

IMPROVING CORPORATE IMAGE BASED ON DIGITAL MARKETING AND SERVICE QUALITY IN CLINIC BUSINESSES

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ABSTRACT

This study aims to analyze the image of Depi Alqorni Midwife Clinic based on digital marketing and service quality. The research method used is quantitative with data collection techniques through questionnaires that have been tested for validity and reliability distributed to 70 respondents who are users of Depi Alqorni Midwife Clinic. Data analysis methods used multiple linear regression, correlation coefficient analysis, coefficient of determination analysis, and statistical tests, using SPSS software version 23. The results of this study indicate that Digital Marketing and service quality simultaneously have a positive and significant effect on Company Image. Partially, it is known that Digital Marketing has no significant effect, while service quality has a positive and significant effect on the company image of Depi Alqorni Midwife Clinic. It is recommended to optimize social media, standardize service operational procedures, and focus on improving reputation and transparency in professional and ethical communication.

Keywords: *Corporate Image; Digital Marketing; Service Quality.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis citra Klinik Bidan Depi Alqorni berdasarkan digital marketing dan kualitas pelayanan. Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik pengumpulan data melalui kuesioner yang telah diuji validitas dan reliabilitasnya, yang disebarkan kepada 70 responden pengguna Klinik Bidan Depi Alqorni. Metode analisis data yang digunakan meliputi regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi, serta uji statistik dengan menggunakan perangkat lunak SPSS versi 23. Hasil penelitian menunjukkan bahwa digital marketing dan kualitas pelayanan secara simultan berpengaruh positif dan signifikan terhadap citra perusahaan. Secara parsial, diketahui bahwa digital marketing tidak berpengaruh signifikan, sedangkan kualitas pelayanan berpengaruh positif dan signifikan terhadap citra perusahaan Klinik Bidan Depi Alqorni. Oleh karena itu, disarankan untuk mengoptimalkan penggunaan media sosial, melakukan standarisasi prosedur operasional pelayanan, serta berfokus pada peningkatan reputasi dan transparansi dalam komunikasi yang profesional dan beretika.

Keywords: *Corporate Image; Digital Marketing; Service Quality.*

INTRODUCTION

The growth of the internet in Indonesia is marked by an increase in the number of internet users in Indonesia. Building awareness of digital marketing can be done through advertising activities. Traditional advertising media of the past, such as newspapers, magazines, television, and radio, have begun to transform to digital,

because media usage behavior influences the development of digital marketing. (Erfna, 2023).

Depi Alqorni Midwife Clinic, as one of the maternity clinics in Bogor Regency, faces challenges in maintaining a positive image amid fierce competition. Despite its great potential in terms of maternal and child health services, fluctuations in patient

numbers and revenues that have not reached targets indicate the need to evaluate marketing communication strategies and service quality. Additionally, limited digital promotion and suboptimal customer satisfaction-based services also contribute to the public's perception of the clinic.

Digital marketing plays a strategic role in shaping customer perceptions through social media, particularly Instagram, which has become a popular platform for disseminating health information. On the other hand, service quality, which includes responsiveness, reliability, and trust from service providers, is key to creating customer loyalty and satisfaction. This study aims to analyze the extent to which digital marketing and service quality influence the corporate image of the Depi Alqorni Midwife Clinic.



Figure 1. Instagram User Data in Indonesia in January 2024

Based on the data in Figure 1, in January 2024, there were 89,891,300 Instagram users in Indonesia, equivalent to 31.7% of the total population. The majority of them were women - 54.9%. The largest user group was people aged 25 to 34 (35,800,000). The highest difference between men and women occurred in the 18 to 24 age group, where women outnumbered men by 12,500,000.

The clinic experiences significant fluctuations in patient visits and revenue. At the beginning of the year, there is an increase due to seasonal illnesses, but a

decline is observed in the middle of the year, possibly due to long holidays and competition from other healthcare facilities. In addition, medical staff turnover also affects service quality. The clinic strives to overcome these fluctuations by improving operational efficiency and enhancing services to attract patients.

LITERATURE REVIEW

Digital Marketing

According to Gumilang (2019) Digital marketing is one of the marketing media that is currently in high demand by the public to support various activities. They are gradually moving away from conventional/traditional marketing models and shifting to modern marketing, namely digital marketing. According to Desai (2019) Digital Marketing is the marketing of products or services using digital technology, primarily on the Internet, but also including mobile phones, display advertising, and other digital media. Watajdin et al., (2021) explains that Instagram was originally created by Kevin Systrom and Mike Krieger. On its official website, Instagram defines itself as a free photo and video sharing application for smartphone users. Instagram users can share photos or videos they upload with their friends and followers. In addition, users can interact with each other by viewing, liking, and commenting on shared posts. Instagram is not just a platform for sharing photos and videos. Instagram states that there are currently more than 90 million users worldwide who use this application as a means of online shopping.

Service Quality

According to Anggrainy (2023) Service quality is the level of excellence or quality of service that customers expect and perceive in their interactions with an organization or service provider. Service quality encompasses all aspects of interaction, from interactions with employees to the physical environment where services are provided. According to Izzudin (2020), Service quality is the compatibility between customer

expectations of service and the reality or awareness after receiving the service. The smaller the gap between expectations and reality, the better the service quality. Berry (2001) defines service quality as the difference or gap between customer expectations of the service to be received and their perception of the service actually received.

Corporate Image

According to Awaliya (2021) Corporate image is the impression, feelings, and perceptions of the public about an organization or company related to various aspects such as name, brand, products, services, activities, and much more. Corporate image is formed from the process of public evaluation and interpretation. It is influenced by experiences, information, and interactions with the company. According to Riadi (2023). Corporate image is the impression, feeling, image, or perception of the public or users toward an organization or company related to its business name, architecture, product variety, traditions, ideology, and quality, which is deliberately created as a reflection of the identity of an organization or company.

Furthermore, Soemirat and Adianto (2007) argue that corporate image is the impression, feeling, and perception of the public towards a company, an impression that is deliberately created from an object, people, or organization.

METHODS AND HYPOTHESES

The research used quantitative and qualitative methods, with a descriptive and verificative design approach. The quantitative approach aimed to test hypotheses through statistical data collection and analysis. Descriptive design is used to describe the characteristics of variables, while verifiable design tests based on the relationship between the formulated hypotheses (Sugiyono, 2023).

Population and Sample

The population in this study consisted of 502 users of the Depi Alqorni Midwife Clinic, based on data from the

Depi Alqorni Midwife Clinic. The sample was determined using purposive sampling, a sampling technique based on specific considerations, whereby in this study the criteria for respondents were female users who had used the services of the Depi Alqorni Midwife Clinic. The sample size was calculated using the Moe formula with a confidence level of 90% ($Z = 1.645$) and a margin of error of 10% ($Moe = 0.1$), resulting in a calculation of 68 people, which was rounded up to 70 respondents.

Data Source

The data used in this study consists of primary and secondary data. Primary data was obtained directly by distributing questionnaires to users of the Depi Alqorni Midwife Clinic to obtain accurate and relevant information on the research topic. Meanwhile, secondary data was obtained from existing sources such as journals, books, reports, and articles that supported and enriched the analysis and compared the findings with previous research results to improve the validity and reliability of the research.

Data Collection

In this study, the author collected data from users of the Depi Alqorni Midwife Clinic through two methods. (1) Literature study, which included reviewing books, journals, magazines, and previous studies to provide a theoretical basis and support the discussion of digital marketing and service quality. (2) Distribution of a closed questionnaire online via Google Form, which was designed to explore information related to users' perceptions and experiences regarding the application of Digital Marketing and service quality at the Depi Alqorni Midwife Clinic, with answer options provided to obtain relevant and in-depth data.

Statistical Hypothesis

A statistical hypothesis is a statement formulated to be tested for validity through data analysis in research. In this study, the hypothesis was designed to determine whether there is a significant and positive effect of the variables of

Digital Marketing and Service Quality on the Corporate Image of the Depi Alqorni Midwife Clinic. The statistical hypothesis in this study is as follows:

Ho1: Digital Marketing and Service Quality do not have a significant and positive effect on the Image of the Clinic Company.

Ha1: Digital Marketing and Service Quality have a significant and positive impact on the Image of the Clinic Company.

Ho2: Service quality is insignificant and positive towards company image.

Ha2: Service quality has a significant and positive effect on the image of the clinic company.

Ho3: Digital marketing has a significant and positive impact on the image of the clinic.

Ha3: Digital Marketing has a significant and positive impact on the Image of the Clinic Company

Research Instrument Testing

The instrument in this study was tested for validity and reliability. The validity test results showed that all indicators in the Digital Marketing (X1), Service Quality (X2), and Company Image (Y) variables had a calculated r value greater than the table r value of 0.444, so they could be declared valid. Meanwhile, the reliability test results showed that the Cronbach's Alpha value for each variable was greater than 0.6, namely 0.982 for Digital Marketing, 0.978 for Service Quality, and 0.980 for Company Image. Thus, all instruments in this study were declared reliable.

RESEARCH RESULTS AND DISCUSSION

Data Analysis Test Results

Descriptive Analysis

User responses to the Digital Marketing variable are as follows:

Table 1 User Responses Regarding Digital Marketing

No	Question	Value	Criteria	Interpretation
1.	I learned about this clinic after they started digital marketing through Instagram.	3,61	Good	Users find it easier to access information about Depi Alqorni Midwife Clinic services after the clinic's presence on Instagram.
2.	The clinic provides information on operating hours on the Digital platform.	4,05	Good	The information displayed is clear, easy to find, and helps users plan their visits to the clinic well.
3.	The clinic's Instagram account provides clear information .	3,92	Good	High scores indicate that users find the shared content informative and helpful in learning about the clinic's services.
4.	The clinic uses easy-to-understand language in its digital content.	4,01	Good	Assess the clarity of language in the clinic's digital content. Easy-to-understand language reflects reliable and effective communication.
5.	The clinic actively follows digital trends in promoting its health services.	3,75	Good	This statement assesses the extent to which the Depi Alqorni Midwife Clinic actively follows digital trends

No	Question	Value	Criteria	Interpretation
				in promoting its health services. This activity reflects the clinic's ability to adapt to technological developments and build a modern, professional, and relevant image in the eyes of users.
	Average	3,86	Good	Users feel assisted and informed by the implementation of digital strategies, enabling them to reach more users effectively.

Source: Data processed by the author, (2025)

Based on Table 1, the statement “The clinic provides information on operating hours on the digital platform” received the highest score of 4.05 (good), indicating clear information that helps users plan their visits. Meanwhile, the statement “I learned about this clinic after they started Digital Marketing through Instagram” received the lowest score of 3.61 (good), indicating the need to improve the effectiveness of Digital promotion. Overall, the average score of 3.86 (good) shows that the Digital strategy of the Depi Alqorni Midwife Clinic is considered informative and useful for users.

User responses to service quality variables are as follows:

Table 2 User Responses Regarding Service Quality

No	Question	Value	Criteria	Interpretation
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1.	The company's customer service is always pleasant.	3,92	Good	The service at Depi Alqorni Midwife Clinic is as expected, providing a pleasant, friendly experience that builds user confidence in the services provided.
2.	The company's employees always provide effective solutions to the problems I encounter.	3,84	Good	The services at Depi Alqorni Midwife Clinic are perceived as responsive in providing effective solutions to problems encountered. Every issue that arises is immediately handled well, creating a satisfying experience and increasing trust in the services provided.
3.	I feel prioritized when I need help from the company.	3,81	Good	Feeling prioritized when you need help. Every request or need that arises is responded to quickly and with full attention, creating a satisfying experience and making you feel valued.

4.	Relatively short waiting time for service	4,01	Good	The waiting room at Depi Alqorni Midwife Clinic is very comfortable, creating a calm and pleasant atmosphere. This comfort makes the waiting time more pleasant, reflecting the clinic's attention to consistent service quality.
5.	The clinic has a comfortable waiting room.	3,75	Good	This statement assesses the extent to which the Depi Alqorni Midwife Clinic actively follows digital trends in promoting its health services. This activity reflects the clinic's ability to adapt to technological developments and build a modern, professional, and relevant image in the eyes of users.
	Average	3,86	Good	building user trust and satisfaction through quality service. Professional,

				efficient, and empathetic service is one of the main determining factors in positive user reviews.
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Source: Data processed by the author, (2025)

Based on Table 2, the statement “The clinic provides information on operating hours on the digital platform” received the highest score of 4.05, while “I found out about this clinic after they started digital marketing through Instagram” received the lowest score of 3.61, both of which are in the good category. Depi Alqorni Midwife Clinic needs to improve the effectiveness of its digital promotion, particularly in terms of disseminating initial information through social media, in order to reach more users and strengthen the clinic's image in the digital realm.

User responses to the corporate image variable are as follows:

Table 3 User Responses Regarding Corporate Image

No	Question	Value	Criteria	Interpretation
1.	The clinic's communication reflects a positive image.	3,95	Good	Demonstrating that the clinic has succeeded in building good relationships with users through effective, polite, and attentive communication.
2.	This clinic is widely known by the community as a trusted healthcare provider.	3,97	Good	The community trusts this clinic as a reliable and high-quality healthcare provider. This is an indication that the

				clinic has successfully built and maintained a positive image, both through direct service and through communication and testimonials from users.
3.	This clinic has been able to build a good reputation through positive interactions with patients.	3,84	Good	Feeling valued and treated well in every interaction, whether in direct medical care or non-medical communication. The clinic's reputation as a trusted and caring healthcare provider is growing stronger, thanks to the consistently high quality of interactions.
4.	The clinic successfully created a pleasant experience for patients.	3,88	Good	Users are satisfied with the quality of service they receive, from the comfortable environment and friendly staff to the speed of service. This creates a positive impression that increases user satisfaction and the desire to return to use

				the clinic's services in the future.
5.	The communication provided by the clinic to patients is clear.	4,02	Good	This shows that users are very satisfied with the way clinic staff convey information. Users feel truly understood and involved in the service process, which reduces their confusion and increases their trust in the services provided.
	Average	3,86	Good	building user trust and satisfaction through quality service. Professional, efficient, and empathetic service is one of the main determining factors in positive user reviews.

Source: Data processed by the author, (2025)

Based on Table 3, the statement “This clinic is widely known by the community as a trusted healthcare provider” received the highest score of 3.97 (good), while “The clinic is able to build a good reputation through positive interactions with patients” received the lowest score of 3.84 (good). Overall, these results show that the Depi Alqorni Midwife Clinic has succeeded in building a positive image in the eyes of users through effective communication, friendly service, and a pleasant experience while receiving services. The clinic needs to continue to maintain its professionalism and quality of service in order to strengthen trust and

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The following are the results of the multiple correlation coefficient:

Table 5 Multiple Correlation Coefficient Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 ^a	.790	.784	2.31

a. Predictors: (Constant), Kualitas Layanan, Digital Marketing

Source: Data processed by the author, (2025)

Based on Table 5 above, the R value (correlation) of 0.889 indicates that the figure is in the very strong category, with an r value interval between 0.800 and 1.000. This means that the relationship between the variables of Digital Marketing and Service Quality on Company Image is unidirectional (positive) and very strong. The more Digital Marketing and service quality are implemented, the more the company image will improve.

This finding is in line with the research by Adawiyah & Hasan (2024), which shows that Digital Marketing and Service Quality have a positive and significant effect on Company Image. Thus, the results of this study reinforce previous findings that increased user awareness and trust encourage the formation of a positive company image.

Coefficient of Determination (R²)

Based on Table 5, the R² value of 0.790 indicates that the variables of Digital Marketing (X1) and Service Quality (X2) contribute 79.0% to the change in the Company Image variable (Y) at the Depi Alqorni Midwife Clinic, while the remaining 21.0% is explained by other variables not included in this study, such as clinic reputation, facilities and infrastructure, and other external factors that can affect company image (Wijayanti, 2010).

Simultaneous Hypothesis Test Results (F Test)

The following are the simultaneous test results:

Table 6 Simultaneous Test Results (F Test) ANOVA^a

increase user satisfaction on an ongoing basis.

Multiple Linear Regression Analysis

The following are the results of multiple regression testing:

Table 4 Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta		
1 (Constant)	1.576	1.199		1.315	.193
X1	.353	.135	.330	2.615	.011
X2	.583	.127	.581	4.611	.000

a. Dependent Variable: Y

Source: Data processed by the author, (2025)

The regression model obtained is $Y = 1.576 + 0.353X_1 + 0.583X_2 + \epsilon$. The regression results above show that the independent variables of Digital Marketing (X₁) and Service Quality (X₂) have a positive effect on the dependent variable, namely Company Image (Y) at the Depi Alqorni Midwife Clinic. This means that every increase in Digital Marketing and Service Quality will be followed by an increase in Company Image.

However, although the effect of Digital Marketing (X₁) is positive, it is not statistically significant, so it is not strong enough to be considered to have a real effect on company image. Meanwhile, the Service Quality (X₂) variable has a stronger and more significant positive effect, indicating that improvements in service quality contribute more to shaping a positive image of the clinic.

This finding is in line with Ardiansyah's (2023) research, which states that Digital Marketing, service, and brand image have a positive effect on the decision to purchase health products. However, the results of this study also have similarities with Prasanu (2023), which emphasizes that company image plays a dominant role in shaping patient loyalty, while service quality and accessibility do not always have a direct influence. This shows that service quality and company image are important factors in strengthening user trust and loyalty to the Depi Alqorni Midwife Clinic.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1345.904	2	672.952	125.990	.000 ^a
Residual	357.867	67	5.341		
Total	1703.771	69			

a. Dependent Variable: Citra Perusahaan

b. Predictors: (Constant), Kualitas Layanan, Digital Marketing

Source: Data processed by the author, (2025)

Based on Table 6 above, the simultaneous test results obtained an Fcount value of 52.131 with an Ftable value of 3.100 and a significance value of 0.000. Because Fcount > Ftable (52.131 > 3.100) and the significance level < 0.05, Ho is rejected and Ha is accepted. This means that the variables of Digital Marketing and Service Quality simultaneously have a significant and positive effect on Company Image.

This finding is in line with the research by Adawiyah & Hasan (2024), which shows that Digital Marketing has a significant effect on Company Image. These results reinforce previous research that effective digital strategies and good service quality can enhance a company's positive image in the eyes of users.

Partial Test (t-test)

The following are the partial test results:

Table 7 Partial Test Results (t-test)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.576	1.199		1.315	.193
X1	.353	.135	.330	2.615	.011
X2	.583	.127	.581	4.611	.000

a. Dependent Variable: Y

Source: Data processed by the author, (2025)

Based on Table 36 above, it can be concluded that Digital Marketing has an effect on Corporate Image. Digital Marketing has a t-value of 2.615, which is greater than the t-table value of 0.444 (2.615 > 0.444) with a significance value of 0.05. Thus, Ho is rejected and Ha does not have sufficient statistical evidence to be accepted. This means that although the Digital Marketing coefficient shows a positive direction of influence on Company Image, the influence is not statistically strong enough to be considered significant.

This result is in line with Ardiansyah's (2023) research, which shows that Digital Marketing has a positive influence on company image, but the level of significance may vary depending on the effectiveness of the strategies implemented by companies in utilizing digital media.

The Effect of Service Quality on Company Image. Service Quality has a t-value of 4.611, which is greater than the t-table value of 0.444 (4.611 > 0.444) with a significance value of 0.000 < 0.05. Thus, Ho is rejected and Ha is accepted, meaning that partially, Service Quality has a positive and significant effect on Company Image (Y).

This result is in line with the research conducted by Laela & Sadiq (2019), which shows that service quality has a positive and significant effect on company image. Thus, the better the service quality provided by the Depi Alqorni Midwife Clinic, the higher the positive image of the clinic in the eyes of users.

CONCLUSION AND RECOMMENDATIONS

User responses to the variables of Digital Marketing, Service Quality, and Company Image were in the good category. Digital Marketing and Service Quality simultaneously had a significant and positive effect on the Company Image of the Depi Alqorni Midwife Clinic. However, the partial results showed that Digital Marketing had a positive but insignificant effect on Company Image, while Service Quality had a positive and significant effect on Company Image.

It is recommended that for the Digital Marketing (X1) variable, the Accessibility indicator received the lowest score, indicating the need to improve ease and convenience of access for users. It is recommended that the clinic optimize its website and social media to make them more accessible to all segments of society, including users with digital limitations.

In the Service Quality variable, the Reliability indicator recorded the lowest score and indicated the need to improve

service consistency. Clinics are advised to standardize operational procedures, provide regular training for staff, and strengthen the complaint handling system so that services are faster, more reliable, and more responsive to patient needs.

Meanwhile, in the Company Image variable, the Reputation indicator has the lowest score, indicating that even though the company's image is already good, it still needs to be strengthened. It is recommended that clinics focus more on improving their reputation and communication transparency, building positive relationships with users, and demonstrating a commitment to professional and ethical service.

For further research, it is recommended to add other variables such as Clinic Reputation and Infrastructure, so that the understanding of the factors that influence Company Image can be more in-depth and comprehensive.

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