

CUSTOMER LOYALTY: THE INFLUENCE OF PRICES AND PROMOTIONS ON CUSTOMER LOYALTY (CASE STUDY AT MINIMARKET IN BANDUNG)

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Abstract

Indomaret customers in Bandung tend to compare prices at one minimarket with another, especially if the minimarkets are located close to each other. The price of goods in minimarkets is a fixed price that cannot be negotiated by customers. Customers tend to see product promotions in the form of discounts or price discounts, as well as other promotions such as bundling packages, when they want to make a purchase. This research was conducted to describe and analyze prices, promotions, and customer loyalty, as well as to measure the influence of prices and promotions on customer loyalty at Indomaret in Bandung. The method used in this research is descriptive and a verification analysis method. The population in this research is the Indomaret in Bandung customers. The analytical method used in this research is multiple linear regression analysis. Based on partial research results, prices have a positive and significant effect on customer loyalty, and promotions have a positive and significant effect on customer loyalty. Simultaneously, price and promotion have a positive and significant effect on Indomaret customer loyalty in Bandung.

Keywords: Price, Promotion, Customer Loyalty

Abstrak

Pelanggan Indomaret di Bandung cenderung membandingkan harga di satu minimarket dengan minimarket lainnya, terutama jika minimarket tersebut berlokasi dekat satu sama lain. Harga barang di minimarket adalah harga tetap yang tidak dapat dinegosiasikan oleh pelanggan. Pelanggan cenderung melihat promosi produk dalam bentuk diskon atau potongan harga, serta promosi lain seperti paket bundling, saat ingin melakukan pembelian. Penelitian ini dilakukan untuk menggambarkan dan menganalisis harga, promosi, dan loyalitas pelanggan, serta mengukur pengaruh harga dan promosi terhadap loyalitas pelanggan di Indomaret di Bandung. Metode yang digunakan dalam penelitian ini adalah deskriptif dan analisis verifikasi. Populasi dalam penelitian ini adalah pelanggan Indomaret di Bandung. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Berdasarkan hasil penelitian parsial, harga memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan, dan promosi memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Secara bersamaan, harga dan promosi memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan Indomaret di Bandung.

Kata kunci: Harga, Promosi, Loyalitas Pelanggan

Introduction

In an era of increasingly fierce business competition, business players are required to continue thinking creatively and strategically in order to maintain the existence of their businesses. One important aspect that needs to be considered is building strong and sustainable relationships with

customers. Loyal customers do not just appear out of nowhere; companies must create conditions that enable loyalty to the products or services offered. Building customer loyalty is no easy task, as it requires significant investment in terms of time, effort, and resources (Rahmadhani et al., 2022; Rahman, 2023). However, the benefits of customer loyalty are substantial, particularly in terms of revenue stability and increased company profits.

One of the main advantages of customer loyalty is increased sales. Loyal customers are more likely to repurchase the same product because they have experienced satisfaction in the past. Furthermore, loyal customers will voluntarily share their experiences with others and recommend the company's products or services to relatives and friends. This indirectly serves as a highly effective free promotional strategy. Conversely, if customers experience disappointment with their first purchase, it is not loyalty that is formed, but negative news that can spread quickly and damage the company's reputation (Zhou et al., 2022). In the context of minimarkets such as Indomaret, customers with high loyalty will tend to update their information about the latest products available. They are also more enthusiastic about sharing the advantages of the minimarket with others. Unconsciously, customers with high loyalty have become effective promotional agents. Therefore, customers with high loyalty levels are an important asset that must be maintained and prioritised by retail companies like Indomaret (Keller & Kotler, 2006).

Currently, the spread of minimarkets in Indonesia is expanding rapidly, sparking intense competition for market share. Minimarkets have become one of the fastest-growing business types because they align with the needs of modern society, which increasingly values convenience and speed in meeting basic needs. People prefer shopping at minimarkets over traditional markets for various reasons, such as strategic locations, clean and comfortable environments, and the availability of various promotions. This phenomenon indicates that price and promotion play an important role in shaping customer loyalty. This research is important to analyse the influence of price and promotion on customer loyalty at Indomaret. The focus of this study is on how price and promotion dimensions play a role in encouraging customers to make repeat purchases, withstand negative influences, and recommend products to others. The main problem in this study is the extent to which the prices and promotions applied by Indomaret influence customer loyalty. Thus, the purpose of this study is to describe and analyse the influence of price and promotion on customer loyalty at Indomaret.

Price is the primary factor considered by customers before making a purchase. According to Kotler, (2020), price is the amount of money charged for a product, or the amount of value exchanged by customers to obtain the benefits of owning or using the product or service. Meanwhile, Kapustina et al., (2021) add that price is the only element of the marketing mix that generates revenue for a

company, while other elements such as product, promotion, and distribution incur costs. Prahalad & Ramaswamy, (2004) emphasise that price significantly influences purchasing decisions and customer satisfaction. Customers use internal and external reference prices to assess the fairness of a product's price. Meanwhile, Othman et al., (2020) define price as the amount of money customers are willing to pay to obtain a product or service, meaning that price also serves as a determining factor in marketing success.

The dimensions of price according to Keller & Kotler, (2006) include price affordability, price-quality fit, price competitiveness, and price-benefit fit. Price affordability indicates the extent to which customers can purchase a product based on the offered price. Price-quality fit assesses whether the price reflects the quality of the product. Price competitiveness assesses whether the price is better than similar products from competitors. Finally, price-benefit alignment assesses whether the price paid is commensurate with the benefits received by customers. These four dimensions are important indicators in determining whether price contributes to the formation of customer loyalty. In addition to price, promotion is also a very important variable in attracting attention and forming customer loyalty. According to Ayman & Kaya, (2020) Promotion is an activity carried out by marketers to convey information and persuade customers to be interested in purchasing their products Putra & Musafa, (2023) adds that promotion provides purchase incentives in the form of coupons, discounts, gifts, and the like, which are short-term but effective in attracting customer interest. Dosinaen & Musafa, (2023) refers to promotion as a communication activity between sellers and buyers aimed at assisting in the purchase decision-making process.

Promotion consists of several dimensions identified by Wang et al., (2023), namely advertising, sales promotion, public relations, and direct marketing. The advertising dimension focuses on conveying information through print and electronic media. Sales promotion is an effort to increase purchases with attractive offers. Public relations aims to create a positive image of the company through public opinion. Meanwhile, direct marketing involves direct interaction between sellers and buyers in conveying product information. Indicators from each dimension show how promotional strategies can influence purchasing decisions and customer loyalty.

Meanwhile, customer loyalty is defined by Brodie et al. (2011) as the action of customers making purchases no fewer than twice. They also state that loyalty is a deep commitment from customers to continue making purchases despite negative influences such as higher prices or the presence of competing products. Ali et al. (2021) refer to loyalty as a customer's commitment to a particular brand or service provider based on positive characteristics that are sustained over time. Alzoubi & Inairat, (2020) state that customer loyalty includes repeated purchasing behaviour over a certain period. Baah et al., (2021) view loyalty as a strong commitment to continue using the same

product or service in the future, despite external disruptions.

The dimensions of loyalty, according to Aytaç & Akın, (2021), including repeat purchase, retention, and referral. Repeat purchase indicators include actions such as purchasing a product more than once and emotional attachment to the company. Retention indicators include the decision to continue shopping despite negative news and customer confidence in the company. Meanwhile, referral indicators include the act of recommending and spreading positive information to others. By considering the dimensions and indicators of the variables of price, promotion, and customer loyalty, this study aims to determine the effect of price and promotion on customer loyalty at Indomaret. In the context of minimarkets like Indomaret, understanding the dynamics of price and promotion is crucial for retaining customers in the long term. Appropriate pricing and effective promotions can create positive perceptions that enhance customer loyalty. Therefore, Indomaret management should focus on combining pricing and promotion strategies to achieve a competitive advantage and build loyal customers over the long term.

Research Methods

This study was conducted through several systematic stages, starting from sample determination to quantitative data analysis (Djaali, 2021). The subjects in this study were Indomaret customers spread across several urban and suburban areas, who were selected randomly using purposive sampling, namely those who had made purchases at Indomaret more than twice in the last three months. Data collection was conducted through the distribution of structured questionnaires designed based on indicators of price, promotion, and customer loyalty. The questionnaires contained statements with a five-point Likert scale to measure respondents' perceptions and attitudes. After the data was collected, the next step was to tabulate the data quantitatively using descriptive statistical methods to describe the general characteristics of the respondents and the distribution of answers for each indicator. A validity test was conducted to ensure that each question in the questionnaire was able to measure the intended construct accurately.

Next, a reliability test is used to assess the consistency of respondents' answers to the research instrument, using Cronbach's Alpha as an indicator of reliability. After the data is declared valid and reliable, the analysis stage continues using multiple linear regression techniques. This technique is used to determine the extent to which price and promotion variables simultaneously and partially influence customer loyalty. To strengthen the analysis results, statistical hypothesis testing was conducted using t-tests and F-tests. The t-test aims to test the partial influence of each independent variable on the dependent variable, while the F-test is used to see the combined influence of the independent variables. All analyses were conducted using statistical software to ensure more accurate and scientifically accountable results.

Results and Discussion

Numerical Results

The results of the descriptive analysis are based on responses from respondents regarding the variables Price (X1), Promotion (X2), and Customer Loyalty (Y) at Indomaret in Bandung, which can be described as follows:

Table1. Recapitulation of Overall Respondent Responses on Variables Price (X1), Promotion (X2), and Customer Loyalty (Y)

N O	VARIABLE	DIMENSIONS	AVERAGE	CATEGORY
1	Price (X1)	1. Price Affordability	2.41	Not good
		2. Price compliance with product quality	3.04	Pretty good
		3. Price Competitiveness	3.44	Good
		4. Matching Price with Benefits	3.14	Pretty good
	AVERAGE		3.00	Pretty good
2	Promotion (X2)	1. Advertising (Advertising)	2.71	Pretty good
		2. Sales Promotion (Sales Promotion)	2.70	Pretty good
		3. Public Relations (Public Relations)	2.60	Not good
		4. Direct Marketing (Direct Marketing)	2.38	Not good
	AVERAGE		2.59	No Good
3	Customer Loyalty (Y)	1. Loyalty to Product Purchases (Repeat Order)	2.27	Not good
		2. Resistance to Negative Influence (Retention)	2.56	Not good
		3. Total Referrals (Referrals)	2.75	Pretty good
	AVERAGE		2.52	Not good
TOTAL AVERAGE - AVG			2.70	Pretty good

Source: Processed Questionnaire Data, 2022

Based on the data recapitulation in the table, it can be explained that in general, the average total of all research variables shows a value of 2.70, which is included in the 'Fairly Good' category. However, when examined further based on each variable and its dimensions, significant differences in assessment levels were found between elements. For the variable price (X1), the four dimensions measured showed varying average values. The dimension 'price affordability' obtained the lowest average score of 2.41, which is in the 'Not Good' category, indicating that most customers feel that prices at Indomaret are not yet fully affordable. Meanwhile, the dimensions of 'price suitability with product quality' (3.04) and 'price suitability with benefits' (3.14) were in the 'Fairly Good' category, while 'price competitiveness' (3.44) was in the 'Good' category.

Thus, overall, the price variable obtained an average score of 3.00 and was classified as 'Fairly Good', indicating that customers are fairly satisfied with the pricing policy, especially in terms of competitiveness and quality. Meanwhile, the promotion (X2) variable showed an average score of

2.59, which falls into the 'Poor' category. The advertising (2.71) and sales promotion (2.70) dimensions are still at the lower limit of the 'Fairly Good' category. However, the public relations (2.60) and direct marketing (2.38) dimensions fall into the 'Poor' category, indicating that promotional strategies have not been maximised to reach or attract customer attention, particularly in terms of direct communication and public relations.

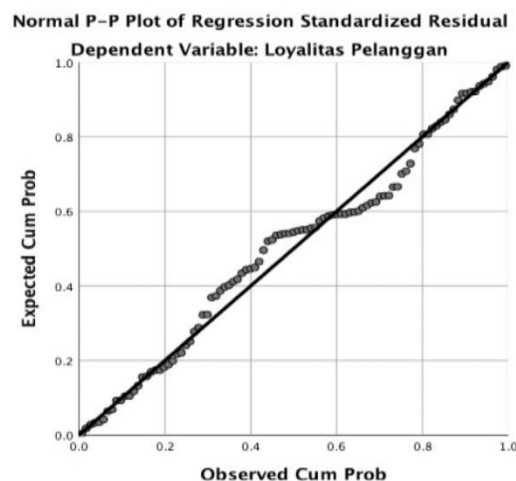
For the customer loyalty variable (Y), the results show that two of the three dimensions fall into the 'Poor' category, namely repurchase loyalty (2.27) and retention (2.56), while the reference dimension (2.75) is in the 'Fair' category. Overall, the average customer loyalty variable is 2.52 and falls into the 'Poor' category, indicating that there is still customer dissatisfaction that impacts the low level of loyalty towards Indomaret. These findings highlight the need for improvement strategies, particularly in the areas of promotion and efforts to maintain customer loyalty.

Graphic Results

Normality Test Results

The following is a Normal PP Plot graph from the calculation results using SPSS:

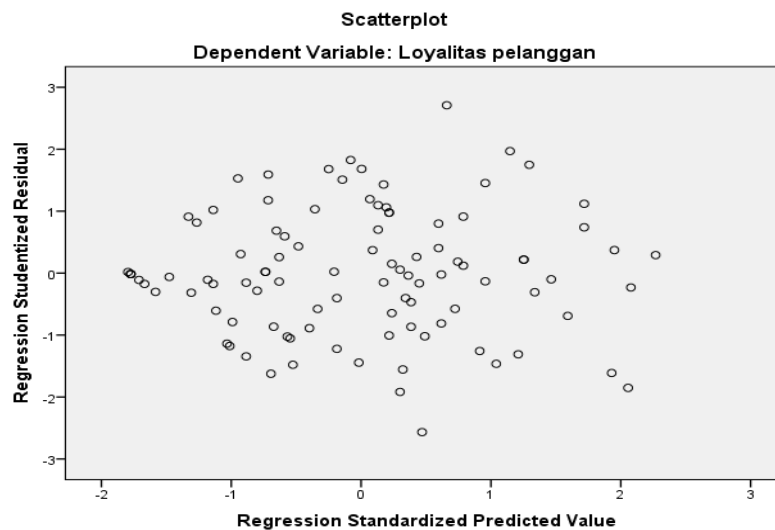
Figure 1. P-Plot Normality Test Results Graph



Based on the graph above, it can be seen that the data points follow the diagonal line, so it can be concluded that the data is normally distributed. Apart from using the Normal P-Plot graph, the normality test in this study also used the Kolmogorov-Smirnov one-sample test. Provided that the sig value is above 0.05. Based on the table below, it can be seen that the significance value obtained from the Kolmogorov-Smirnov test is $0.073 > 0.05$, so it can be said that these variables are normally distributed.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Results Using Scatterplot



Source: Processed Primary Data, 2022

Based on the image above, it can be seen that the data points spread above and below or around 0, then the data points do not gather only below or above 0, and the data points do not form a pattern, either wavy, widening, then narrowing, or widening. Again, based on the scatterplot image above, the data does not show symptoms of heteroscedasticity; in other words, the regression model used is good.

Multicollinearity Test Results

Based on the table below, it can be seen that the VIF (Variance Inflation Factor) value of the price variable (X1) and promotion variable (X2) obtained from the multicollinearity test is $2.044 < 10$, and the tolerance value is $0.489 > 0.1$, so multicollinearity does not occur.

Table 2. Multicollinearity Test Results

COEFFICIENTS A

MODEL	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.679	1,055		-.643	,522		
Price	,148	,069	,156	2,132	,036	,489	2,044
Promotion	,603	,059	,746	10,161	,000	,489	2,044

A. DEPENDENT VARIABLE: CUSTOMER LOYALTY

Source: Processed Primary Data, 2022

Autocorrelation Test Results

The following are the results of the Durbin-Watson test:

Table 3. Autocorrelation Test Results

MODEL SUMMARY B

MO DEL	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin- Watson
1	.864a	,747	,742		2.303789	1,667

A. PREDICTORS: (CONSTANT), PRICE, PROMOTION

B. DEPENDENT VARIABLE: CUSTOMER LOYALTY

Based on the table above, data can be obtained:

$$n = 99$$

$$d = 1.667$$

$$dL = 1.6317$$

$$dU = 1.7140$$

Then the results of the Durbin-Watson test are as follows:

$$4 - dL = 4 - 1.6317 = 2.3683$$

$$4 - dU = 4 - 1.7140 = 2.2860$$

It can be concluded that $dU \ 1.6317 < d \ 1.667 < 4 - dU \ 2.2860$, so it can be proven that there is no autocorrelation.

Proposed Improvements

Based on the results of the research conclusions above, the suggestions that researchers can give regarding prices and promotions on Indomaret customer loyalty are as follows:

1. Other researchers should research factors that influence customer loyalty by changing or adding independent variables and dependent variables. So that the company knows other factors that can influence customer loyalty.
2. Improving promotions can be done by companies paying more attention, monitoring, and providing more promotions that can create impulse buying (shopping without thinking) for consumers, because this can also increase Indomaret sales and customer loyalty.

Validation

Simultaneous Hypothesis Test Results (F Test)

Table 4. F Test Results (Simultaneous)

ANOVA						
MODEL		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1505.337	2	752,668	141,814	,000b
	Residual	509,514	96	5,307		
	Total	2014,851	98			
A. DEPENDENT VARIABLE: CUSTOMER LOYALTY						
B. PREDICTORS: (CONSTANT), PRICE, PROMOTION						

Source: Processed Primary Data, 2022

Based on the results of hypothesis testing (F test) in Table 4.20 above, you can see the comparison results between the calculated F and the F table, which shows the calculated F value is 141.814 while the F table is 3.09. From these results, it can be seen that $F_{\text{count}} > F_{\text{table}}$, namely $141.814 > 3.09$, with a significance level value of 0.05 (5%), namely $0.000 < 0.005$. So it can be concluded that H_0 is rejected and H_a is accepted, meaning that together or simultaneously the price (X1) and promotion (X2) variables have a positive and significant effect on the customer loyalty variable (Y).

Partial Hypothesis Test Results (t Test)

Table 5. T Test Results (Partial)

COEFFICIENTS						
MODEL		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	,679	1,055		-.643	,522
	Price	,148	,069	,156	2,132	,004
	Promotion	,603	,059	,746	10,161	,000
A. DEPENDENT VARIABLE: CUSTOMER LOYALTY						

Source: Processed Primary Data, 2022

Based on the table above, the partial test results (t) are as follows:

- The effect of price on customer loyalty is that the price variable (X1) has a positive and significant effect on customer loyalty (Y).

- b. The Effect of Promotion on Loyalty. Partially, the promotion variable (X2) has a positive and significant effect on Customer Loyalty (Y).

Based on the results of statistical testing in this study, it was found that the variables of price and promotion have a positive and significant effect on Indomaret customer loyalty. This was proven through a series of classical assumption tests and multiple linear regression tests used to test the relationship between variables. The data processing process began with a normality test to ensure that the data used was normally distributed, which is a basic requirement in regression analysis. Through the Normal P-Plot graph and the Kolmogorov-Smirnov test, it was found that the significance value of 0.073 was greater than 0.05. Therefore, it can be concluded that the data were normally distributed and met the parametric test assumptions. Next, a heteroscedasticity test was conducted using the scatterplot method. The results of the graph show that the data points are scattered randomly and do not form a specific pattern, either converging or diverging. This indicates that the regression model does not exhibit heteroscedasticity, so the regression model can be said to be homoscedastic and suitable for use. Then, the multicollinearity test shows that the VIF values for the two independent variables, price and promotion, are 2.044 and 0.489, respectively. Both values are within the recommended limits, i.e., $VIF < 10$ and $tolerance > 0.1$, so it can be concluded that there is no multicollinearity between the independent variables in the model.

To determine the presence of autocorrelation in the regression model, the Durbin-Watson test was used. The DW value of 1.667 is between the lower limit ($dL = 1.6317$) and the upper limit ($dU = 1.7140$), and is also below $4-dU$ (2.2860), indicating that there is no autocorrelation in the model. With all classical assumptions met, the regression model used can be considered valid and reliable for testing the research hypothesis. Based on the F-test (simultaneous), it is known that price and promotion variables together have a significant effect on customer loyalty. The test results show a calculated F value of 141.814, which is much greater than the table F value of 3.09. With a significance value of $0.000 < 0.05$, it can be concluded that the regression model as a whole is significant. This indicates that the combination of pricing policy and promotional activities can significantly explain the variation in customer loyalty.

Partially, the t-test results show that both independent variables have a positive and significant effect on customer loyalty. For the price variable, the significance value is 0.004, which is less than 0.05, with a regression coefficient of 0.148. This means that every increase in positive price perception will increase customer loyalty. This finding aligns with Zhao et al., (2021) pricing theory, which states that perceptions of fair, reasonable, and competitive prices influence repurchase intentions and foster long-term relationships between customers and companies. In this context, Indomaret customers tend to consider affordability and price-quality fit when deciding to return for

purchases.

Meanwhile, the promotion variable has a greater influence with a regression coefficient value of 0.603 and significance of 0.000. This indicates that promotions have the strongest contribution in shaping customer loyalty. This finding supports the theory of integrated marketing communication (IMC), which states that consistent and attractive promotions can create brand awareness, build positive perceptions, and encourage repeat purchases. In this study, although the average score for the promotion dimension was classified as 'poor,' promotional variations such as advertising and sales promotions still had a significant impact on loyalty. This means that the effectiveness of existing promotions has had a positive impact, but there is still room for improvement, particularly in the areas of public relations and direct marketing. The average customer loyalty score, which remains in the 'poor' category (2.52), indicates that Indomaret's customer loyalty has not been optimally formed. This suggests that although price and promotion have a positive influence, other factors are also likely to play a role in shaping loyalty, such as service quality, product variety, location, and customer experience. In line with Soliha et al., (2021) opinion, customer loyalty is not only determined by price and promotion, but also by a consistent and satisfying overall experience. Therefore, further research is recommended to examine other variables that may influence customer loyalty, so that the company's strategies can be more comprehensive and targeted.

From a practical perspective, companies such as Indomaret should re-evaluate their promotional programmes. Based on the findings that the dimensions of public relations and direct marketing are still rated as 'poor' by respondents, the company can develop more interactive and personalised promotional strategies, such as optimising digital platforms, organising community-based events, and expanding the use of customer applications for direct marketing. In addition, Indomaret can also utilise technology and customer data to conduct preference-based promotions, which have proven to be more effective in driving loyalty. In terms of pricing, the results show that the perception of Indomaret's price competitiveness is quite good. However, the affordability dimension is still classified as 'poor'. This indicates that some customers still perceive Indomaret's prices to be relatively high compared to its competitors. Therefore, price adjustment strategies for necessities, periodic discounts, and loyalty programmes based on points or cashback can be alternatives to improve customer value perception. This study provides an important contribution to strengthening the understanding of how pricing and promotions influence modern retail customer loyalty. The results emphasise the importance of companies maintaining a balance between competitive pricing strategies and attractive and relevant promotional programmes. In an increasingly competitive environment, a company's ability to effectively manage these two aspects will be the key to retaining customers and creating mutually beneficial long-term relationships. This study also opens

opportunities for more comprehensive follow-up research using a multivariate approach to further explain the factors determining customer loyalty in the retail sector.

Conclusion

Based on the results of the research and discussion described in the previous chapter regarding the influence of price and promotion on customer loyalty at Indomaret in the Bandung area, it can be concluded that the price variable (X1) has an average value of 3.00. This value indicates that customers' perceptions of product prices at Indomaret are in the 'fairly good' category on a scale of 2.61 to 3.40. However, these results still imply the need for improvement, especially to achieve a higher category so that customers' perceptions of prices become more positive. Conversely, the promotion variable (X2) obtained an average value of 2.59, meaning that customers' perceptions of the promotions conducted by Indomaret are still in the 'not good' category based on an interval scale of 1.81 to 2.60. Similar results were also found in the customer loyalty variable (Y), which has an average value of 2.52, also falling into the 'not good' category.

The low values for the promotion and customer loyalty variables indicate that the promotional strategies implemented by Indomaret have not been effective in optimally building customer loyalty. Several respondents indicated that the promotions offered did not meet their expectations, both in terms of frequency, accessibility of information, and the form of the promotion itself. In addition, low customer loyalty levels could signal that long-term relationships between customers and the company have not been strongly established. Therefore, Indomaret needs to improve its promotional strategy, particularly in direct marketing aspects such as organizing events, providing special offers that directly reach consumers, and adopting a more personal communication approach. These efforts are expected to increase customers' emotional attachment to the brand and strengthen their intention to make repeat purchases.

From the simultaneous hypothesis testing analysis using the F-test, it is known that the calculated F-value of 141.814 is greater than the table F-value of 3.09, with a significance value of 0.000, which is smaller than $\alpha = 0.05$. This indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Therefore, it can be statistically concluded that the price (X1) and promotion (X2) variables simultaneously have a positive and significant influence on customer loyalty (Y) at Indomaret. This means that improvements in price and promotion aspects will contribute significantly to increased customer loyalty. Therefore, the company needs to focus more on competitive pricing strategies and relevant promotions to encourage customers to continue choosing Indomaret as their primary shopping destination amid intensifying competition.

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