

## The Influence of Brand Awareness Customer Value and Customer Satisfaction on Interest in Renting Daya Cipta Sejati (Dcs) Cars in Cinere Depok

Bimo Putro Karsodimedjo<sup>1</sup>, Resti Hardini<sup>2</sup>, Kumba Digdowiseiso<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics and Business Universitas Nasional Jakarta, Indonesia

Email : bimoputro@gmail.com, resti.hardini@civitas.unas.ac.id,  
kumba.digdo@civitas.unas.ac.id\*

### Abstract:

This study aims to analyze the influence of Brand Awareness, Customer Value and Customer Satisfaction on Renting Interests at Daya Cipta Sejati (DCS) car rentals in Cinere Depok. The research method used is a quantitative method and uses multiple linear regression analysis with processing using Statistical Product and Service Solutions (SPSS) version 23 with data collection methods through questionnaires to 100 respondents using the Daya Cipta Sejati (DCS) car rental. The results of this study indicate that the variable Brand Awareness has no positive and significant effect on Renting Interests for Daya Cipta Sehati (DCS) car rentals. Customer Value has a positive and significant effect on Renting Interests for Daya Cipta Sehati (DCS) car rentals., and Customer Satisfaction has a positive and significant effect on Re-Lease Interests for Daya Cipta Sehati (DCS) car rentals.

**Keywords:** Brand Awareness, Customer Value, and Customer Satisfaction

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### INTRODUCTION

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In the current era of globalization, human life cannot be separated from the rapid development of technology that is indirectly accepted and applied in everyday life, including the development of automotive industry technology. Currently, people's routine mobility is increasing, especially in urban centers, which means the need for vehicles, both public and private, has become very important or may have become an important need.

Cars are a common means of transportation in everyday life. Cars are used as a means of transportation, but not everyone can afford a car that is quite expensive. Therefore, companies emerged that offer car rental services which are often called car rentals. Rental is one of the service industries in which there are elements that involve an agreement or contract where the tenant must pay or pay compensation or profits for goods or goods owned by the owner of the goods. Car rental is now widely used by the community. Now everyone can take a car anywhere and anytime to carry out their respective activities, both for business activities and for their personal needs, so that the car rental business continues to grow by fulfilling or renting vehicles.

Daya Cipta Sejati (DCS) is a car rental business in Cinere Depok. This business certainly has certain marketing strategies that are considered to have potential for business growth. Daya Cipta Sejati (DCS) was established in 2017 and currently has more fleets as many as 27 units with service coverage for Java Island. Almost every day there are car booking activities at Daya Cipta Sejati (DCS), this is what makes the author interested in researching this car rental business.

Daya Cipta Sejati (DCS) has similar competitors including RAV Rent Car, Badranaya Rent Car, and AVVA Rent Car. This requires True Inventiveness of the right marketing strategy in competitive advantage. The following will be displayed the Daya Cipta Sejati (DCS) car rental table for January to June 2021 as follows:

**Table 1. True Creativity (DCS) Car Rental Rental Table 2021**

<b>MOON</b>	<b>RENTAL</b>
JANUARY	682 Units
FEBRUARY	609 Units
MARCH	620 Units
APRIL	651 units
MAY	558 Units
JUNE	510 units

Source : Daya Cipta Sejati (DCS) Car Rental 2021.

Based on table 1, Daya Cipta Sejati car rental data per unit shows fluctuations. Starting from January there were 682 units of vehicles, then in February there was a decrease of 609 units and in March it increased to 620 units. In April there was an increase of 651 units, then in May there was a decrease of 558 units and in June it decreased again to 510 units. Based on the data above, it can be seen that fluctuations in car rentals per unit in True Creativity show fluctuations that tend to decrease. This can illustrate a problem with re-lease interest. Problems with re-rental interest can be influenced by *brand awareness* (X1), customer value (X2), and *customer satisfaction* (X3).

According to Cronin and Taylor (1992), repurchase interest is basically customer behavior where customers respond positively to the quality of service of a company and intend to revisit or re-consume the company's products. Companies or marketers need to increase consumer awareness of their brand to create loyal and loyal customers and as a mechanism to expand the brand market.

*Brand Awareness* in Aaker (1991: 15) is the expertise of customers to identify or recall a brand and associate it with a certain type of product. Understanding this brand is the first step for each consumer to move towards new products or brands offered through advertising. The main aspect of *brand awareness* is first of all the form of data in memory. Research by Anggraini, A (2017) shows that *brand awareness* has an influence on repurchase interest.

According to Tjiptono (2003) defines *customer value* as an evaluation of the totality of consumers on the utility of a product based on their perception of what is received and what is given. Based on research conducted by Ariadewi (2015) stated that *customer value* has a positive effect on repurchase interest.

According to Kotler and Keller (2016: 234) argue that "after consumers buy the product, consumers can be satisfied or dissatisfied and engage in post-purchase behavior. Satisfied customers will return to buy the product, praise the product in front of others, draw less attention to the brand, and advertise competitors and buy other products from the same company." In previous research (Ramadhan & Santosa, 2017) had a conclusion of the same result, namely Customer Satisfaction has a significant effect on repurchase interest

## RESEARCH METHODS

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This study uses data collection techniques through the distribution of questionnaires which are instruments to collect data by providing several questions in writing to respondents to answer. Researchers use the questionnaire method because it is a very efficient and effective data collection technique by knowing the variables to be measured and understanding what to expect. According to Sugiyono (2017) there are 5 categories of answers:

**Table 2. Likert Scale Measurement**

Answer Categories	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Totally Agree	5

Source: Sugiyono (2017)

### A. Data Collection Tools

#### 1. Literature

The literature method is carried out by searching for information data related to this study, journals and other sources.

#### 2. Questionnaire

It is a way to ask several questions related to the subject matter under study, then the answers will be tested with the criteria set.

### B. Data Sources

The source of data in this study was obtained through respondents. The data was obtained by distributing questionnaires conducted randomly to customers who use Daya Cipta Sejati (DCS) car rentals in Cinere Depok.

### C. Data Type

In this study the data were taken from primary data. Primary data is data that does not exist in the form of files. This data is obtained by researchers themselves by associating predetermined respondents. To obtain these data, researchers used questionnaires to be distributed to respondents obtained directly from the research location.

## RESULTS AND DISCUSSION

In this study, the object used is Rental Interest which is influenced by Brand Awareness, Customer Value and Customer Satisfaction in Daya Cipta Sejati car rental. These identities include gender, age, occupation, income and have rented at Daya Cipta Sejati DCS car rental.

### Car Type and Car Rental Price Daya Cipta Sejati (DCS)

Daya Cipta Sejati (DCS) car rental has various types of cars and varying rental prices. The following table of car types and car rental prices of Daya Cipta Sejati (DCS) will be displayed as follows:

**Table 3. Car Type and Car Rental Price Daya Cipta Sejati (DCS)**

Car Type	Price
Agya / Ayla	Rp. 300.000 / Day
Calya / Sigra	Rp. 300.000 / Day
Avanza / Xenia	Rp. 350.000 / Day
Brio	Rp. 350.000 / Day
Mobilio	Rp. 350.000 / Day
Ertiga	Rp. 350.000 / Day
Innova Reborn	Rp. 700.000 / Day

Source : Daya Cipta Sejati (DCS) Car Rental

Based on table 4.1, Daya Cipta Sejati (DCS) car rental prices vary, depending on the type of car. For Agya/Ayla Rp. 300.000., Calya/Sigra Rp. 300.000., Avanza/Xenia Rp. 350.000., Brio Rp. 350.000., Mobilio Rp. 350.000., Ertiga Rp. 350.000., and Innova Reborn Rp. 700.000. /day.

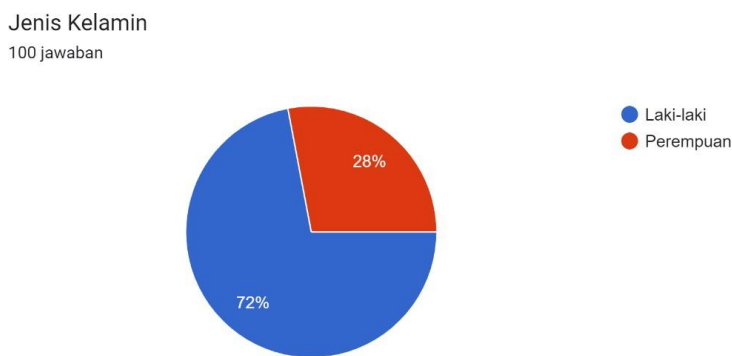
The use of the application is used in obtaining an overview of the questionnaire, the following will be stated the identity of respondents based on gender, age, occupation and income. Broadly speaking, respondents can be seen based on the gender of respondents who use

Daya Cipta Sejati car rental. The total number of respondents who filled out this questionnaire was 100 respondents.

**Table 4. Characteristics of respondents by gender**

Gender	Number of Respondents
Man	72
Woman	28
Total	100

Source : Primary Data Processed 2023.



**Figure 1. Characteristics of respondents by gender**

Source : Primary Data Processed 2023

Based on the table and diagram above, it is known that there are 72 male respondents while 28 female respondents are 28 people. Based on these data, it can be concluded that respondents are more dominated by men for re-rental interest in true Daya Cipta (DCS) car rentals.

#### **Characteristics of respondents by age**

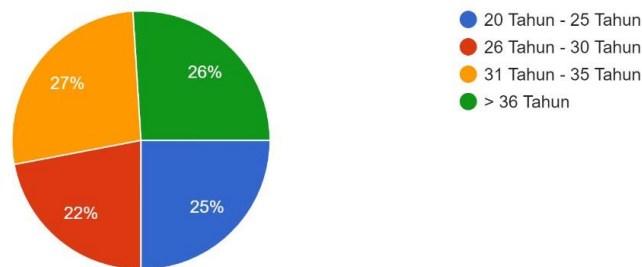
In this study, the authors grouped respondents by age, and were divided back into four groups, including 20-25 years, 26-30 years, 31-35 years, and >36 years. The following further explanation is listed in the table below:

**Table 5. Characteristics of respondents by age**

Age	Number of Respondents
20 - 25 years	25
26 – 30 years	22
31 – 35 years old	27
> 36 years old	26
Total	100

Source : Primary Data Processed 2023.

Usia  
100 jawaban



**Figure 2. Characteristics of respondents by age**

Source : Primary Data Processed 2023

Based on the table and diagram above, it can be seen that the grouping of 100 respondents based on age, namely respondents aged 20-25 years amounted to 25 people, while respondents aged 26-30 years amounted to 22 people, then respondents aged 31-35 people amounted to 27 people, then respondents aged > 36 years as many as 26 people. This illustrates that Daya Cipta Sejati (DCS) car rental customers are dominated by the age of 31 – 35 years.

### Characteristics of respondents by occupation

In this study, researchers divided work into several groups, including Civil Servants (PNS), Private Employees, Entrepreneurs, Students and others. The following further explanation is listed in the table below.

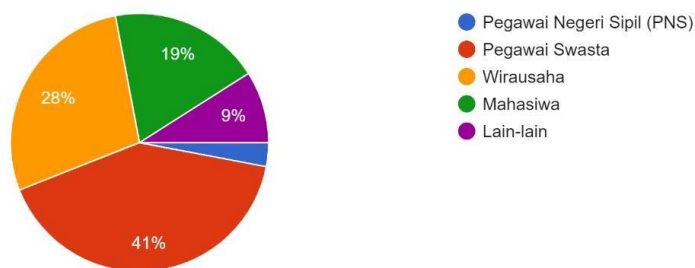
**Table 6. Characteristics of respondents by occupation**

Work	Number of Respondents
Civil Servant (PNS)	3
Private Employees	41

Work	Number of Respondents
Entrepreneurial	28
Student	19
Miscellaneous	9
Total	100

Source : Primary Data Processed 2023.

Pekerjaan  
100 jawaban



**Figure 3. Characteristics of respondents by occupation**

Source : Primary Data Processed 2023

Based on the table and diagram above, it can be seen that respondents have quite diverse jobs, namely Civil Servants (PNS) as many as 3 respondents, Private Employees as many as 41 respondents, Entrepreneurs as many as 28 respondents, Students as many as 19 respondents, and Others as many as 9 respondents. Based on these data, it is known that respondents are dominated by Private Employees who have rented cars on Daya Cipta Sejati (DCS) car rentals.

### Characteristics of respondents by income

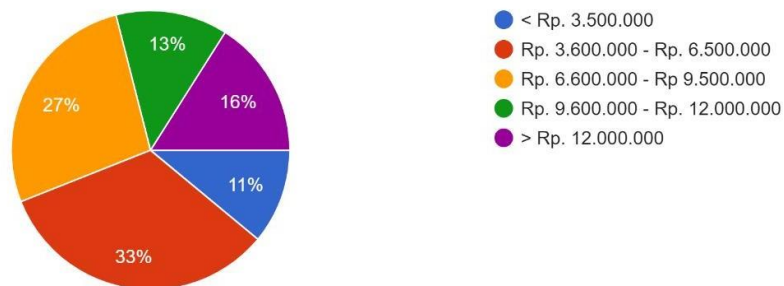
In this study, researchers grouped respondents based on income, and were divided into four groups, including < Rp. 3,500,000, Rp. 3,600,000 – Rp. 6,500,000, Rp. 6,600,000 – Rp. 9,500,000, Rp. 9,600,000 – Rp. 12,000,000, and > Rp. 12,000,000. The following further explanation is listed in the table below.

**Table 7. Characteristics of respondents by income**

Income	Number of Respondents
< IDR 3,500,000	11
IDR 3,600,000 – IDR 6,500,000	33
IDR 6,600,000 – IDR 9,500,000	27
IDR 9,600,000 – IDR 12,000,000	13
> IDR 12,000,000	16
Total	100

Source : Primary Data Processed 2023

Pendapatan  
100 jawaban



**Figure 4. Characteristics of respondents by income**

Source : Primary Data Processed 2023.

Based on the table and diagram above, it can be seen that respondents have quite diverse incomes, namely < Rp. 3,500,000 as many as 11 respondents, Rp. 3,600,000 – Rp. 6,500,000 as many as 33 respondents, Rp. 6,600,000 – Rp. 9,500,000 as many as 27 respondents, Rp. 9,600,000 – Rp. 12,000,000 as many as 13 respondents, and > Rp. 12,000,000 as many as 16 respondents. Based on these data, it is known that respondents in the dominant income of Rp. 3,600,000 – Rp. 6,500,000 who have used Daya Cipta Sejati (DCS) car rental. The results of the descriptive analysis test on each variable will be described in this section. The variable studied consists of independent variables, namely Brand Awareness (X1), Customer Value (X2), and Customer Satisfaction (X3), as well as the dependent variable, namely Rental Interest (Y). This study used data analysis on calculations based on answers from respondents and used statistical calculations by utilizing computer tools through the SPSS 23 program.



<b>Table 8. Average Total Mean and Total Mean <i>Brand Awareness</i> (X1)</b>			
<b>No</b>	<b>Statement</b>	<b>Std. Deviation</b>	<b>Mean</b>
<b><i>Unware Of Brand</i></b>			
1.	I know Daya Cipta Sejati (DCS) car rental located in cinere depok.	0,657	4,45
<b>Average Total Mean</b>			4,45
<b><i>Brand Recognition</i></b>			
1.	By looking at Google Ads Daya Cipta Sejati (DCS), if I want to rent a car again, I choose Daya Cipta Sejati (DCS) car rental.	0,732	4,49
<b>Average Total Mean</b>			4,49
<b><i>Brand Recall</i></b>			
1.	When I want to rent a car then Daya Cipta Sejati (DCS) car rental that I remember.	0,674	4,53
<b>Average Total Mean</b>			4,53
<b><i>Top Of Mind</i></b>			
1.	When asked about car rental I remember the first time Daya Cipta Sejati (DCS) car rental.	0,798	4,30
<b>Average Total Mean</b>			4,30
<b>Average Total Mean <i>Brand Awareness</i> (X1)</b>			4,44

Source : Data Processed by Researchers 2023.

Based on the table above, it is known that respondents' assessment of *Brand Awareness* obtained results to answer in agreement with a total mean average of 4.44 with the highest average gain of 4.53 and the lowest average of 4.30. Based on the average value of the total mean obtained, it can be seen that 4.44 points in the weight of the score according to the Likert scale means that respondents agree. The *Brand Awareness variable in influencing Re-Rental Interest in True Intellectual Power Car Rental (DCS)*, besides that the

lowest average in the Brand Awareness variable of 4.30 also still means that respondents agree with Brand Awareness of Re-Rental Interest.

**Table 9. Average Total Mean and Total Mean Customer Value (X2)**

No	Statement	Std. Deviation	Mean
<b>Emotional Value</b>			
1.	I feel happy to rent a car at Daya Cipta Sejati (DCS) car rental.	0,672	4,45
<b>Average Total Mean</b>			4,45
<b>Social Value</b>			
1.	I feel confident that I can do car rental at Daya Cipta Sejati (DCS) car rental like many people do.	0,674	4,47
<b>Average Total Mean</b>			4,47
<b>Quality/Performance Value</b>			
1.	Daya Cipta Sejati (DCS) car rental has a good quality car so that it provides more benefits.	0,702	4,55
<b>Average Total Mean</b>			4,55
<b>Price/Value Of Money</b>			
1.	Daya Cipta Sejati (DCS) car rental is able to provide good cars and services in accordance with the prices offered.	0,628	4,51
<b>Average Total Mean</b>			4,51
<b>Average Total Mean Customer Value (X2)</b>			4,45

Source : Data Processed by Researchers 2023

Based on the table above, it is known that respondents' assessment of Customer Value obtained results to answer in agreement with a total average mean of 4.45 with the highest average gain of 4.55 and the lowest average of 4.45. Based on the average total mean value obtained, it can be seen that 4.45 points in the weight of the score according to the Likert scale means that respondents agree with the Customer Value variable in influencing

Rental Interest in True Intellectual Power Car Rental (DCS), besides that the lowest average in the Customer Value variable, which is 4.45, also still means that respondents agree with Customer Value to Rental Interest.

**Table 10. Average Total Mean and Total Mean of Customer Satisfaction (X<sub>3</sub>)**

No	Statement	Std. Deviation	Mean
<b><i>Fulfillment</i></b>			
1.	I was satisfied because the rental car was in line with my expectations.	0,641	4,56
<b>Average Total Mean</b>			4,56
<b><i>Pleasure</i></b>			
1.	I feel comfortable driving using a rental car from Daya Cipta Sejati (DCS) car rental.	0,642	4,54
<b>Average Total Mean</b>			4,54
<b><i>Relief</i></b>			
1.	I rarely feel the lack of rental cars and services provided by Daya Cipta Sejati (DCS) car rental.	0,768	4,34
<b>Average Total Mean</b>			4,34
<b><i>Ambivalence</i></b>			
1.	I can accept the advantages and disadvantages of Daya Cipta Sejati (DCS) car rental.	0,714	4,43
<b>Average Total Mean</b>			4,43
<b>Average Total Mean Customer Satisfaction (X<sub>3</sub>)</b>			4,47

Source : Data Processed by Researchers 2023.

Based on the table above, it is known that respondents' assessment of Customer Satisfaction obtained results to answer affirmatively with a total mean average of 4.47 with the highest average gain of 4.56 and the lowest average of 4.34. Based on the average total mean value obtained, it can be seen that 4.47 points in the weight of the score according to

the Likert scale means that respondents agree with the Customer *Value* variable in influencing Rental Interest in True Creativity (DCS) Car Rental, besides that the lowest average in the Customer Satisfaction variable of 4.34 also still means that respondents agree with Customer Satisfaction with Rental Interest.

**Table 11. Average Total Mean and Total Mean of Rental Interest (Y)**

No	Statement	Std. Deviation	Mean
<b><i>Transactional Interest</i></b>			
1.	I will trust the service provided by Daya Cipta Sejati (DCS) car rental so that I re-rent it again.	0,642	4,46
<b>Average Total Mean</b>			4,46
<b><i>Referential Interests</i></b>			
1.	I will give a reference to others for car rental in Daya Cipta Sejati (DCS) car rental.	0,641	4,56
<b>Average Total Mean</b>			4,56
<b><i>Preferential Interests</i></b>			
1.	I will return to do car rental only at Daya Cipta Sejati (DCS) car rental.	0,684	4,42
<b>Average Total Mean</b>			4,42
<b><i>Exploratory Interest</i></b>			
1.	I am always looking for information regarding car rental in Daya Cipta Sejati (DCS) car rental.	0,729	4,44
<b>Average Total Mean</b>			4,44
<b>Average Total Mean Release Interest (Y)</b>			4,47

Source : Data Processed by Researchers 2023.

Based on the table above, it is known that respondents' assessment of Re-Rental Interest obtained results to answer affirmatively with a total mean average of 4.47 with the highest average gain of 4.56 and the lowest average of 4.42. Based on the total mean average value obtained, it can be seen that 4.47 points in the weight of the score according to the

Likert scale means that respondents agree with the variable Rental Interest in True Intellectual Power Car Rental (DCS), besides that the lowest average in the Rental Interest variable of 4.42 also still means that respondents agree with Rental Interest.

### **Discussion**

Based on the results of research that has been done, Brand Awareness consisting of Unware Of Brand, Brand Recognition, Brand Recall and Top Of Mind indicators does not have a positive and significant effect on Re-Rental Interest. This is shown by the results of the t test, where  $t_{count}$  is smaller than  $t_{table}$  which shows  $H_0$  accepted and  $H_a$  rejected which means Brand Awareness does not have a positive and significant influence on consumer interest in renting on Daya Cipta Sejati (DCS) car rentals.

According to Pater and Oslon (2014: 213) Brand Awareness is a common communication target for all promotional strategies. The existence of brand awareness is assumed that the brand of a product or service is embedded in the minds of consumers so as to influence consumers towards repurchase interest. The results showed that Brand Awareness did not affect the interest in rental, this means that Daya Cipta Sejati (DCS) car rental did not affect consumer awareness or was less embedded in consumer memory. This is because consumers tend to pay more attention to the quality, price and type of car in accordance with the benefits provided. Brand Awareness does not affect re-rental interest in true Daya Cipta (DCS) car rentals, this is in line with Pradana's (2013) research that Brand Awareness does not have a positive and significant effect on repurchase interest.

Based on the results of research that has been conducted, Customer Value consisting of indicators of Emotional Value, Social Value, Quality / Performance Value and Price / Value Of Money has a positive and significant effect on Re-Rental Interest. This is shown by the results of the t test, where  $t_{count}$  is greater than  $t_{table}$  which shows  $H_0$  rejected and  $H_a$  accepted which means Customer Value has a positive and significant influence on consumer interest in renting on Daya Cipta Sejati car rental. The results of this study show that Customer Value affects the interest in rental, this means that the better the Customer Value of Daya Cipta Sejati, the higher the interest of consumers in renting on Daya Cipta Sejati car rental. This is because consumers will more easily believe in a brand that has good. Customer Value and has a trustworthy image.

The more consumers get what they expect when buying or using services, the higher the likelihood that consumers will buy back at the same rate. The higher the customer satisfaction, the higher the loyalty to the product or service. The results showed that Customer Satisfaction affects the interest in rental, this means that the more satisfied consumers are with Daya Cipta Sejati car rental, the higher the consumer interest in renting Daya Cipta Sejati car rental.

## CONCLUSION

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The purpose of this study is to analyze the influence of *Brand Awareness*, *Customer Value*, and *Customer Satisfaction* on Rental Interest in Daya Cipta Sejati (DCS) Car Rental in Cinere Depok. Based on the data of problem formulation and discussion, the following conclusions can be drawn: 1. *Brand Awareness* does not have a positive and significant effect on Rental Interest in True Creativity (DCS) Car Rental in Cinere Depok. This means that, if *Brand Awareness* changes, it does not affect re-rental interest. 2. *Customer Value* has a positive and significant effect on Re-Rental Interest in Daya Cipta Sejati (DCS) Car Rental in Cinere Depok. This means that, if *Customer Value* increases, interest in re-rental will increase. 3. *Customer Satisfaction* has a positive and significant effect on Rental Interest in Daya Cipta Sejati (DCS) Car Rental in Cinere Depok. This means that, if *Customer Satisfaction* increases, interest in re-rental will increase.

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