

The Influence of Brand Image, Product Quality and Service Quality on Customer Loyalty of Kidz Station Trans Studio Mall Cibubur East Jakarta

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Abstract:

This study aims to analyze the influence of Brand Image, Product Quality and Service Quality. The results of the study using primary data in the form of a questionnaire to 94 customers of Kidz Station TSM Cibubur East Jakarta who have made the purchase process 2 times or more, show the result that there is a negative effect of Brand Image on Customer Loyalty and on Service Quality and Product Quality shows results that have a positive effect on Customer Loyalty. There is a positive influence on Product Quality and Service Quality indicating that Product Quality and Service Quality can be important factors for Customer Loyalty and must be continuously developed in order to continue to compete with similar competitors.

Keywords: Brand Image, Product Quality, Service Quality, Kidz Station, Customer Loyalty.

INTRODUCTION

Many toy stores are already running in Indonesia. Along with the growth of Indonesian society every year, this toy sales business will continue to grow. This growing community presence benefits toy sellers and adds to customer demographics in the toy industry. It's a challenge for companies to retain customers while making a profit. Indonesian toys are growing rapidly. This is shown by data presented by BPS or the Central Statistics Agency showing an increase in interest in children's toys by 45% compared to the previous year.

Toy companies like Kidz Station face challenges when looking at many competitors such as Toys Kingdom, Toys City, Orami, and Early Learning Center. This hinders Kidz Station from staying ahead among many competitors. Therefore, Kidz Station continues to strive to use the right marketing strategies to maintain a competitive advantage.

Kidz Station TSM Cibubur East Jakarta has experienced shrinking sales since the last few years. In order for Kidz Station TSM Cibubur Jakarta Timur to survive and win the competition with varied competitors spread across the market today, the right marketing strategy is needed.

Based on data on the average annual sales for Kidz Station TSM Cibubur East Jakarta in the period 2019 to April 2023, the average annual sales depreciation is arguably significant, namely in 2019 the average sales were Rp. 964,000,000, - while in 2020 there was a decrease in average sales per year of Rp. 700,000,000, - there was a decrease with a difference of -27% or Rp. 264,000,000, - then the average sales per year 2021 decreased again by Rp. 687,000,000, - a decrease of -2% or Rp. 13,000,000 from the previous year, but in 2022 the average sales per year increased by Rp. 851.000.000,- with a difference in sales increase of 24% or Rp. 164.000.000,- but this increase is still smaller than all declines in previous years, then there is a decrease of -6% again this year recorded in April 2023 average sales per year of Rp. 801.000.000,- seen in the data above there are

data fluctuations tend to decrease from year to year, which can illustrate customer behavior problems, Especially customer loyalty, customer loyalty problems can be influenced by brand image, product quality and service quality.

The level of consumer desire and ability to continue buying goods or services from a particular brand compared to competing brands is known as customer loyalty (Kotler & Keller, 2015). Customer loyalty is the level of commitment and loyalty of customers to a particular brand, product, or service, as demonstrated through their desirability. To regularly select and purchase such products based on the positive experiences, satisfaction, emotional attachment, and trust built between the customer and the brand. Customer loyalty can also result in long-term benefits for the company, such as customer retention, increased sales, and improved service quality.

Consumer loyalty is influenced by *Brand Image* or brand perception. (Erni Yunaida, 2017), a positive and strong *Brand Image* can create an emotional connection between customers and brands and can increase customer loyalty (Kotler, 2016). *Brand image* is a form of experience and relative nature that lasts a long time and is consistent (Schiffan and Kanuk, 2014). Customers, when choosing a brand of products, will start by trying different products from different brands. If a product from one of those brands meets customer expectations, then that customer will most likely become a regular customer of that brand.

Customer loyalty is influenced by product quality (Irawan & Japarianto, 2013). The ability of a product to exceed and meet all customer desires and expectations is known as product quality (Kotler, 2016). A higher level of customer loyalty positively correlates with high product quality. Customers tend to stay loyal to brands that provide high-quality goods and meet their expectations.

Customer loyalty is influenced by service quality (Sa'adah & Munir, 2020). The anticipated level of excellence and control of this level of excellence to meet customer requirements is known as service quality (Kotler, 2016). Service quality has a great influence on customer satisfaction, many customers attach great importance to the service quality of a company, and many of them will remain customers just because they feel that the company's service satisfies them very much, which results in loyal customers and has a great impact on word-of-mouth about the company.

Based on the pre-survey results from several customers, as many as 33% of customers stated that Kidz Station TSM Cibubur East Jakarta provides poor service quality from saleswomen, then as many as 40% of customers stated that the products at Kidz Station TSM Cibubur East Jakarta have poor quality then as many as 36% of customers stated that Kidz Station TSM Cibubur East Jakarta has a bad Brand Image, From the results of this pre-survey showing results that are in line with the results of Google Trends data that researchers have attached to the graph above, this is an interesting concern for researchers.

Research on "The Influence of Brand Image, Product Quality and Service Quality on Customer Loyalty of Kidz Station Trans Studio Mall Cibubur East Jakarta"

RESEARCH METHODS

This study uses descriptive research methods and inferential analysis to investigate the influence of Brand Image (X1), Product Quality (X2), and Service Quality (X3) on Customer Loyalty (Y) at Kidz Station Trans Studio Mall Cibubur East Jakarta. Empirical data sources were obtained from respondents who were customers of Kidz Station TSM Cibubur, which was accessed through empirical survey studies by distributing questionnaires.

The population of this study is customers who buy toy products at Kidz Station Trans Studio Mall Cibubur, with an estimated number of customers around 1,500 people per month. The sample

was taken using purposive sampling technique, where the study only involved respondents who had made purchases at least 2 times at Kidz Station TSM Cibubur East Jakarta. Based on calculations using the Slovin formula, a sample of 94 respondents was obtained.

Data is collected using questionnaires as a data collection tool. The questionnaire was designed with a Likert scale to measure the variables involved in the study. The Likert scale has statements with a weighted score from 1 (Strongly Disagree) to 5 (Strongly Agree).

The variables studied consist of independent variables, namely Brand Image (X1), Product Quality (X2), and Service Quality (X3), as well as the dependent variable, namely Customer Loyalty (Y). The operational definition of each variable is described in a separate table, providing an explanation of the indicators and measurement scales used.

Before multiple linear regression analysis was carried out, the validity and reliability of the research instrument was tested. Validity is tested by looking at the significance value of the correlation between items, while reliability is measured using Cronbach Alpha. If the results of the validity and reliability test meet the criteria, then the instrument is considered valid and reliable.

Furthermore, classical assumption tests were carried out, including normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests. After confirming that the data meet the classical assumptions, multiple linear regression analysis is performed to examine the effect together of the independent variables on the dependent variable. The results of the F test are used to determine whether the model as a whole is significant.

In addition, determination correlation analysis (R^2) is used to assess how well the model can account for variations in the dependent variable. Next, a t-test is performed to evaluate the effect of each independent variable individually on the dependent variable.

Using the SPSS 22 statistical analysis tool, this study aims to provide a deep understanding of the factors that influence customer loyalty at Kidz Station Trans Studio Mall Cibubur East Jakarta.

RESULTS AND DISCUSSION

Validity Test

Validity tests are used to check accuracy, a measuring instrument that can reveal whether or not a questionnaire is valid. Validity checking is calculated by comparing the value of $r_{calculate}$ (correlation item-total correlation) with r_{table} , if $r_{calculate} > r_{table}$ (with a significance of 0.05) then validation is carried out say it is declared valid. All 19 statements consist of 4 items for Brand Image, 6 items for Product Quality, 6 items for Service Quality and 3 points for Customer Loyalty. This is determined by using r_{count} 5%, where n equals 94, then the quotient $r_{table} (0.05) = 0.200$ and overall the statement used in this study is a calculation greater than R_{table} .

Table 1. Validity Test Results

Variable I	Statement	R Calculate	R Table	Information
Brand Image (X1)	Statement 1	0.870	0.200	Valid
	Statement 2	0.771	0.200	Valid
	Statement 3	0.880	0.200	Valid
	Statement 4	0.876	0.200	Valid
	Statement 1	0.829	0.200	Valid

Product Quality (X2)	Statement 2	0.821	0.200	Valid
	Statement 3	0.861	0.200	Valid
	Statement 4	0.757	0.200	Valid
	Statement 5	0.849	0.200	Valid
	Statement 6	0.836	0.200	Valid
	Quality of Service (X3)	Statement 1	0.882	0.200
Statement 2		0.922	0.200	Valid
Statement 3		0.950	0.200	Valid
Statement 4		0.914	0.200	Valid
Statement 5		0.907	0.200	Valid
Statement 6		0.858	0.200	Valid
Customer Loyalty (Y)	Statement 1	0.918	0.200	Valid
	Statement 2	0.809	0.200	Valid
	Statement 3	0.879	0.200	Valid

Based on table 4.13 above the test results of validity research instruments processed using the SPSS program, it can be concluded that the Brand Image (X1) variables totaling 4 statements, Product Quality (X2) totaling 6 statements, Service Quality (X3) totaling 6 statements, and Customer Loyalty (Y) totaling 3 statements are valid and trustworthy. It can be seen from the results of all values in the table above that $r_{calculate}$ is greater than r_{table} (0.200). Where the highest value of Brand Image (X1) is 0.880 in statement number three and the lowest value is 0.771 in statement number two.

Reliability Test

Reliability tests are used to determine whether the measuring instrument will obtain consistently accurate measurements if the measurements are repeated repeatedly. The method used in this study is Cronbach Alpha. A reliability test is a continuation of a validity check where the input or statement entered the test is a valid item or statement only. To determine if the tool is reliable, use the 0.60 limit. The test results are as follows:

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Alpha	Result
Brand Image (X1)	0,884	0,60	Reliable
Product Quality (X2)	0,905	0,60	Reliable
Quality of Service(X3)	0,948	0,60	Reliable
Customer Loyalty (Y)	0,884	0,60	Reliable

From Table 2 above, it can be seen that the Cronbach Alpha value for the four variables is above 0.60. So because these values are greater than 0.60. Then the value of the measuring instrument is reliable or has met the reliability requirements.

Classical Assumption Test

1) Normality Test

The normality test is used to find out whether in a regression model both independent variables and bound variables are normally distributed. Checking the normality of data can be

done using the Kolmogorov-Smirnov test. The application of the Kolmogorov-Smirnov test, if significant is less than 0.05 then the tested data has a significant difference from the standard normal data, meaning the data is outside normal and if it is significant above 0.05 then there is no significant difference between the test data and the standard normal data, which means the test data is normal. This can be seen in the following table:

**Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		94
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.97720092
Most Extreme Differences	Absolute	.270
	Positive	.238
	Negative	-.270
Test Statistics		.270
Asymp. Sig. (2-tailed)		9,350c

Based on table 3, a significance value of 9,350 is obtained, which means that the regression distribution is normal.

2) Multicollinearity Test

Multicollinearity test is useful to determine whether the regression model found a correlation between variables. To determine the presence or absence of multicollinearity in the regression model

Table 4. Multicollinearity Test Results

Type	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1(Constant)	-1.383	1.037			-1.334	.186		
Total_X1	-.028	.103	-.023		-.272	.786	.306	3.269
Total_X2	.585	.090	.738		6.528	.000	.173	5.765
Total_X3	.170	.081	.197		2.106	.038	.252	3.965

Based on table 4, the vif value for each variable is less than 10.0 and the tolerance value is more than 0.1, so it does not become a symptom of multicollinearity.

Autocorrelation Test

To perform the Autocorrelation test, the method used is the Durbin Waston (DW) test.

Here's the explanation:

**Table 5. Autocorrelation Test Results
Model Summary^b**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.895a	.801	.794	.993	1.980

Based on the results of Tabel I 5 found the value of Durbin Watson 1,980, the following conclusion:

$$N = 94$$

$$d = 1,980$$

$$dL = 1.5991$$

$$dU = 1.7306$$

$$4-dL = 4 - 1.5991 = 2.4009$$

$$4-dU = 4 - 1.7306 = 2.2694$$

$$\text{Result: } = dU < d < 4-dU$$

$$= 1.7306 < 1.980 < 2.2694$$

It can be concluded that no autocorrelation occurs.

Heteroscedasticity Test

In this study to detect the presence or absence of symptoms of heteroscedasticity regression models, namely:

- If the significant value > 0.05 , there is no heteroscedasticity between independent variables in the regression model.
- If the tolerance value < 0.05 , there is heteroscedasticity between independent variables in the regression model.

**Table 6. Heteroscedasticity Test Results
Coefficients^a**

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.827	.755		2.419	.018
Total_X1	-.166	.075	-.399	-2.217	.029
Total_X2	-.052	.065	-.191	-.800	.426
Total_X3	.140	.059	.472	2.385	.019

Based on table 4.18 above, it can be concluded that there are no symptoms of heteroscedasticity, because the significance value is greater than 0.05.

Test F

The f-test is used to test the effect of the independent variable on the dependent variable. The test was conducted at a significance level of 0.05.

Table 7. F Test Results

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	356.352	3	118.784	120.379	.000b
	Residuals	88.808	90	.987		
	Total	445.160	93			

Based on Table 4.20 in the F test, it can be explained that the calculated f value is 120.379 and the significance value is 0.000. The value of ftable is obtained from the residual value of the degree of freedom (df) which is 90 in the denominator df and from regression df (processing) which is 3 in the numerator df with a significant threshold of 5% so that the ftable ($\alpha = 5\%$) is 2.71. Since the calculated value of f of 120.379 is greater than the value of ftable of 2.71, it can be concluded that H1 is acceptable.

Koeffisien Determination (R²)

Table 8. R Square Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895a	.801	.794	.993

Based on table 8, it is known that the value of the coefficient of determination or r square is 0.794 or equal to 79.4%. This number means that the Brand Image variable (X1), Product Quality variable (X2), and Service Quality variable (X3) simultaneously affect the Customer Loyalty variable (Y) by 79.4%. While the rest (100% - 79.4% = 20.6%) are influenced by variables outside this regression equation or variabel that are not studied.

Test t

The t-test is performed to determine the degree of influence of individual or partial independent variables on the dependent variable. The results of the T test were compared at a significance level of 5% (0.05). If the significance value < 0.05 then HO is rejected in this study, this means that Brand Image, product quality and service quality (independent variable) partially and significantly affect customer loyalty (dependent variable). In this study, the results of the t-test are as follows:

Table 9. Test Results t Coefficientsa

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.383	1.037		-1.334	.186
Total_X1	-.028	.103	-.023	-.272	.786

Total_X2	.585	.090	.738	6.528	.000
Total_X3	.170	.081	.197	2.106	.038

Based on table 4.22 spss output, the calculation is based on the significance value (sig). In the t-table value obtained with $df = n - k - 1$ ($94 - 3 - 1 = 90$) so that the significance level of 0.05 is 1.988. Here is the explanation:

1. In the Brand Image (X1) variable $-0.023 < 0.05$ With these results, H0 is accepted which means that Brand Image does not have a partial effect on Customer Loyalty.
2. On the variable Product Quality (X2) $0.738 > 0.05$. With these results, H0 is rejected which means that the Product Quality variable has a positive and significant effect on Customer Loyalty.
3. On the variable Quality of Service (X3) $0.197 > 0.05$. With these results, H0 is rejected which means that the Service Quality variable has a positive and significant effect on Customer Loyalty.

The Effect of Brand Image on Customer Loyalty

In the Brand Image (X1) variable consisting of indicators of Brand Awareness, Brand Association, Brand Image, and Trust has a significance value result of Test T $-0.023 < 0.05$ which means that partially the Brand Image variable does not have a positive influence on Customer Loyalty of Kidz Station TSM Cibubur East Jakarta products.

Research from Tri Tjahjo Poernomo and Bambang Setyadarma (2021) also produces indicators of brand image negatively affecting loyalty. This is because the results of research on user image parameters have a negative effect on customer loyalty. Perception of perishable whole cow's milk products (within 5 hours) if not consumed immediately due to the absence of preservatives Product image parameters negatively affect customer loyalty Negative reactions of customers of pure cow's milk products. Consumers will have a negative perception of whole dairy products if they spoil easily before consumption and will switch to other whole cow's milk producers. This is in accordance with research conducted by researchers that the Brand Image of Kidz Station Trans Studio Mall Cibubur East Jakarta does not have a good positioning in the minds of customers because of the possibility of Brand Image from other competitors having a better position that is superior in the minds or positioning of customers of Kidz Station Trans Studio Mall Cibubur East Jakarta.

Research from Tri Tjahjo Poernomo and Bambang Setyadarma (2021) entitled "THE INFLUENCE OF BRAND IMAGE ON CUSTOMER LOYALTY OF PURE COW'S MILK KUD MEKAR SARI, PUJON MALANG". In his research stated that the product image parameter negatively affects Customer Loyalty with alpha significance below 0.05.

The Effect of Product Quality on Customer Loyalty

In the Product Quality variable consisting of indicators of reliability, durability, features, confirmation of specifications, aesthetics and perceived value has a sig value. $0.738 > 0.05$ which means that partially the Product Quality variable has a positive effect on Customer Loyalty of Kidz Station TSM Cibubur East Jakarta products. The largest contribution to the effect of Product Quality

on Customer Loyalty is obtained from the specification confirmation indicator with the statement that all toys at Kidz Station have safety standards informed by age with a total mean of 4.48

Good product quality will encourage customers to be loyal to the company's products, then directly good product quality will affect customer loyalty. Quality products have an important role in shaping customer loyalty. Product quality maintained by Kidz Station turns out to be able to cause consumer satisfaction where quality and safety standards are the focus so that it can affect consumer loyalty to Kidz Station Trans Studio Mall Cibubur East Jakarta. Research conducted by Kurniawati (2014) shows that product quality has a significant effect on customer loyalty.

The Effect of Service Quality on Customer Loyalty

The Service Quality variable consists of indicators of responsiveness, reliability, competence, empathy, responsiveness and tangible has a sig value. $0.197 < 0.05$ which means that partially the Service Quality variable has a positive influence on Customer Loyalty at Kidz Station TSM Cibubur East Jakarta. The largest contribution to the influence of Service Quality on Customer Loyalty is obtained from the Responsiveness indicator with the statement of Kidz Station employees responsiveness in serving my needs with a total mean of 4.39

According to Kotler, good service quality will cause consumer satisfaction which will encourage these consumers to make repeat purchases (Kotler and Keller, 2009). This will ultimately increase consumer loyalty. The quality of service carried out by Kidz Station is responsiveness, reliability, competence, empathy, responsiveness and tangible so that it can affect customer loyalty of Kidz Station Trans Studio Mall East Jakarta.

The results of research conducted by Pramana and Rastini (2016) and Mulyaningsih (2013) prove that service quality has a positive and significant effect on customer loyalty. Nariswari and Iriawan (2012) also found that service quality has a significant effect on customer loyalty.

CONCLUSION

Based on the results of the research described in the previous chapter, several relevant conclusions can be drawn to answer the formulation of the research problem. First, Brand Image does not show a significant positive influence on Customer Loyalty at Kidz Station Trans Studio Mall Cibubur East Jakarta. This means that the Brand Image at Kidz Station Cibubur East Jakarta does not have a significant impact on the level of customer loyalty. Second, the results showed that Product Quality has a positive and significant influence on Customer Loyalty at Kidz Station Trans Studio Mall Cibubur East Jakarta. Therefore, the increase in Product Quality can be attributed to the increased level of customer loyalty of Kidz Station. Finally, the results also show that Service Quality has a positive effect on Customer Loyalty at Kidz Station TSM Cibubur East Jakarta. In other words, improved Service Quality at Kidz Station can contribute to an increase in customer loyalty levels. This conclusion provides a clear picture of the factors that influence customer loyalty at Kidz Station Trans Studio Mall Cibubur East Jakarta, providing a basis for the development of marketing strategies and improvement of service quality in order to strengthen customer bonds with the brand.

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