



**STRATEGIES TO INCREASE MUSLIM CONSUMER LOYALTY  
IN THE TIME OF THE COVID-19 PANDEMIC**

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**ABSTRACT**

This study was conducted to determine the extent of the influence of promotional strategies, product quality, and customer satisfaction on customer loyalty to Indosat Ooredoo card customers. The type of research used is explanatory research. The population is all Indosat Ooredoo card customers in Demak Regency. The technique of determining the sample is by purposive sampling. In this study, the number of samples used was 131 respondents. Data analysis was performed using multiple linear regression analysis techniques. Data collection techniques through online questionnaires using a Likert scale. Sources of data are primary data and secondary data. The results of this study based on partial testing in this study are each variable namely promotion strategy, product quality, and customer satisfaction has proven to have a positive and significant effect on customer loyalty. Based on the results of simultaneous testing, it is in a strong category because promotion strategies, product quality, and customer satisfaction are proven to have a positive and significant effect on customer loyalty.

**Keywords:** promotion strategy, product quality, customer satisfaction, customer loyalty

**INTRODUCTION**

The Covid-19 pandemic that has hit the world for almost 2 years has had such a great impact on the people of Indonesia, both positive and negative impacts. The positive impacts that can be seen are that people's lives become regular, clean living behavior increases, and they spend more time with family because most activities can be done from home, such as working from home (WFH) and school from home (SFH). One of the negative consequences is that people's purchasing power decreases because many companies reduce the number of employees due to not being able to pay them.

The Covid-19 pandemic has forced people to reduce their activities outside the home, so most activities are carried out from home. This has led to an increase in the use of telecommunications services and telecommunications networks. The use of mobile phones is increasing and with prepaid and postpaid options. Telecommunications service providers must be able to provide the best for their customers. Among the telecommunications service providers in Indonesia is Indosat Ooredoo. In 2015 Indosat Ooredoo experienced an increase in the number of subscribers by 68.5 million subscribers with a 24.7% increase compared to the 2014 period of 54.9 million users.

As one of the service providers for cellular operators, during the COVID-19 pandemic, Indosat Ooredoo was widely used by the Indonesian people, the majority of whom were Muslim, to carry out online activities, such as carrying out *istighosah kubro* conducted by the East Java Nahdlatul Ulama Regional Management (PWNU), the event reciting and recitation of the Koran. This shows that religious reality can not only be carried out in an offline space but also may occur in a virtual space. This religious activity from offline to online is a form of anticipatory measure so that the Covid-19 chain will soon be cut off.

Another form of religious activity carried out by Indosat Ooredoo recently is the distribution of thousands of donation program assistance packages collected from customers and employees during the month of Ramadan. Entitled #RamadanBangkitBersama, Indosat Ooredoo invites customers and employees to be a bridge to goodness through BenihBaik.com. This program is a form of Indosat Ooredoo's Corporate Social Responsibility (CSR) activities. Donations were distributed to various locations for orphanages, foundations caring for children with special needs, training centers for the disabled, special schools, nursing homes, and empowered villages throughout Indonesia.

With Indosat Ooredoo's various roles in the Muslim community and as a service provider for cellular operators, Indosat Ooredoo also seeks to increase consumer loyalty by determining appropriate promotional strategies, improving product quality, and increasing customer satisfaction.

The results of Anggia R. T (2015) research on the Analysis of the Effect of Promotional Strategies, Prices, and Satisfaction on Consumer Loyalty in Manado Post Newspapers show that promotion has no significant effect on consumer loyalty. This means that the promotional strategy carried out by the Manado Post is not right so that consumers feel that the delivery of information provided is not enough so that it has an impact on consumer loyalty. Consumers do not see in terms of the promotions offered by Manado Post, consumers prioritize the price and satisfaction provided by the Manado Post. In contrast to

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the research conducted by Selang (2013), entitled Marketing Mix, its Effect on Consumer Loyalty at Fresh Mart Mall Manado. The result of the research is that promotion affects consumer loyalty.

Service quality and product quality have an influence on consumer loyalty based on Susanto and Damayanti's (2008) research entitled Service and Product Quality and Consumer Loyalty. Researcher Kurniawan (2013) with a research model of qualitative analysis and quantitative analysis entitled The Influence of Service Quality, Product Quality, and Customer Value on Customer Satisfaction and Loyalty Case Study at BPD DIY Syariah Bank concluded that partially product quality variables did not have a significant positive effect on loyalty. customer.

Damayanti's research (2009) entitled The Effect of Consumer Satisfaction on the Level of Brand Loyalty of Suzuki's Motorcycles on the CV. Turangga Mas Motor found the results that consumer satisfaction affected customer loyalty to the Suzuki motorcycle brand, while the research by Awaluddin and Setiawan (2012) entitled The Effect of Service Quality on Satisfaction, Value, Trust and Household Customer Loyalty (PDAM Kendari City) showed different results that customer satisfaction does not affect customer loyalty.

Another research is Hartanto & Andreani (2019) in their research entitled The Effect of Product Quality, Service Quality, and Physical Environment on Customer Loyalty through Customer Satisfaction as a Mediation Variable at De Mandailing Cafe Surabaya found that customer satisfaction also has a positive and significant effect on customer loyalty. where customer satisfaction will decrease if performance is less than expectations and if it meets expectations the customer will feel satisfied. Choiriah & Liana (2019) in their research entitled The Influence of Product Quality, Brand Image, and Service Quality on Satisfaction-mediated Customer Loyalty shows that customer satisfaction has a positive and significant effect on customer loyalty. However, in Pradana's research (2018) entitled The Effect of Customer Relationship Management, Service Quality, and Experience Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable for PT Fac Sekuritas Indonesia's customers in Yogyakarta, the results show that customer satisfaction has a negative effect and has no significant effect. significant on customer loyalty.

There are differences in the results of research on factors that can affect consumer loyalty such as promotional strategies, product quality, and customer satisfaction, the problems formulated in this study are:

1. Does the promotion strategy have a positive effect on customer loyalty?
  2. Does product quality have a positive effect on customer loyalty?
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3. Does customer satisfaction have a positive effect on customer loyalty?

## **LITERATURE REVIEW**

### **Promotion Strategy**

Promotion is seen as a one-way flow of persuasion or information that directs a person or organization to action that creates exchange in society. So promotion is one of the important aspects of marketing management and is often said to be a continuous process because promotion can lead to a series of further activities from the company (Private, 2004). Promotion strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. This is also supported by the private opinion that strategy is a series of grand designs that describe how a company should operate to achieve its goals.

Promotional strategy according to Moekijat (2000: 443) is a company activity to encourage sales by directing communications that lead to buyers while according to Lamb, Hair, Mc Daniel (2001: 146) promotional strategy is a plan for optimal use of promotional elements such as advertising, public relations, personal selling, and sales promotion.

So the promotion strategy in this research is a series of ways that Indosat Ooredoo does to communicate its products to consumers so they are motivated to buy.

The indicators of the promotion strategy are:

1. Display ads on TV are attractive and easy to remember
2. Indosat Ooredoo conducts sales promotions through bonuses
3. Product offerings motivate buying
4. Information from advertisements is provided interesting, clear, and by reality

### **Product Quality**

According to Kotler and Keller (2008), quality is the best guarantee of customer loyalty, the company's strongest defense in the face of competition, and the way to maintain sales. A product according to Molan in Kotler and Keller (2008: 5) is anything that can be offered to the market to satisfy a need. Products marketed include physical goods, services, experiences, events, people, places, properties, organizations, and ideas.

Product quality according to Kotler and Armstrong (2006: 299) is the ability of a product to carry out its functions including the durability of some products, reliability, precision, ease of operation and repair, and other valuable attributes. According to Tjiptono (2009), product quality is a characteristic of a product in its ability to meet predetermined needs and has latent properties.

So the quality of the product in this study is the ability of Indosat Ooredoo products that can be given to consumers to attract consumers to buy. Product quality indicators in this study are:

1. Indosat Ooredoo has a well-known brand name
2. The design and color of the Indosat Ooredoo product card is attractive
3. The variety of products provided by Indosat Ooredoo is very diverse
4. The quality of Indosat Ooredoo products is very good, such as a stable 4G network

### **Customer Satisfaction**

In Fornel's research (2007) on customer satisfaction, it is said that satisfied customers will become loyal customers while dissatisfaction is the cause of switching consumers. According to Kotler (2008: 42) satisfaction is the level of one's feelings after comparing performance or perceived results compared to expectations.

Furthermore, Tjiptono (2009: 146) provides a definition of satisfaction as an evaluation of buyers in which the chosen alternative at least gives the same result (outcome) or exceeds customer expectations. According to Lovelock and Wirtz (2011: 74) satisfaction is an attitude that is decided based on the experience gained, which is an assessment of the characteristics or features of a product or service related to meeting consumer consumption needs.

Customer satisfaction in this study is what Indosat Ooredoo wants and needs can be fulfilled. Indicators of customer satisfaction :

1. Employees respond to customer problems
2. Customers are easy to get information
3. Provide fast and precise service
4. Available especially during peak hours

### **Customer Loyalty**

Loyalty is a buying behavior response that can be revealed continuously by decision-makers by paying attention to one or more specific brands. Loyalty is the attitude of consumers in determining their choice to continue using the products or services of a company. The attitude of determining the choice is also to make a commitment and repurchase the company (Foster and Cadogan, 2000).

According to Bothe quoted from Vanessa (2007: 71), states that customer loyalty is those who are satisfied with the company's products or services and they become an enthusiastic word of mouth advertisers. Loyalty is not only in the company's products and

services, but also the entire product and service portfolio of the company as part of the lifetime of loyalty to one brand forever.

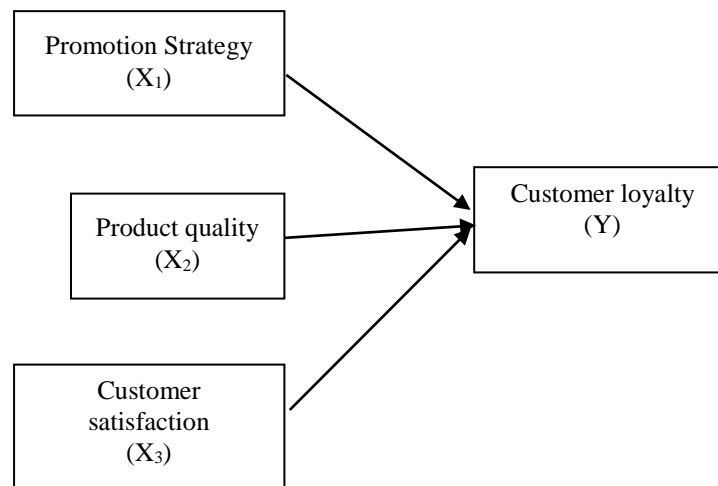
Customer loyalty in this study is a condition in which customers have a positive attitude towards Indosat Ooredoo, are committed, and intend to continue their purchases in the future. Indicators of customer loyalty are:

1. Purchase Indosat Ooredoo products repeatedly
2. Do not turn to other brands
3. Not affected by price

## **RESEARCH FRAMEWORK**

From the theoretical study above, the thinking framework of this research is:

**Figure 1. Framework of Thought**



Source: Processed and developed for research, 2021

## **RELATIONSHIP BETWEEN VARIABLES AND HYPOTHESES**

### **1. The relationship between promotion strategy and customer loyalty**

Promotion is the activity of communicating information from the seller to the buyer or other parties in the channel to influence attitudes and behavior (Jerome McCarthy and William D. Perreault, Jr., 1993: 294). Without promotion, the existence of the product receives less attention from consumers or even the customer does not know anything about the product. Customers who do not know a product will minimize or eliminate the possibility to become loyal or loyal customers. Promotion cannot be said to be effective if it does not get public attention. Attention-stealing attention is to make people want to take the time to pay attention to the promotions that the company does (Philip Kotler, 2004: 21). For this reason, companies need to carry out promotions to

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communicate/introduce their products to customers and make customers react to buy the goods/services offered which can then lead to customer loyalty. Based on the theory and description above, provisional conjectures that can be formed are:

H1: The promotion strategy is thought to affect customer loyalty.

## **2. The relationship between product quality and customer loyalty**

Fani Gustin (2012) states that product quality is the variable that has the greatest influence on consumer loyalty because, with good product quality, there is a tendency for consumers to feel satisfied with what they receive so that it will lead to a loyal attitude. However, vice versa. Trixie, Hermani, & Listyorini (2016) explain that product quality has a positive effect on customer loyalty where good product quality can make customer loyalty high to the product, but if the quality provided is very bad then customers will switch to using other products so that customer loyalty towards the product will below. Based on the theory and description above, provisional conjectures that can be formed are:

H2: Product quality is suspected to affect customer loyalty.

## **3. The relationship between customer satisfaction and customer loyalty**

Kotler and Keller (2008: 140) say that very satisfied consumers will usually remain loyal for a long period, and buy again when the company introduces new products and updates old products, besides that he will talk about good things about the company and its products. to others, they pay less attention to competing brands and place less importance on price, they also offer product and service ideas to companies, and their service costs are cheaper than new customers because transactions become routine. Meanwhile, Tjiptono (2008: 169) suggests that customer satisfaction also provides several specific benefits, including a positive impact on customer loyalty. Based on the theory and description above, provisional conjectures that can be formed are:

H3 : Customer satisfaction is suspected to have an effect on customer loyalty

## **RESEARCH METHODS**

This type of research is explanatory research or explanation. The population in this study are all customers who use Indosat Ooredoo cards in Demak Regency. In this study, the number of samples was 131 respondents. Sampling was done by the purposive sampling method, namely the sampling method with certain conditions. To analyze the survey data and interpret the research results, multiple linear regression analysis techniques are used to find out how much influence the marketing strategy, product quality, and customer satisfaction

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have on customer loyalty. Data collection techniques were carried out through online questionnaires. The measurement scale uses

## **RESULTS AND DISCUSSION**

### **Results**

Data on the demographics of the respondents are presented in Table 1.

**Table 1. Demographic Information**

<b>Demographic</b>	<b>Percentage</b>
<b>- Gender</b>	
Male	29,8
Female	70,2
<b>- Age</b>	
17-20	61,8
21-23	30,5
24-27	3,1
28-30	1,5
>30	3,1
<b>- Type of Work</b>	
Private Sectore Employee	13,0
Student	79,4
Other	7,6

Source: Data processed 2021

Based on table 1, it can be said that the respondents in this study amounted to 131 respondents. Respondents were male as much as 29.8% and female respondents were 70.2%. If based on age, it is dominated by respondents aged 17-20 years as much as 61.8% and ages 21-23 years as much as 30.5%, then from this data, it can be seen that the majority of Indosat Ooredoo card customers are in the age of 17-20 years. Followed by 3.1% of respondents aged 24-27, 1.5% of 28-30 years old, and 3.1% of respondents aged >30 years. Then based on the type of work, the majority of Indosat Ooredoo card users are students and students as much as 79.4%. This is clear because it is these people who during the pandemic use the most quota for their online learning.

Validity and reliability tests were also conducted to test the instruments used. The results of testing the validity and reliability are shown in tables 2 and 3 as follows:



**Table 2. KMO and Bartlett Test Results of Roundness**

Test	Value
KMO Sufficiency Sample	0.926
Bartlett of Roundness	0.000

Source: Data processed 2021

From the results of the KMO and Bartlett test from Roundness, it can be seen that the KMO Sufficiency Sample value is 0.926, which means the instrument test value is good. While the Bartlett value of roundness is 0.000 which means it is significant. So it can be said that the results of testing the validity of the instrument in this study are valid.

**Table 3. Convergent Validity and Reliability Test**

<b>Promotion Strategy (CR = 0.729)</b>	
Display ads on TV that are attractive and easy to remember	0,927
Indosat Ooredoo conducts sales promotions through bonuses	0,925
Product offerings motivate buying	0,925
The information from the advertisements provided is interesting, clear, and by reality	0,923
<b>Product Quality (CR = 0.737)</b>	
Indosat has a well-known brand name.	0,927
The design and color of Indosat Ooredoo product cards are attractive.	0,927
The variety of products provided by Indosat is very diverse	0,927
Indosat Ooredoo product quality is very good (4G network is stable)	0,924
<b>Customer Satisfaction (CR = 0.916)</b>	
Employees respond to customer problems.	0,922
Customers are easy to get information.	0,923
Provide fast and precise service.	0,921
Available especially during peak hours.	0,922
<b>Customer Loyalty (CR = 0.841)</b>	
Make purchases of Indosat Ooredoo products repeatedly	0,929
Don't switch to other brands	0,923
Doing positive word of mouth	0,924

Source: Data processed 2021

Table 3 shows that the reliability value of the instrument in this study is good. Cronbach alpha of promotion strategy variable is 0.729, product quality variable is 0.737, customer satisfaction variable is 0.916, and customer loyalty variable is 0.841. From the Cronbach alpha value of each instrument is also more than 0.6, it can be concluded that the instrument used in this study is reliable.

Another test used in this research is the multiple linear regression test. This test aims to measure how far the influence of the independent variable is on the dependent variable. Testing is done with the help of SPSS software.

**Table 4. Determinants of Coefficients and Adjusted R Square and Results of t-test, and F-test**

	<b>SP to LP</b>	<b>KP to LP</b>	<b>KEP to LP</b>
<b>Determinant of Coefficient and Adjusted R</b>			
R	0,628	0,541	0,557
R <sup>2</sup>	0,329	0,292	0,310
Customized R Square	0,390	0,287	0,304
<b>Beta Coefficient Standard</b>			
T	9,100	7,242	7,549
Sig.	0.000	0.000	0.000
<b>F . test results</b>			
F	82,815	52,447	56,983
Sig.	0.000	0.000	0.000

\*Significance (Sig.<0.05)

Source: Data processed,2021

From the results of testing the first hypothesis (see table 4), the R-value is 0.628, the R Square value is 0.329, and the Adjusted R Square value is 0.390. From the R Square value, it can be interpreted that only 32.9% of the variation in customer loyalty is formed by the promotional strategy variables used. In other words, 67.1% of customer loyalty is formed by variables other than the promotion strategy used.

Promotion strategy has a positive and significant influence on customer loyalty. This can be seen from the results of the regression test of 0.329, with a count value of 9.100 and a significance value of 0.000. A significance value that is smaller than 0.05 means that in this study the promotional strategy carried out by Indosat Ooredoo to its customers affects customer loyalty.

Furthermore, from the results of testing the second hypothesis, the R-value

is 0.541, the R Square value is 0.292, and the Adjusted R Square value is 0.287. From the R Square value, it can be interpreted that only 29.2% of the variation in customer loyalty is formed by the product quality variable. In other words, 70.8% of customer loyalty is formed by variables other than product quality.

Product quality has a positive and significant influence on customer loyalty. This can be seen from the results of the regression test of 0.292, with a t-count value of 7.242 and a significance value of 0.000. A significance value that is smaller than 0.05 means that in this study the good quality of Indosat Ooredoo products affects customer loyalty.

Then the results of testing the third hypothesis obtained an R-value of 0.557, an R Square value of 0.310, and an Adjusted R Square value of 0.304. From the R Square value, it can be interpreted that 31% of the variation in customer loyalty is formed by the customer satisfaction variable. In other words, 69% of customer loyalty is formed by variables other than customer satisfaction variables.

Satisfaction felt by Indosat Ooredoo customers has a positive and significant effect on customer loyalty. This can be seen from the results of the regression test of 0.310, with a t-count value of 7.549 and a significance value of 0.000. A significance value that is smaller than 0.05 means that if customer satisfaction is increased, then customer loyalty will be better too.

## **Discussion**

Informing loyalty to Indosat Ooredoo customers, some factors influence it, including the promotional strategy variables carried out by Indosat Ooredoo, the quality variable for the Indosat Ooredoo product itself, and the satisfaction variable formed in Indosat Ooredoo consumers as a result of purchasing behavior. From the results of this study, it turns out that the three variables above have a positive and significant effect on the formation of customer loyalty.

In this study, the variable of promotion strategy has a positive and significant effect on customer loyalty. The results of this study support the research results of Selang (2013) which states that promotion has an effect on consumer loyalty but contradicts the results of research by Anggia R.T (2015) which shows that promotion has no significant effect on consumer loyalty.

For the second variable, namely the product quality variable, the results have a positive and significant effect on customer loyalty. The results of this study support the results of Susanto and Damayanti's (2008) research which results in product quality influencing consumer loyalty. However, this contradicts the results of Kurniawan's (2013) research which shows that product quality does not have a significant positive effect on customer loyalty.

The next is the customer satisfaction variable, it turns out that the results also have a positive and significant effect on customer loyalty. The results of this study are the same and support the research of Damayanti (2009) which found that customer satisfaction affects customer loyalty, then the results of Hartanto & Andreani's research (2019) found that customer satisfaction also has a positive and significant effect on customer loyalty and the research of Choiriah & Liana (2019 ) in his research also shows that customer satisfaction has a positive and significant effect on customer loyalty. But this study contradicts the results of research by Awaluddin and Setiawan (2012) showing different results that customer satisfaction does not affect customer loyalty and Pradana's research (2018) whose research results show that customer satisfaction has a negative and insignificant effect on customer loyalty.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

From the description above, it can be concluded that informing consumer loyalty or Muslim customers during the Covid-19 pandemic, is significantly influenced by promotional strategy factors, product quality, and customer satisfaction. Although all variables have a positive and significant influence on customer loyalty, the effect is relatively small so that in this case it is necessary to increase efforts in determining promotional strategies, better product quality, and achieving optimal customer satisfaction so that it is hoped that maximum customer loyalty can be formed.

### **Suggestion**

From the conclusions above, the suggestions that can be given are:

1. The need for improvement in promotional strategies by recognizing customers, choosing strategic locations, using internet marketing, doing promotions, and establishing good relationships with customers.

2. Further improving product quality by getting feedback from buyers to find out product shortages, conducting quality control on products made, reviewing suppliers who are invited to work together, and observing competitors.
3. Maintain and improve consumer satisfaction by maintaining the quality of goods and services, listening to customer complaints and suggestions, simplifying and accelerating the transaction process, and providing security and comfort when customers transact.
4. For further researchers to include new variables such as emotional bonding (emotional bonding), trust (trust), convenience (choice reduction and habit), competitive advantage, and brand reputation.

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