

Product Difference Determines Purchase Decisions and Consumer Satisfaction at PT. Arshaka Griya Ayana

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Abstract. Every property company is required to implement unique strategies, innovative products, and differentiate themselves to highlight their unique strengths. This situation forces PT Arshaka Griya Ayana to adapt to changing trends and market needs to remain competitive and relevant in creating added value for its customers. Product differentiation has the potential to improve purchasing decisions and customer satisfaction. This research is explanatory research with a quantitative approach. The study population is all customers who have purchased homes at PT Arshaka Griya Ayana. The sample was drawn using a saturation technique, resulting in a sample size of 100 respondents. Data collection used a questionnaire. In this study, data analysis used the SEM-PLS method with SmartPLS (Partial Least Squares) software. Research results 1) Product differentiation has a positive and significant influence on purchasing decisions. This shows that the higher the product differentiation, the higher the level of consumer purchases. 2) Simultaneous product differentiation has a positive and significant influence on consumer satisfaction. This shows that the higher the level of product differentiation, the greater the consumer satisfaction. 3) Simultaneous purchasing decisions have a positive and significant influence on consumer satisfaction. This shows that the better the purchasing decision, the greater the consumer satisfaction. 4) Purchasing decisions are able to mediate the influence of product differentiation on consumer satisfaction, differentiation will encourage consumers to make purchasing decisions, and these decisions will ultimately determine the level of consumer satisfaction with the product.

Keywords: Consumer Satisfaction; Determines Purchase; Product Difference.

1. Introduction

In the increasingly competitive business world, product differentiation has become a key factor in determining consumer purchasing decisions. According to Kotler and Keller (2016),

product differentiation is a strategy used by companies to create unique features that differentiate their products from competitors.

In this context, the developer company PT Arshaka Griya Ayana is a property developer based in the Purbalingga area, facing the dynamics of the ever-evolving property market. As a major player in this sector, the company faces the challenge of increasingly intense competition due to the increasing number of new players in the property industry. Each competitor brings unique strategies, innovative products, and various differentiations that highlight their respective advantages. Demands of ongoing trade competition and tax obligations require the company to continuously innovate in finding solutions to adapt to these conditions.

Tax itself according to (Sufiyanto et al., 2024) It is Indonesia's basic budgetary reference and has a significant impact on both national development and state expenditure. Taxes are a legal obligation for citizens, but they do not directly benefit taxpayers. This situation forces PT Arshaka Griya Ayana to adapt to changing trends and market needs to remain competitive and relevant in creating added value for its consumers. It must be able to understand consumer needs and preferences in order to offer products that not only meet expectations but also provide a better experience compared to other products on the market. This phenomenon is becoming increasingly important considering that consumers today have wider access to information and available product choices.

However, even though many companies have implemented differentiation strategies, there are still a number of challenges in measuring the impact of differentiation on purchasing decisions and consumer satisfaction. Research by (Nofritar, 2021) Research shows that effective product differentiation can increase consumer satisfaction. However, not all product differentiation is positively received by consumers. This creates a gap phenomenon, where there is a difference between consumer expectations of the differentiated product and the reality they experience. For example, in the property industry, consumers may have high expectations for the design and features of a home, but if the product offered does not meet these expectations, then the level of consumer satisfaction will decrease.

In this context, there is a research gap that needs further investigation. Several previous studies, such as those conducted by (Sahetapy, 2013) shows that product differentiation has a significant influence on purchasing decisions. However, other research by (Sri Utami & Hikmayani Subur, 2024) found that these effects can vary depending on market segment and consumer demographic characteristics. This suggests the need for a more in-depth approach to understanding how product differentiation can influence consumer purchasing decisions and satisfaction across contexts.

From these two different perspectives, it can be concluded that although product differentiation has the potential to improve purchasing decisions and consumer satisfaction, not all differentiation strategies will be successful in every market segment. Therefore, it is important for PT Arshaka Griya Ayana to conduct more in-depth research to understand the factors that influence purchasing decisions and consumer satisfaction. This research is expected to provide new insights on how companies can optimize their product

differentiation strategies. Based on the above background, the author proposes the research title "Product Differentiation Determines Purchasing Decisions and Consumer Satisfaction at PT Arshaka Griya Ayana".

2. Research Methods

This research adopts a quantitative approach with an explanatory method. According to Sugiyono (2018), explanatory research is a type of research that aims to explain the causal relationship between two or more variables. The focus of this research is to understand how and why a phenomenon occurs, as well as to test theories or hypotheses that aim to explain this relationship. The approach used in this research is quantitative, which involves the use of numbers in the process of data collection, analysis, and presentation of results. This approach is also related to research variables that emphasize current issues and ongoing phenomena.

3. Results and Discussion

3.1. Validity and Reliability Test

Validity and reliability tests are used to evaluate the quality of research instruments, such as questionnaires or other measuring tools, to ensure that the instrument can produce accurate (valid) and consistent (reliable) data.

1. Validity Test

Validity testing is a tool to measure the validity of a questionnaire used in a study. This research used SPSS to conduct the validity test. If the p-value (sig) is <0.05 , indicating significant results, then the indicator can be considered valid, based on the corrected item-total correlation, which yields the following results:

Variables	Indicator	Correlation	p-value(sig)	Decision
Product Reference	DP1	,783	,000	Valid
	DP2	,744	,000	Valid
	DP3	,730	,000	Valid
	DP4	,803	,000	Valid
	DP5	,662	,000	Valid
	DP6	,719	,000	Valid
	DP7	,797	,000	Valid
	DP8	,714	,000	Valid
	DP9	,703	,000	Valid
Buying decision	KP1	,711	,000	Valid
	KP2	,807	,000	Valid
	KP3	,866	,000	Valid
	KP4	,891	,000	Valid
	KP5	,901	,000	Valid
	KP6	,897	,000	Valid
	KP7	,860	,000	Valid
Customer Satisfaction	KK1	,841	,000	Valid
	KK2	,850	,000	Valid
	KK3	,815	,000	Valid
	KK4	,819	,000	Valid
	KK5	,800	,000	Valid

Based on the validity test results in Table 4.6, it is known that all question items in the product differentiation, purchasing decisions, and customer satisfaction variables have a p-value < 0.05 . This means that all questionnaire questions in this study were declared valid, so the questionnaire questions can be continued as a research instrument.

2. Reliability Test

A questionnaire is said to be reliable if a person's answers to the statements are consistent or stable over time. (Ghozali, 2016) To measure reliability using the Cronbach Alpha (α) statistical test, a construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 . (Santoso, 2019). The results of the reliability test are as follows:

Table Data Reliability Test

Variables	Indicator	Cronbach's alpha	Decision
Product Reference	DP1	,881	Reliable
	DP2	,884	Reliable
	DP3	,886	Reliable
	DP4	,879	Reliable
	DP5	,893	Reliable
	DP6	,887	Reliable
	DP7	,879	Reliable
	DP8	,887	Reliable
	DP9	,888	Reliable
Buying decision	KP1	,940	Reliable
	KP2	,930	Reliable
	KP3	,923	Reliable
	KP4	,919	Reliable
	KP5	,918	Reliable
	KP6	,919	Reliable
	KP7	,923	Reliable
Customer Satisfaction	KK1	,849	Reliable
	KK2	,845	Reliable
	KK3	,865	Reliable
	KK4	,857	Reliable
	KK5	,860	Reliable

Based on the reliability test results in Table above, it is known that the Cronbach's Alpha value for all questions is greater than 0.60. Therefore, it can be concluded that the respondents' answers to the questionnaire related to the variables of product differentiation, purchasing decisions, and customer satisfaction in this study are declared reliable/consistent.

3.1.1. Prerequisite Test Results

The prerequisite test analysis is intended to test the requirements for using linear regression analysis before data analysis. The prerequisite tests conducted in this study include normality, multicollinearity, and heteroscedasticity tests.

1. Normality Test

The data normality test is used to determine whether the data is normally distributed. The Kolmogorov-Smirnov statistical test is used to test for normality. The normality tests for models 1 and 2 are presented in the following table:

No	Model	<i>P-value</i>	Decision
1	KP = b1 DP + e1	0.696	Normal

Based on the normality test table for model 1 above, the p-value (sig) is $0.696 > \alpha$ (0.05), meaning that the distribution of data in model 1, namely the product differentiation variable (X) with purchasing decisions (Z), is normally distributed.

No	Model	<i>P-value</i>	Decision
1	KK = b1 DP + b2 KP + e2	0.434	Normal

Based on the normality test table for model 2 above, the Asymp. Sig. (2-tailed) value is $0.434 > \alpha$ (0.05), meaning that the distribution of data in model 2, namely the product differentiation variable (X), purchasing decision (Z) and customer satisfaction (Y) is normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether a correlation exists between independent variables in a regression model. A good regression model should have no correlation between independent variables. This test detects the presence of multicollinearity in a multiple regression model, which can be seen from the tolerance value and the VIF (Variance Inflation Factor). If the tolerance value is above 0.1 and the VIF is below 10, the model is free from multicollinearity.

Table Multicollinearity Test Results

Model	Variables	<i>Tolerance</i>	VIF	Decision
KK = b1 DP + b2 KP + e2	Product	,926	1,079	No Multicollinearity
	Reference			
	Buying decision	,926	1,079	No Multicollinearity

The table above shows that all variables used as predictors in the regression model exhibit VIF values <10 and tolerance values of all variables >0.1 . This indicates that the independent variables used in the study do not exhibit any symptoms of multicollinearity.

3. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the variance of residuals from one observation to another in a regression model. If the variance from one observation to another remains constant, it is called homoscedasticity; if it varies, it is called heteroscedasticity. A good regression model is one that is homoscedastic or free of heteroscedasticity. The results of the Glejser heteroscedasticity test are shown in the table below.

Table Heteroscedasticity Test

Model	Variables	<i>p-value</i>	Decision
KK = b1 DP + b2 KP + e2	Product Reference	,055	No Heteroscedasticity
	Buying decision	,308	No Heteroscedasticity

Based on the data from the heteroscedasticity test results above, it can be interpreted that in the regression analysis there are no symptoms of heteroscedasticity, the results show a p-value (sig) for each variable > 0.05 .

3.1.2. Hypothesis Testing

The analysis in this study uses linear regression analysis which functions to determine whether or not there is an influence between the two variables, namely the independent variable and the dependent variable.

1. Coefficient of Determination Test (R²)

This test is conducted to show the extent of the relationship between the dependent variable and the independent variable, or the extent to which the variable's contribution influences the dependent variable. The coefficient of determination (R²) analysis is used to determine the percentage (%) influence of the overall independent variable on the dependent variable.

Table Test of the Coefficient of Determination (R²)

No	Regression Model	R ² coefficient	R ² coefficient (%)
1	Model 1 Product Reference -> Purchase Decision	,667	66.7%
2	Model 2 Product Reference -> Customer Satisfaction Purchasing Decision -> Customer Satisfaction	,600	60.0%

The table above shows the coefficient of determination (R²) in model 1 of 0.667, meaning the contribution of the product differentiation variable influences the purchasing decision variable by 66.7%, while the remaining 33.3% is influenced by other variables outside the model. In model 2, the coefficient of determination (R²) is 0.600, meaning the contribution of the product differentiation variable and purchasing decision influences the customer satisfaction variable by 60.0%, while the remaining 40% is influenced by other variables outside the model.

2. T-test

t-test in Linear regression is used to test whether each independent variable individually has a significant influence on the dependent variable.

Table T-Test Results

Regression Model	Thitung	Sig (F)
Product Reference -> Purchase Decision	7,777	0.006

Based on the test in the table, it can be seen that the calculated t value is $7.777 > t$ table of 1.98447 with a significance value of $0.006 < 0.05$. This result means that the independent variable (product differentiation) has a positive and significant influence on purchasing decisions.

3. F test

The F test is used to determine how far the independent variables together can influence the dependent variable:

Table F Test Results

Regression Model	F count	Sig (F)
Product Reference -> Customer Satisfaction	72,891	0,000
Purchasing Decision -> Customer Satisfaction		

Based on the test in the table, it can be seen that the calculated F value is 72.891 > Ftable of 3.09 with a significance value of 0.000 < 0.05. This result means that the independent variables (product differentiation and purchasing decisions) simultaneously have a positive and significant influence on customer satisfaction.

4. Regression Test

The results of the regression test in this study are presented in the following table:

Table Regression Model

No	Regression	Beta	B	SE
1	Model 1: Product Reference -> Purchase Decision	,871	,271	0.097
2	Model 2: Product Reference -> Customer Satisfaction Purchasing Decision -> Customer Satisfaction	,693 ,207	,426 ,127	0.041 0.041

From table of the regression model above, the following regression equation model is obtained:

Regression Model Equation 1:

The first regression model measures the relationship between work stress (SK) and workload (BK).

$$KP = 0.871 DP + e$$

Based on the regression equation in model 1, it can be shown that the product differentiation regression coefficient (X) of 0.871 means that every increase in product differentiation (X) can increase purchasing decisions (Z). So the higher the product differentiation, the higher the purchasing decisions of PT Arshaka Griya Ayana customers.

Regression Model Equation 2:

The second regression model measures the relationship between turnover intention (TI) and workload (BK) and work stress (SK).

$$KK = 0.693 DP + 0.207 KP + e2$$

Based on the regression equation in model 2, it shows that:

a. The product differentiation regression coefficient (X) of 0.693 means that every increase in product differentiation (X) will increase customer satisfaction (Y). So it can be concluded that The higher the product differentiation, the higher the customer satisfaction of PT Arshaka Griya Ayana.

b. The purchasing decision regression coefficient (Z) of 0.207 means that every increase in purchasing decisions (Z) will increase customer satisfaction (Y2). Therefore, it can be

concluded that The higher the purchasing decision, the higher the customer satisfaction of PT Arshaka Griya Ayana.

5. Sobel test

Based on table then produces a path analysis model as below

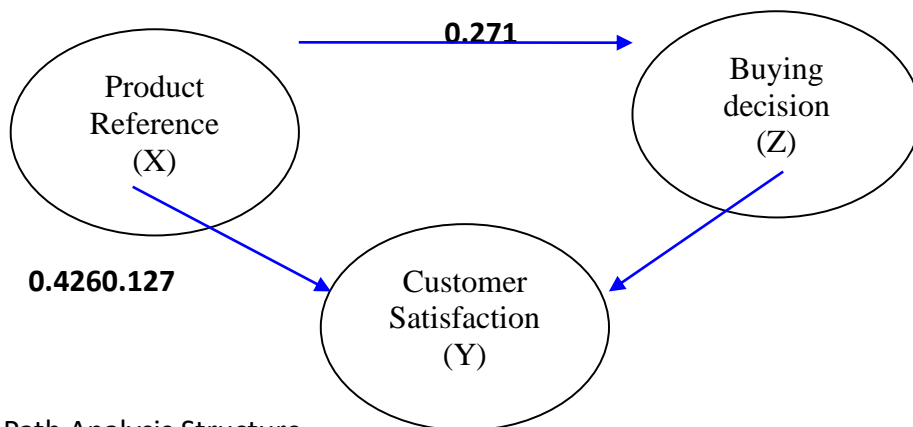


Figure Path Analysis Structure

Results Work stress testing mediates the influence of workload on turnover intention assisted by the Sobel test Calculator program which can be presented in the following figure:

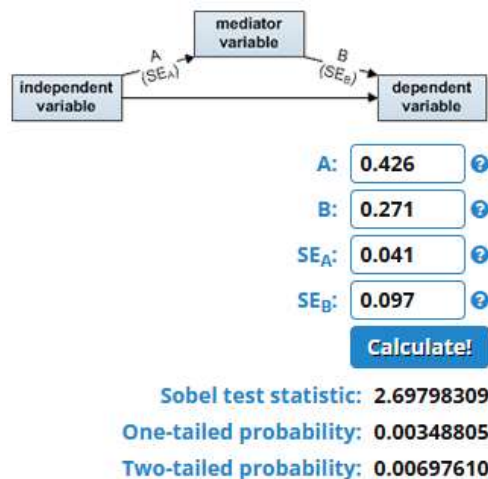


Figure *Sobel Test* Purchasing Decisions in Mediating the Influence of Product Differentiation on Consumer Satisfaction

Based on the results of the Sobel test calculation above, the Sobel statistic value was 2.697 > 1.96 and the p-value was 0.000 < 0.05 with a significance level of 5%, these results prove that purchasing decisions are able to mediate the influence of product differentiation on customer satisfaction at PT Arshaka Griya Ayana.

3.2. The influence of product differentiation on consumer purchasing decisions at PT Arshaka Griya Ayana

Results testhypothesis1. It was found that product differentiation has a positive and significant influence. On purchasing decisions. This shows that the higher the product differentiation, the higher the consumer purchasing rate. This means that by creating unique and differentiated products from competitors, companies can attract consumer attention, build brand loyalty, and even justify higher prices.

The results of this study are in line with research conducted by Sari & Jufri (2022); Arifin (2023); Riana et al. (2023); Fahreza & Sugiat (2022) which stated that product differentiation has a significant influence on customer purchasing decisions, which means that significant changes in value in product differentiation effectively influence customer purchasing decisions.

According to Lenti et al. (2020), product differentiation is a simple concept, referring to efforts to differentiate a product from similar products on the market. In another context, product differentiation can be explained as a step to differentiate existing products within a company, so that consumers have a choice in determining the product that suits their desires. According to Tarmuji and Bramayudha (2018), differentiation is a way of designing meaningful differences to differentiate a company's offerings from other companies. Kotler and Armstrong (2020) state that product differentiation will focus on features, performance, design, and style.

A purchasing decision is a behavior that arises due to stimulation or relationships from other parties (Siregar, 2017). The purchasing decision is a crucial stage in the purchasing decision-making process, where consumers ultimately decide to purchase a product. During the evaluation stage, consumers form preferences among available brands and may also form an intention to purchase the product they prefer most (Perwata et al., 2022). Complex decision-making processes involve multiple decisions. A decision involves choosing between two or more alternative actions (behaviors) (Nugroho, 2019).

The results of this study can be concluded that the better the product differentiation implemented by a company, the more consumers will trust the product, resulting in a higher number of consumers who trust the quality provided, so that the quality provided will not disappoint. Thus, it can be said that the higher the product differentiation, the higher the purchasing decision for that product. In line with the opinion of Suryani (2018), product differentiation is one of the factors influencing consumer decisions. If the product quality is good, consumers will purchase the product more often, so consumers will not hesitate in making decisions.

3.2.1. Analyzing the influence of product differentiation on consumer satisfaction at PT Arshaka Griya Ayana

Resultstesthypothesis2. Simultaneous product differentiation has a positive and significant influence on consumer satisfaction. This shows that the higher the level of product differentiation, the greater the consumer satisfaction. This means that when a company

succeeds in offering different and unique products (product differentiation) and providing quality service, consumers tend to be more satisfied.

The results of this study align with research conducted by Ulfa & Santoso (2024); Hasibuan (2021); Astuti, Zulkarnain & Mukarramah (2019), which found that partial product differentiation significantly impacts consumer satisfaction. This means that the better a product is differentiated from other products and the better consumers perceive these differences, the higher the level of consumer satisfaction with that product.

Dejawata et al (2019) Consumer satisfaction with a product can be assessed from the similarity between the product value expected by consumers and the product performance produced, while consumers are dissatisfied if the expectations of the product and the results of the product performance are not the same. One of the benefits of creating satisfaction in consumers is a harmonious relationship between consumers and companies. The results of research conducted by Dejawata et al (2019) show that product differentiation as a marketing strategy implemented can become the center of consumer attention by creating a unique product innovation and having distinctive characteristics.

Satisfaction is the level of feeling of a consumer or user of a product or service after comparing the reality of the results felt with their expectations and perceptions of the product or service obtained (Ering, Massie & Raintung (2019). One of the marketing strategies in realizing consumer satisfaction is by carrying out product differentiation. Product differentiation is a strategy of creating a product that is quite different from other products. The product differentiation strategy carried out by a company will create satisfaction for consumers. Consumers feel satisfied when they get a product that can meet their expectations. This is because it creates very positive thoughts about the products produced by the company (Muhammad & Febriatmoko, 2022).

3.2.2. Analyzing the influence of purchasing decisions on consumer satisfaction at PT Arshaka Griya Ayana

The results of study 4 show that simultaneous purchasing decisions have a positive and significant impact on consumer satisfaction. This indicates that the better the purchasing decision, the greater the consumer satisfaction. This means that when consumers make a purchasing decision, these decisions, together (simultaneously), can increase their level of satisfaction with the product or service purchased.

According to Kuncoro & Aditya (2020), a decision is a choice of action from two or more alternative choices. According to Sangadji and Sopiah (2018), purchasing decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice presented cognitively as a behavioral desire. A consumer's purchasing decision can also be influenced by the extent to which the consumer obtains the satisfaction expected from the company regarding the use of the product offered.

The purchasing decision-making process is essentially the same for everyone. Several factors influence purchasing decisions, one of which is customer satisfaction. Customer satisfaction

is a key goal in the business world, as without customers, a business would be impossible (Saputro and SWH 2022). Customer satisfaction is a consumer's response to the perceived discrepancy between prior expectations and perceived product performance (Mardjani et al., 2023). If a consumer is satisfied with a product, it is natural for them to continue using or consuming it. In this way, the company's products are declared to be sold in the market, the company earns profits, and ultimately the company can survive and grow.

Customer satisfaction is the feeling of satisfaction a consumer experiences with the goods or services they purchase. If customers are satisfied, it will impact their relationship with the company, becoming more harmonious. This condition will lead customers to continue to repurchase the company's products. (Nyarmiati & Astuti 2021). Overall, good purchasing decisions, which consider various factors such as quality, price, experience, and service, will contribute to higher customer satisfaction. When consumers make purchasing decisions that align with their needs and preferences, they tend to be more satisfied with the products or services they receive.

3.2.3. Analyzing the influence of product differentiation on satisfaction through consumer purchasing decisions at PT Arshaka Griya Ayana

The results of study 4 show that purchasing decisions can mediate the influence of product differentiation on consumer satisfaction. This indicates that product differentiation influences purchasing decisions, which in turn influence consumer satisfaction. In other words, a different and unique product (differentiation) will encourage consumers to make purchasing decisions, and these decisions will ultimately determine the level of consumer satisfaction with the product.

According to Sudaryono (2018), product differentiation is the activity of modifying a product to make it more attractive. According to Kotler (2017), product differentiation is a series of actions designed to create differences in offerings to have high value in the eyes of consumers. Reski (2016) states that a differentiation strategy implemented by a company will create satisfaction for consumers because product differentiation will create positive thoughts about the products produced by business actors. A product differentiation strategy that makes a product different from competitors or even exceeds them so that the results that can be assessed by consumers and the expected value can influence the choices and interests of special consumers (Kotler, Armstrong, & Opresnik, 2018).

This is consistent with research by Riana et al. (2023), which shows that product differentiation significantly influences customer purchasing decisions. This means that significant value changes in product differentiation effectively influence customer purchasing decisions. The purchasing decision is a crucial stage in the purchasing decision-making process, where consumers ultimately decide to purchase a product.

Product differentiation will result in consumers feeling satisfied with the product offered, then it is hoped that consumers will make another purchase, but if consumers feel dissatisfied, the consumer will stop buying. Purchasing decisions are an important process influenced by marketers through marketing strategies and mixes. Consumers will evaluate

decisions and actions in purchasing, if a product purchased after trial turns out to be satisfactory or more then consumers want to make a repeat purchase. Satisfaction and dissatisfaction will influence the decision to repurchase (Harsono, 2018).

4. Conclusion

Based on several analytical studies and discussions, the following conclusions can be drawn:

1. Product differentiation has a positive and significant impact on purchasing decisions. This shows that the higher the product differentiation, the higher the consumer purchasing level.
2. Simultaneous product differentiation has a positive and significant impact on consumer satisfaction. This indicates that the higher the level of product differentiation, the greater the consumer satisfaction.
3. HeadSimultaneous purchasing messengers have a positive and significant influence on consumer satisfaction. This shows that the better the purchasing decision, the greater the consumer satisfaction.
4. Purchasing decisions are able to mediate the influence of product differentiation on consumer satisfaction, differentiation will encourage consumers to make purchasing decisions, and these decisions will ultimately determine the level of consumer satisfaction with the product.

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