

The Impact of Product Quality, Social Media Marketing, and Customer Relationship on Customer Loyalty through Customer Satisfaction: A Case Study of Putri Chaniago Furniture

Finola Fiftem Eka Putri¹✉, Yulasma², Mardhatila Fitri Sopali³

^{1,2,3} Universitas Putra Indonesia "YPTK" Padang

Abstract

This study examines the influence of product quality, social media marketing, and customer relationship on customer loyalty through customer satisfaction in the context of Putri Chaniago Furniture. The research findings reveal several significant relationships. Firstly, product quality demonstrates a positive and significant impact on customer satisfaction, indicating the importance of delivering high-quality products to enhance customer satisfaction. Secondly, while social media marketing positively affects customer satisfaction, its impact is found to be nonsignificant, suggesting the need for further exploration of social media strategies for improving customer satisfaction. Thirdly, customer relationship exhibits a positive and significant influence on customer satisfaction, highlighting the importance of fostering strong relationships with customers to enhance satisfaction levels. Furthermore, all three factors—product quality, social media marketing, and customer relationship—positively and significantly affect customer loyalty through customer satisfaction, underscoring their collective importance in driving customer loyalty. These findings suggest that companies should prioritize efforts to improve product quality, optimize social media marketing strategies, and strengthen customer relationships to foster customer loyalty. Future research endeavors could explore additional variables and expand the scope of analysis to gain deeper insights into customer loyalty dynamics. Additionally, enhancing sample sizes, utilizing updated data, and broadening the research scope are recommended for ensuring the relevance and accuracy of future studies.

Keywords: *Work Stress, Emotional Intelligence, Work Environment, Employee Performance*

Copyright (c) 2024 Putri et al

✉ Corresponding author :

Email Address : finolafiftem@gmail.com

INTRODUCTION

In an increasingly competitive business world driven by evolving consumer behaviors and diverse needs, companies must prioritize understanding consumer preferences and purchasing decisions. Quality plays a pivotal role in this landscape, as it directly influences customer satisfaction and loyalty. High-quality products not only meet specifications but also deliver value and benefits to consumers. Maintaining customer satisfaction fosters long-term relationships and drives market influence, ultimately ensuring profitability. As various industries emerge, offering a plethora of

choices, consumers are tasked with selecting products that align with their needs and desires. Factors such as product quality, pricing, and promotion significantly influence purchasing decisions. Quality, defined by its ability to perform functions effectively, encompasses reliability, durability, and ease of use. Ensuring product quality not only satisfies consumers but also enhances their overall experience, fostering loyalty and positive brand perception.

Table 1. Putri Chaniago Furniture Business Sales Data 2018-2022

Year	Number of sales
2018	700 sales
2019	834 sales
2020	380 sales
2021	520 sales
2022	600 sales

In Table 1 the sales figures for recent years depict a notable trend among SMEs, particularly evident in 2018 when product sales were relatively high despite the unpredictable nature of monthly or yearly sales. Subsequent years saw a steady increase in sales as more buyers frequented the business. However, in 2020, a significant decline occurred due to the global outbreak of the Covid-19 pandemic, severely impacting the economy and causing many small businesses to suffer losses, with some even closing down due to the lack of customers. Despite this downturn, in the months leading up to the end of 2021, Putri Chaniago Furniture experienced an uptick in sales compared to the previous year, albeit not reaching the levels seen in 2018-2019.

Another influential aspect affecting purchasing decisions is the relationship between customers and social marketing. Customer relationship is a company's strategy to enhance revenue and profitability, reduce expenses, and foster customer loyalty. According to Pradana (2018), customer relationship management is a process aimed at creating connections between companies and individual customers to maximize business outcomes. Good customer relationships not only sustain customer interest in marketed products but also cultivate loyalty to the company. On the other hand, promotion serves as a communication tool primarily designed to persuade target customers that the offered goods and services possess distinct advantages over competitors. Effectively communicating product benefits stimulates consumer interest and purchase intent. According to Isman et al. (2020), social media marketing is a marketing activity employed to build brand awareness, recognition, recall, and action through social media platforms. Gradually, social media marketing is integrated into a company's marketing plan, playing a crucial role in brand awareness, recognition, and loyalty-building activities.

Consumers play a vital role for Putri Chaniago Furniture as they determine the acceptance and success of the products marketed by the company. All activities are geared towards positioning the products to be embraced by consumers. When consumers find products with suitable quality, they tend to develop loyalty towards the company. Loyalty represents a deep commitment to consistently repurchase or subscribe to a product or service in the future, leading to repeat purchases (Juniantara & Sukawati, 2018). This underscores the significance of understanding and meeting

consumer needs and preferences to foster long-term relationships and sustainable business growth.

Based on the background problem provided, the research objectives for Putri Chaniago Furniture are delineated as follows: Firstly, to analyze the impact of product quality on customer satisfaction. Secondly, to examine the influence of social media marketing on customer satisfaction. Thirdly, to investigate the relationship between customer relationships and customer satisfaction. Fourthly, to assess the effect of product quality on consumer loyalty. Fifthly, to scrutinize the influence of social media marketing on consumer loyalty. Sixthly, to explore the impact of customer relationships on consumer loyalty. Seventhly, to analyze the effect of customer satisfaction on consumer loyalty. Eighthly, to evaluate the influence of product quality on consumer loyalty through customer satisfaction. Ninthly, to assess the impact of social media marketing on consumer loyalty through customer satisfaction. Lastly, to examine the influence of customer relationships on consumer loyalty through customer satisfaction. These objectives outline the comprehensive scope of the research aimed at understanding various factors contributing to customer satisfaction and loyalty at Putri Chaniago Furniture.

The benefits of this research are threefold: Firstly, for Putri Chaniago Furniture, the findings serve as valuable insights for marketing development, quality enhancement, and decision-making processes towards achieving the company's goals. Secondly, for the author, it represents the practical application of marketing management knowledge acquired during studies at the Faculty of Economics and Business, Marketing concentration, at Universitas Putra Indonesia "YPTK" Padang. Lastly, for future researchers, it serves as a reference and guide for further studies in the field, offering a basis for comparison and exploration into similar areas of inquiry.

The following theoretical framework was created using developed hypotheses and prior literature:

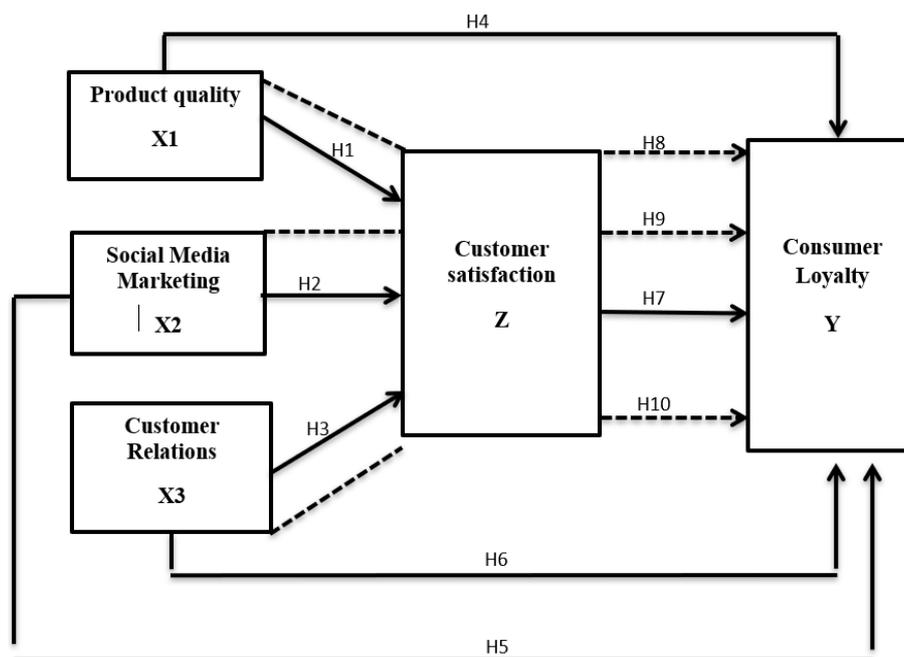


Figure 1. Theoretical framework

METHODOLOGY

The research object for this study is Putri Chaniago Furniture, located at Jl. Raya Bengkulu – Padang, Bengkulu Province, Mukomuko Regency, Lubuk Pinang District, Lubuk Gedang Village. The research design employed is a causal research design, utilizing a survey approach through questionnaire dissemination to investigate the relationship between variables. The population comprises consumers who have made transactions at Putri Chaniago Furniture, while the sample is selected using purposive sampling technique, aiming for 75 respondents based on Ferdinand's formula. The variables include dependent variable (Consumer Loyalty), independent variables (Product Quality, Social Media Marketing, and Customer Relationships), and intervening variable (Customer Satisfaction). Data collection instruments consist of questionnaires utilizing Likert scale, and data collection techniques include literature review, field research using questionnaires, interviews, and observations. The data will be analyzed using the SmartPLS application.

RESULTS AND DISCUSSION

The following are the test results using smart PLS

Table 2. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
X1 -> Z	0,375	0,004	Accepted
X2 -> Z	0,241	0,026	Accepted
X3 -> Z	0,387	0,002	Accepted
X1 -> Y	0,273	0,000	Accepted
X2 -> Y	0,142	0,054	Rejected
X3 -> Y	0,170	0,006	Accepted
Z -> Y	0,434	0,000	Accepted

The results of the test in Table 2 show that the t-statistic (2.855) > (1.96), and the p-value (0.004) < (0.05). Therefore, it can be concluded that both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, indicating that Product Quality (X1) has a significant effect on Customer Satisfaction (Z). The original sample value is positive at 0.375, indicating a positive direction in the relationship between Product Quality (X1) and Customer Satisfaction (Z). This suggests that better Product Quality (X1) leads to an increase in Customer Satisfaction (Z). The research findings suggest that the better the Product Quality at Putri Chaniago Furniture, the higher the Customer Satisfaction. Key indicators of perceived Product Quality play a significant role at Putri Chaniago Furniture in explaining Product Quality unknown to consumers. This encourages Putri Chaniago Furniture to provide good Product Quality, leading to increased Customer Satisfaction. These results align with a study by Ibrahim & Thawil (2019) titled "The Effect of Product Quality and Service Quality on Customer Satisfaction." Their research also found that Product Quality has a positive and significant effect on Customer Satisfaction.

The results of the test in Table 2 indicate that the t-statistic (2.228) > (1.96), and the p-value (0.026) < (0.05). Thus, it can be concluded that both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, suggesting that Social Media Marketing (X1) has a significant effect on Customer Satisfaction (Z). The original sample value is positive at 0.241, indicating a positive direction in the relationship between Social Media Marketing (X1) and Customer Satisfaction (Z). This implies that better Social Media Marketing (X1) leads to increased Customer Satisfaction (Z). The research findings suggest that the better the Social Media Marketing at Putri Chaniago Furniture, the higher the impact on Customer Satisfaction. Key indicators of Social Media Marketing's role are demonstrated by "Putri Chaniago Furniture always responds to customers in every social media post" and "Putri Chaniago Furniture collaborates with credit distribution." This encourages consumers to continue shopping at Putri Chaniago Furniture because they receive clear information. These results align with a study by Jaya et al. (2022) titled "The Influence of Social Media Marketing on Customer Satisfaction at The Wrappers, Medan," which found that Social Media Marketing has a positive and significant effect on Customer Satisfaction.

The results of the test in Table 2 indicate that the t-statistic (3.029) > (1.96), and the p-value (0.002) < (0.05). Therefore, it can be concluded that both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, suggesting that Customer Relationship (X3) has a significant effect on Customer Satisfaction (Z). The original sample value is positive at 0.387, indicating a positive direction in the relationship between Customer Relationship (X3) and Customer Satisfaction (Z). This implies that better Customer Relationship (X3) leads to increased Customer Satisfaction (Z). The research findings suggest that the better the Customer Relationship at Putri Chaniago Furniture, the higher the impact on Customer Satisfaction. These results are consistent with a study by Handayani & Pratama (2019) titled "The Effect of Customer Relationship Management on Customer Satisfaction," which found that Customer Relationship has a positive and significant effect on Customer Satisfaction.

The results of the test in Table 2 indicate that the t-statistic (4.181) > (1.96), and the p-value (0.000) < (0.05). Consequently, both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, suggesting that Product Quality (X1) has a significant effect on Customer Loyalty (Y). The original sample value is positive at 0.273, indicating a positive direction in the relationship between Product Quality (X1) and Customer Loyalty (Y). This implies that better Product Quality (X1) leads to an increase in Customer Loyalty (Y). The research findings suggest that the better the Product Quality at Putri Chaniago Furniture, the higher the Customer Loyalty. The key indicator of Product Quality is highlighted as "The quality of products available at Putri Chaniago Furniture is undoubtedly excellent," which can encourage customers to continue to recognize the Product Quality at Putri Chaniago Furniture. These results are consistent with a study by Cardia et al. (2019) titled "The Effect of Product Quality, Price, and Promotion on Customer Loyalty," which found that Product Quality has a positive and significant effect on Customer Loyalty among Smartfren prepaid card users.

The results of the test in Table 2 show that the t-statistic (1.928) > (1.96), and the p-value (0.054) > (0.05). Consequently, both the null hypothesis (Ho) and the alternative hypothesis (Ha) are rejected, indicating that Social Media Marketing (X1) has a nonsignificant effect on Customer Loyalty (Y). The original sample value is positive at 0.142, indicating a positive direction in the relationship between Social

Media Marketing (X1) and Customer Loyalty (Y). This suggests that better Social Media Marketing (X1) leads to an increase in Customer Loyalty (Y). The research findings suggest that the better the Social Media Marketing at Putri Chaniago Furniture, the higher the impact on Customer Satisfaction at Putri Chaniago Furniture. These results are in line with a study by Wikaningtyas et al. (2022) titled "The Influence of Marketing Through Social Media and Service Quality on Visitor Loyalty to Taman Pintar Yogyakarta, Mediated by Word of Mouth Marketing," which found that Social Media Marketing has a positive and nonsignificant effect on Customer Loyalty (Visitors to Taman Pintar Yogyakarta).

The test results from Table 2 indicate that the t-statistic (2.744) > (1.96), and the p-value (0.006) < (0.05). Consequently, both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, suggesting that Customer Relationship (X3) has a significant effect on Customer Loyalty (Y). The original sample value is positive at 0.170, indicating a positive direction in the relationship between Customer Relationship (X3) and Customer Loyalty (Y). This implies that better Customer Relationship (X3) leads to an increase in Customer Loyalty (Y). The research findings indicate that the better the Customer Relationship at Putri Chaniago Furniture, the higher the level of Customer Loyalty at Putri Chaniago Furniture. The pivotal indicator for Customer Relationship is demonstrated by "Putri Chaniago Furniture provides accurate and reliable information to customers." These findings are consistent with a study conducted by Ika Melisa (2020) titled "The Influence of Customer Relationship on Customer Loyalty (Case Study of PT Krida Dinamika Autonusa Bima)," which found that Customer Relationship has a positive and significant effect on Customer Loyalty at PT. Krida Dinamika Autonusa-Bima.

The test results from Table 2 reveal that the t-statistic (4.840) > (1.96), and the p-value (0.000) < (0.05). Consequently, both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, indicating that Customer Satisfaction (Z) has a significant effect on Customer Loyalty (Y). The original sample value is positive at 0.434, demonstrating a positive direction in the relationship between Customer Satisfaction (Z) and Customer Loyalty (Y). This implies that higher Customer Satisfaction (Z) leads to increased Customer Loyalty (Y). The research findings suggest that the better the Customer Satisfaction at Putri Chaniago Furniture, the higher the impact on Customer Loyalty at Putri Chaniago Furniture. These results align with a study conducted by Aditya (2018) titled "The Effect of Service Quality, Price, and Customer Satisfaction on Customer Loyalty (Case Study of IM3 Customers in Madiun)," which found that Customer Satisfaction has a positive and significant effect on Customer Loyalty.

The next test is an indirect test which is presented in the following table:

Table 3. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
X1 -> Z -> Y	0,163	0,014	Accepted
X2 -> Z -> Y	0,104	0,057	Rejected

X3 -> Z -> Y	0,168	0,011	Accepted
--------------	-------	-------	----------

The results of the test in Table 3 above show that the t-statistic (2.462) > (1.96), and the p-value (0.014) < (0.05). Thus, it can be concluded that both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, indicating that Product Quality (X1) through Customer Satisfaction (Z) has a positive and significant influence on Customer Loyalty (Y). The original sample value is positive at 0.163, indicating a positive direction in the relationship between Product Quality (X1), Customer Satisfaction (Z), and Customer Loyalty (Y). This suggests that better Product Quality (X1) and Customer Satisfaction (Z) lead to increased Customer Loyalty (Y). The research findings indicate that the better the Product Quality at Putri Chaniago Furniture, the higher the impact on Customer Loyalty. The indicator showing the most significant role in Product Quality is "The available products at Putri Chaniago Furniture undoubtedly have superior quality." These results align with a study by Helwig et al. (2019) titled "The Influence of Product Quality and Price on Customer Loyalty through Customer Satisfaction with Samsung Smartphones in Semarang." Their research also found that Product Quality significantly influences Customer Loyalty through Customer Satisfaction with Samsung smartphones.

The results of the test in Table 3 indicate that the t-statistic (1.902) > (1.96), and the p-value (0.057) > (0.05). Therefore, it can be concluded that both the null hypothesis (Ho) and the alternative hypothesis (Ha) are rejected, indicating that Social Media Marketing (X2) through Customer Satisfaction (Z) has a positive but not significant influence on Customer Loyalty (Y). The original sample value is positive at 0.104, indicating a positive direction in the relationship between Social Media Marketing (X2), Customer Satisfaction (Z), and Customer Loyalty (Y). This suggests that better Social Media Marketing (X2) and Customer Satisfaction (Z) lead to increased Customer Loyalty (Y). The research findings suggest that the better the Social Media Marketing at Putri Chaniago Furniture, the higher the impact on Customer Loyalty. These results are consistent with a study by Muh K Bonesaputra Rukman et al. (2023) titled "The Influence of Social Media Marketing, Product Quality, and Brand Image on Customer Loyalty through Customer Satisfaction (A Study on La Moringa Consumers, NTT)." Their research also found that Social Media Marketing has a positive but not significant influence on customer loyalty, with customer satisfaction as an intervening variable.

The results of the test in Table 3 indicate that the t-statistic (2.545) > (1.96), and the p-value (0.011) < (0.05). Therefore, it can be concluded that both the null hypothesis (Ho) and the alternative hypothesis (Ha) are accepted, indicating that Customer Relationship (X3) through Customer Satisfaction (Z) has a positive and significant influence on Customer Loyalty (Y). The original sample value is positive at 0.168, indicating a positive direction in the relationship between Customer Relationship (X3), Customer Satisfaction (Z), and Customer Loyalty (Y). This suggests that better Customer Relationship (X3) and Customer Satisfaction (Z) lead to increased Customer Loyalty (Y). The research findings suggest that the better the Customer Relationship at Putri Chaniago Furniture, the higher the impact on Customer Loyalty. These results align with a study by Usu et al. (2023) titled "The Influence of Customer Relationship Management (CRM) on Customer Loyalty with Customer Satisfaction as an Intervening Variable (A Study at PT Telkom Indonesia Tbk Branch Mbay)." Their

research also found that CRM has a positive and significant influence on customer loyalty with customer satisfaction as an intervening variable at PT Telkomsel Indonesia Tbk Branch

CONCLUSION

In conclusion, the research findings on the influence of Product Quality, Social Media Marketing, and Customer Relationship on Customer Loyalty through Customer Satisfaction at Putri Chaniago Furniture indicate several significant insights. Firstly, Product Quality has a positive and significant impact on Customer Satisfaction. Secondly, Social Media Marketing has a positive but nonsignificant effect on Customer Satisfaction. Thirdly, Customer Relationship shows a positive and significant influence on Customer Satisfaction. Moreover, Product Quality, Social Media Marketing, and Customer Relationship all have positive and significant effects on Customer Loyalty through Customer Satisfaction. Based on these conclusions, it is recommended that the company pays closer attention to Product Quality, Social Media Marketing, and Customer Relationship to enhance product quality and service, thereby fostering Customer Loyalty. For future research, it is suggested to expand the analysis by including additional variables such as service quality, motivation, and others to gain a deeper understanding of customer loyalty. Additionally, future studies should consider increasing the sample size, using updated data, and broadening the scope of the research to ensure more relevant and accurate results.

Reference :

- Aditya, N. A. R. (2018). Pengaruh Kualitas Pelayanan Kualitas Produk Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus Pelanggan IM3 Madiun). *Jurnal Ilmu Pengetahuan Dan Teknologi Komputer*, 3(2), 281-288.
- Afidatur Ro'azah. (2021). Manajemen Pemasaran. *Bab Ii Kajian Pustaka 2.1*, 12(2004), 6-25.
- Afnina, A., & Hastuti, Y. (2018). Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. *Jurnal Samudra Ekonomi Dan Bisnis*, 9(1), 21-30. <https://doi.org/10.33059/jseb.v9i1.458>
- Ariana, R. (2018). *Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Lipstik Revlon Yogyakarta*. 1-23.
- Asraini, D. (2019). Pengaruh Customer Relationship Management Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Produk Pt. Nusantara Surya Sakti Sumbawa. *Jurnal Manajemen Dan Bisnis*, 2(1). <https://doi.org/10.37673/jmb.v2i1.283>
- Bening Azhilmi, F. (2018). *Strategi Komunikasi Pemasaran Melalui Instagram Untuk Meningkatkan*. 1-9.
- Budi Harto, Panji Pramuditha, Arief Yanto Rukmana, Harnavela Sofyan, Hana Rengganawati, Andina Dwijayanti, & Teti Sumarni. (2023). Strategi Social Media Marketing Melalui Dukungan Teknologi Informasi dalam Kajian Kualitatif Pada

- UMKM Kota Bandung. *Komversal*, 5(2), 244–261.
<https://doi.org/10.38204/komversal.v5i2.1499>
- Cardia, D. I. N. R., Santika, I. W., & Respati, N. N. R. (2019). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6762.
<https://doi.org/10.24843/ejmunud.2019.v08.i11.p19>
- Darmawan, M. D. (2018). The Effect of Price, Product Quality, Promotion, Social Factor, Brand Image on Purchase Decision Process of Loop Product on Youth Segment (Case Study of PT Telekomunikasi Selular). *International Seminar & Conference on Learning Organization*, 6(6), 294–309.
<https://openlibrarypublications.telkomuniversity.ac.id/index.php/isclco/article/view/7032>
- Dwi Wahyuni, Chusnul Rofiah. (2018). Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan Yang Di Mediasi Oleh Kepuasan Di Bank Muamalat Jombang. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 12(1), 69–82.
<https://doi.org/10.26533/eksis.v12i1.84>
- Ekonomi, F., & Manajemen, J. (2018). Pengaruh Kualitas Produk, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Pt. Air Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(3), 1658–1667.
<https://doi.org/10.35794/emba.v6i3.20411>
- Fadly, M., & Wantoro, A. (2019). Model Sistem Informasi Manajemen Hubungan Pelanggan Dengan Kombinasi Pengelolaan Digital Asset Untuk Meningkatkan Jumlah Pelanggan. *Prosiding Seminar Nasional Darmajaya*, 1(0), 46–55.
<https://jurnal.darmajaya.ac.id/index.php/PSND/article/view/1749>
- Farida, N. (2019). Analisis Model Kepuasan Terhadap Pembelian Ulang. *Jurnal Dinamika Manajemen*, 5(2), 200–208. <https://doi.org/10.15294/jdm.v5i2.3661>
- Gultom, Dedek Kurniawan; Arif, M. F. M. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek. *MANEGGGIO: Jurnal Ilmiah Magister Manajemen*, 3(2), 273–282.
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek. *MANEGGGIO: Jurnal Ilmiah Magister Manajemen*, 3(2), 273–282.
<http://jurnal.umsu.ac.id/index.php/MANEGGGIO>
- Gunelius, S. (2019). *30-Minute Social Media Marketing : Step-By-Step Techniques To Spread the Word About Your Business Fast and Free*.
- Halimah, M. A., & Yanti, R. D. (2020). Pengaruh Strategi Penetapan Harga Terhadap Loyalitas Pelanggan Produk Kilat Khusus Mitra Korporat Kantor Pos Purwokerto. *Jurnal Ecoment Global*, 5(1), 70–79. <https://doi.org/10.35908/jeg.v5i1.916>
- Hanafi, M. (2019). Konsep Dasar dan Perkembangan Teori Manajemen. *Managemen*, 1(1), 66.
- Handayani, E. N., & Pratama, E. Y. (2019). Pengaruh Manajemen Hubungan Pelanggan Terhadap Kepuasan Konsumen. *Jurnal Manajemen Bisnis Krisnadwipayana*, 6(3).

<https://doi.org/10.35137/jmbk.v6i3.235>

- Hatta, I. H., Rachbini, W., & Parenrengi, S. (2018). Analysis of product innovation, product quality, promotion, and price, and purchase decisions. *South East Asia Journal of Contemporary Business*, 16(5), 183–189.
- Helwig, N. E., Hong, S., & Hsiao-wecksler, E. T. (2019). Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Smartphone Samsung Di Semarang. 1–10.
- Ibrahim, M., & Thawil, S. M. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 175–182. <https://doi.org/10.36226/jrmb.v4i1.251>
- Ii, B. A. B., & Teori, L. (2020). Bab Ii Landasan Teori 2.1 Social Media Marketing 2.1.1 Pengertian Social Media. 1–18.
- Ika Melisa, I. H. (2020). Pengaruh Hubungan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus PT. Krida Dinamika Autonusa Bima). *Journal of Business and Economics ...*, 1(2), 139–144.
- Imaningsih, E. S. (2018). The Model Of Product Quality, Promotion, Price, And Purchase Decisions. *Jurnal Ekonomi*, 23(2), 260–271. <https://doi.org/10.24912/je.v23i2.373>
- Indrawati, F. (2018). Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Fenny Indrawati. 6(2).
- Irwan, & Adam, K. (2019). Metode Partial Least Square (Pls) Dan Terapannya (Studi Kasus: Analisis Kepuasan Pelanggan terhadap Layanan PDAM Unit Camming Kab. Bone). *Jurnal Teknosains UIIn*, 53–68.
- Isman, I., Patalo, R. G., & Pratama, D. E. (2020). Pengaruh Sosial Media Marketing, Ekuitas Merek, Dan Citra Destinasi Terhadap Minat Berkunjung Ke Tempat Wisata. *Jurnal Studi Manajemen Dan Bisnis*, 7(1), Inpress. <https://doi.org/10.21107/jsmb.v7i1.7447>
- Iv, B. A. B., & Responden, D. P. (2018). Sumber : Data primer diolah, 2017. 39–53.
- Jahanshahi, A. ., Gashti, M. A. ., Mirdamadi, S. ., Nawaser, K., & Khaksar, S. M. S. (2018). Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty. *International Journal of Humanities and Social Science*, 1(June 2011), 253–260.
- Jaya, L., Yuliana, Y., & Arwin, A. (2022). Pengaruh Sosial Media Marketing Terhadap Kepuasan Pelanggan Di The Wrappers, Medan. *Escaf*, 1, 1–7.
- Juniantara, I. M. A., & Sukawati, T. G. R. (2018). Pengaruh Persepsi Harga, Promosi, Dan Kualitas Pelayanan Terhadap Kepuasan Dan Dampaknya Terhadap Loyalitas Konsumen. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 5955. <https://doi.org/10.24843/ejmunud.2018.v07.i11.p06>
- Kanafi, R. (2018). Pengaruh Customer Relationship Management Terhadap. *Jurnal Ilmu Dan Riset Manajemen*, 3, 21–31.
- Khafidin. (2020). Konsep perilaku konsumen beserta implikasinya terhadap keputusan

- pembelian. *Journal Derivatif*, 10(1), 1–15. <http://eprints.umsida.ac.id/6801/>
- Khalis, V. M., Komariah, K., & Z, F. M. (2022). Analisis kualitas produk dan kepercayaan merek terhadap loyalitas merek. *COSTING:Journal of Economic, Business and Accounting*, 5.
- Kotler dan Keller. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Keberlangsungan Usaha. *Universitas Internasional Batam UIB Repository*, 2017, 5–24.
- Kristianto, A. D., & Wahyudi, T. A. (2019). Pengaruh citra merek, persepsi kualitas produk dan persepsi harga pada kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 2(2), 117–126. <https://doi.org/10.36407/jmsab.v2i2.74>
- Lindung Bulan, T. (2018). Pengaruh Kualitas Pelayanan dan Harga terhadap Loyalitas Konsumen pada PT. Tiki Jalur Nugraha Ekakurir Agen Kota Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 5(2), 592–602.
- Muh K Bonesaputra Rukman, Heri Praktikto, & Wening Patmi Rahayu. (2023). Influence of Social Media Marketing, Product Quality, and Brand Image On Customer Loyalty Through Customer Satisfaction (Study on La Moringa Consumers, NTT). *Brilliant International Journal Of Management And Tourism*, 3(2), 105–120. <https://doi.org/10.55606/bijmt.v3i2.1388>
- Nempung, T., Setiyaningsih, T., & Syamsiah, N. (2018). *Otomatisasi Metode Penelitian Skala Likert Berbasis Web*. November, 1–8.
- Nida Salma Fahriani, & Intan Rike Febriyanti. (2022). Analisis Kepuasan Pelanggan di Apotek Bunda Cikembar. *OPTIMAL: Jurnal Ekonomi Dan Manajemen*, 2(3), 1–11. <https://doi.org/10.55606/optimal.v2i3.431>
- Oeyono, J., & Dharmayanti, D. (2019). Analisa Pengaruh Experiential Marketing Terhadap Intervening Variabel Di Tator Cafe Surabaya Town Square. *Jurnal Manajemen Pemasaran*, 1(2), 1–9.
- Oktaviani, W. (2020). Pengaruh Media Sosial dan Harga Terhadap Loyalitas Konsumen Pada Woodcraft tanganketiga. *Indonesian Journal of Strategic Management*, 3(2). <https://doi.org/10.25134/ijsm.v3i2.3897>
- Onsardi, O. (2019). *Strategi Meningkatkan Loyalitas Konsumen Makanan Khas Kota Curup Kabupaten Rejang Lebong*. 11–25. <https://doi.org/10.31219/osf.io/r5268>
- Pradana, F. (2018). Pengaruh Manajemen Hubungan Pelanggan, Kualitas Pelayanan, Dan Kualitas Pengalaman Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Nasabah Pt Fac Sekuritas Indonesia Di Yogyakarta. *Jurnal Manajemen Bisnis*, 9(2), 193–212. <https://doi.org/10.18196/mb.9262>
- Pringgani, A. (2018). Memperkuat Manajemen Pemasaran dalam Konteks Persaingan Global. *Jurnal Kebangsaan*, Vol.2 No.4, 1.
- Produk, K. P. (2018). *Hubungan antara tipe konformitas pembelian produk dengan kepuasan pembelian produk*. 8–9.
- Purwanto, N. (2019). Variabel Dalam Penelitian Pendidikan. *Jurnal Teknodik*, 6115, 196–215. <https://doi.org/10.32550/teknodik.v0i0.554>

- Rahayu, B. S., & Saryanti, E. (2019). Pengaruh Kualitas Pelayanan, Hubungan Pelanggan Dan Citra Perusahaan Terhadap Loyalitas Melalui Kepuasan Nasabah. *Jurnal ADVANCE*, 1(2), 14.
- Rahmanita, H. (2022). *Pengaruh Disiplin Kerja, Lingkungan Kerja, Dan Motivasi Kerja Terhadap Kepuasan Kerja (Studi Kasus Pada Karyawan Dinas Sosial Prov. DKI Jakarta)*.
- Roflin, E., Liberti, I. A., & Pariyana. (2021). pengertian Survei menurut Sugiyono 2018. *Eprints.Walisongo.Ac.Id*, 11. <http://eprints.walisongo.ac.id/id/eprint/3069/>
- Rupantra. (2021). Analisis Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Susu Kedelai Ud Pak Suroto Berastagi. *Digital Repository Universitas Quality Berastagi*, 5-30.
- Saldanha, E. de S. (2018). Peran Ibu dalam Pemenuhan Kebutuhan Anak Eating Disorder. *Skripsi*, 28-43.
- Santoso, E. B., & Samboro, J. (2018). Pengaruh Promosi Penjualan Dan Inovasi Produk Terhadap Keputusan Pembelian Dan Dampaknya Terhadap Loyalitas Pelanggan. *Adbis: Jurnal Administrasi Dan Bisnis*, 11(1), 1. <https://doi.org/10.33795/j-adbis.v11i1.9>
- Sudarwati, Y., Izzaty, dan, Pendidikan dan Pelatihan, P., Jenderal DPR Gedung Sekretariat Jenderal DPR RI, S. R., Jenderal Gatot Subroto, J., Penelitian, P., & Jenderal DPR Gedung Nusantara, S. R. (2022). Manajemen Hubungan Pelanggan Bagi Usaha Mikro, Kecil, Dan Menengah (Customer Relationship Management for Micro, Small, and Medium Enterprises). *Jurnal Ekonomi & Kebijakan Publik*, 13(1), 13-28.
- Sugiyono. (2018). Metode Dan Tehnik Penelitian. *Journal of Chemical Information and Modeling*, 53(9), 1689-1699.
- Suryana A. (2018). Metode Penelitian Metode Penelitian. *Metode Penelitian Kualitatif*, 17, 43. [http://repository.unpas.ac.id/30547/5/BAB III.pdf](http://repository.unpas.ac.id/30547/5/BAB%20III.pdf)
- Taherdoost, H. (2023). Customer Relationship Management. *EAI/Springer Innovations in Communication and Computing, Part F1354(2007)*, 237-264. https://doi.org/10.1007/978-3-031-39626-7_10
- Usu, M. Y. M., P.C.Fanggidae, R., Kurniawati3, M., & Bunga, M. (2023). Pengaruh Customer Relationship Management (CRM) Terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening (Studi Pada PT Telkom Indonesia TBK Cabang Mbay). *Jurnal Ekonomi & Ilmu Sosial*, 4(2), 319-333.
- Wikaningtyas, S. U., Setyawati, R., Santoso, R. T., & Aji, R. G. S. (2022). Pengaruh Pemasaran Melalui Social Media Dan Kualitas Layanan Terhadap Loyalitas Pengunjung Taman Pintar Yogyakarta Yang Di Mediasi Oleh Word of Mouth Marketing. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, 2(4), 1286-1306. <https://doi.org/10.32477/jrabi.v2i4.623>