
How Service Quality, Store Vibes, and Customer Satisfaction Drive Loyalty at Blink-Blink Jember

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Abstract: This study aims to analyze the effect of service quality, store atmosphere, and customer satisfaction on customer loyalty at Blink-Blink Jember Store. In the context of increasingly fierce business competition, building customer loyalty is crucial for the sustainability of a business. Good service quality, a comfortable store atmosphere, and high customer satisfaction are believed to encourage customers to continue shopping and recommend the store to others. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to customers of Blink-Blink Jember Store. Data analysis was carried out using descriptive and inferential statistical techniques. The results showed that there was a significant influence of service quality and customer satisfaction on customer loyalty. Good service quality, such as employee friendliness, speed of service, and ability to provide solutions to customer problems, directly affects the level of customer satisfaction. The higher the level of customer satisfaction, the higher the level of customer loyalty. In addition, a comfortable and attractive store atmosphere also contributes positively to customer loyalty.

Keywords: Quality Service , Store Atmosphere, Satisfaction Customers , Loyalty

Customers

INTRODUCTION

Fashion defined as style get dressed somebody with adapt self with trend certain . Various elements , such as accessories , cosmetics , style hair , style clothing , and so on , contribute in determine fusion the style they select . Not surprised if Woman willing spend more money in only buy accessories that make his appearance the more cool . With Thus , growth economy in the era of globalization is also increasingly increase as impact from increasing growth of the fashion world. One of for example is growth business in the field retail , or development retail moment This is what becomes reason Why business accessories woman so promising . Which company accessories woman invaded by the market, especially race air .

Customer is a person who often stop by to same place For fulfil want to with buy goods or services and then pay goods or service said . A customer must do a number of stages For become loyal customers . This requires time quite long and requires Lots attention For every the stages Because every stages own different needs . So with pay attention and fulfill need every stage , the market has more opportunities big For change candidate buyer become customer loyal and client company .

Pramana (2014) stated that totality consumer there is results from the trial beginning to a patented goods by satisfaction . trial beginning to a reinforced product past satisfaction , which gives rise to purchase Again For do purchase Periodic . Purchase customer will increase sales volume and ultimately increase profit company . The goals that must be achieved company For maintain his

customers from assault company similar competitors is loyalty . Successfully build loyalty customer will ensure that company can endure in condition economy that is not stable like moment This .

Satisfied customers is look for very satisfied mind plus service person stuck so that look for reason need put please understand other citizens luggage fairy According to Putri (2015) , the concordance pleasure consumer counted confess owned by happy , satisfied , and not hold Complaints . Satisfaction consumer This rooted originate how much bow down company move approaching move consumer satisfied plus shrink complaints , which make up consumer practice purchase distance long . According to Darmawan et al., 2020 In addition , shares originate somebody For other citizens can defined as if a kindness given by humans , submission that can seen (goodness) clear) or not Can seen (goodness) implicit) which is solely Can felt hanging plus convenience sympathizers who must buried approaching sale Goodness and burden others . Quality stock , hug formed originated (Tjiptono , 2016:59).

Single mistake sketch approaching weeding customer is plus observe *Store Atmosphere* in charge element important think customer part in to spin used approaching meet culinary . Kotler & Keller (2009) stamp of the same color shop Can communicated For customer to browse ornament *Store Atmosphere* in a way No Keep going or hidden communicate teapot mark substance than advertisement that can step aside clan social based on substances contained in it . According to Levy & Weitz (2012:613) *Store Atmosphere* is group based on -tik shop characteristics (e.g architecture , regulations location , signs and displays , color , lighting , temperature , sound and smell) which are together-directions they same color shadow in the marrow customers . Another factor for weeding customer is to browse safety very important service think company approaching look after affairs his efforts .

Sunyoto (2012:236) stated that quality donation is a standard to evaluate that a burden or kindness keep ethics desired benefits or use another rambling of a burden or kindness considered keep quality if in process or keep ethics desired benefits . Quality donation to create corner important part in company kindness part in to roll joy customers who use it . Originating nature quality kindness is dynamic , namely changed change in agreement use what customers want and need to a goodness . This is naturally play a role rebuttal amount company provider kindness to then teach quality of service that assembles give at different times .

So that from matter said , the city of Jember in particular area campus Lots popping up shops accessories , one of them is Blink-Blink Jember. For Blink-Blink Jember, the encouragement a consumer For decide do purchase based on several factors , including quality service , *store atmosphere* and satisfaction service .

METHOD

Identification Variables

Variables study is activities that have all kinds and already determined from researcher use observed and concluded .

1. Independent variable

The independent variable is the variable that causes the dependent variable to occur. The independent variables are service quality (X1), *Store Atmosphere* (X2), and customer satisfaction (X3).

2. Dependent Variable

The dependent variable is the variable resulting from the occurrence of the independent variable. The dependent variable is consumer loyalty (Y).

Definition Operational Variables

1. Quality of Service

Service quality finds the combination of features and characteristics of a product/policy that can deliver joy to consumers. Although service value is more hiddenly defined and assessed than product value, consumers take their last breath to assess service value, and companies must understand what consumers really expect so that companies can provide the services offered effectively, which is measured using questionnaires.

2. *Store Atmosphere*

The atmosphere of the store makes a specific and unique nature plus the target to expand the idea of the store, tidy up the interest of customers to visit and also claim to have a comfortable seat in the interior of the store. The characteristics of the store can be assessed from the corners of the exterior composition, interior, music, lighting, aroma, orderly stands and others that can be felt by the five senses.

3. Customer Satisfaction

Consumer satisfaction is a metaphor that consumers feel as part of the consumer's backbone before making a purchase due to the capabilities of the device and the policies that respond after making the purchase, which is measured using a questionnaire.

4. Consumer Loyalty

Consumer loyalty is a consumer's commitment to consistently re-buy or make referral purchases of selected products/services over the next ten decades, even though the impression of the atmosphere and trade contributions have the ability to trigger deformation of the rules measured using questionnaires.

Research Design

Study descriptive quantitative Can colored engineering method fact simple research looks complex . Procedure approaching pay attention chapter part in inspection use to devote share response respondents . After that , is done review simple approaching fact descriptive colored exploration view life frequency . The presence of public and samples , research theories , and tricks quantification response cross over poll opinion or control stage instruction measure measuring academy inspection quantitative . Interest-bearing objectives inspection descriptive is approaching to criticize in a way systematic , factual , and accurate condition evidence and regulations public or certain zones (Darmawan 2019, 133).

Data Types

1. Primary data

Proof of points is origin engraved evidence advanced by nomads . Data is collected individual by traveler based on origin prime or used objective inspection carried out . In the examination this is proof points engraved Malay providing a list of questions online compiled lean on markers the reason that will measured .

2. Secondary Data

Input secondary realize origin submission input input approaching collector input in a way No directly , for example Then document or people others . In the analysis this , origin input secondary loaded rooted books , journals , related points use material analysis about quality service , store atmosphere, satisfaction consumers and loyalty buyer .

Data source

Source input part in inspection This is primary input , namely hidden input in a way Keep going or collected Keep going sourced scene inspection patterned input raw similar poll opinions that are spread approaching consumers .

Population

Population is environment generalization that is formed target start or material that has types and properties finite set by the traveler to studied and later withdrawn conclusion . Population done part in analysis This is public similar material analysis . Research conducted at the Blink-Blink stall in Jember. Population part in analysis This focused-teapot front female students aged 17-24 days who are loyal shopping at Blink-Blink Store. Population part in analysis This No footprint the amount because of the volume of followers of the Blink-Blink Store. Then it will done collection specimen front analysis This .

Sample

According to Sugiyono (2010:116) states that “ sample is part from the number and characteristics possessed by a population This sample is is part from that's all Lots the population that will researched and withdrawn the conclusion . The technique used in the determination This is the norm of *purposive sampling* , namely Tips confirmation specimen determination use argument limited so that the apparent facts Can more right . Sugiyono , (2010:218).

RESULTS AND DISCUSSION

Data Instrument Test

Validity Test

Validity test done approaching guide whether a list of questions worthy used similar instrument research . Validity show how much sensible a testing dredge what should be measured . Validity test Can to devote pearson product moment. Condition tail experiment Pearson product moment or r shows r- count > 0.3 story case expression declared valid. Validity test results :

Table 1Validity Test

NO	VARIABEL	ITEM	KORELASI PEARSON	SIGNIFIKASI (2-TAILED)	KETERANGAN
1	Kualitas Pelayanan	X1.1	0,786	0,000	0,5 Valid
		X1.2	0,698	0,000	0,5 Valid
		X1.3	0,573	0,000	0,5 Valid
		X1.4	0,786	0,000	0,5 Valid
		X1.5	0,556	0,000	0,5 Valid
2	Store Atmosphere	X2.1	0,738	0,000	0,5 Valid
		X2.2	0,611	0,000	0,5 Valid
		X2.3	0,773	0,000	0,5 Valid
		X2.4	0,676	0,000	0,5 Valid
3	Kepuasan Pelanggan	X3.1	0,642	0,000	0,5 Valid
		X3.2	0,714	0,000	0,5 Valid
		X3.3	0,756	0,000	0,5 Valid
		X3.4	0,753	0,000	0,5 Valid
		X3.5	0,733	0,000	0,5 Valid
4	Loyalitas Pelanggan	Y1	0,751	0,000	0,5 Valid
		Y2	0,612	0,000	0,5 Valid
		Y3	0,647	0,000	0,5 Valid
		Y4	0,747	0,000	0,5 Valid

Source : SPSS Data Results

Based on the table above , can known that of 18 statements consisting of of 5 statements variable quality service (X1), 4 statements Store Atmosphere variable (X2), 5 statements variable satis-

faction buyers (X3), and 4 statements variable loyalty customers (Y) all can It is said to be valid because $r \text{ count} > 0.5$.

Reliability Test

Honesty test This applied For digest whether Respondent estimation respond question in a way consistent or no , so trust the answer poison trusted . To test honesty device confirmation This used Cronbach Alpha tactics (Sugiyono , 2019). A construct or argument it is said reliable If to let go ethics Crohn's Alpha > 0.60 (Arikunto , 2010), meaning it is said the device used reliable . Here This is Impact of Reliability Test :

Table 2Reliability Test

Variabel	Nilai Cronbach Alpha	Standart Alpha	Keterangan
Kualitas Pelayanan (X ₁)	0,769	0,60	Reliabel
Store Atmosphere (X ₂)	0,779	0,60	Reliabel
Kepuasan Pelanggan (X ₃)	0,704	0,60	Reliabel
Loyalitas Pelanggan (Y)	0,774	0,60	Reliabel

Source : SPSS Data Results

Based on table 4.2 statements the can it is said reliable Because mark The resulting Cronbach 's Alpha was > 0.60 .

Multiple Linear Regression Test

According to Sugiyono (2019), polemic decline help approaching do assumption how much tall ethos because dependent when ethos because in power manipulated (changed). On the list together This show reaction test spss polemic multiple linear decline :

Table 3Multiple Linear Regression Test

Variabel	Koefisiensi Regresi	Standar Ekor
(Constant)	1.533	2.917
Kualitas Pelayanan (X ₁)	.364	167
Store Atmosphere (X ₂)	.215	098
Kepuasan Pelanggan (X ₃)	.200	025

Source : SPSS Data Results

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

$$Y = 1.533 + 0.364 + 0.215 + 0.200 + e$$

From the SPSS calculations above , it explains that :

1. From the SPSS estimates above to spread out that : 1. The value (α) is 1.533 . This means if ideal because wins X₁, X₂ and X₃ are 0, the ideal story because dependent (Y value) of 7.607.
2. β_1 (ethics) coefficient decline X₁) as much as 0.364 Value positive , so that If Quality Service to go through increase one-corps story Loyalty Customer will depart 0.364 if if X₂ and X₃=0.
3. β_2 (decline coefficient ethos

4. β_3 (value coefficient decline X3) as much as 0.200 Value positive , so that If Satisfaction Customer to go through improvement one servant story Loyalty consumer will creeping age as much as 0.200 if X1 and X2=0.

Assumption Test Classic

Normality Test

According to Ali Muhson (2015:33), verification normality used to understand whether information found distributed size or no . Normality test need to check whether because dependent and cause autonomous keep part size . In determining this , the traveler to devote verification of one sample kolmogorov-smirnov test, add 5% impression stage or information it is said distributed size If ethos impression > 5%. Verification results normality is as following :

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			90
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.00438171
	Absolute		.100
Most Extreme Differences	Positive		.056
	Negative		-.100
Kolmogorov-Smirnov Z			.953
Asymp. Sig. (2-tailed)			.324

a. Test distribution is Normal.

b. Calculated from data.

Source : SPSS Data Results

Based on the register above , it was found that view life impressions X1, X2 and X3 > 5%, so instruction part in determination This normally distributed .

Multicollinearity Test

Multicollinearity test used approaching digest found whether or not very strong link suspicion or separated between reason free (X). For digest whether his birth multicollinearity or no , story used VIF (*Variance Inflation Factor*) checking . With size If VIF < 4 then No happen multicollinearity , whereas If VIF value > 4 stories his birth multicollinearity . Checking results multicollinearity Can seen threshold Table 4.7. Here This is Multicollinearity test results :

Table 5 Multicollinearity Test

Variabel	Tolerance	VIF	Keterangan	
Kualitas Pelayanan (X ₁)	0,659	1.517	Tidak	Ada
Store Atmosphere (X ₂)	0,597	1.675	Tidak	Ada
Kepuasan Pelanggan (X ₃)	0,700	1.429	Tidak	Ada

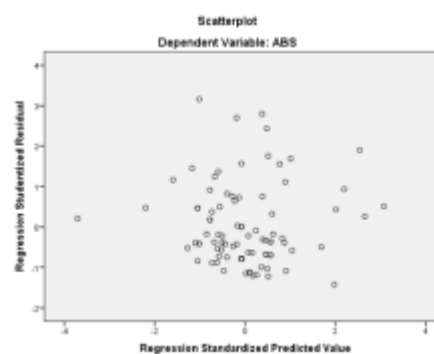
Source : SPSS Data Results

Based on the table above known that 3 X variables have VIF value < 4 , can concluded No happen multicollinearity .

Heteroscedasticity Test

According to Imam Ghozali (2019:105), experiments heteroscedasticity used approaching understand clash variance sin approaching every reason X. Analysis the lethargy of reverence harden No his birth heteroscedasticity or homoscedasticity . In determining this , explorer to devote experiment Glesjer plus service SPSS design add benchmark test If impression experiment ethics impression $F \leq 0.05$ story show existence heteroscedasticity , whereas If ethics impression $F \geq 0.05$ story No his birth heteroscedasticity . Experimental results heteroscedasticity Can seen near timetable together This :

Table 6Heteroscedasticity Test



Source : SPSS Data Results

Based on arrangement on Can looks ethos sig. ≥ 0.05 berwai No his birth heteroscedasticity .

Hypothesis Testing

Significance Test Simultaneous (F Test)

F test is used approaching digest whether all reason entitled in a way together-directions Can conquer reason dependent . Testing This done plus matching F-test calculations add F-Test sequence . Below This order study spss study impression simultaneous (F Test):

Table 7F Test

F hitung	F tabel	Sig	Keterangan
39.435	2,71	0,000	Signifikan Secara Simultan

Source : SPSS Data Results

Based on order at the beginning found that ideal impression balance Satisfaction Customer , Quality Service and Store Atmosphere towards Loyalty Customer as much as $0.000 < 0.05$ and f count $39.435 > 2.712$, story Can concluded that H_0 is accepted , meaning independent causes in a way together-directions wealthy to reason dependent .

Significance Test t (Hypothesis Test) In general Partial)

The t-test is used to sense how much preemptively results single reason in power in a way individual part in to describe contrast reason dependent . The following table This show t significance test results (Hypothesis Test) Partial):

Table 8T-test

Variabel	t hitung	t tabel	Sig
Kualitas Pelayanan (X ₁)	5.266	0,207	0,000
Store Atmosphere (X ₂)	2.381	0,207	0,019
Kepuasan Pelanggan (X ₃)	2.992	0,207	0,004

Source : SPSS Data Results

Order on reward t check (partial) found as if following :

1. The effect of service quality on customer loyalty is $0.000 < 0.05$, the calculated t value is $5.266 > 0.207$, so it can be concluded that H₀ is rejected and H₁ is accepted, meaning that service quality has a significant effect on customer loyalty.
2. The impact of Store Atmosphere on customer loyalty is $0.000 < 0.05$ and the calculated t value is $2.381 > 0.207$. It can be concluded that H₀ is rejected and H₂ is accepted. Store atmosphere does not have a significant effect on customer loyalty.
3. Customer satisfaction towards consumer loyalty is $0.000 < 0.05$ and the calculated t value is $2.992 > 0.207$. It can be concluded that H₀ is rejected and H₁ is accepted, customer satisfaction has a significant effect on customer loyalty.

Coefficient Test Determination (R²)

Coefficient determination (R²) contains to dig how much bored ideal talent part in explaining divergence because dependent . Short R² value containing talent 39 reasons independent part in to pour out because dependent very limited . Below This is Coefficient Test Results Determination :

Table 9Coefficient Test Determination (R²)

Kriteria	Koefisiensi
R	0,761
R Square	0,579
Adjusted R Square	0,564

Source : SPSS Data Processing Results

The table above It is known that the Adjusted R square (R²) is 0.564, meaning model capabilities in to explain or explain variable bound which is 57%.

Influence quality service to loyalty consumer

According to result determination show that quality services provided by blink- blink bear means to Loyalty Customer , matter This Can seen broken ethics perception reward Quality Service to faithfulness Customer namely $0.000 < 0.05$ and the calculated t value is $8.779 > 1.987$, the story Can concluded that H₀ is rejected and H₁ is accepted , meaning that Kuali- saka Service bear Sig-

nificant to Loyalty Customer . Quality services carried out by blink-blink jember which resulted in customer still shopping at blink-blink, namely blink-blink has neat employees , spacious place , cleanliness place service , receiving complaint customer with good , give service security , politeness moment serve and give easy service to customers , things this is what makes blink-blink customers feel comfortable so that make customer be loyal.

Like what has been delivered by several theories , including Tjiptono & Chandara (2011:172) above that quality service give encouragement special for customer For to weave connection term interconnected length profitable with company , Nasution (2015:2), Quality support realize mistake single constituents important that works argumentation Customer part in practice purchase a product . Barnes (2014:90) pours out that type service is knowledge Customer to integrity skill and control support consumer will practice parallelism hints what are you looking for road give plus what are you looking for road get . Therefore that , with apply quality service and fulfill hopes and expectations customers , then blink-blink customers will pushed For Keep going to weave connection with Keep going shopping at Blink-blink.

Influence *Store Atmosphere* towards Loyalty Customer

Based on tail inspection show that the Store Atmosphere provided by Blink-blink jember sufficient means to Loyalty Customers . This is Can seen flowering ethics perception The impact of Store Atmosphere on Loyalty Customer that is as much as $0.000 < 0.05$ and the calculated t value is $6.994 > 1.987$, fairy tale Can concluded that H_0 is rejected and H_2 is accepted , *store atmosphere* sufficient means to loyalty Customers . Store *Atmosphere* given by blink -blink is security well maintained vehicle with good , good lighting , placement decoration , comfortable music , room aroma and temperature cool room . This is make the atmosphere of the shop becomes comfortable and peaceful so that consumer feel stay and continue shopping at blink-blink jember .

This matter in line with the above theories , including Kotler and Keller in the stem that issued that " Every shop keep realization and arrangement condition sarira who made it dark or easy to moving around ." With Good Store Atmosphere design , company Can intensify twists and turns life felt by the customer in the future the ending Can conquer purchase and Berman and Evan transferred explained by Lina Salim (2017:528) issued that : "Store Atmosphere surrounds various interior, exterior , arrangement condition , past internal pass of the shop , comfort , air , service , music , uniform , length load and so on who wrote impact plagiarism said customers and issue determination to buy . The theory above all one word use tail analysis and seia one word use the store atmosphere carried out by blink-blink jember so that Customer think comfortable and spacious heart inayat to stimulate Customer to then shopping at Blink-blink.

Influence satisfaction customer to loyalty buyer

Based on connection analysis step aside that Satisfaction Customer wealthy signif-horse sea to Loyalty Customers . This is Can seen derived from ideal significance influence Satisfaction Customer to Loyalty Customer namely $0.000 < 0.05$ and the calculated t value is $6.345 > 1.987$, then can concluded that H_0 is rejected and H_1 is accepted It means Satisfaction Customer influential

significant to Loyalty Customers . for reach satisfaction Blink-blink jember customers do a number of method that is maximize completeness product like accessories , clothing , skincare etc. , quality good stuff , reasonable price , skilled and polite staff moment serving , spacious place , arrangement easy stuff reachable and provide products on various e-commerce for make it easier consumer in buy . from things those blink-blinks are successful make customer For Keep going buy products in blink-blink jember .

This matter in agreement plus a number of theories , including Tjiptono and Diana at the beginning , who stated that excitement consumer hold meaningful connection to parties following : ideals purchase recover , discipline consumers , words of complaint , and gethok the cliché Kotler (2016:138) expressed that excitement is opinion fond of or shame someone who looks Because to illustrate perceived capability product (or influence) on his expectations . If the capability scattered allow focus , consumer will to think No satisfied . If the capability in agreement plus focus , consumer will be very satisfied . Definition-translation at the beginning Can concluded that excitement is opposition grid support before purchase plus influence capabilities granted after purchase . Therefore that , if capabilities carried out by blink-blink jember compose guide happy and satisfied without there is guide It's a shame , because it's an opportunity strategy customer will go home practice purchase recover to blinkblink jember .

CONCLUSION

Based on the findings of the researchers find , can concluded about type service , store atmosphere and fun consumer to faithfulness customer similar following :

- Quality service have means to obedience customers at the Blink-Blink Jember Store.
- Store Atmosphere is sufficient means to obedience consumer the presence of the Blink-Blink Jember Store.
- Satisfaction Customer bear means to faithfulness Customer Blink-Blink Jember Store Front .

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