
The Effect of Service Quality and Customer Satisfaction on Customer Loyalty on Kiki Rizky Furniture

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Published: Januari, 2024



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Abstract: Competition in the business world is experiencing development followed by increasingly competitive competition. This development makes business actors have to pay attention to customer loyalty, because customer loyalty is one of the factors to maintain business continuity. Customer loyalty relates to the quality of service and satisfaction experienced by customers. This study was conducted to analyze the effect of service quality and customer satisfaction on customer loyalty. This research is a quantitative research with a causal associative type. The population in this study was 100 respondents. The sampling technique in this study used purposive sampling. The analysis method used multiple linear regression analysis with the help of SPSS 26 software. From the entire hypothesis has a positive influence on customer loyalty with a value of 0.027 for service quality and 0.440 for customer satisfaction. The results of the F test show that service quality and customer satisfaction have a simultaneous effect on customer loyalty, with a $F_{\text{calculate}}$ of 31.872 which is greater than the value of F_{table} with a significance value of 0.000 less than 0.05. The results of the T test show that the $T_{\text{calculate}}$ value of service quality is 2.125 which has a value greater than T_{table} with a significance value of 0.037 less than 0.05 and a $T_{\text{calculate}}$ value of customer satisfaction of 7.746 which is greater than the T_{table} value with a significance value of 0.000 is smaller than 0.05. So it can be concluded that the results of the T Test show that service quality and customer satisfaction have a partial effect on customer loyalty. It is known that R^2 is 0.453 which means the contribution of service quality and customer satisfaction in influencing

Keywords: service quality; customer satisfaction; customer loyalty

INTRODUCTION

Economic activities within the scope of which there are activities to meet customer needs and desires make competition in the business world more competitive. This competition makes business actors always compete to get a market share that always grows every day, in addition, to maintain the stability of their business. Marketing becomes part of the management of a business as well as an important factor, because marketing will affect the smooth and successful business in achieving its goals. Marketing is a concept that must be implemented by companies, both business and services (Sukoco, 2018: 8).

In the midst of tight competitors, business actors are competing to continue to find and explore business potential and opportunities. Today many companies are already producing goods that have the same level of similarity. In addition, many new companies have sprung up that sell similar products. This issue is certainly a complicated issue and requires hard work in terms of marketing. The high level of diversity of products / services makes the company must have good marketing control, with marketing control the company will indirectly contribute in the form of profits. Sukoco S.A & Fanani (2022).

In an effort to achieve the success of their business, business actors must first be able to win the hearts of their customers so that they can bring out a loyal attitude, which in marketing is better known as customer loyalty. Customer loyalty means as a manifestation of buying behavior that chooses a certain product or service

that occurs umpteenth, with assessments obtained at the time of purchase that has occurred before. In the process of competing for customer loyalty, the company requires consideration which will later be used as a reference to take strategies in winning the competition. Previous research conducted by Dewa & Safitri (2020) revealed that customer loyalty is influenced by variables of service quality and customer satisfaction.

Service quality is described as a dynamic situation or circumstance related to products, services, people, processes, and environments that meet or exceed expectations. Based on previous research conducted by Peter Tiong (2018) revealed that service quality has an important role in maintaining the continuity of an industry. Good service quality will increase the level of loyalty of a customer. A loyal customer will also see the quality of service provided. In addition to service quality, customer satisfaction can also affect customer loyalty.

Different perceptions from customers create different purchases. If the company provides great value or benefits for customers, customers will also make greater sacrifices. If the benefits desired or expected by customers are met and in accordance with expectations, customers will not hesitate to buy products from the company, because they have provided greater benefits than the sacrifices incurred by customers. Quality will encourage customers to establish a strong relationship with the company. In the long run, the relationship between the company and the customer allows the company to understand the wishes or expectations of the customer. Thus, companies can increase customer loyalty by maximizing customer pleasant experiences and minimizing customer unpleasant experiences Fitriana & Soetjipto (2015).

Manufacturing companies engaged in the furniture industry are much glimpsed. Because the furniture industry is one of the strategic industries, especially for the economy in Indonesia, it is even one of the contributors to economic development in increasing income and community welfare. Not only that, the furniture industry is also considered as a valuable and highly competitive product. It is said to be competitive because it has a source of quality natural raw materials, does not miss various patterns and designs so that it provides its own characteristics, not forgetting various ornaments.

In Jember Regency, the elatan section, precisely Wuluhan District, there is furniture that has been established for 33 years. The furniture is Kiki Rizky Furniture, the products produced by Kiki Rizky Furniture are very diverse including: chairs, sofas, buffets, cabinets, kitchen sets, spring beds, office desks, frames, doors, windows. Based on observations made together with the owner of furniture, namely Mr. Agus that customers of furniture come from agencies and households.

According to the presentation of Mr. Agus as the owner of the furniture business, he said that customers of furniture came from agencies and also households. For the agency itself, there will usually be reservations every 6 months. According to the furniture owner, the need for goods or services will always develop from time to time. So it does not rule out the possibility that there will be many new competitors emerging, which results in the company must have a way or strategy to maintain its products in order to survive in fierce competition.

Based on the narration of the furniture business owner, he said that at Meubel Kiki Rizky the product ordering system is custom so that the furniture does not have products that are ready to sell, so when customers want to make a purchase they have to wait for the queue first. The length of the queue time will usually take 3-4 weeks, besides that when going to place an order you still have to wait for the furniture owner because all marketing activities are still handled by the owner himself. This results in customers feeling that the quality of service provided is less effective. Not only that, when going to consult about products or services, sometimes you still have to meet the furniture owner first. Furthermore, regarding the delivery of products at Meubel Rizky still has 1 unit of fleet so that product delivery is delayed in delivery. Even though the reach of customer orders has reached outside Jember regency, such as. Bondowoso, Pasuruan, Probolinggo, Bali, Surabaya,

Malang. However, shipping becomes constrained because the shipping fleet has to take turns making deliveries. This delay in delivery makes customers feel less satisfied.

Based on the description above, it can be concluded that service quality must be evaluated immediately because it is related to customer satisfaction which leads to customer loyalty. If the quality of service and customer satisfaction are ignored, it will affect the survival of the company, especially on customer loyalty. Thus, researchers are interested in conducting research entitled "**The Effect of Service Quality and Customer Satisfaction on Customer Loyalty on Kiki Rizky Furniture**".

METHOD

Research design

This study adopts a correlational research design utilizing a quantitative approach. The correlation approach is chosen as the research aims to explore the relationship between independent and dependent variables. Correlational research is employed to understand the association between different variables, expressed through correlation coefficients and significance levels.

Population, Sample, Sampling

Sugiyono [17] states that a population is a large area consisting of objects or subjects chosen by researchers to study and make conclusions [17]. According to this research, the population includes all 32 employees of Djoglo Larisso. The selection of this population location is based on practical considerations and ease of data acquisition, taking into account cost, time, and energy limitations. As per Sugiyono [17], a sample is a subset of the overall characteristics possessed by a population. Given the impracticality of studying an entire population, especially when it is large, due to constraints such as limited funds, manpower, and time, it becomes necessary to use a sample drawn from the population. In this research, a sample of 32 respondents is used, employing a saturated sampling method where the entire population is included as the sample, ensuring that the sample is truly representative.

Instrument

According to Arikunto [18], a research instrument/data instrument is a tool or facility used by researchers to collect data, making their work easier and achieving better, more precise, complete, and systematic results, thus facilitating data processing. Instrument testing in this study utilizes the SPSS for Windows software. The results of the validity and reliability instrument tests for the variables in this research can be observed in the table below.

Table 1. Results of Validity Test

Code	r Calculated	r Table (0.339)	Result
X1.1	0,612	0,339	Valid
X1.2	0,567	0,339	Valid
X1.3	0,492	0,339	Valid
X1.4	0,612	0,339	Valid
X1.5	0,592	0,339	Valid
X1.6	0,670	0,339	Valid
X1.7	0,602	0,339	Valid
X1.8	0,592	0,339	Valid
X2.1	0,989	0,339	Valid
X2.2	0,960	0,339	Valid
X2.3	0,989	0,339	Valid

Code	r Calculated	r Table (0.339)	Result
X3.1	0,975	0,339	Valid
X3.2	0,966	0,339	Valid
X3.3	0,988	0,339	Valid
X3.4	0,988	0,339	Valid
X4.1	0,683	0,339	Valid
X4.2	0,925	0,339	Valid
X4.3	0,825	0,339	Valid
X4.4	0,817	0,339	Valid
X4.5	0,807	0,339	Valid
X4.6	0,727	0,339	Valid
Y1	0,937	0,339	Valid
Y2	0,972	0,339	Valid
Y3	0,959	0,339	Valid
Y4	0,989	0,339	Valid
Y5	0,989	0,339	Valid

Table 1 presents the results of the validity test for various variables. The calculated correlation coefficients (r) for each variable (X1 to X4 and Y) were compared with the critical value (r Table) of 0.339. The findings indicate that all variables, including organizational culture (X1), commitment (X2), compensation (X3), work ethic (X4), and performance (Y), have calculated correlation coefficients exceeding the critical value, confirming their validity. This implies that the chosen instruments effectively measure the intended constructs, ensuring the reliability of the data collected for the study.

Table 2. Reliability Test Result

Code	Cronbach's Alpha	N of Items
X1	.738	8
X2	.978	3
X3	.984	4
X4	.966	6
Y	.983	5

Table 2 displays the results of the reliability test using Cronbach's Alpha for each variable. The calculated Cronbach's Alpha coefficients for organizational culture (X1), commitment (X2), compensation (X3), work ethic (X4), and performance (Y) are .738, .978, .984, .966, and .983, respectively. These coefficients are indicative of the internal consistency and reliability of the measurement instruments. The high Cronbach's Alpha values suggest a strong internal reliability, demonstrating that the items within each variable consistently measure the intended constructs in a reliable manner.

RESULTS AND DISCUSSION

1. General Description of Research Respondents

Based on the results of research data obtained from the distribution of questionnaires conducted on 80 respondents as subjects of this study. Respondent data is taken from varied data, namely respondent identity data which includes: (1) Gender, (2) Age / Age, (3) Subscription Duration

a. Respondent Characters by Gender

Based on the results of the questionnaire distribution, here is an overview of the characteristics of respondents by gender.

Table 1 Characteristics of Respondents by Sex

Gender	Frequency (People)	Percentage (%)
Woman	41	51,25
Man	39	49,75
Total	80	100

Source: Research Results, processed

From table 4.2 it can be seen that from 80 respondents the majority of respondents are women. This can be seen from the number of female respondents as many as 41 people with a percentage of 51.25% while the number of male respondents amounted to 39 people with a percentage of 49.75%. Fierce competition causes companies to be able to provide services that are in accordance with customer needs. Customers whose needs have been met well will show satisfaction (Dwipayana &; Sulistyawati, 2018).

b. Respondents' Character Based on Age/Age

Based on the results of research data obtained from the distribution of questionnaires conducted on 80 customers as research subjects, data on the age of respondents were presented in table 4.3 as follows.

Table 2 Characteristics of Age-Based Respondents

Age (Years)	Frequency (People)	Percentage (%)
21-30	9	11,25
31-40	12	15
41-50	17	21,25
51-60	22	27,5
>61	20	25
Total	80	100

Source: Research Results, processed.

Based on table 2, the results of the questionnaire processing that has been given to respondents show that the largest age is in the age range of 51-60 amounting to 22 people with a percentage of 27.5%. Where in the age range between 15 to 64 years human health is still at the stage of productive age(<https://www.bps.go.id>)

c. Respondent Character Based on Subscription Length

Based on the results of research data obtained from the distribution of questionnaires conducted on 80 customers as research subjects, data on the length of respondents' subscriptions were obtained as presented in table 3

Table 3 Characteristics of Respondents Based on Subscription Length

Subscription Length	Frequency (People)	Percentage (%)
5 Years	24	30
6-10 Years	4	5
11-15 Years	19	23,75
16-20 Years	6	7,5
21-25 Years	21	26,25
26-30 Years	2	2,5
>30 Years	4	5
Total	80	100

Source: Research Results, processed

Based on table 3, it can be seen that the most subscription time span is in the period of 21-25 years with a percentage of 26.25%. In the long run, the relationship between the company and the customer allows the company to understand the wishes or expectations of the customer. Thus, companies can increase customer loyalty by maximizing customer pleasant experiences and minimizing customer unpleasant experiences (Fitriana & Soetjipto, 2015).

2. Test Validity and Reliability

a. Validity Test

The Validity Test is used to determine whether or not each question item in the questionnaire is feasible or valid. An instrument is said to be valid if the questions on the questionnaire are able to show something that will be measured by the questionnaire Ghozali (2018: 51). The significance test is carried out by comparing the r_{count} with the r_{table} of degrees of freedom ($df = n - 2$), in this case the number of samples.

In this study, the number of samples ($n = 30$) and the magnitude df can be calculated $30 - 2 = 28$ and a significant level of 95% or alpha (α) 5% obtained $r_{table} = 0.371$. If $r_{counts} > r_{table}$ and values positively, then the item statement is valid. A comparison between the calculated r value and the table r is presented in the following table:

Table 4 Validity Test Results

Variable	Indicator	Butir	Calculate	rtable	Ket
Quality of Service (X ₁)	Physical evidence (Tangibles)	Q1	0,411	0,374	Valid
		Q2	0,400	0,374	Valid
		Q3	0,511	0,374	Valid
	Kehandalan (Reliability)	Q4	0,428	0,374	Valid
		Q5	0,516	0,374	Valid
		Q6	0,656	0,374	Valid
	Responsivness	Q7	0,603	0,374	Valid
		Q8	0,479	0,374	Valid
		Q9	0,668	0,374	Valid
		Q10	0,436	0,374	Valid
	Assurance and Assurance	Q11	0,706	0,374	Valid
		Q12	0,537	0,374	Valid
		Q13	0,445	0,374	Valid
		Q14	0,440	0,374	Valid
		Q15	0,660	0,374	Valid
		Q16	0,436	0,374	Valid
Customer Satisfaction (X ₂)	Conformity of Expectations (Expectations)	Q1	0,748	0,374	Valid
		Q2	0,826	0,374	Valid
	Interest in Revisiting	Q3	0,730	0,374	Valid
Customer Loyalty (Y)	Make regular recurring purchases	Q1	0,753	0,374	Valid
		Q2	0,800	0,374	Valid
	Buy between product lines	Q3	0,766	0,374	Valid
		Q4	0,769	0,374	Valid

Source: Appendix 4, processed

From table 4, it can be seen that the results of the validity test show that the independent variables, namely service quality (X_1) and customer satisfaction (X_2) and the dependent variable, namely the customer loyalty variable (Y), have a greater value than the table which is an indicator used in the research variable on all items of the statement Worth using. So it can be concluded that all statement items used in this study passed the validity test and were declared valid as a research measurement tool.

b. Reliability Test

The Reliability Test is used to measure questionnaires which are indicators of variables. A questionnaire is said to be reliable if each question is answered by respondents stably or consistently over time. Reliability of ability through SPSS calculation is measured by the Cronbach Alpha statistical test, the variable is said to be reliable if it gives a Cronbach Alpha value of >0.6 . The results of the reliability test can be seen in table 5

Table 5 Reliability Test Results

Variable	Cronbach's Alpha	Information
Quality of Service (X_1)	0,781	Reliable
Customer Satisfaction (X_2)	0,64	Reliable
Customer Loyalty (Y)	0,771	Reliable

Source: Appendix 4, processed

Based on table 5, it can be seen that all variables used in this study have a value of Cronbach's alpha > 0.6 . So it can be concluded that all question items used in this research are declared reliable or consistent.

3. Double Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect between independent variables on dependent variables. What will be studied in this study is the effect of service quality and customer satisfaction on customer loyalty based on the results of SPSS testing, the results of multiple linear regression analysis are obtained which can be seen in table 6

Table 6 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients	Standardized Coefficients
	B	Beta
(Recorded)	11,624	-
Quality of Service (X_1)	0,027	-0,179
Customer Satisfaction (X_2)	0,44	0,653

Source: Appendix 9, processed

Based on table 6, the multiple linear regression analysis equation is obtained, namely: $Y = 11.624 + 0.027(X_1) + 0.440(X_2)$ from the equation can be analyzed several things as follows:

a. Constant value = 11.624

A positive constant value of 11.624 means that it shows signs of being influenced by Service Quality Variables (X_1) and Customer Satisfaction (X_2). Customer loyalty (Y) without service quality and customer satisfaction ($X_1, X_2 = 0$) then customer loyalty is only worth 11,624, while if each respondent increases by 1 point for service quality and customer satisfaction ($X_1, X_2 = 80$), it can be estimated that the level of customer loyalty will increase to:

$$Y = 11,624 + 0,027(X_1) + 0,440(X_2)$$

$$Y = 11,624 + 0,027(80) + 0,440(80)$$

$$Y = 11,624 + 2,16 + 35,2$$

$$Y = 48,984$$

b. Quality of Service (X_1) = 0.027

The Service Quality variable (X_1) has a positive influence on Customer Loyalty (Y) which is 0.027. A positive sign indicates a unidirectional relationship. This means that the more quality of service is given, the more customer loyalty will increase.

c. Customer Satisfaction (X_2) = 0.440

The Customer Satisfaction variable (X_2) has a positive influence on Customer Loyalty, which is 0.440. A positive sign indicates a unidirectional relationship. This means that the more customer satisfaction is enforced, the customer loyalty will increase.

4. Coefficient of Determination (R)

The Coefficient of Determination (R^2) is used to determine the percentage of contribution of service quality variables and customer satisfaction to customer loyalty. The value of the coefficient of determination is determined by the value of R Square as can be seen in table 7

Table 7 Test Results of Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	0,453	0,439	0,52322

Source: Appendix 6, processed

Based on table 7 above, it is known that the value of Adjusted R Square is 0.453 or 45%, which means that the contribution or contribution of the variables of service quality (X_1) and customer satisfaction (X_2) to the variable of customer loyalty (Y) is 0.453. While the rest can be calculated by the following formula:

$$e = 1 - R^2$$

$$E = 1 - 0,453$$

$$e = 55\%$$

The number 55% has a large meaning of other factors that are not explained in this study. Other factors influencing customer loyalty are product bag cauldron, price, and promotion Dharmamestha (1999).

5. T Test

The T test (partial test) is used to determine how much influence the variables Service Quality (X_1) and Customer Satisfaction (X_2) have on Customer Loyalty (Y). Test criteria with significance level (α) = 0.005 are determined as follows:

- a. If $t_{counts} > t_{table}$, then H_0 is rejected and H_a is accepted.
- b. If $t_{counts} < t_{table}$, then H_a is rejected and H_0 is accepted.
- c. T_{table} is obtained with free degrees (df): $d = n - k$

Table 8 T Test Results

Variable	T table	T count	Say	Information
Quality of Service (X_1)	1,665	2,125	0,037	Accepted
Customer Satisfaction (X_2)	1,665	7,746	0	Accepted

Source: Appendix 8, processed

- a. The test results obtained t value for Quality of Service (X_1) shows the calculated t value $> t_{table}$ and a significant value < 0.05 , this means H_a is accepted. This can be seen based on the results of the service quality T test (X_1) on customer loyalty (Y) showing a T calculate value (2.125) $> T_{table}$ (1.665) and a significance

value of 0.037. This means that the significance value possessed by service quality is smaller by 0.05. So it can be concluded that H_{a1} was accepted and H_0 was rejected and it can be stated that the quality of service has a partial effect on customer loyalty to Kiki Rizky Furniture.

- b. The test results obtained t value for Customer Satisfaction (X_2) showed the calculated t value of the t_{table} $t >$ and a significant value of < 0.05 . Based on table 4.15, customer satisfaction (X_2) with customer loyalty (Y) shows $T_{count} (7.746) > T_{table} (1.665)$ with a significance value of 0.00. This means that the value of $T_{calculate} > T_{table}$ with a significance value smaller than 0.05, so that conclusions can be drawn if H_{a2} is accepted and H_0 is rejected and can be stated if customer satisfaction partially affects customer loyalty to Kiki Rizky Furniture.

F Test

The F test is performed by comparing the $F_{calculated}$ F value with the F_{table} . For degree of freedom (df_1) = k-1, df_2 = n-k, where k is the sum of all independent and bound variables of 3, and n is the number of samples, in this study the number of samples was 80 respondents and the magnitude of df for model I was $df_1 = 3-1 = 2$, $df_2 = 80-3 = 77$. At a significant level 95% or alpha (α) 5% obtained from $F_{table} = 3.12$. If $f_{counts} > f_{table}$ then H_a is accepted.

Table 9 F Test Results

F_{table}	F_{count}	Say
3,12	31,872	0

Source: Appendix 7, processed

Based on table 9 above, it can be seen that the F value is calculated $> F_{table}$, which is $31.872 > 3.12$ with a significance value of $0.000 < 0.05$, this means H_a is accepted. This means that the variables of service quality and customer satisfaction have a significant effect on customer loyalty.

Discussion of Research Results

The Effect of Service Quality and Customer Satisfaction on Customer Loyalty on Kiki Rizky Furniture

The correlations table explains the partial relationship of the Service Quality variable (X_1), customer satisfaction variable (X_2) with customer loyalty (Y), obtained r value $r_{count} 0.371$. This figure explains the positive (quite strong) relationship between service quality variables (X_1), customer satisfaction variables (X_2). Simultaneously shows the quality of service and customer satisfaction. This result supports the previous research of Putri et al (2021) which examined the analysis of the effect of service quality and customer satisfaction on customer loyalty at PT. Matahari Department Store in Mantos.

The Effect of Customer Satisfaction on Customer Loyalty on Kiki Rizky Furniture

The correlations table shows the partial relationship of the service quality variable (X_1) with customer loyalty (Y) with a calculated t value of 2.125. This number explains a positive relationship. There are 5 indicators used in measuring service quality, namely physical evidence, reliability, responsiveness, assurance and certainty and empathy.

The indicator that has the greatest influence on service quality is 93.8%. By showing that those who chose answers agreed as much as 85.0% and strongly agreed as much as 8.8% and this happened to the item of being friendly in providing service to customers. The results of this study support with previous research conducted by Mardewi & Yualianthini (2021) which examined the quality of service and customer satisfaction

with customer loyalty at Warung Ko-Vaitnam Singaraja, partially showing a positive and significant relationship.

The Effect of Customer Satisfaction on Customer Loyaltyn

The correlations table describes the partial relationship between customer satisfaction ($X=2$) and customer loyalty (Y). There are 2 indicators used in measuring customer satisfaction, namely suitability and interest in visiting again. indicators that have a major influence on customer loyalty are 90.1% and this occurs in items that are able to make customers feel satisfied with the services provided, causing the desire to visit again. And this is supported by previous research conducted by Nuraeni et al (2019) which examined the effect of service quality and customer satisfaction (at Hypermart Bellanova Country mall). In his research partially showed a positive and significant influence on customer loyalty variables.

CONCLUSION

1. Service Quality and Customer Satisfaction together have a significant effect on customer loyalty after Test F. Based on these results, when service quality and customer satisfaction are carried out regularly, it will have a good impact on customer loyalty. Simultaneously has a significant effect.
2. Partial Test Results in this study that service quality has a significant effect. This reflects that service quality is an important factor that can affect customer loyalty in the company. Service Quality has a significant effect on customer loyalty.
3. Partial Test Results in this study that customer satisfaction has a significant positive effect. This reflects that customer satisfaction is an important factor that can affect customer satisfaction in the company. Customer satisfaction has a significant effect on customer loyalty.

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