



Strategies to Retain Loyalty Through Customer Satisfaction in East Java

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Business development in the era of globalization is increasing rapidly characterized by a higher level of competition between companies and tighter. This makes the company need a strengthen to strengthen its position in the face of competitor companies where to achieve the goal. The purpose of this research is to analyze the influence of Service Quality, Product Quality and Price in building customer loyalty through satisfaction so that they can compete with other companies.

This research is quantitative research with data collection techniques using questionnaires. The population used is customers PT.Zain Multi Anugerah. This study uses samples with random methods based on region / area. Data processing techniques using Partial Least Square (PLS), Outer Model, Inner Model and Hypthesis Testing Analysis.

The results of this study concluded : 1) Service Quality can contribute to effect on customer satisfaction, 2) Product Quality can contribute to effect on customer satisfaction, 3) Price cannot contribute to customer satisfaction, 4) Service Quality can contribute to effect on customer loyalty, 5) Product Quality can contribute to effect on customer loyalty, 6) Price can contribute to effect on customer loyalty, 7) customer satisfaction cannot contribute to1 effect on customer loyalty.

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INTRODUCTION

The success of a company is determined by the company's ability to build customer loyalty. According to Partua Pramana (2014) customer loyalty is the result of an initial trial of a product that is strengthened through satisfaction so that it will lead to repeat purchases. Repurchase by consumers of course will increase sales volume which means it will increase company profits. Loyalty is one of the goals that must be achieved by a company in maintaining its customers from the invasion of similar competitors.

PT. Zain Multi Anugerah is a growing company that is hospital oriented. PT. Zain Multi Anugerah's goal is to produce quality chemical laundry products to help hospitals achieve the highest standards in health services. Therefore we need a strategy in building customer loyalty to increase the company's competitive advantage in facing competitors consistently. To increase the competitive advantage of PT. Zain Multi Anugerah requires a marketing strategy with the Marketing Mix in building customer loyalty through customer satisfaction with service quality, product quality and prices in satisfying customers and facing competition in business.

This study examines the factors that influence customer loyalty through customer satisfaction which is formed by the price factor, service quality, and product quality. In this study, PT Zain Multi Anugerah was chosen because the company is a company that is just developing in the chemical field where market performance is still unstable. Previously this company used a discount strategy which in reality was less effective. In addition, the conditions of competition between chemical companies are getting tighter and will continue to develop in the future.

Based on the description above, the following research questions were formed:

1. Does the quality of service directly affect loyalty customer?
2. Does product quality directly affect loyalty customer?
3. Does price directly affect customer loyalty?
4. Does the quality of service through satisfaction affect loyalty customer?
5. Does product quality through satisfaction affect loyalty customer?
6. Does price through satisfaction affect customer loyalty?

7. Does Customer Satisfaction Affect Customer Loyalty?

LITERATURE REVIEW

Customer loyalty

Loyalty according to Griffin (2010: 04), is a consumer is said to be loyal or loyal if the consumer shows buying behavior on a regular basis or there is a condition that requires consumers to buy at least twice in a certain time interval.

Characteristics of customer loyalty: (1). Make repeat purchases, (2). Buying outside the product/service line, (3). Recommend products/services to others, (4). Demonstrate immunity from the attractiveness of similar products or services

Factors that affect customer loyalty: (1) Satisfaction, (2) Emotional attachment, (3) Trust, (4) Ease, (5) Experience with the company

Loyalty measurement indicators according to Kotler (2005:18): (1). Purchase intention, (2) Word-of-mouth, (3). Price sensitivity, (4) Complaining behavior.

Customer Satisfaction

According to Schnaars (1991) basically the purpose of a business is to create satisfied customers. In general, customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations.

Factors that affect customer satisfaction: (1) Product quality, (2) Price, (3) Service quality, (4) Emotional factor, (5) Cost or ease of obtaining a product or service

According to Irawan, 2008 indicators of customer satisfaction are (1). Feeling satisfied with the product and service, (2). Always buy the product, (3). Would recommend to others, (4). Fulfillment of customer expectations after purchasing the product.

Product Quality

According to Kotler and Armstrong (2008), product quality is the ability of a product to perform various functions including durability, reliability, accuracy and ease of use.

Product quality indicators according to Orville, Larreche, and Boyd (2005) are (1) Performance, (2) Durability, (3) Conformance to Specifications, (4) Features. , (5) Reliability

(Reliability), (6) Aesthetics (Aesthetics), (7) Impression Quality (Perceived Quality).

Service quality

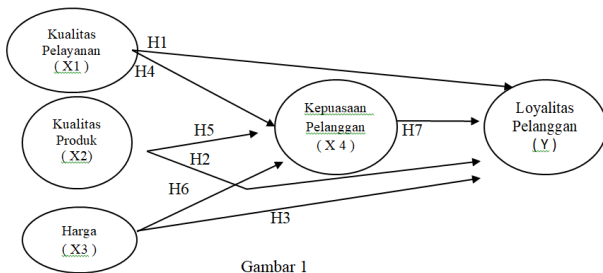
According to Tjiptono and Chandra (2005) states that service quality is a function of customer expectations at pre-purchase, in the process of providing quality received and on the quality of output received.

Indicators of Service Quality according to Suryani (2008): (1) Tangible, (2). Reliability (reliability), (3). Responsiveness (responsiveness), (4). Empathy (5). Confidence (assurance)

Price

According to Walton (2004:17) price and quality have a high influence on customer satisfaction, there is still little empirical evidence exploring this relationship. Price has an important role in macro (for the economy in general) and micro (for consumers and companies) (Tjiptono , 2004:182)

Price indicators according to Kotler and Armstrong (2012) are (1) Affordable prices (2) Prices according to ability or competitiveness, (3) Price compatibility with product quality, (4) Price compatibility with benefits.



Gambar 1 Kerangka Hipotesis

HYPOTHESIS

- H1: Service quality directly affects customer loyalty
- H2: Product quality directly affects customer loyalty
- H3: Price directly affects customer loyalty
- H4: Service quality through satisfaction affects customer loyalty
- H5: Product quality through satisfaction affects customer loyalty
- H6: Price through satisfaction affects customer loyalty

METHOD

This study uses a quantitative approach. The data collection technique used in this research is to use a questionnaire or questionnaire. The distribution of the questionnaires was carried out for 30 days by directly meeting the respondents. Judging from the time dimension, this research is classified as a cross sectional study because it is carried out only once at a time (Cooper and Schindler, 2011).

This study uses an analysis, namely Partial Least Square (PLS). The variables used in this study are service quality, product quality and price as exogenous (independent) variables, customer loyalty variables as endogenous variables (dependent) and customer satisfaction variables as variables. Intervening

The population in this study are all customers who use D&P products in East Java. The technique used in this research is purposive sampling. The samples taken in this study have criteria, namely customers who make purchases every month and customers who have made purchases at least 3 times. This research determines the number of samples using the Slovin formula. The sample used in the study were 40 respondents. Sources of data used in the study of primary data and secondary data.

Validity Test and Reality Test

Validity test is carried out to determine the ability of research instruments to measure what should be measured (Cooper & Schindler in Jogiyanto and Abdillah 2009). An instrument is said to be valid, if it is able to measure what it wants to measure/want and can reveal data from the variables studied. The results of the validity and reliability tests on 40 respondents showed that the value of r count > r table and the value of Cronbach's Alpha was more than 0.6. A research instrument is said to be valid if r count > r table. In this trial where N = 40 at 5% significance level or 0.05 probability, the r table is 0.304. All instruments in this study had Cronbach Alpha values in the range of 0.707–0.869.

Measurement Model (Outer Model)

Convergent validity is a reflective indicator that is assessed based on the loading factor (correlation of item scores or component scores with construct scores) indicators that measure the construct. In this study, the loading factor limit of 0.5 was used. The results of the analysis show that

all indicators in the research variables, namely Service Quality, Product Quality, Price, Customer Satisfaction and Customer Loyalty variables have a loading factor > 0.5, then these indicators meet convergent validity. The quality of service that has a loading factor > 0.5 is KL1 (tangible), KL 2 (reliability), KL 3 (responsiveness), KL 4 Empathy (emphaty), and KL 5 (Confidence). assurance)). The KL 2 (reliability) indicator is the strongest measure because it has the largest outer loading value, which is 0.864. Meanwhile, KL1 (tangible) is the weakest measure because it has the smallest outer loading value, which is 0.685.

Product quality that has a loading factor > 0.5 is KP 1 (durability), KP 2 Specifications (Conformance to Specifications)), KP 3 Performance (Performance)), KP 4 (Reliability) and KP 5 (Perceived Quality). Indicator KP 3 Performance (Performance)) is the strongest measure because it has the largest outer loading value, which is 0.885. While the KP 5 (Perceived Quality) indicator is the weakest measure because it has the smallest outer loading value, which is 0.519.

Prices that have a loading factor > 0.5 are H1 (affordable price), H2 (price according to ability or price competitiveness), H3 (price compatibility with product quality) and H4 (price compatibility with benefits). The H1 indicator (affordable price) is the strongest measure because it has the largest outer loading value, which is 0.864. While the H4 indicator (Price suitability with benefits) is the weakest measure because it has the smallest outer loading value, which is 0.536

Customer satisfaction that has a loading factor > 0.5 is K1 (feeling satisfied (in the sense of being satisfied with the product and service) and K2 (fulfilling customer expectations after buying the product). K2 (Fulfillment of customer expectations after purchasing the product) has the same outer loading value of 0.919.

Loyalty Customers who have a loading factor > 0.5 are L 1 (Purchase intention), L 2 (Word-of-mouth). L3 (Price sensitivity), and L4 (Complaining behavior). The L2 (Word-of-mouth) indicator is the strongest measure because it has the largest outer loading value of 0.789. While the L4 indicator (Complaining behavior) is the weakest measure because it has the smallest outer loading value, which is 0.502.

Discriminant validity is said to have good discriminant validity, if the Average Variance

Extracted (AVE) for each construct is higher than the correlation between the two constructs in the model. Table 3 shows that the AVE value is greater than the correlation of other variables. Thus, discriminant validity is fulfilled. From Table 4 the Average Variance Extracted (AVE) value, the value indicates the magnitude of the indicator variance contained by the latent variable. Convergent AVE value greater than 0.5 also indicates a good adequacy of validity for the latent variable. The test results show that the AVE value for the variable (variable) of Service Quality, Product Quality, Price, Customer Satisfaction and Customer Loyalty, has a value greater than 0.5, so it is valid.

Composite reliability measures the real value of the reliability of a construct and is considered better in estimating the internal consistency of a construct. Composite reliability must be greater than 0.7 (Hair et al. 2008). Based on Table 3, all constructs have Composite reliability > 0.7, meaning that the model has good reliability. The overall results, both convergent validity, discriminant validity and composite reliability, it can be concluded that the indicators in this study are valid and reliable.

Tabel 1
Validitas diskriminan

| * Correlations among latent variables and errors * | | | | | |
|--|--------------------|-----------------|-------|--------------------|---------------------|
| Correlations among I.v.s. with sq. rts. of AVEs | | | | | |
| | Kualitas Pelayanan | Kualitas Produk | Harga | Kepuasan Pelanggan | Loyalitas Pelanggan |
| Kualitas Pelayanan | 0.781 | 0.704 | 0.349 | 0.718 | 0.372 |
| Kualitas Produk | 0.704 | 0.792 | 0.605 | 0.619 | 0.517 |
| Harga | 0.349 | 0.605 | 0.770 | 0.552 | 0.481 |
| Kepuasan Pelanggan | 0.718 | 0.619 | 0.552 | 0.919 | 0.393 |
| Loyalitas Pelanggan | 0.372 | 0.517 | 0.481 | 0.393 | 0.585 |

Tabel 2
Average Variances Extracted (AVE)

| Average Variances Extracted (AVE) | |
|-----------------------------------|-----------------------------------|
| | Average Variances Extracted (AVE) |
| Kualitas Pelayanan | 0.611 |
| Kualitas Produk | 0.628 |
| Harga | 0.593 |
| Kepuasan Pelanggan | 0.845 |
| Loyalitas Pelanggan | 0.542 |

Tabel 3
Composite Reliability Coefficients

| Composite Reliability Coefficients | | |
|------------------------------------|------------------------------------|-------------------------------|
| | Composite Reliability Coefficients | Cronbach's Alpha Coefficients |
| Kualitas Pelayanan | 0.886 | 0.838 |
| Kualitas Produk | 0.891 | 0.843 |
| Harga | 0.850 | 0.760 |
| Kepuasan Pelanggan | 0.916 | 0.817 |
| Loyalitas Pelanggan | 0.742 | 0.714 |

Structural model (InnerModel)

Testing of the structural model is carried out by looking at the R-square value which is the goodness-fit test of the model. The inner model test can be seen from the R-square value in the equations between latent variables. The value of R2 explains how much the exogenous (independent/independent) variable in the model is able to explain the endogenous (dependent/bound) variable.

Table 5 shows that the overall R2 value = 1- (1-0.742) = 0.742. It can be interpreted that the model is able to explain the phenomenon/problem of Customer Satisfaction of 74.2%. While the rest (25.8%) is explained by other variables (besides Service Quality, Product Quality, Price) which have not been included in the model and errors. This means that customer satisfaction is influenced by, Service Quality, Product Quality, Price of 74.20% while at 25.80% is influenced by variables other than Service Quality, Product Quality, Price

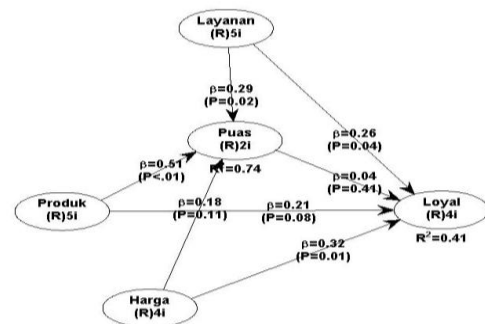
Overall R2 value = 1- (1- 0.406) = 0.406 . It can be interpreted that the model is able to explain the phenomenon/problem of Customer Loyalty of 40.60%. While the rest (59.40%) is explained by other variables (besides Service Quality, Product Quality, Price, Customer Satisfaction) which have not been included in the model and errors. This means that Customer Loyalty is influenced by, Service Quality, Product Quality, Price, Customer Satisfaction by 40.60% while 59.40% is influenced by variables other than Service Quality, Product Quality, Price, Customer Satisfaction.

Tabel 4
R-Square Coefficients

| R-squared coefficients | |
|----------------------------|-----------------|
| | R Square |
| Kualitas Pelayanan | |
| Kualitas Produk | |
| Harga | |
| Kepuasan Pelanggan | 0.742 |
| Loyalitas Pelanggan | 0.406 |

Tabel 5
Result for Inner Weights

| | Path Coefficients | Standard Error for Path Coefficients | P-Values |
|---|-------------------|--------------------------------------|----------|
| Kualitas Pelayanan -> Kepuasan Pelanggan | 0.285 | 0.140 | 0.024 |
| Kualitas Produk -> Kepuasan Pelanggan | 0.512 | 0.127 | <0.001 |
| Harga -> Kepuasan Pelanggan | 0.181 | 0.146 | 0.112 |
| Kualitas Pelayanan -> Loyalitas Pelanggan | 0.260 | 0.141 | 0.037 |
| Kualitas Produk -> Loyalitas Pelanggan | 0.209 | 0.145 | 0.078 |
| Harga -> Loyalitas Pelanggan | 0.320 | 0.138 | 0.013 |
| Kepuasan Pelanggan -> Loyalitas Pelanggan | 0.036 | 0.156 | 0.409 |



Gambar 2 Path Coefficients

RESULT AND DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Service quality has a significant positive effect on customer satisfaction of 0.29 with a P-value of 0.02. This is because the quality of service is very necessary, especially for regular customers who buy products every month and new customers who buy products at PT. Zain Multi Anugerah. With good service quality, it is one of the ways companies are trying to improve the quality continuously for the products and services produced by the company so that customers are satisfied. This behavior takes place when the customer feels the service provided by the company or after feeling the service so that hypothesis I states that Service Quality has a Significantly Positive effect on Customer Satisfaction. These results support the research of Inka Janita Sembiring, Suharyono and Andriani Kusumawati (2014) that service quality has a significant effect on customer satisfaction.

Effect of Product Quality on Customer Satisfaction

Product quality has a significant positive effect on satisfaction of 0.51 with P-Values <0.01 .

This is because product quality is very necessary, especially for regular customers who make purchases every month and new customers who buy products at PT. Zain Multi Anugerah. Product quality is very important to be maintained so that a company does not lose customers, and the company's reputation is well maintained. So with a high level of quality will produce high satisfaction. So that the second hypothesis states that product quality has a significant positive effect on customer satisfaction. These results support the research of Inka Janita Sembiring, Suharyono and Andriani Kusumawati (2014) that product quality has a significant effect on customer satisfaction. This result is in accordance with Sukoco (2013: 92) which states that there is a positive and significant influence between product quality on consumer satisfaction, meaning that if product quality is improved, consumer satisfaction will increase.

The Effect of Price on Customer Satisfaction

Price has a non-significant effect on customer satisfaction of 0.18 with a P-Value of 0.11. This is because the price is flexible so it does not have an influence on customer satisfaction because customers feel the quality and benefits obtained so that it allows prices to have no influence in terms of satisfaction. This is in accordance with hypothesis III which states that price has a non-significant effect on customer satisfaction. These results support the research of Ita Purnamasari, Ratya Anindita, Putri Budi Setyowati (2018). Based on the test results, it can be seen that the price variable has no significant effect on customer satisfaction. Kotler and Armstrong (2008:63) state that the price is the amount of money that must be paid by the customer for get product.

The Effect of Service Quality on Customer Loyalty

Service Quality has a Significantly Positive effect on Customer Loyalty of 0.26 with a P-Value of 0.04 . This is because the quality of service is very much needed, especially for regular customers who buy products every month and new customers who buy products at PT. Zain Multi Anugerah. With good service quality, it is one way for companies to try to continuously improve the quality of products and services produced by the company so that customers are satisfied so that it will form a high level of trust. This is in line with

hypothesis IV which states that service quality has a positive effect. Significant to Customer Loyalty. These results support the research of Inka Janita Sembiring, Suharyono and Andriani Kusumawati (2014) that service quality has a significant effect on customer loyalty.

Effect of Product Quality on Customer Loyalty

Product Quality variable has a Non-Significant Positive effect on Customer Loyalty of 0.21 with a P-Value of 0.08. This is because the product quality is unsatisfactory so that some customers switch to competing products. This is in line with hypothesis V which states that Product Quality has a Non-Significant Positive effect on Customer Loyalty. These results support the research of Inka Janita Sembiring, Suharyono, Andriani Kusumawati (2014) that product quality has no significant effect on customer loyalty.

The Effect of Price on Customer Loyalty

The Price Variable has a Significantly Positive effect on Customer Loyalty of 0.32 with a P-Value of 0.01. This is because the price is the implication of the service that will be received by customers to obtain benefits in using a product so that hypothesis VI states that price has a significant effect on customer loyalty. These results support the research of Rini Sugiarsih Duki Saputri (2019) that price has a significant and positive effect on customer loyalty. Kotler and Armstrong (2008:63) state that the price is the amount of money that customers have to pay to get the product.

The effect of customer satisfaction on customer loyalty

Customer Satisfaction Variable has a non-significant effect on customer loyalty 0.04 with a P-Values of 0.41. This is because the level of customer loyalty is not due to high satisfaction so that it makes them loyal, but a good relationship makes consumers to continue to buy products regularly. repeatedly at PT. Zain Multi Anugerah. so that the hypothesis VII which states that customer satisfaction has a non-significant effect on customer loyalty. These results support the research of Fredi Pradana (2018) Customer Satisfaction has no effect and is not significant on customer loyalty.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Conclusions that can be drawn based on the results of the tests on the hypotheses that have been proposed previously include the following:

1. Quality of Service contributes to Customer Satisfaction.
2. Product quality has a role in product quality, it is very necessary, especially with the existence of quality products, which will increase the desire of consumers to buy products
3. Price does not have a role in satisfaction because the price is flexible.
4. Service quality contributes to loyalty, namely customer expectations of service quality (expected quality) and perceived quality (perceived quality) because customers always judge a service that has been received.
5. Product quality has a role in loyalty because with better product quality, customer satisfaction increases.
6. Price has a role in customer loyalty because it is an implication of the service that will be received by customers to obtain benefits in using a product.
7. Customer Satisfaction does not contribute to Customer Loyalty. This shows that the better the quality of service and the good quality of the product provided does not necessarily make the customer satisfied, but the good relationship that exists affects customer loyalty to a company or product.

Suggestions

Companies by improving the quality of service with timeliness and speed in responding to obstacles in the field, product quality while maintaining or improving existing quality and affordable prices adjusted to existing variations. Customer satisfaction will affect Loyalty so that existing customers can recommend to other hospitals.

The variables in this study only use variables of customer satisfaction, product quality and price. There are still many other variables that need to be re-examined in the future to add empirical and theoretical behavior related to marketing management science and for further researchers there are still several factors that can affect product marketing management but have not been included by researchers, therefore it is recommended for

further researchers to add other variables such as product benefits, number of product users, product sales figures and others.

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