



Analysis of the Effect of Store Image, Service Quality and Price on Customer Loyalty Jesica Fashion Store Medan

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Abstract: *This research aims to describe the the Effect of Store Image, Service Quality and Price on Customer Loyalty at Jesica Fashion Store Medan. This research was conducted over 6 (six) months, strating from September 2023 to February 2024. The respondents of this research were constumers at jessica fashion, the number of samples applied in this study was 80 respondents. The instrument used is a questionnaire to collect data from store image variabels, service quality variabels, price variables and loyalty variabels. This research was conducted utilizing validity test, reliability test, descriptive analysis, normality test, multiple linear regression analysis, partial hypothesis test or t test and calculation of the coefficient of determination. The results showed that store image partially had no significant effect while service quality and price had a significant effect on customer loyalty at the jessica fashion store in Medan. And simultaneously store image, service quality and price have a significant effect on customer loyalty jessica fashion medan store. With the value of the coefficient of determination, which is 56.3% and the remaining 43.7% is influenced by other external variables not examined in this study, for example, product innovation, product quality and so on.*

Keywords: *Store Image, Service Quality, Price, Customer Loyalty*

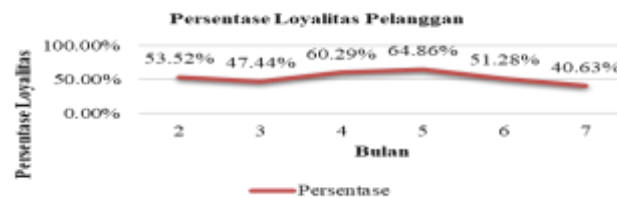
INTRODUCTION

The rapid development of the business world has had an impact on the increasing number of new business units initiated by the community, both small, medium and large scale. Starting from MSME businesses in various business fields, namely manufacturing, food processing, culinary, handicrafts, service industries, provision of clothes and many more. The development of wholesale business in Indonesia is increasing. This can be seen from the emergence of new business actors. Jesica Fashion store is a wholesale business engaged in providing goods to consumers who provide adult and children's clothing, batik. There are also other products such as bedspreads, curtains, blankets, pillows, bolsters, towels and manys. The location of this Jesica Fashion store which is located on Jalan M.T. Haryono Number 130 (Across the Olympia Building), Market Center, Medan Kota District, Medan City, North

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Sumatra, Indonesia. Strategies also need to be planned and implemented for businesses (Victor & Fernando, 2022). This is inevitable so that wholesale business actors must offer the advantages offered by each of these wholesale business actors. This is done so that the business can create customer loyalty and dominate the market. The definition of customer loyalty according to Tjiptono in (Maisaroh & Nurhidayati, 2021) customer loyalty is a relationship commitment between customers to a brand, store or supplier, which is formed by a very positive attitude and repeated and consistent purchasing behavior. Having loyal customers is one of the ultimate goals of the company. Customer loyalty is an important thing that must be considered, because customer loyalty can maintain the company's long-term survival. Because of the importance of loyalty to business survival, business people must continuously maintain and increase the loyalty of their customers. Over time, based on observations made at Jesica Fashion Store, there is a problem bound to customer loyalty which is starting to decline.



Source: Data processed by researchers
Figure 1. Percentage Chart of Customer Loyalty

Numerous factors are thought to have an impact on the reduction in customer loyalty, one of which is the store image which is an identity of the store. Ndjambou states in (Moussaoui et al., 2022) store image refers to the impression that customers have of a company. So having a good image is important for business owners. Because the idea of a positive image will help to develop a positive identity, which will enhance the store's reputation and foster strong customer loyalty.

There are many factors that underlie customers to choose where to shop, one of which is service quality. According to Sugiarto in (Herawaty et al., 2022) service quality is a manner of presenting a good or service in accordance with the intended size, where the good or service is provided and presented at least in accordance with what the customers expects and desires.

Declining customer loyalty can also be influenced by the service quality of Jesica Fashion store employees. the quality of service provided by Jesica Fashion store employees is complained about by customers. The reason for this is that some personnel are not as adept at serving consumers with friendliness, patience, or dexterity, and they don't know enough about the products to recommend to them.

Apart from store image, service quality, there are other factors that customers consider in choosing a place to shop and the most important consideration is price (Rosmadi &

Romdonny, 2019). Price is a value that can be swapped for the item that the buyer wants. Price is also a factor that causes decreased loyalty, namely the prices given by other competitors, customers tend to be reluctant to buy a product because the affordability of the price set is quite high. Based on the background that the researchers have described above, the researchers are interested in conducting research conducted with the title of the thesis with research on "Analysis of the Effect of Store Image, Service Quality and Price on Customer Loyalty at Jesica Fashion Store Medan”

THEORETICAL BASIS

Store Image

The definition of store image, according to Dam and Dam (Moussaoui et al., 2022), is an understanding or emotion that may be deduced from present perceptions and memories connected to phenomena or occurrences towards the store.

As stated by Irawan et al. in (Wijanarko & Krisnawati, 2020), having a positive reputation benefit such as:

- 1) Able to draw in competent personnel, enhancing their competitiveness
- 2) Have access to significantly better business prospects than individuals with a negative reputation.
- 3) New items and services that are introduced can have a far higher success rate than those that have a negative reputation.
- 4) Marketing initiatives and campaigns are also more successful.
- 5) Customer loyalty will increase and customers will be less price sensitive.
- 6) Better and more enhanced increase in sales and profits.

Store Image indicators such as (Nuryani & Handayani, 2022):

- 1) Store settings, store organization refers to how things are arranged and placed in groupings to make it easier for customers to find what they're looking for.
- 2) Store lighting, the lighting is made as attractive as possible so that it adds attractiveness to customers. That is, by presenting a bright atmosphere in the store with the intention of inviting and making the display more attractive to customers.
- 3) Store display, the display serves as a preamble to entice customers to return.
- 4) Store cleanliness, maintainis and organized appearance to ensure that consumers feel at ease.
- 5) Sufficient parking, a well-planned and roomy parking area makes transactions easier for clients and encourages repeat business.

Service Quality

According to Sugiarto in (Herawaty et al., 2022) service quality is defined as a form of product or service presentation with its delivery at least in accordance with what is expected and requested by customers.

According to Kotler in (Khusumawati, 2019), there are 4 main characteristics in service, such as :

- 1) Intangibility, a service is an intangible that cannot be experienced before being purchased.
- 2) Inseparability, regardless of whether the service provider is an individual, a machine, or an organization made up of people, the service services themselves cannot be isolated from the service provider.
- 3) Diversity, depends on who provides and produces the service.
- 4) Perishability, the service cannot be stored for sale or used later

Service Quality indicators according to Parasuraman et al., in (Taufik et al., 2022) such as:

- 1) Reliability, the capacity of staff members to deliver services in a timely, accurate, and satisfactory manner in line with customer requirements.
- 2) Responsiveness, the attitude of initiative and availability of employees consciously in providing services and helping customers who are needed quickly and precisely.
- 3) Assurance, the ability to be able to reach the knowledge, competence and trust that employees have regarding the promises made, free from danger, risk or doubt.
- 4) Empathy, a mindset that shows consideration and care for costumers by getting to know them and making communication easier.
- 5) Tangibles, the physical appearance of a service to external parties.

Price

According to (Victor & Yu, 2023) price is the value that consumers trade for a good or service that benefits them when they use it or become the owner of it.

According to Stanton and Lembung in (Ashari, 2022) price have 4 (four) indicators such as:

- 1) Affordable prices, this means that customers can reach a predetermined price for a product.
- 2) Quality and price are comparable, matching price with quality means matching quality with the price given or offered to customers.
- 3) Reasonable price, it leads to prices given by sellers varying and competing with prices given by competitors who sell similar (same) products.
- 4) Price in line with product benefits, the seller sets the price according to the profits obtained by the customer from the product purchased.

Loyalty Costumer

Customer loyalty, according to Tjiptono in (Widyaningsih et al., 2021) is the dedication of consumers or customers to a brand, store, or supplier based on qualities that are favorable or profitable in the long run. This is characterized by customers who make repeat purchases because an outlet or the store provides customer satisfaction.

Factors that influence customer loyalty are :

- 1) Satisfaction, customer satisfaction refers to measuring the difference between the expectations that customers have and the reality that is experienced or perceived.
- 2) Emotional bonding, a brand reflects the qualities of its customers, it may become a symbol of their identity through its power to influence consumer characteristics.
- 3) Trust, ability to entrust a company or brand to carry out certain functions or tasks.
- 4) Choice reduction and habit, costumers start to develop a sense of comfort about the brand and product quality. Recurring purchase patterns are a sign of customer loyalty and are typically the result of prior experience.
- 5) History with company, the experience that customers have with a company can influence customer behavior patterns

There are 2 (two) dimensions of customer loyalty such as:

- 1) Attitudinal loyalty, a customer's preference, inclination or affinity towards a business compared to other businesses that offer the same product or service.
- 2) Behavioral loyalty, a customer's strong inclination to stick with the products or services they already have, despite having other options.

RESEARCH METHOD

The research subject was at Jesica Fashion Store Medan. The research object is costumers of the Jesica Fashion Store Medan. The types of data for this research are primary data and secondary data. Primary data is data that comes directly from respondents through distributing questionnaires. Secondary data is data that has been provided by the place of business, namely a general description of the place of business and which is related to increasing consumer interest under study, namely the diversity of facilities and business locations. The research was conducted at the Jesica Fashion Store Medan which is located at Jalan M.T. Haryono Number 130 (Across the Olympia Building), Market Center, Medan Kota District, Medan City, North Sumatra, Indonesia. Time of the research was carried out from September 2023 to February 2024. The respondents of this research were costumers from the Jesica Fashion Store Medan, totaling 80 (eighty) respondents. The instrument used was a

questionnaire to collect data from facility diversity variables, location variables business and business success variables. The data analysis techniques used are validity test, reliability test, descriptive analysis, normality test, multiple linear regression analysis, partial hypothesis test or t test and calculation of the coefficient of determination

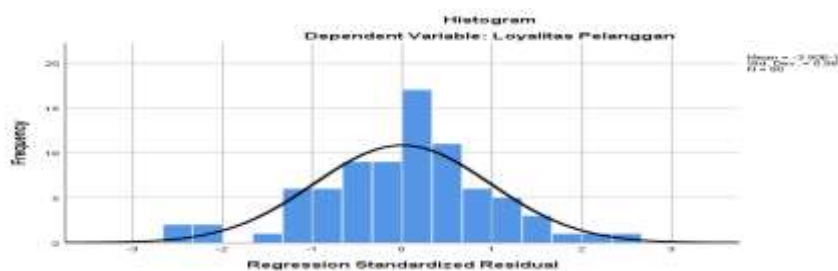
RESULT AND DISCUSSION

Classical Assumption Testing

Normality Test

The results of normality testing using a histogram graph can be seen in the image below:

Figure 2. Histogram graph of data normality test



In Figure 1, the histogram graph above, you can see that the data is spread out and the histogram graph does not deviate to the left or right and is bell-shaped, so the regression is considered to meet the assumption of normality.

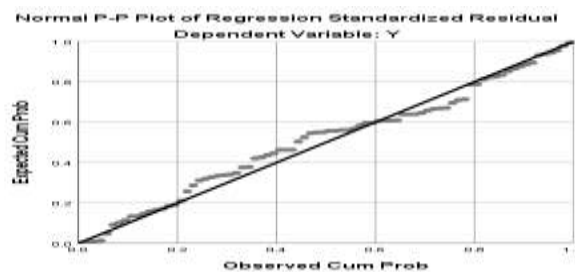


Figure 3. Normality P-Plot Graph

The results of the normality test can be seen in the normal probability plot analysis below:

In Figure 2 above you can see the points approaching the diagonal line, this shows that the data is normally distributed and meets the assumptions of the normality test.

The next test is the one sample Kolmogorov-Smirnov Test. The basis for decision making used is as follows:

1. If the significant value is > 0.05 then the data is normally distributed
2. If the significant value is < 0.05 then the data is not normally distributed

The following results of the Kolmogorov-Smirnov statistical test can be seen in the table below:

Table 1. Kolmogorov-Smirnov Test Results

		One-Sample Kolmogorov-Smirnov Test Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.73583922
Most Extreme Differences	Absolute	.084
	Positive	.076
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on table 1 above, the results for normality testing with one sample Kolmogorov-Smirnov statistics prove that the significant level value has a value greater than 0.05, namely 0.200, thus, it can be concluded that for statistical testing normality is still classified as normal distribution.

Multicollinearity Test

The results of the multicollinearity test are as in the table below:

Table 2. Multicollinearity Test

Model		Unstandardized Coefficients		Coefficients ^a		t	Sig.	Collinearity Statistics	
		B	Std. Error	Standardized Coefficients Beta				Tolerance	VIF
1	(Constant)	2.889	3.516			.822	.414		
	Store Image	.094	.121	.072		.779	.438	.640	1.562
	Kualitas Pelayanan	.359	.084	.456		4.262	.000	.483	2.072
	Harga	.499	.150	.330		3.335	.001	.564	1.774

a. Dependent Variable: Loyalitas Pelanggan

Based on table 2, it is known that the tolerance value for the store image variable (X1) = 0.640, service quality (X2) = 0.483 and price (X3) = 0.564 is greater than 0.10. Meanwhile, the VIF value of store image (X1) = 1.562, service quality (X2) = 2.072 and price (X3) = 1.774 is smaller than 10.00, so it can be said that the regression model does not have multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test are as in the figure 3 below:

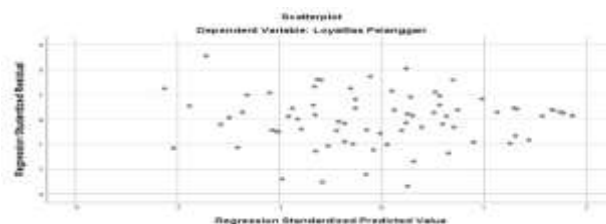


Figure 4. Heteroscedasticity Test

As may be seen above, there is no discernible pattern in the residue distribution. Since dispersed points may be used to detect this, it can be said that heteroscedasticity is not present.

Multiple Linear Regression Coefficient Test Result

The results of multiple linear regression analysis are as shown in the table below:

Table 3. Multiple Linear Regression Analysis

Model		Coefficients ^a		Standardized Coefficients Beta
		Unstandardized Coefficients B	Std. Error	
1	(Constant)	2.889	3.516	
	Store Image	.094	.121	.072
	Kualitas Pelayanan	.359	.084	.456
	Harga	.499	.150	.330

a. Dependent Variable: Loyalitas Pelanggan

In table 3 coefficients above, it is known that in the unstandardized coefficient part B, a multiple linear regression equation is obtained with the following formula:

$$Y = 2.889 + 0.094X_1 + 0.359X_2 + 0.499 X_3 + \epsilon$$

Based on the multiple linear regression equation above, it can be described as follows:

1. Constant (α): 2.889 shows a constant value, if the independent variable of store image, service quality and price have a value of 0 customer loyalty will still have a value of 2.889 units.
2. Coefficient $X_1(b_1)$: 0.094 shows that the store image variable this means that for every 1 unit increase in facility diversity, consumer interest will increase by 0.094 units.
3. Coefficient $X_2(b_2)$: 3.59 shows that the service quality variable this means that if there is an increase in loyalty costumer by 1 unit, then consumer interest will increase by 0.359 units
4. Coefficient $X_3(b_3)$: 4.99 shows that the price variable this means that if there is an increase in loyalty costumer by 1 unit, then consumer interest will increase by 0.499 units

Partial test results (t test)

The t-test results are as in the table below

Table 4. Partial Test Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	2.889	3.516		.822	.414
	Store Image	.094	.121	.072	.779	.438
	Kualitas Pelayanan	.359	.084	.456	4.262	.000
	Harga	.499	.150	.330	3.335	.001

a. Dependent Variable: Loyalitas Pelanggan

The results of partial hypothesis testing for the work effectiveness variable showed that the value of tcount (0.779) < ttable (1.66) with a significance level of 0.438 > 0.05, so it can be concluded that the store image has no positive and significant effect on costumer loyalty in jesica fashion store medan. H1 or the first hypothesis is unaccepted.

The results of partial hypothesis testing for the service quality variable showed that the value of t_{count} (4.262) > t_{table} (1.66) with a significance level of $0.000 < 0.05$, so it can be concluded that service quality has a positive and significant effect on customer loyalty in Jessica fashion store Medan. H2 or the second hypothesis is accepted.

The results of partial hypothesis testing for the price variable showed that the value of t_{count} (3.335) > t_{table} (1.66) with a significance level of $0.001 < 0.05$, so it can be concluded that price has a positive and significant effect on customer loyalty in Jessica fashion store Medan. H3 or the third hypothesis is accepted.

Simultaneous Test (f test)

The results of the F test can be seen in the table below:

Table 5. F Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	815.450	3	271.817	34.937	.000^b
	Residual	591.300	76	7.780		
	Total	1406.750	79			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Harga, Store Image, Kualitas Pelayanan

Based on table 5 above, the results of simultaneous hypothesis testing show that the value of F_{count} (34.937) > F_{table} (2.72) with a significance level of $0.000 < 0.05$ so it can be concluded that the store image, service quality and price have a positive and significant effect on customer loyalty in Jessica fashion store Medan.

Coefficient Of Determination Test Results

The results of the coefficient of determination test are as in the table below:

Table 6. Testing the Coefficient of Determination

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.580	.563	2.789

a. Predictors: (Constant), Harga, Store Image, Kualitas Pelayanan

Based on table 6 above, the magnitude of the coefficient of determination can be seen from the R Square value of 0.580 or 58%. This figure means that the variables of store image, service quality, price influence customer loyalty. Meanwhile, the remaining 43.7% is influenced by other variables outside this regression equation such as quality product, innovation product and so on.

Discussion

The results of partial hypothesis testing for the store image variable showed that the value of t_{count} (0.779) < t_{table} (1.66) with a significance level of $0.438 > 0.05$, so it can be concluded that store image has no positive and significant effect on customer loyalty in Jessica fashion store Medan.

The results of partial hypothesis testing for the service quality variable showed that the value of $t_{count} (4.262) > t_{table} (1.66)$ with a significance level of $0.000 < 0.05$, so it can be concluded that service quality has positive and significant effect on on costumer loyalty in jesica fashion store medan.

The results of partial hypothesis testing for the price variable showed that the value of $t_{count} (3.335) > t_{table} (1.66)$ with a significance level of $0.001 < 0.05$, so it can be concluded that price has positive and significant effect on on costumer loyalty in jesica fashion store medan.

The results of simultaneous hypothesis testing show that the value of $F_{count} (34.937) > F_{table} (2.72)$ with a significance level of $0.000 < 0.05$ so it can be concluded that the store image, service quality and price have a positive and significant effect on customer loyalty ini jesica fashon store medan. The magnitude of the coefficient of determination can be seen from the R Square value of 0.580 or 58%. This figure means that the variables of store image, service quality, price influence costumer loyalty. This means that the remaining 43.7% is influenced by other variables outside this regression equation such as quality product, innovation product and so on.

CONCLUSIONS AND RECOMMENDATIONS CONCLUSIONS

The conclusions in this research are:

- 1) Partially, store image has no positive and significant effect on costumer loyalty in jesica fashion medan.
- 2) Partially, service quality has positive and significant effect on costumer loyalty in jesica fashion medan.
- 3) Partially, price has positive and significant effect on costumer loyalty in jesica fashion medan.
- 4) Simultaneously, store image, service quality and price have a significant impact on costumer loyalty in jesica fashion medan.

RECOMMENDATIONS

- 1) Jesica Fashion Medan store needs to improve its store image which can influence customers to become loyal to the Jessica Fashion store.
- 2) Jesica Fashion Medan Store will raise the caliber of its services by educating staff members to be always attentive, cautious, prompt, and accurate in fulfilling client requests.
- 3) Jesica Fashion Medan Store to pay more attention to the prices given so that customers remain loyal when making transactions.

- 4) It is suggested that future researchers include a number of other variables beyond the scope of this study in order to investigate additional topics not included in this research and determine what factors may impact customer loyalty.

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