

The Influence of Service Quality, Brand Image, and Customer Relationship Management on Indomaret Customer Loyalty Padurenan Village, East Bekasi

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Abstract

This study aims to analyze the influence of service quality, brand image, and customer relationship management on customer loyalty. This research is conducted by using the primary data of multiple linear equations of customer loyalty $LP = 3.346 + 0.338 KP + 0.298 BI + 0.222 CRM$. Testing a statistical model of F customer loyalty test obtained with Fcount of 32,271 with the value of sig 0,000 which means the value of service quality, brand image, and customer relationship management have positive and significant influence to customer loyalty. Test T customer loyalty obtained service quality of 3,337 with the value of sig 0,001 <0,05, brand image equal to 3,363 with the value of sig 0,001 <0,05, and customer relationship management equal to 2,802 with the value of sig 0,006 <0,05 meaning service quality, Brand image, and customer relationship management have a positive and significant impact on customer loyalty. The value of the determination coefficient (R²) of customer loyalty equal to 0,502 or 50,2% improvement of customer loyalty variable can be explained by service quality variable, brand image, and customer relationship management the rest 49,8% explained another variable not entered into this research.

Keywords: Service Quality, Brand Image and Customer Relationship, Management and Customer Loyalty

INTRODUCTION

Progress in the economy so far has brought many rapid developments in the business world. In line with this, many trading companies have sprung up engaged in trading goods, especially retail goods in the form of stores, minimarkets, department stores (department stores), supermarkets (supermarkets), and others. This will cause competition among these companies.

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For the company to win the competition they take advantage of existing business opportunities and strive to implement the right marketing strategy to master the market from starting to apply good service quality, build the best possible company image, and build relationships with customers so that customers become loyal to the company.

Service Quality is the expected level of excellence and control over these advantages to meet customer desires. For companies engaged in the service sector, providing quality service to customers is an absolute thing that must be done if the company wants to achieve success.

A good image or brand image is the most important thing and is prioritized and becomes a reference or basis for determining choices for consumers. Therefore, through brand image, consumers can make purchases based on the image in the minds of customers, so that a positive image can be formed and able to attract the attention, interests, desires, and actions of consumers.

Implementing the right marketing strategy today is very important in the use of management systems to foster relationships with customers, including implementing a Customer Relationship Management (CRM) system. With CRM, stronger relationships can be established between companies and customers. According to Kotler (2008), CRM supports a company in providing services to customers in real-time and establishing relationships with each customer through the use of information about customers. By utilizing CRM, companies will know what their customers expect and need so that they will create an emotional bond that can create close and open business relationships and two-way communication between them.

Customer loyalty has an important role in a company, retaining customers means maintaining the survival of the company. This is the main reason for a company to attract and retain customers. The percentage of Top Brand Index (TBI), for the minimarket category from 2012 to 2016 above, it can be concluded that Indomaret has decreased and increased every year.

In 2012 Indomaret recorded 36.9%, in 2013 it increased by 6.4%, then in 2014, it decreased by 1.8%, in the following year 2015 it decreased by 0.9%, in 2016 it increased by 6.4%. Indomaret, which was established from the beginning in Indonesia, was unable to become a pioneer and retain its customers. The decline and increase every year are due to customers who are not loyal to Indomaret and prefer its competitors.

According to Tjiptono (2005: 260), Service Quality is the expected level of excellence and control over these advantages to meet customer desires. According to Tjiptono (2005: 49) brand image is Brand Image or Brand Description, which is a description of consumer associations and beliefs towards certain brands. According to Rendra Widyatama (2007: 16), advertising is all forms of messages about a product or service that are conveyed through media and shown to part or all of the community.

Alma (2011) stated Customer Relationship Management commonly known as Customer Relationship Management (CRM) is a process of obtaining, maintaining, and improving profitable customer relationships to create customer value so that customers are satisfied and maximize profits for the company to obtain a competitive advantage (comparative advantage), pay attention to product quality to provide excellent satisfaction for the customer.

According to Ali Hasan (2008), customer loyalty is defined as people who buy, especially people who buy regularly and repeatedly. A customer is someone who continuously and repeatedly comes to the same place to satisfy his desire to have a product or get a service and pay for the product or service.

Based on the background, the problem formulation of this study is as follows: 1) Is there a positive and significant influence of Service Quality on Indomaret Customer Loyalty in Padurenan Village, East Bekasi? 2) Is there a positive and significant influence of Brand Image on Indomaret Customer Loyalty in Padurenan Village, East Bekasi? 3) Is there a positive and significant influence of Customer Relationship Management (CRM) on Indomaret Customer Loyalty in Padurenan Village, East Bekasi?

The objectives of this study are: a) To determine and analyze the effect of Service Quality on Indomaret Customer Loyalty in Padurenan Village, East Bekasi. b) To determine and analyze the influence of Brand Image on Indomaret Customer Loyalty in Padurenan Village, East Bekasi. c) To determine and analyze the effect of Customer Relationship Management (CRM) on Indomaret Customer Loyalty in Padurenan Village, East Bekasi.

The hypothesis is defined as a temporary conjecture or opinion that still needs to be proven, which is as follows:

Ha1: $\beta_1 > 0$ Service Quality has a positive and significant effect on Customer Loyalty.

Ha2: $\beta_2 > 0$ Brand Image has a positive and significant effect on Customer Loyalty. Ha3:

$\beta_3 > 0$ Customer Relationship Management (CRM) has a positive and significant effect on Customer Loyalty.

RESEARCH METHOD

The object of research in writing this thesis is customer loyalty which is influenced by Service Quality, Brand Image, and Customer Relationship Management (CRM) for Indomaret customers in Padurenan Village, East Bekasi. The source of data in this thesis research is data obtained through the distribution of questionnaires. The respondents in this study were customers of Indomaret Padurenan Village, East Bekasi.

The type of data used in this study is primary data. Where primary data is data obtained directly from respondents. Especially the data generated based on respondents' answers to questionnaires in Indomaret Padurenan Village, East Bekasi. This primary data is data obtained directly from respondents' answers through the distribution of questionnaires using the Likert Scale.

The population in this study is Indomaret customers in Padurenan Village, East Bekasi. The sampling method in this study was carried out by purposive sampling (consideration sampling) and quota sampling (quota sampling). The consideration sampling method is a form of sampling based on consideration, that is, anyone who meets with the researcher and according to the researcher's consideration is considered suitable to be a source of data will be the sample of this study, Sugiyono (2012).

Criteria or considerations in choosing samples based on purposive sampling, namely: 1) Criteria for Respondents who have become member card members at Indomaret Padurenan Village, East Bekasi. 2) Criteria for respondents who repurchase at least twice at Indomaret Padurenan Village, East Bekasi. Quota sampling is a technique to determine samples from populations that have certain characteristics until the desired

number (quota) is fulfilled Sugiyono (2012). The nature of the population in the study was not limited.

The general approach used in this study is purposive sampling, where sampling is a sampling technique with certain considerations so that the data obtained later can be more representative (Sugiyono, 2011). Quota sampling is a technique to determine samples from populations that have certain characteristics to the desired number (quota) (Sugiyono, 2001). Hypothesis Testing (T Test), This test is used to determine the significance of the influence of the independent variable on the dependent variable individually and considers the other dependent constant.

RESULTS AND DISCUSSION Multiple Linear Regression Analysis

In calculating the regression coefficient in this study using SPSS 17.0, the regression calculation results are as follows:

Table 1 Multiple Linear Regression Test Results Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.346	1.521			2.199	.030
Kualitas Pelayanan	.338	.101	.335		3.337	.001
Brand Image	.298	.089	.301		3.363	.001
Customer Relationship Management	.222	.079	.236		2.802	.006

Dependent Variable: Customer Loyalty

Based on table 1 of the results of the multiple linear regression coefficient test, it can be seen that the linear regression equation is as follows: $Y = 3,346 + 0,338 X_1 + 0,298 X_2 + 0,222 X_3$ Information:

Y = Customer Loyalty

X1 = Quality of Service

X2 = Brand Image

X3 = Customer Relationship Management

A constant of 3.346 states that if Service Quality (X1), Brand Image (X2), and Customer Relationship Management (X3) values are constant (unchanged), then the Customer Loyalty score (Y) is positive at 3.346 with an error standard of 1.521. The regression coefficient on the Service Quality variable (X1) has a positive value for Customer Loyalty of 0.338 or 33.8% shows that Service Quality affects Customer Loyalty. This means that if the Service Quality score is increased by 1 unit, the Customer Loyalty score will increase by 0.338 units with a standard error of 0.101.

The regression coefficient in the Brand Image variable (X2) is positive for Customer Loyalty of 0.298 or 29.8% shows that Brand Image affects Customer Loyalty. This means that if the Brand Image score is increased by 1 unit, the Customer Loyalty score will increase by 0.298 units with a standard error of 0.089. The regression

coefficient in the Customer Relationship Management (X3) variable has a positive value for Customer Loyalty of 0.222 or 22.2% shows that Customer Relationship Management affects Customer Loyalty. This means that if the Customer Relationship Management score is increased by 1 unit, the Customer Loyalty score will increase by 0.222 units with a standard error of 0.079.

Uji Instrumen Validity Test

Table 2 Validity Test Results

Variable	Statement	r_{hitung}	r_{tabel}	Information
Quality of Service	Statement 1	0.624	0,163	Valid
	Statement 2	0.637	0,163	Valid
	Statement 3	0.466	0,163	Valid
	Statement 4	0.507	0,163	Valid
Brand Image	Statement 1	0.612	0,163	Valid
	Statement 2	0.709	0,163	Valid
	Statement 3	0.580	0,163	Valid
	Statement 4	0.502	0,163	Valid
Customer Relationship Management	Statement 1	0.348	0,163	Valid
	Statement 2	0.613	0,163	Valid
	Statement 3	0.615	0,163	Valid
	Statement 4	0.621	0,163	Valid
Customer Loyalty	Statement 1	0.526	0,163	Valid
	Statement 2	0.583	0,163	Valid
	Statement 3	0.555	0,163	Valid
	Statement 4	0.609	0,163	Valid

Source: Data processed 2017 (SPSS 17.0)

From calculations using SPSS 17.0 data tested on 100 respondents stated that all statement items 1-16 for the variables Service Quality, Brand Image, Customer Relationship Management, and Customer Loyalty are valid. It can be seen from the calculation results in the table above, that the r count is greater than the r table (0.163).

Reliability Test

Table 3 of Reliability Test Results

Variable	Cronbach's Alpha	Batas Cronbach's Alpha	Information
Quality of Service	0.757	> 0,6	Reliable
Brand Image	0.789	> 0,6	Reliable
Customer Relationship Management	0.747	> 0,6	Reliable
Customer Loyalty	0.751	> 0,6	Reliable

Source: Data processed 2017 (SPSS 17.0)

The results of reliability testing in the table show that all variables in the study of variables Service Quality, Brand Image, Customer Relationship Management, and Customer Loyalty have a Cronbach's alpha value above the minimum value of Cronbach's alpha >0.6 so that it can be said that all measuring concepts of each variable from the questionnaire are reliable. This means that the questionnaire used in this study is reliable and reliable.

Classical Assumption Test
Normality Test

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.35440625
Most Extreme Differences	Absolute	.109
	Positive	.082
	Negative	-.109
Kolmogorov-Smirnov Z		1.087
Asymp. Sig. (2-tailed)		.188
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data processed 2017 (SPSS 17.0)

From the table, it can be seen that in the column Asymp. Sig. (2-tailed) for the 2-sided test is 0.188. The results of the Kolmogorov-Smirnov One Sample test can be known for the above data is $0.188 > 0.05$ so it can be stated that the data on Service Quality, Brand Image, Customer Relationship Management, and customer loyalty are normally distributed.

Multicollinearity Test

Table 4 Multicollinearity Test Coefficients

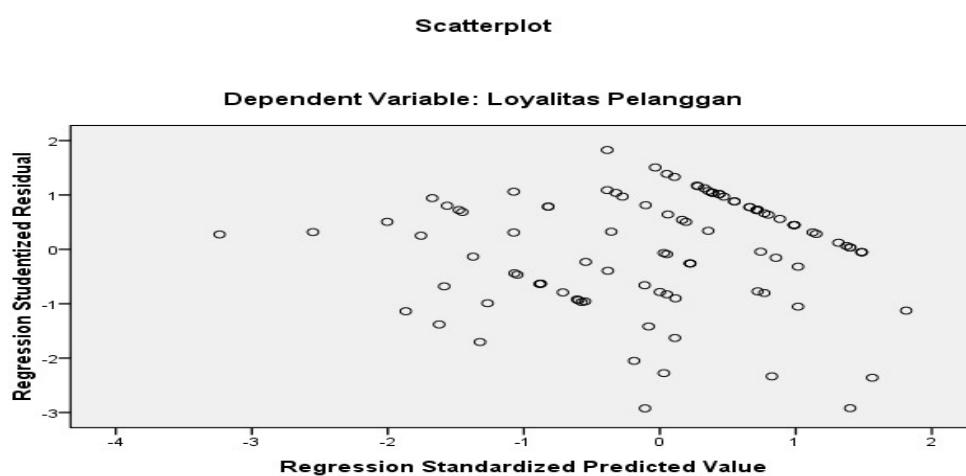
Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	(Constant)		
	Quality of Service	.515	1.943
	Brand Image	.646	1.549
	Customer Relationship Management	.730	1.369

a. Dependent Variable: Loyalitas Pelanggan

Source: Data Processed 2017 (SPSS 17.0)

From the table of coefficients above, it is known that each variable of Service Quality, Brand Image and Customer Relationship Management has a tolerance value of > 0.1 and it is known that the VIF count for Service Quality (X1) = 1.943 VIF count for Brand Image (X2) = 1.549 and VIF calculate for Customer Relationship Management (X3) = 1.369 these values show smaller than the value of $VIF < 10$ so it can be concluded that the regression equation model does not have multicollinearity between variables free in this regression model.

Heteroscedasticity Test



Gambar 1 Scatterplot

Based on the scatterplot above, it can be seen that the points spread out with an unclear pattern above and below the number 0 on the Y axis, so in the regression model, there is no heteroscedasticity problem.

The Automobile

Table 5 Model Autocorrelation Test Summary

Model	Durbin-Watson
1	1.894

Predictors: (Constant), Customer Relationship Management, Brand Image, Kualitas Pelayanan

b. Dependent Variable: Loyalitas Pelanggan

Source: Data Processed 2017 (SPSS 17.0)

Based on Table 5 Durbin-Watson, it is known that the value of DW is 1.894 to detect the presence or absence of autocorrelation, Durbin-Watson testing is carried out from the number of independent variables 3 ($k = 3$) then obtained

the value d_u 1.736 (table DW) with the following conditions:

$$1,736 < DW < 4 - 1,736$$

$$1,736 < 1,894 < 2,264$$

From this explanation, it can be concluded that there is no autocorrelation in the linear regression model of this study.

Test Model Eligibility

Test F

Table 6 Test Results F

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.143	3	61.048	32.271	.000 ^a
	Residual	181.607	96	1.892		
	Total	364.750	99			

a. Predictors: (Constant), Customer Relationship Management, Brand Image, Kualitas Pelayanan

b. Dependent Variable: Customer Loyalty

Source: Data Processed 2017 (SPSS 17.0)

From Table 6 of the ANOVA table of test results, it can be explained that the calculated F value is 32.271 with a significance of 0.000 so H0 is rejected. Thus the variables of Service Quality, Brand Image, and Customer Relationship Management together have a positive and real effect on Customer Loyalty. This states that the regression model he obtained is valid.

Coefficient of Determination (R²)

Table 7 Coefficient of Determination Test Results (R²)

Model	R	R Square
1	.709 ^a	.502

a. Predictors: (Constant), Customer Relationship Management, Brand Image, Kualitas Pelayanan

b. Dependent Variable: Customer Loyalty

Source: Data Processed 2016 (SPSS 17.0)

Based on Table 7, the value of the correlation coefficient (R) is 0.709, and the R square is 0.502 = 50.2%. The value of the coefficient of determination (R²) of 50.2% means that 50.2% of the dependent variables of customer loyalty can be explained by independent variables, namely Service Quality, Brand Image, and Customer Relationship Management while the remaining 49.8% is explained by other variables outside this study.

Hypothesis Testing (Test t)

Table 8 Test Results t Coefficients

Unstandardized Coefficients	Standardized Coefficients
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Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.346	1.521		2.199	.030
Kualitas Pelayanan	.338	.101	.335	3.337	.001
Brand Image	.298	.089	.301	3.363	.001
Customer Relationship Management	.222	.079	.236	2.802	.006

a. Dependent Variable: Loyalitas Pelang

Source: Data Processed 2017 (SPSS 17,0)

Based on Table 8 above, it can be explained that the calculated t value of Service Quality of 3.337 is at a significant value of $0.001 < 0.05$, then H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a states that Service Quality has a positive and significant effect on Customer Loyalty in 8 Indomaret branches in Padurenan Village, East Bekasi.

Based on Table 4.10 above, it can be explained that the t value of calculating Brand Image of 3.363 is at a significant value of $0.001 < 0.05$, then H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a states that Brand Image has a positive and significant effect on Customer Loyalty in 8 Indomaret branches in Padurenan Village, East Bekasi.

Based on Table 8 above, it can be explained that the Customer Relationship Management calculated t value of 2.802 is at a significant value of $0.006 < 0.05$, and then H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a states that Customer Relationship Management has a positive and significant effect on Customer Loyalty in 8 Indomaret branches, Padurenan Village, East Bekasi.

The Effect of Service Quality on Customer Loyalty

Based on the results of the study, it can be seen that there is a significant influence between Service Quality on Customer Loyalty in 8 branches of Indomaret Padurenan Village, East Bekasi, meaning that Service Quality can be used as a basis for predicting Customer Loyalty in 8 Indomaret branches of Padurenan Village, East Bekasi. This shows that Customer Loyalty in 8 Indomaret branches of Padurenan Village, East Bekasi is influenced by Service Quality.

Based on the Service Quality regression test (X1), the regression coefficient on the Service Quality variable (X1) has a positive value for Customer Loyalty of 0.338 or 33.8%, this shows that Service Quality affects Customer Loyalty. This means that if the Service Quality score is increased by 1 unit, the Customer Loyalty score will increase by 0.338 units with a standard error of 0.101. The results of the t-test show that the significant value of Service Quality is $0.001 < 0.05$ which means that Service Quality has a positive and significant effect on Customer Loyalty and respondents on average agree with the Quality of Service provided by Indomaret. Service Quality in service companies certainly affects Customer Loyalty.

According to Tjiptono and Chandra (2005: 121), Service quality is a measure of how good the level of service provided can match customer expectations. Based on this

definition, service quality can be realized through meeting customer needs and desires and the accuracy of delivery to keep pace with customer expectations.

When customers get good service, customers will become loyal to the company, but when customers get poor service quality, customers will easily move to competitors. Therefore, Service Quality is very influential on Customer Loyalty. The results of previous studies also showed that Service Quality simultaneously and partially affects customer loyalty (Mulyaningsih, 2013).

The Effect of Brand Image on Customer Loyalty

Based on the results of the study, it can be seen that there is a significant influence between Brand Image on Customer Loyalty in 8 branches of Indomaret Padurenan Village, East Bekasi, meaning that Brand Image can be used as a basis for predicting Customer Loyalty in 8 Indomaret branches of Padurenan Village, East Bekasi. This shows that Customer Loyalty in 8 branches of Indomaret Padurenan Village, East Bekasi is influenced by Brand Image.

The regression coefficient in the Brand Image variable (X2) is positive for Customer Loyalty of 0.298 or 29.8% shows that Brand Image affects Customer Loyalty. This means that if the Brand Image score is increased by 1 unit, the Customer Loyalty score will increase by 0.298 units with a standard error of 0.089. The results of the ttest show that the significant value of Brand Image is $0.001 < 0.05$ which means that Brand Image has a positive and significant effect on Customer Loyalty and respondents on average strongly agree with Indomaret's Brand Image.

According to Kotler (2007: 346), brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. The more attached a positive brand or product image is in the minds of customers, the customer will become loyal the company. Previous research concluded that the influence of Brand Image on customer loyalty has a positive influence (Aries Susanty and Najid Bangun Adi Saputra, 2011).

The Effect of Customer Relationship Management on Customer Loyalty

Based on the results of the study, it can be seen that there is a significant influence between Customer Relationship Management on Customer Loyalty in 8 branches of Indomaret Padurenan Village, East Bekasi, meaning that Customer Relationship Management can be used as a basis for predicting Customer Loyalty in 8 branches of Indomaret Padurenan Village, East Bekasi. This shows that Customer Loyalty in 8 Indomaret branches of Padurenan Village, East Bekasi is influenced by Customer Relationship Management.

The regression coefficient in the Customer Relationship Management (X3) variable has a positive value for Customer Loyalty of 0.222 or 22.2% shows that Customer Relationship Management affects Customer Loyalty. This means that if the Customer Relationship Management score is increased by 1 unit, the Customer Loyalty score will increase by 0.222 units with a standard error of 0.079. The results of the ttest show that the significant value of Customer Relationship Management is $0.006 < 0.05$ which means that Customer Relationship Management has a positive and significant effect on Customer Loyalty and the average respondent agrees and is loyal to Indomaret. According to Alma (2011: 296), Customer Relationship Management

commonly known as Customer Relationship Management (CRM) is a process of obtaining, maintaining, and improving profitable customer relationships to create customer value. The results of previous studies stated that there is a strong relationship and a positive and significant influence between Customer Relationship Management on customer loyalty (Rinny E. Kalalo, 2013)

CONCLUSION

Based on the results of research on the influence of Service Quality, Brand Image, and Customer Relationship Management on Customer Loyalty, several conclusions can be generated, namely: Service Quality has a positive and significant influence on Indomaret Customer Loyalty in Padurenan Village, East Bekasi. Service Quality contributes greatly to Customer Loyalty due to the Quality of Service provided by Indomaret to its customers so that customers become loyal to Indomaret.

Brand Image has a positive and significant influence on Indomaret Customer Loyalty in Padurenan Village, East Bekasi. Brand Image or brand image that customers have in mind about Indomaret makes customers loyal to Indomaret. Customer Relationship Management has a positive and significant influence on Indomaret Customer Loyalty in Padurenan Village, East Bekasi, with the existence of Customer Relationship Management can help customers know about Customer Relationship Management in the form of member cards on the Indomaret Card card that gives gifts given by Indomaret to Indomaret members making members loyal to Indomaret.

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