisions based on Trust**

The t-statistic value for the influence of Price Perception on Purchasing Decisions through Trust is 1.737, which is less than the critical value 1.96, and the p-value is 0.044, which is less than the significance level of 0.05. As a result, the sixth hypothesis (H6) is accepted, indicating that Trust significantly and positively mediates between Price Perception and Purchasing Decisions. This means that buyers can select and assess products or services and make purchasing decisions repeatedly, based on research conducted by Anggraeni & Soliha (2020). Additionally, research by Iskandar & Irfan Bahari Nasution (2019) and Lestari & Nurwulandari (2022) also found a significant influence of price perception on purchasing decisions through trust.

**Consideration of Service Quality in Purchasing Decisions based on Trust**

The analysis results indicate that the t-statistical value for the impact of Service Quality on Purchasing Decisions, mediated by Trust, is > 1.96, specifically 2.254, and the p-value is < 0.05, specifically 0.014. As a result, the seventh hypothesis (H7) is confirmed. This implies that Trust significantly and positively mediates between Service Quality and Purchasing Decisions. In other words, the findings suggest that service quality not only directly but also indirectly influences purchasing decisions through customer

trust. This is in line with a study conducted by Maramis et al. in 2022.

Similarly, the research conducted by Widyanto and Mursid in 2022 also supports the idea of trust mediating the relationship between service quality and purchasing decisions, indicating partial mediation. This suggests that when the quality of service is excellent, customer trust increases significantly, consequently impacting purchasing decisions.

**CONCLUSSION**

The way customers perceive prices has a strong and positive impact on their trust. Additionally, the quality of service also significantly affects trust. Both price perception and service quality have a positive and significant impact on purchasing decisions. Trust is a key factor in influencing purchasing decisions, as it has a positive and significant effect on them. Furthermore, trust acts as a mediator by influencing purchasing decisions and mediating the impact of price perception and service quality on them.

**Suggestion**

In future research, it is expected to include additional relevant variables and use a larger sample size. Including interview sessions with consumers who use the KAI Access application will help address previous research limitations. To enhance the performance of the KAI Access application, it is important to simplify its features and promote its use

through outreach effort

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