

The Influence of Brand Image, Price, and Product Quality on Customer Loyalty to Glad2Glow Products (A Study of Glad2Glow Instagram Followers)

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Abstract

This study aims to analyze the influence of brand image, price, and product quality on customer loyalty to Glad2Glow products, Products (A Study of Glad2Glow Instagram Followers). The research applies a quantitative approach using a survey method, involving 100 respondents who are Glad2Glow Instagram followers and have purchased the products at least twice. Data were collected through questionnaires measured on a Likert scale and analyzed using multiple linear regression with SPSS 31.0. The findings show that brand image and price have a positive and significant effect on customer loyalty, while product quality does not have a significant impact. Simultaneously, the three variables are proven to influence customer loyalty, as indicated by the results of the F-test. These results highlight the importance of strengthening brand image and implementing appropriate pricing strategies to enhance loyalty in a highly competitive skincare industry. On the other hand, the insignificant role of product quality indicates that consumers' loyalty toward Glad2Glow is more strongly driven by perceptions of brand reputation and affordability rather than product performance. The study suggests that future research expand the scope of variables such as promotion, trust, or satisfaction to provide a more comprehensive view of customer loyalty factors.

Keywords: Brand Image; Price; Product Quality; Customer Loyalty; Glad2Glow.

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INTRODUCTION

Globalization has increased the intensity and complexity of business competition in Indonesia, especially for companies operating in the same field. The rising number of new companies entering the market to cater to market needs and preferences triggers this condition. The beauty industry, especially skincare, has experienced rapid growth. It is now a competitive business field, with various brands competing to offer the best ingredients and benefits and attract new customers. Every business can increase its market share and become an industry leader in the beauty sector by improving the

quality of its products. Consumers measure products based on their functionality and ability to provide benefits, which can be seen from the quality of similar products, (Shifa, 2025).

Customer loyalty is reflected in their attitudes and behaviors toward a company's products or services. Loyal customers usually have a positive view of the company, are satisfied with what it offers, and show a commitment to continue purchasing the company's products or services. Not only that, they also tend to recommend the products or services to others, (Srisusilawati & Burhanudin, 2023). Customer loyalty has significant strategic value for companies. Loyalty is a key factor in creating competitive advantage, both in the short and long term, especially in the face of global markets. Loyalty offers benefits that increase over time. Therefore, the level of customer loyalty correlates positively with the level of profit that companies can receive from customers, (Novia, 2025). According to Tjiptono Brand image is formed from the associations and beliefs that consumers have about a brand. This image reflects the customer's perspective and level of trust, which is influenced by their experiences, memories, and emotional attachments. Thus, brand image can be defined as a series of perceptions, beliefs, and impressions formed in the minds of consumers. Brand image serves as an identity that distinguishes one brand from another through visual elements, including symbols, typography, colors, and related design aspects, (Novalia & Muhtarom, 2020).

Price is a major consideration in influencing consumer purchasing decisions; prices must reflect the value that consumers will receive. Customers show high sensitivity to price. Consumers may consider a product to be of lesser value if its price is higher than similar products from other companies. On the other hand, if the price is too low, customers may consider the product to be of poor quality, and the business may struggle to make a profit. Therefore, the success of a company depends on the right pricing strategy, (Wulansari, 2025). Price interacts with all other elements in the marketing mix to determine the effectiveness of each element and the overall marketing strategy. Therefore, pricing objectives must be integrated with the overall marketing strategy objectives, (Mandung & Hasan, 2023). According to Tjiptono Price is part of the marketing mix that directly contributes to a company's revenue, (Mamonto et al., 2021). According Amstrong Product quality greatly influences buyer interest. High-quality products are usually considered better by consumers from their point of view compared to competing products, so they prefer products that are considered to be of better quality than products that do not meet their expectations, (Okhtavia & Setiawan, 2022). According to Kotler and Armstrong, A product is anything that can be offered to the market or society to attract attention, purchase, use, or consumption in a way that satisfies desires or needs, (Dewi & Setiawan, 2024).

Various aspects of human life have been greatly influenced by digital transformation, especially in terms of business and marketing strategies. With rapid technological developments, social media platforms, especially Instagram, are very helpful for Indonesian entrepreneurs. Instagram has become popular because it is easy to use for both personal and business purposes, (Widyaputri et al., 2022). According to data released by Napoleon Cat in October 2024, there were 90,183,200 Instagram users in Indonesia, or 31.8% of the population. Women dominate Instagram, accounting for 54.2% of total users. Users aged 25-34 years old constitute the largest demographic, with 36,000,000 users. The highest difference between men and women

occurs in the 18-24 age group, with a difference of 12,600,000 people. This makes Instagram an appropriate and effective marketing platform, (Napoleoncat, 2024).

Glad2Glow is a skincare brand developed by GuangZhou DAAU Cosmetics Manufacture Co., Ltd., a Chinese company. Although it originated in China, this skincare brand was first introduced in Indonesia in 2022 and is marketed through PT Suntone Wisdom Indonesia, based in Jakarta, (Indriyati, 2025). Glad2Glow is a skincare brand that uses Instagram as a means of promoting their products. They promote intensively, which is why they continue to maintain a positive image. Glad2Glow has many fans and now has 455K followers on Instagram. Glad2Glow has implemented various marketing strategies to achieve satisfactory results. ((Instagram @glad2glow, 2025).



Figure 1. Best-Selling Beauty Package Brands in E-Commerce

Source: Compas.co.id

Source: Compas.co.id

Based on data from Compas Market Insight for the Double Date 8.8 period in 2024, the Glad2Glow brand ranked third in the Top 10 Brands list for the best-selling beauty package category, with a market share of 4.5%. This position places Glad2Glow just below two major brands, Wardah and MS Glow, which have long dominated the national beauty industry. This success shows that Glad2Glow, a new brand from China that was just launched in Indonesia in 2022, is able to compete significantly with its digital marketing strategy, especially on social media such as Instagram, (Compas.co.id, 2024). As evidenced by an increase of more than 455,000 followers, collaborations with influencers, and a surge in sales in a short period of time, this strategy has proven successful in attracting consumers. How long a brand has been on the market no longer determines its success; instead, it is determined by its ability to build a strong brand reputation, set competitive prices, and maintain product quality that meets customer expectations, (Siwu et al., 2025).

Maintaining product quality, low prices, and brand reputation is essential to retain customers and prevent them from switching to other brands. Amidst

increasingly fierce competition in the beauty industry, maintaining customer loyalty is crucial for brand sustainability. Therefore, in order to survive and thrive in the future, Glad2Glow must continue to follow market trends and meet customer needs, (Marbakh & Rahmiati, 2025)

Based on the previous explanation, the researcher wishes to continue the research with the title "The Influence of Brand Image, Price, and Product Quality on Customer Loyalty to Glad2Glow Products (A Study of Glad2Glow Instagram Followers)".

METHODOLOGY

This type of research uses quantitative research. A quantitative approach is used in this study because the data collected is in numerical form and analyzed using statistical methods, (Sugiyono, 2020). The research variables will be measured using a measurement scale, namely the Likert scale. Population refers to the entire subject of research, which is the target of a study, while a sample is a portion of that population that is selected for analysis, (Priadana, 2021). The population of this study consists of followers of the Instagram social media account @Glad2Glow, which had 455,000 followers as of December 6, 2024. In this study, the researcher used the accidental sampling technique, which is the selection of samples based on anyone who happens to be reachable and willing to be a respondent, 100 respondents who have purchased and used Glad2Glow products. The sample criteria used in this study were Glad2Glow Instagram followers who had purchased and used Glad2Glow products at least twice. This technique was chosen because it was considered appropriate for obtaining data from respondents relevant to the research objectives, and respondents were selected to be at least 17 years old.

RESULTS AND DISCUSSION

Results

Validity

Test

The results of the validity test carried out using the SPSS version 31.0 program are as follows:

Table 1. Brand Image Validity Test Results (X1)

Variable	Statement	Correlation Coefficient	<i>r</i> table 5% (100)	Description
Brand Image (X1)	X1.1	0,596	0,195	Valid
	X1.2	0,743	0,195	Valid
	X1.3	0,601	0,195	Valid
	X1.4	0,603	0,195	Valid
	X1.5	0,741	0,195	Valid
	X1.6	0,769	0,195	Valid

Source: Primary data processed in 2025

Based on Table 1, it shows that the validity test results of all independent and dependent variables are valid because the correlation values are greater than *r*table, so all research variables are declared valid.

Price (X2)

Table 2. Price Validity Test Results (X2)

Variable	Statement	Correlation Coefficient	<i>r</i> table 5% (100)	Description
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	X2.1	0,649	0,195	Valid
	X2.2	0,651	0,195	Valid
Price (X2)	X2.3	0,613	0,195	Valid
	X2.4	0,559	0,195	Valid
	X2.5	0,619	0,195	Valid
	X2.6	0,593	0,195	Valid

Source: Primary data processed in 2025

Based on Table 2, it shows that the validity test results of all independent and dependent variables are valid because the correlation values are greater than r_{table} , so all research variables are declared valid.

Product Quality (X3)

Table 3. Product Quality Validity Test Result (X3)

Variable	Statement	Correlation Coefficient	r_{table} 5% (100)	Description
	X3.1	0,529	0,195	Valid
	X3.2	0,639	0,195	Valid
Product Quality (X3)	X3.3	0,683	0,195	Valid
	X3.4	0,522	0,195	Valid
	X3.5	0,720	0,195	Valid
	X3.6	0,513	0,195	Valid

Source: Primary data processed in 2025

Based on Table 3, it shows that the validity test results of all independent and dependent variables are valid because the correlation values are greater than r_{table} , so all research variables are declared valid.

Customer Loyalty (Y)

Table 4. Customer Loyalty Validity Test Result (Y)

Variable	Statement	Correlation Coefficient	r_{table} 5% (100)	Description
	Y.1	0,773	0,195	Valid
	Y.2	0,736	0,195	Valid
Customer Loyalty (Y)	Y.3	0,664	0,195	Valid
	Y.4	0,763	0,195	Valid
	Y.5	0,877	0,195	Valid
	Y.6	0,721	0,195	Valid

Source: Primary data processed in 2025

Based on Table 4, it shows that the validity test results of all independent and dependent variables are valid because the correlation values are greater than r_{table} , so all research variables are declared valid.

Reability Test

The results of the reliability test can be seen in the following table:

Table 5. Reability Test Result

Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Description
Brand Image (X1)	0,767	0,60	Reliable
Price (X2)	0,668	0,60	Reliable
Product Quality (X3)	0,668	0,60	Reliable
Customer Loyalty (Y)	0,854	0,60	Reliable

Source: Primary data processed in 2025

Based on Table 5, it can be concluded that all variables have Cronbach's alpha values greater than the minimum Cronbach's alpha value of 0.60, indicating that the measuring instruments used in this study are reliable.

Normality Test

Based on the results of the normality test conducted using the SPSS version 31.0 program, the following results were obtained:

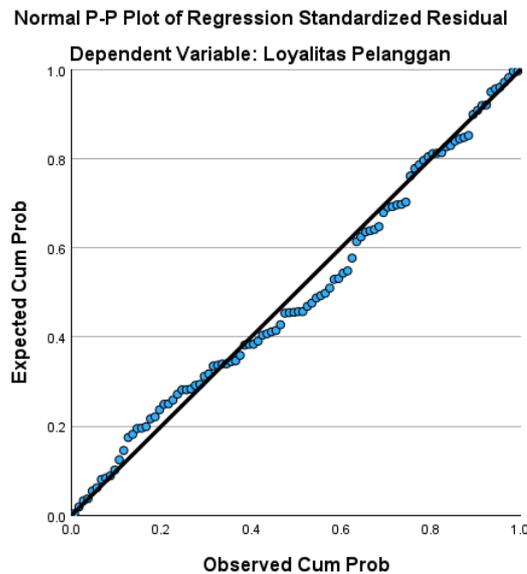


Figure 2. Normality Probability Test

Source: Primary data processed in 2025

Based on Figure 2, it can be seen that the values of the data distribution in the plot are scattered around the diagonal line (not scattered far from the straight line). Thus, the normality requirement is met, or the plot data is normal.

Linearity Test

The results of the Linearity test can be seen in the following table:

Table 6. Linearity Test Result

Variable	Sig deviation from linierarity	Sig	Description
Brand Image (X1) Customer Loyalty (Y)	0,886	0,05	Linear

Price (X2)	0,714	0,05	Linear
Customer Loyalty (Y)			
Product Quality (X3)	0,803	0,05	Linear
Customer Loyalty (Y)			

Source: Primary data processed in 2025

Based on Table 6, it can be concluded that the sig value of each variable is greater than 0.05, so the relationship between the independent and dependent variables is linear.

Multicollinearity Test

The following is a description of the results of the multicollinearity analysis that has been carried out using the SPSS 31.0 program, the following results are obtained:

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Brand Image (X1)	0,441	2.266	No Multicollinearity Occurs
Price (X2)	0,437	2.290	No Multicollinearity Occurs
Product Quality (X3)	0,722	1.385	No Multicollinearity Occurs

Source: Primary data processed in 2025

The results indicate that the brand image tolerance variable has a value of 0.441 with a VIF of 2.266, the price variable has a value of 0.437 with a VIF of 2.290, and the product quality variable has a value of 0.722 with a VIF of 1.385. All VIF values are greater than 10, and the total tolerance is less than 0.10. Therefore, it can be concluded that the regression model does not show multicollinearity between the independent variables.

Heteroscedasticity Test

The results of heteroscedasticity testing conducted using scatterplot on SPSS software version 31.0 are shown below:



Figure 3. Heteroscedasticity Test
Source: Primary data processed in 2025

Based on Figure 3, the heteroscedasticity test was conducted by observing the distribution pattern of points on the scatterplot between the Regression Standardized

Predicted Value and the Regression Studentized Residual. The scatterplot results indicate that the points are scattered randomly, both above and below the zero axis, and do not form a specific pattern. Thus, it can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Based on multiple linear regression tests using the SPSS version 31.0 program, the following is obtained:

Table 8. Multiple Linear Regression Analysis Result

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.425	2.070		.689	.493		
	Brand Image	.358	.104	.340	3.444	<.001	.441	2.266
	Price	.429	.108	.393	3.952	<.001	.437	2.290
	Product Quality	.152	.084	.139	1.800	.075	.722	1.385

a. Dependent Variable: Customer Loyalty

Source: Primary data processed in 2025

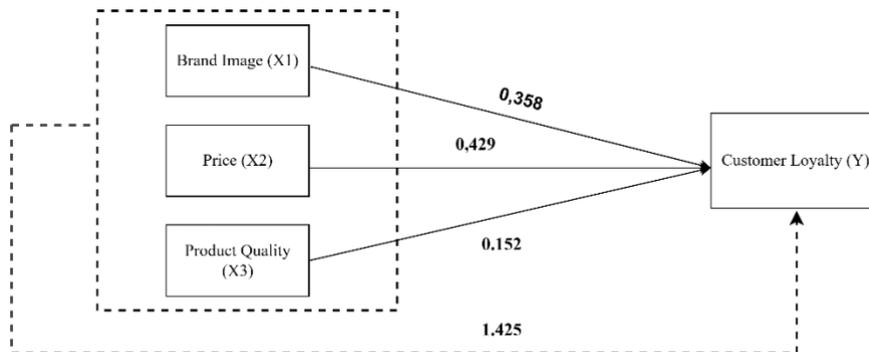


Figure 4. Multiple Linear Regression Analysis Diagram

Source: Primary data processed in 2025

Customer loyalty is predicted to be 1.425 when the variables Brand Image (X1), Price (X2), and Quality Product (X3) are zero. This prediction is because the constant has a value of 1.425.

That the coefficient value for the brand image variable (X1) reaches 0.358, price (X2) is 0.429, and product quality (X3) is 0.152. From these results, the multiple linear regression equation can be arranged as follows:

$$Y=1.425+0.358X1+0.429X2+0.152X3+\epsilon$$

The repurchase value is predicted to be 1.425 when the variables Brand Image (X1), Price (X2), and Product Quality (X3) are zero. This outcome is because the constant has a value of 1.425. The regression coefficient for Brand Image (X1) is 0.358. Because the significance value (Sig.) is < 0.001 < 0.05, and the regression coefficient for the price variable (X2) is 0.429, this relationship is highly significant. However, because the significance value (Sig.) is 0.075 > 0.05, this relationship is not statistically significant.

Simultaneous Test (F)

One important tool in regression analysis is the F-test. The results of this test show the simultaneous effect of several independent variables on one dependent variable:

Table 9. Simultaneous Test (F) Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	711.735	3	237.245	45.292	<.001 ^b
	Residual	502.855	96	5.238		
	Total	1214.590	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Product Quality, Brand Image, Price

Source: Primary data processed in 2025

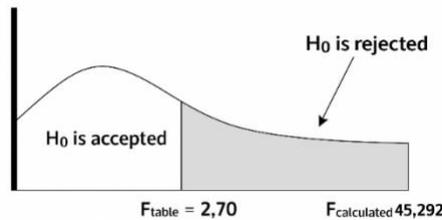


Figure 5. Simultaneous Test (F) Curve

Source: Primary data processed in 2025

The results of the simultaneous test, or F-test, shown in Table 6, indicate that the independent variables X1, X2, and X3 have a significant effect on overall customer loyalty, as shown by $F_{count} = 45.292$, $F_{table} = 2.70$, and $Sig. < 0.001 < 0.05$. Therefore, hypothesis H0 is rejected and H1 is accepted; thus, X1, X2, and X3 are proven to have a significant effect on customer loyalty simultaneously.

Partial Test (T)

To determine how one independent variable affects changes in each dependent variable, a T-test was conducted, and the results are as follows:

Table 10. Partial Test (T) Result

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.425	2.070		.689	.493		
	Brand Image	.358	.104	.340	3.444	<.001	.441	2.266
	Price	.429	.108	.393	3.952	<.001	.437	2.290
	Product Quality	.152	.084	.139	1.800	.075	.722	1.385

a. Dependent Variable: Customer Loyalty

Source: Primary data processed in 2025

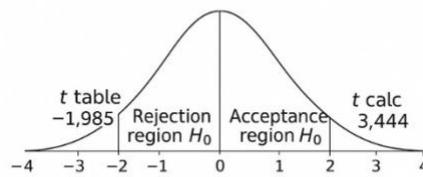


Figure 6. T-test Curve

Source: Primary data processed in 2025

Second Hypothesis Testing (H2)

The statistical test results show that, with a significance level of 0.001–0.05, the calculated t-value of 3.444 is greater than the table t-value of 1.985. This indicates that H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the brand image variable has a positive and significant effect on customer loyalty. This means that the better the brand image of Glad2Glow, the higher the customer loyalty.

Testing of Hypothesis Three (H3)

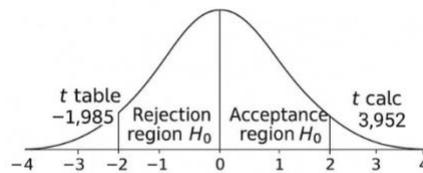


Figure 7. T-test Curve

Source: Primary data processed in 2025

The test results indicate that the calculated t-value of 3.952 is greater than the table t-value of 1.985, with a significance level of $< 0.001 < 0.05$. This condition indicates that H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the price variable has a positive and significant effect on customer loyalty. This result indicates that pricing in line with product quality and consumer purchasing power can encourage increased customer loyalty.

Testing of the Fourth Hypothesis (H4)

The test results show that the calculated t-value of 1.800 is smaller than the table t-value of 1.985, with a significance value of $0.075 > 0.05$. This indicates that H_0 is accepted and H_1 is rejected. Thus, it can be concluded that the product quality variable does not have a significant effect on customer loyalty. This means that Glad2Glow product quality is not yet a dominant factor in shaping customer loyalty compared to brand image and price.

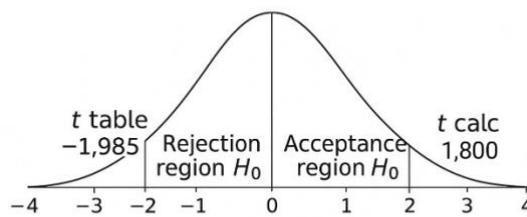


Figure 8. T-test Curve

Source: Primary data processed in 2025

The Influence of Brand Image, Price, and Product Quality on Customer Loyalty

The results of the simultaneous test, or F-test, shown in Table 4.14 indicate that the independent variables X1, X2, and X3 together have a significant effect on customer loyalty. This is evidenced by the $F_{count} = 45.292 \geq F_{table} = 2.70$ and $Sig. < 0.001 < 0.05$. Thus, the H_0 hypothesis is rejected and H_1 is accepted, meaning that X1, X2, and X3 are proven to simultaneously have a significant effect on customer loyalty.

The Influence of Brand Image on Customer Loyalty

Based on the test results, a t-value of 3.444 was obtained, which is greater than the t-table value of 1.985, and the significance value is $< 0.001 < 0.05$. This figure indicates that H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the brand image variable has a positive and significant effect on customer loyalty. The result indicates that the better the brand image of Glad2Glow, the higher the level of customer loyalty will be.

The Influence of Price on Customer Loyalty

The test results indicate that the calculated t-value of 3.952 is greater than the table t-value of 1.985, with a significance level of $< 0.001 < 0.05$. These findings indicate that H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the price variable has a positive and significant effect on customer loyalty. This shows that setting prices in line with product quality and consumer purchasing power can increase customer loyalty.

The Influence of Product Quality on Customer Loyalty

The test results show a calculated t-value of 1.800, which is smaller than the table t value of 1.985 with a significance value of $0.075 > 0.05$. This means that H_0 is accepted and H_1 is rejected. Thus, it can be concluded that product quality does not have a significant effect on customer loyalty. This means that Glad2Glow product quality is not yet a dominant factor in shaping customer loyalty compared to brand image and price.

CONCLUSION

The results of this study indicate that brand image and price have a positive and significant effect on customer loyalty, while product quality does not have a significant effect. Simultaneously, these three variables continue to have a combined

effect on customer loyalty. These findings confirm that strengthening brand image and setting competitive prices are key factors in building Glad2Glow customer loyalty, while product quality still needs to be improved in order to contribute more significantly to loyalty. In order to obtain broader results that can be compared across brands, future research should include additional variables such as promotion, consumer trust, or customer satisfaction, as well as increase the number of respondents.

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