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THE INFLUENCE OF PRODUCT INNOVATION AND SERVICE QUALITY ON PURCHASE DECISION ON JAMBI BATIK ASIAH IN DANAU TELUK DISTRICT

Tegar Zaki Hanafi *[1]
Accounting, Jambi University, Indonesia
Tegarzaki755@gmail.com

Ratih Kusumastuti
Accounting, Jambi University, Indonesia
ratihkusumastuti@unja.ac.id

Derist Touriano
Information Technology, Adiwangsa Jambi Unversity, Indonesia
dtouriano@unaja.ac.id

Abstract

The aim of this research is to determine the influence of Product Innovation and Service Quality partially influences Purchasing Decisions and the influence of Product Innovation and Service Quality simultaneously on Decisions Purchase. This type of research is quantitative-descriptive. This research was conducted at Batik Jambi Asiah, Danau Teluk Jambi District. The population in this research is all Jambi Asiah Batik consumers in August - October 2023, totaling 105 people. Meanwhile, the research sample consisted of 51 consumers using a purposive sampling technique.

Keywords: write 3-5 words concepts are core/essential/fundamental from the article, arranged alphabetically.

Introduction

The importance of innovations cannot be overestimated in terms of the sustainability of companies, regardless of their nature. Batik manufacturers constantly integrate innovations and play a vital role in their ability to succeed in the tough competition and improve their marketing. Especially in the batik industry, which is classified as an artistic product intertwined with elements of local culture, the introduction of different motifs, patterns and colors stands out as a key innovation. The priority is the quality of service, which is characterized by the ability to make consumers feel comfortable. If the service offered does not meet the consumer's preferences, causing discomfort or disappointment, it can significantly affect purchasing decisions. Even if the product is of high quality, factors such as slow service, unfriendly communication or an inconvenient location influence the consumer's purchasing decision. Therefore, special attention must be paid to issues related to the service (Anwar & Satrio, 2015).

[1] Correspondence author.

Many factors affect the success of a product or brand, so business units in every category must keep up with changes and prioritize customer satisfaction. Product innovation means constantly creating new products, updating existing ones or developing the current offer (Antanegoro et al., 2017). At the same time, purchasing decisions are significantly influenced by the quality of service, which represents communication between producers and consumers.

The aim of this study to assess the impact of product innovation and service quality individually on purchasing decisions concerning Jambi Asiah Batik in the Danau Teluk Jambi District, and to understand how these factors collectively influence purchasing decisions for Jambi Asiah Batik in the same district. Jambi Asiah Batik is located at Jl. KH. M. Saleh No. Rt. 01, Pasir Panjang, Kec. Lake Tlk., Jambi City, Jambi. The patterns presented in Jambi Asiah Batik encompass designs created through the utilization of both natural dyes and chemical substances. Natural dyes involve materials like wood bark and jengkol skin, while chemical dyes are artificially produced and applied through methods such as stamping or carving onto fabrics like cotton, silk, and semi-silk.

Product innovations extend beyond tangible assets to intangible assets such as services or combinations thereof. Tangible goods have a significant impact on users, such as technological innovations such as computers, mobile phones and the Internet, which have greatly improved the lives of many people (Lahindah & Siahaan, 2018). The concept of product innovation encompasses several different aspects, such as the achievement process, the ideas generated, and the characteristics associated with innovative products.

According to Kotler and Armstrong, authors of the book "Principles of Marketing" andquot; product innovation refers to three characteristics: product quality, features and design. These characteristics play a decisive role in defining the innovative features of the product. It is noteworthy that many innovative ideas are not completely new, but often involve the reuse or combination of existing ideas that were previously unrealized due to factors such as inconvenient time or insufficiently developed technology. Fundamentally, the emergence of innovative product ideas is not always the result of a spontaneous or eureka moment; instead, it often comes from remodeling existing concepts, combining old ideas and overcoming obstacles such as technical limitations or time constraints.

Small and micro businesses must innovate to remain competitive with similar products. The effectiveness and success of product innovation lies in creating a distinctive configuration that goes beyond simply changing costs and benefits. In a market characterized by perfect and free competition, the intellectual property rights of the developed product are crucial to achieve better results, because the lack of protection can lead to adverse consequences for the innovative company.

Customer service different exercises over the trade range, pointing to coordinated forms from requesting to handling and conveying benefit results through communication to reinforce collaboration with clients (Fabuari, 2020). Concurring to Tjiptono, quality could be a energetic condition related to items, administrations, individuals, forms, and the environment that meets or surpasses desires. Quality may be a combination of characteristics deciding the degree to which yields can fulfill client needs.

Service quality ought to commence with client needs and come full circle in client fulfillment and positive recognitions of benefit quality. With respect to administrations, concurring to Kotler, benefit is any activity advertised by one party to another, basically intangible (missing physical frame), and does not result in possession. Benefit quality is the level of greatness anticipated and the control over that brilliance to meet client desires.The essential variables impacting benefit quality incorporate, firstly, customers' recognitions of the genuine administrations they get (seen benefit). Quality ought to begin from consumer needs and conclusion with client recognitions. This suggests that a positive quality picture isn't based on the provider's viewpoint but or maybe on the customer's perspective. Furthermore, the real administrations expected/desired (anticipated benefit). Within the setting of quality and fulfillment, there's a agreement that client desires play a noteworthy part as a comparative calculate in assessing quality.

Agreeing to Parasuraman, benefit quality has eightmeasurement measurements comprising of the taking after aspects:

a. Tangible

   The company's capacity to illustrate its presence to outside parties. Appearance and capabilities of implies and framework, physical foundation of a company, a company that can be depended upon by natural conditions. The encompassing region is obvious prove of the administrations given benefit supplier. This incorporates physical offices (for illustration: buildings, buildings, distribution centers, warehouses,and others).

b. Reliability

   The company's capacity to supply fitting serviceswith what is guaranteed accurately and dependably. Execution mustin understanding with client desires which implies reliability, benefit the same benefit to all clients customers without mistakes, botches, demeanors thoughtful, and with tall accuracy.

c. Responsiveness (Responsiveness)

   An arrangement to assist and give administrations who is quick (responsive) and exact to holding up clients making a negative recognition of benefit quality.

d. Ensures and certainty (assurance)

   Information, neighborliness, and capacities company representatives to develop to develop the believe of customers' believe within the company. This

includes components counting communication (communication), security, competence and courteousness (courtesy).

e. Sympathy (empathy)

Giving true and person consideration or individual individual that's given is given to clients clients by making effortunderstand their wishes. It is trusted that a company has an understanding and information almost clients, clients, get it particular client needs, and have working times that are comfortable for clients.

This inquire about utilized four criteria to assess the components impacting obtaining decisions:

a. The angle of "Consistency in Item Determination" was inspected.

When shoppers make a buy, they select from different accessible options, considering components such as quality, reasonableness, and other components that reflect their inclinations based on veritable needs or wants for a product.

b. Product-Buying Habits

Customer obtaining propensities developed as critical influencers in decision-making. People tend to follow to items coordinates into their day by day schedules due to seen benefits. Attempting out unused items and adjusting to alter can initiate inconvenience, provoking buyers to favor items adjusted with their recognizable choices.

c. Suggestion Behavior

Explored the marvel where fulfilled buyers are likely to prescribe a item to others. This slant emerges from a crave to share the seen greatness of the item and communicate its prevalence over elective options.

d. Rehash Buys as a vital figure.

Client fulfillment with a item cultivates rehash buys, as shoppers see the item as appropriate, assembly their desires and satisfying wanted qualities. This fulfillment contributes to the improvement of dependability, making a propensity among shoppers to repurchase the item.

RESEARCH METHOD

Research Approach

This type of research, seen from its method, is quantitative research. Quantitative research emphasizes objective phenomena and studied quantitatively. Maximizing the effectiveness of quantitative research designs according to Sugiono is carried out using numbers, statistical processing, structure and controlled experiments.

Population

Population refers to all the information about a specific subject within a given scope and time period. According to Hadari Nawaw, quoted by Margono, population includes the entire object of study, consisting of people, objects, animals, plants, symptoms, test results or events that are sources of information that have specific characteristics in the study. In the context of this study, the population consists of the consumer base associated with the entire batik business in Jambi, especially the batik business in Jambi Asiah. This includes a total of 105 people from the number of units purchased between August 2023 and October 2023.

Sample

To determine the sample size, researchers used a formula Slovin. Because of the possibility of time, energy and funds, there may be obstacles, the author took a sample of 10% (Sugiyono, 2016). The number of samples taken using the Slovin formula is as follows:

RESULT AND DISCUSSION

Instrument Validity Test

a. Product Innovation (X_1)

Table 1. Product Innovation Variable Validity Test Results (X1)

Item's Question	R_{Value}	R_{Table}	Description
1	0,636	0,2759	Valid
2	0,677	0,2759	Valid
3	0,649	0,2759	Valid
4	0,433	0,2759	Valid
5	0,559	0,2759	Valid
6	0,473	0,2759	Valid

Source: SPSS Data Processing Results

The validity test results for the Product Innovation variable (X1) in relation to Purchasing Decision (Y), as presented in the table, indicate the validity of each submitted indicator or statement. This affirmation is grounded in the observation that each statement yields a Rh coefficient surpassing the R table. Therefore, it can be inferred that all posed indicators or questions are valid, paving the way for subsequent analyses.

b. Services Quality

Table 2. Service Quality Variable Validity Test Results (X2)

Item's Question	R_{Value}	R_{Table}	Description
1	0,437	0,2759	Valid
2	0,489	0,2759	Valid
3	0,433	0,2759	Valid

Source: SPSS Data Processing Results

Examining the results in table 2 for the six statements, it is evident that each statement yields an R coefficient exceeding the R table. Consequently, the research instrument, comprising three statements for the Service Quality variable (X2), is affirmed to be valid.

c. Purchasing Decision (Y)

Table 3. Purchasing Decision Variable Validity Test Results (Y)

Item's Question	R_{Value}	R_{Table}	Description
1	0,534	0,2759	Valid
2	0,739	0,2759	Valid
3	0,830	0,2759	Valid
4	0,812	0,2759	Valid
5	0,427	0,2759	Valid
6	0,642	0,2759	Valid

Source: SPSS Data Processing Results

According to the findings presented in table 3, each statement generates an R coefficient surpassing the R table. In essence, the research instrument, comprising six statements for the Purchase Decision variable (Y), is validated.

Reliability Test

a. Product Innovation (X1)

Table 4. Product Innovation Variable Reliability Test Results (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.896	6

Source: SPSS Data Processing Results

The examination of the questionnaire's reliability, as illustrated in table 4, yielded a Cronbach's Alpha value of 0.896. This indicates that all statements

pertaining to the Product Innovation variable (X1) underwent reliability testing, as the Cronbach's Alpha value exceeds 0.6, affirming its reliability.

b. Services Quality (X2)

Table 5. Service Quality Variable Reliability Test Results (X2)

Cronbach's Alpha	N of Items
.871	3

Source: SPSS Data Processing Results

The questionnaire's reliability, as resulted in table 5 test outcomes revealed a Cronbach's Alpha value of 0.871. It can be asserted that all statements related to the Service Quality variable (X2) underwent reliability testing, as the Cronbach's Alpha value exceeds 0.6, indicating its reliability.

c. Purchasing Decision (Y)

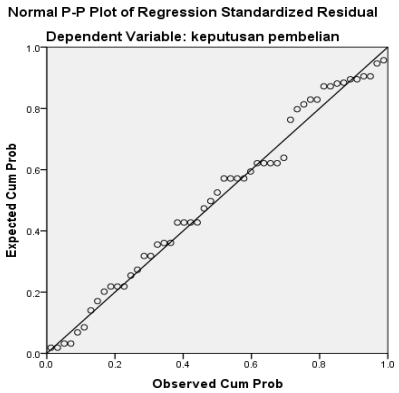
Table 6. Reliability Test Results for Purchasing Decision Variables (Y)

Cronbach's Alpha	N of Items
.939	6

Source: SPSS Data Processing Results

The reliability test results in Table 6 for the questionnaire yielded a Cronbach's Alpha value of 0.939. Therefore, it can be affirmed that all statements pertaining to the Purchasing Decision variable (Y) underwent reliability testing, as the Cronbach's Alpha value exceeds 0.6, establishing its reliability.

Normality Test



Source: SPSS Data Processing Results

Figure 1. Normality Test Results

Observing the graph of the Normality test as illustrated in Figure 1, it is evident that the data is distributed around and follows the direction of the diagonal line. Hence, it can be concluded that the regression model satisfies the Normality assumption.

Multicollinearity Test

Table 7. Multicollinearity Test Results

Coefficients[a]

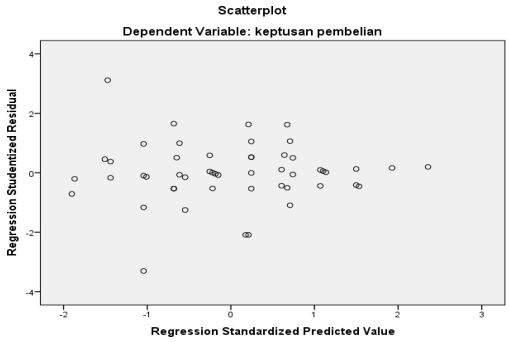
Model		Collinearity Statistics	
		Tolerance	VIF
1	Inovasi_Produk	.543	1.840
	Kualitas_Pelayanan	.543	1.840

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results

Analyzing the results presented in table 7, it is observable that the tolerance value for both variables is 0.543, exceeding the threshold of 0.10. Simultaneously, the VIF value for the two variables is 1.840, which is below 10. Consequently, it can be inferred that there is no presence of multicollinearity among the independent variables.

Heteroscedasticity Test



Source: SPSS Data Processing Results

Figure 2. Heteroscedasticity Test Results

From the output data above, it can be seen that the points do not form a clear pattern, and the points are spread above and below the number 0 on the Y axis. So it can be concluded that heteroscedasticity does not occur in the regression model. Heteroscedasticity is unequal residual variance. on all observations in the regression model. A good regression should not have heteroscedasticity.

Partial Test (T Test)

Table 8. Partial Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.303	3.042		-.100	.921
Product_Innovation		.574	.144	.444	3.987	.000
Service quality		.373	.163	.255	2.292	.024

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results

The examination of each variable individually is detailed below:

a. Product Innovation Variable (X1)

Upon conducting a partial test (t-test) for the Product Innovation variable (X1) in relation to Purchasing Decisions (Y), the obtained t-value was 3.987, exceeding the critical t-table value of 1.676 at a significance level of 0.000. This implies a positive and significant impact of the Product Innovation variable (X1) on Purchasing Decisions (Y).

b. Service Quality Variable (X2)

The SPSS 20 test results between the Service Quality variable (X2) and Purchasing Decisions (Y) revealed a t-count value of 2.292, which is greater than the critical t-table value of 1.676 at a significance level of 0.011. This indicates a positive and significant influence of the Service Quality variable (X2) on Purchasing Decisions (Y).

The Coefficients table above enables the formulation of the multiple linear regression equation as follows:

$$Y = -0.303 + 0.574X1 + 0.373X2$$

The explanation of the multiple linear regression equation is outlined as follows:

1. The constant, represented by -0.303, signifies that when both Product Innovation (X1) and Service Quality (X2) are valued at 0, the Purchase Decision will have a value of 0.303.

2. The regression coefficient for the Product Innovation variable (X1) is 0.574. This implies that an increase in the innovation level of Asiah Jambi batik products correlates with a higher likelihood of consumers choosing to purchase Jambi batik products. Specifically, for each unit increase in Product Innovation (X1), the Purchase Decision (Y) is expected to increase by 0.574. A positive coefficient indicates a positive relationship between Product Innovation and Purchasing Decisions, where higher Product Innovation values correspond to greater Purchasing Decision values.
3. The regression coefficient for the Service Quality variable (X2) is 0.373. This indicates that an enhancement in the quality of Asiah Jambi batik service is associated with an increased likelihood of consumers deciding to purchase Jambi batik. Precisely, for each unit increase in Service Quality (X2), the Purchase Decision (Y) is anticipated to increase by 0.373. A positive coefficient indicates a positive relationship between Service Quality and Purchasing Decisions, where higher Service Quality values correspond to greater Purchasing Decision values.

Simultaneous Test (F Test)

Table 9. F Test Results

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1873.293	2	936.646	30.830	.000[a]
	Residual	2643.163	87	30.381		
	Total	4516.456	89			

a. Predictors: (Constant), Service Quality, Product Innovation
b. Dependent Variable: Purchase Decision
Source: SPSS Data Processing Results

In the F test, the Fcount value was 30,830 > Ftable 2.79 with a significance level of 0,000 (sig ά <0.05), it can be concluded that the independent variables include Product Innovation (X1) and Service Quality (X2) simultaneously and significantly influencing the the dependent variable is Purchase Decision (Y).

Coefficient of Determination (R2)

Table 10. Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R	Std. Error of the Estimate

			Square	
1	.644[a]	.415	.401	5.512

a. Predictors: (Constant), Product Innovation, Service Quality
b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results

From the results of data processing analysis between variables (Product Innovation and Service Quality) on Purchasing Decisions in purchasing batik, it shows that the value of R = 0.644. This means that the variable correlation (Product Innovation and Service Quality) on Purchasing Decisions in purchasing batik has a very close and positive relationship because the correlation coefficient value is close to +1.

The table 10. also shows the coefficient of determination (R Square) of 0.415 or 41.5%, this means that all independent variables are Innovation
Product (X1) and Service Quality (X2) have a joint contribution of 41.5% to the dependent variable (Y), namely Purchase Decision, while the remaining 58.5% is influenced by other variables outside this research. Thus, the relationship between the two independent variables is said to have quite an influence on the dependent variable, namely Purchase Decisions.

The coefficient of determination considered (Adjusted R Square) is 0.401 or 40.1%, where the relationship that can be explained by the two independent variables, namely Product Innovation and Service Quality on Purchasing Decisions, is 40.1%. Meanwhile, the remaining 59.9% is influenced or explained by other variables outside the independent variables used in this research.

Discuss

1. **Partial Impact of Product Innovation and Service Quality on Purchasing Decisions for Jambi Asiah Batik in Danau Teluk Jambi District.**
   a. Product Innovation

      Drawing from the outcomes of the preceding t-test, the computed t-value for the Product Innovation variable was 3.987 (refer to table 1.16), surpassing the t-table value of 1.676 with a significance level of 0.000. As tcount > ttable (4.105 > 1.676) and the significance value is below 0.05 (0.000 < 0.05), H0 is rejected and H1 is accepted. This implies a partially significant influence of the Product Innovation variable on Purchasing Decisions for Jambi Asiah Batik in Danau Teluk Jambi District. The regression coefficient for the Product Innovation variable (X1) holds a positive value of 0.574.

      This indicates that when the other independent variable (Service Quality) maintains a constant value and the Purchase Decision increases by 1%,

the Purchase Decision (Y) will rise by 0.574. A positive coefficient signifies a positive correlation between Product Innovation and Purchasing Decisions, where a higher Product Innovation value corresponds to a greater Purchasing Decision value. In summary, there is a partially positive and significant influence of the Product Innovation variable on Purchasing Decisions for Jambi Asiah Batik in Danau Teluk Jambi District.

b. Service Quality

Based on the findings of the preceding t-test, the calculated t-value for the Service Quality variable was 2.292 (see table 1.16), exceeding the t-table value of 1.676 with a significance level of 0.011. Since tcount > ttable (2.292 > 1.676) and the significance value is below 0.05 (0.024 < 0.05), H0 is rejected, and H1 is accepted. This signifies a partially significant influence of the Service Quality variable on Purchasing Decisions for Jambi Asiah Batik in the Danau Teluk Jambi District. The regression coefficient for the Service Quality variable (X2) is 0.373, indicating that when the other independent variable (Product Innovation) maintains a constant value and Service Quality increases by 1%, the Purchase Decision (Y) will increase by 0.373.

A positive coefficient denotes a positive relationship between Service Quality and Purchasing Decisions, where a higher Service Quality value corresponds to a greater Purchasing Decision value. To conclude, there is a partially positive and significant influence of the Service Quality variable on Purchasing Decisions when purchasing Jambi Asiah Batik in Danau Teluk Jambi District.

2. Concurrent Impact of Product Innovation and Service Quality on Purchasing Decisions for Jambi Asiah Batik in Danau Teluk Jambi District

Based on the preceding simultaneous F-test results, it is evident that the Fcount value stands at 30.830 (refer to table 1.17), surpassing the Ftable value of 2.79 at a significance level of 0.000. As Fcount > Ftable (30.830 > 2.79) and the significance value is less than 0.05 (0.000 < 0.05), H0 is rejected, and H2 is accepted. This signifies that the variables Product Innovation and Service Quality collectively exert a significant influence on Purchasing Decisions when acquiring Jambi Zhorif batik in Danau Teluk Jambi District.

The combined impact of the Product Innovation and Service Quality variables on Purchasing Decisions is further reflected in the multiple correlation coefficient (R) of 0.644 or 64.4% (see table 1.18). This indicates a robust and positive relationship between the Product Innovation and Service Quality variables concerning Purchasing Decisions, as it exceeds the 50% threshold. Meanwhile, the coefficient of determination (R Square or R2) is 0.401 or 40.1% (see table 1.18), signifying the joint contribution of the two independent variables, namely Product

Innovation and Service Quality, to the dependent variable, namely Purchasing Decisions. This contribution, observed collectively, is 40.1%. The remaining 59.9% is influenced or explained by other variables outside the independent variables considered in this research.

CONCLUSION

Based on the analysis and discussion presented earlier, several conclusions can be drawn from the comprehensive research results, as follows:

1. The partial testing (t-test) results between the Product Innovation (X1) and Service Quality (X2) variables on Purchasing Decisions (Y) indicate that the Product Innovation variable (X1) exerts a positive and significant influence on Purchasing Decisions (Y).
2. The F-test results lead to the conclusion that the Product Innovation (X1) and Service Quality (X2) variables collectively have a significant impact on the Purchasing Decision variable (Y).

Recommendations

Drawing insights from the data description, field study findings, and conclusions, the researcher offers suggestions to relevant stakeholders, as follows:

1. Business owners in the Asian batik industry are encouraged to continually enhance innovative practices in line with market demands. This can be achieved by introducing changes in color quality, patterns, shapes, and incorporating the latest motifs to attract consumers and drive sales of Jambi Zhorif batik.
2. Business owners in the Asian batik industry are advised to consistently improve service quality, recognizing that the success or failure of sales is influenced by exemplary service. Active participation in exhibitions and diligent promotion of products through social media are suggested methods to enhance service visibility beyond direct consumer interactions.
3. Business owners in the Asian batik industry are urged to implement effective management practices, encompassing financial report management and marketing management, to sustain and enhance overall business operations.
4. It is recommended that future researchers utilize this study as a reference material for investigating Product Innovation and Service Quality's impact on Purchasing Decisions. This could be explored with different research objects, approaches, and settings.

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