

The Influence of Brand Image, Price and Quality of Service on Consumer Loyalty of the Rantauprapat Shoe Stand

Gusti Pertiwi¹, Yuniman Zebua², Pitriyani³

^{1,2,3}Faculty of Economics and Business, Universitas LabuhanBatu, Indonesia
gustiptiwi2000@gmail.com, oinitehezeb@gmail.com, pitriy187@gmail.com

Abstract

This research article aims to find out the effect of brand image, price, and service quality on consumer loyalty in the rantauprapat shoe stall. The sample of this research is 80 respondents, the data obtained through the distribution of questionnaires through social media. The resulting data was tested through SPSS with regression results of brand image (0.057), price (0.071), service quality (0.115), all variables have positive influence. Significant value of brand image (0.555), price (0.701), quality of service (0.001), only service quality has a significant effect on consumer loyalty in Rantauprapat shoe stalls. With a coefficient of determination of 0.649 or 64.9% which describes the influence of variables on consumer loyalty in the rantauprapat shoe store.

Keywords

brand image; price; service quality; consumer loyalty



I. Introduction

The world of marketing at this time provides a way for businesses to develop and earn very satisfying profits. It is at this time that business people and entrepreneurs are starting to strengthen and increase their promotion with various kinds of the latest innovations from the products they produce. Entrepreneurs do not stand still in taking advantage of time and circumstances to market their products in an attractive way. According to Kotler, marketing is a series of processes for implementing plans and forms in providing value (price), introducing products, and selling goods or services with the aim of obtaining exchanges between customers and groups.(cahyani & sustrasmawati, 2016). Social media at this time is very global, in all circles many people are familiar with social media. Social media makes it easier for us to shop online, online shopping is now very familiar in Indonesia, especially in the Labuhanbatu area.(utomo, 2017).

The fame of a product cannot be separated from the presence of brand clarity. This brand is the first step to establish a good value for a product. The achievement of the brand image process is inseparable from the implementation of marketing strategy management through personal and non-personal business corporate processes. This is closely related to the activity at the rantauprapat shoe stall, which is actively building its business so that it always reaches the target. The achievements that have been achieved by shoe shanties have gone through a long process.(poernomo & setyadarma, 2021)a brand must be able to create a sense of trust and loyalty given by its consumers, because the internet is widely used as a means for shopping, the company continues to improve internet services to keep it stable and the internet is used as a driver in the progress of its business.(utomo, 2017)

How to attract and try to keep consumers loyal until a purchase decision occurs. The normal price is the influence of the purchase decision of a product, the price is also one of the factors that influence the purchase decision. The concept of price and payment method that looks not the same as the opponent.(cholik et al., 2022) Price is the nominal given to the seller to get the product we want, either goods or services. Prices continue to compete, if the price is high then people will judge that our products are luxurious and of high quality.(sari, 2021) Pricing is adjusted to field conditions, and always be aware of changes due to competition with other businesses. In today's business world, competition is getting tougher, the high and low prices given will greatly affect consumers. To better understand the outside conditions, the prices given by competitors can be taken into consideration to decide the selling price of products that will be favored by consumers (Hastuti et al., 2022).

The positive value given by consumers can slowly eliminate the bad value that has been circulating about shoe stalls. Good quality shoes, well-known brands, good store conditions and locations that are not difficult to find if you want to shop.(yulianti, 2020). Consumers in buying products are not just buying, but consumers buy more value products compared to competing products, then this added value will be accepted by consumers. Quality of service is the key in competing between business actors where between products and services must be able to satisfy consumers and in accordance with the wishes and desires of consumers (Hastuti et al., 2022).

To keep customers loyal to the marketed products, various ways are done, it is not easy to maintain consumer loyalty. By serving consumers well and wholeheartedly, with all complaints and everything that consumers need.(daughter et al., 2021). The quality of service can be judged from the response of consumers who have felt the service of the shoe stall, according to the perception and assessment of the consumer, this is what gives the value of how the quality of service at the rantauprapat shoe store is. If the service received is good then the rating about this shop is good, otherwise the rating about this shop is also bad. From this assessment, consumer loyalty can be seen.(masrurroh, 2021). Currently Rantauprapat shoe stalls have opened many branches outside this Labuhanbatu district, shoe stalls always have quality goods and always provide the best service so that shoe stalls make consumers always interested in shopping at shoe stalls and always remember about shoe stalls.

The shoes were first opened on Jalan Perdamean No.99 Rantauprapat. After successfully running this business, the owner opened the next branch in the city of Aek Kanopan which is located on the Sumatran highway next to the Bank BRI Aek Kanopan. After Aek Kanopan was successfully opened, the owner opened another branch in the city of Range which is located near the Asahan 6 intersection mosque. Shoe stall owners continue to improve the quality of shoe stalls, not only products, prices, services but also continue to improve consumer convenience in shopping so that the good name of shoe stalls is still remembered by all consumers. Until now, shoe stalls already have 6 branches and in the near future will open a 7th branch in the city of New Week. Based on the above background, the influence of brand image, price and service quality on consumer loyalty at Rantauprapat shoe stalls is interesting to study.

1.1 Formulation of the Problem

From the results of the background above, it can be concluded that the formulation of the problem is:

1. Does the brand image affect the loyalty of the rantauprapat shoe shop consumers?
2. Does price affect the loyalty of rantauprapat shoe shop consumers?
3. Does the quality of service affect the loyalty of the rantauprapat shoe shop consumers?

1.2 Research Objectives

The aims of this research are:

1. To find out whether or not brand image has an effect on consumer loyalty at the Rantauprapat shoe store.
2. To find out whether the price has an effect or not on the loyalty of the rantauprapat shoe stall consumers.
3. To find out whether or not the quality of service has an effect on consumer loyalty at the Rantauprapat shoe store

II. Review of Literature

2.1 Brand Image

Brand image is an assessment given by consumers and is always remembered by consumers when they hear a brand or product. In competing with small scale brand image is only a name, but in large scale business brand image is very influential in the progress of business.(saputri & utomo, 2021)Trademarks or brand images are used not only to beautify the packaging or to beautify it, but there are many uses for consumers and sellers. This brand image is also useful for sellers to introduce their products to the wider community because this brand is what consumers will always remember. Brands or trademarks usually contain a brand name, image and symbol as a differentiator between other brands.(Sutojo, 2008)

There are 5 indicators of brand image or brand image, namely:(rb et al., 2021)

1. The state of the brand is the state of goods or products related to a brand, which can be used as a differentiator with other products in choosing.
2. Brand personality is a characteristic of a brand that is used to form a product name so that consumers can find comparisons with other brands.
3. Brand association is a special state of a brand.
4. Brand attitudes and behaviors are a way of connecting with consumers to promote their superiority.
5. The benefits and advantages of a brand are the added value given by a brand to consumers so that consumers can feel the advantages over what has been previously promoted.

2.2 Price

Price is the nominal given by the seller to the buyer with the aim of exchanging money for goods or services that are obtained by the consumer and the seller gets the money and money as the exchange rate between the two.(arif et al., 2021)price is the main comparison when going to make a purchase, price also has a function of the magnitude of the price, which greatly affects the profit earned.(masruroh, 2021)

Price is very influential on the number of product sales, if the price given is low but the quality of the product is also low then consumers will be less interested in the product. With high prices and high quality, they will still be interested even though the prices are high because there are consumers who always want the best quality.(simatauw et al., 2017)

indicatorin the price variable in(masruroh, 2021) namely: price achievement, price accuracy with product quality, price competition, price accuracy with benefits. Price is part of marketing that needs to be considered because the price will have a direct effect on the volume of sales and the results or profits obtained by the company.

2.3 Service Quality

Quality is an assessment of the way in dealing with customers. The way to know the quality of service is to find out who the customers are and what they need. The quality of

service will be judged to be the best if it can attract customers to keep coming back. From the explanation above, it can be concluded that good service quality is a factor that determines customer loyalty.(trisusanti, 2017). According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

There are 5 parts to determine the value of service quality as follows(pratiwi et al., 2020)

1. Tangibles (Physical State)
Contains how employees serve, completeness in serving, employee discipline.
2. Reliability (reliability)
Contains the ability of employees to serve with the standards set so that customers feel happy.
3. Responsiveness (responsiveness)
Contains how to respond to customers well by providing the best service and receiving all customer complaints.
4. Assurance (guarantee)
Contains a guarantee on time to serve, a friendly attitude and a guarantee for losses that will make customers indecisive.
5. Empathy (empathy)
Filled with heeding all customer interests over individual interests and not taking actions to discriminate against customers.

2.4 Consumer Loyalty

Customer loyalty is a way to achieve a situation with satisfactory results, with customer loyalty, the business will continue to run. What causes consumer loyalty is consumer satisfaction, then between consumer loyalty and customer satisfaction are interrelated, consumer loyalty will come if the consumer is happy with what he gets. Consumer loyalty can be juxtaposed with consumer loyalty, consumer loyalty occurs when customers make transactions in succession, many times, and repeat transactions with the condition of the heart feeling happy and satisfied and always introducing other people to participate in making transactions as well.(alvianna & hidayatullah, 2020).

III. Research Methods

3.1 Research Sites

This research was carried out at the Rantauprapat shoe stall, precisely on the Rantauprapat Perdamean Street, Labuhanbatu, North Sumatra, zip code 21414.

3.2 Population and Sample

The population in this study is the consumer of the rantauprapat shoe stall. With a sample of 88 respondents. This research uses quantitative methods. To get this primary data, that is by giving questionnaires to consumers through links related to this research (consumers of rantauprapat shoe stalls) (sugiyanto & aprioman, 2021). The questionnaire

contains a number of questions based on four variables to be studied with three x variables and one y variable.

3.3 Data Analysis Technique

This study uses multiple linear analysis techniques and SPSS which is used to process the data. Validity test, reliability test, classical assumption test, f-test and t-test were also used in this study.

3.4 Validity Test

To measure the validity or not of the questionnaires distributed, namely by conducting a validity test. A questionnaire is declared valid if the statements contained in this questionnaire can be decisive in this study.(daughter et al., 2021)

3.5 Reliability Test

The measuring instrument in the questionnaire is used to measure the indicators contained in the variables and is said to be reliable if the responses issued by the respondents are stable (daughter et al., 2021).

3.6 Classic Assumption Test

a. Normality Test

Test normality is used to test whether the regression model, variables y and x are normally distributed or not. With the Kolmogorov-Smirnov test if the probability value (sig.) > 0.05, then the data is normally distributed, whereas if the probability value (sig.) < 0.05, then the data is not normally distributed.(daughter et al., 2021)

b. Heteroscedasticity Test

Test heteroscedasticity is used to test whether there is a difference in the type of residual between the two observations. The presence or absence of heteroscedasticity is seen on the graph plot. If there is no pattern at the scattered points and the number is below 0 at the y-coordinate, then there is no heteroscedasticity (daughter et al., 2021).

c. Multicollinearity Test

The multicollinearity test is seen in the tolerance value and variance inflation factor (vif). If the value of vif <10 there is no multicollinearity value and if vif>10 the value of multicollinearity is present in this study (daughter et al., 2021).

d. Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to test the relationship between two variables, namely x and y. With the formula: (daughter et al., 2021)

$$Y=b_0+b_1X_1+b_2X_2+b_3X_3+e$$

Where:

Y: consumer loyalty

B₀: constant

X₁: brand image

X₂: price

X₃: service quality

b₁,b₂,b₃: regression coefficient

E: standard error coefficient

e. Coefficient of Determination (r^2)

Test coefficient of determination is used in order to determine the ability of the variable y. (daughter et al., 2021)

f. Hypothesis Testing

1. F-test (simultaneous)

F-test is the suitability of the relationship between variables to determine the exact value. The f statistic test has a significant value of 0.05. When the significance value of $f < 0.05$, then the hypothesis is accepted, and all variables x are stated simultaneously and have a significant effect on variable y (daughter et al., 2021).

2. t-test (partial)

t test used to test the significant effect of the variables x and y. (daughter et al., 2021)

1. The probability value > 0.05 then the hypothesis is rejected. This means that the variable x has no significant effect on the variable y.
2. The probability value < 0.05 then the hypothesis is accepted, meaning that the x variable has a significant effect on the y variable.

IV. Discussion

4.1 Overview of Research Objects

MCC PT. CISADANE SAWIT RAYA TBK LABUHANBATU is a company that is engaged in processing FFB into CPO and kernels. The first planting was in 1990 in the Negrilama Bilahilir plantation with an area of about 7,700 hectares and 90% of the planted area and the total FFB produced annually reached more than 170,000/year and the company's daily production capacity reached 60Ton/hour, FFB produced annually manage not only those sent from the company's own plantations but also from farmers.

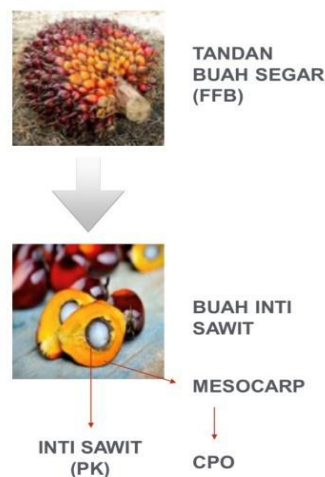


Figure 3. Company Production before Processing

Workers who work at PT. Cisadani Sawit Raya on average are workers who come from the community around the factory area. In the research process, the author will review the results of the data that has been obtained about PT. Cisadane Sawit Raya on management information systems to increase oil palm production.

**ORGANIZATIONAL STRUCTURE PT. CISADANE SAWIT RAYA TBK.
LABUHANBATU REGENCY**

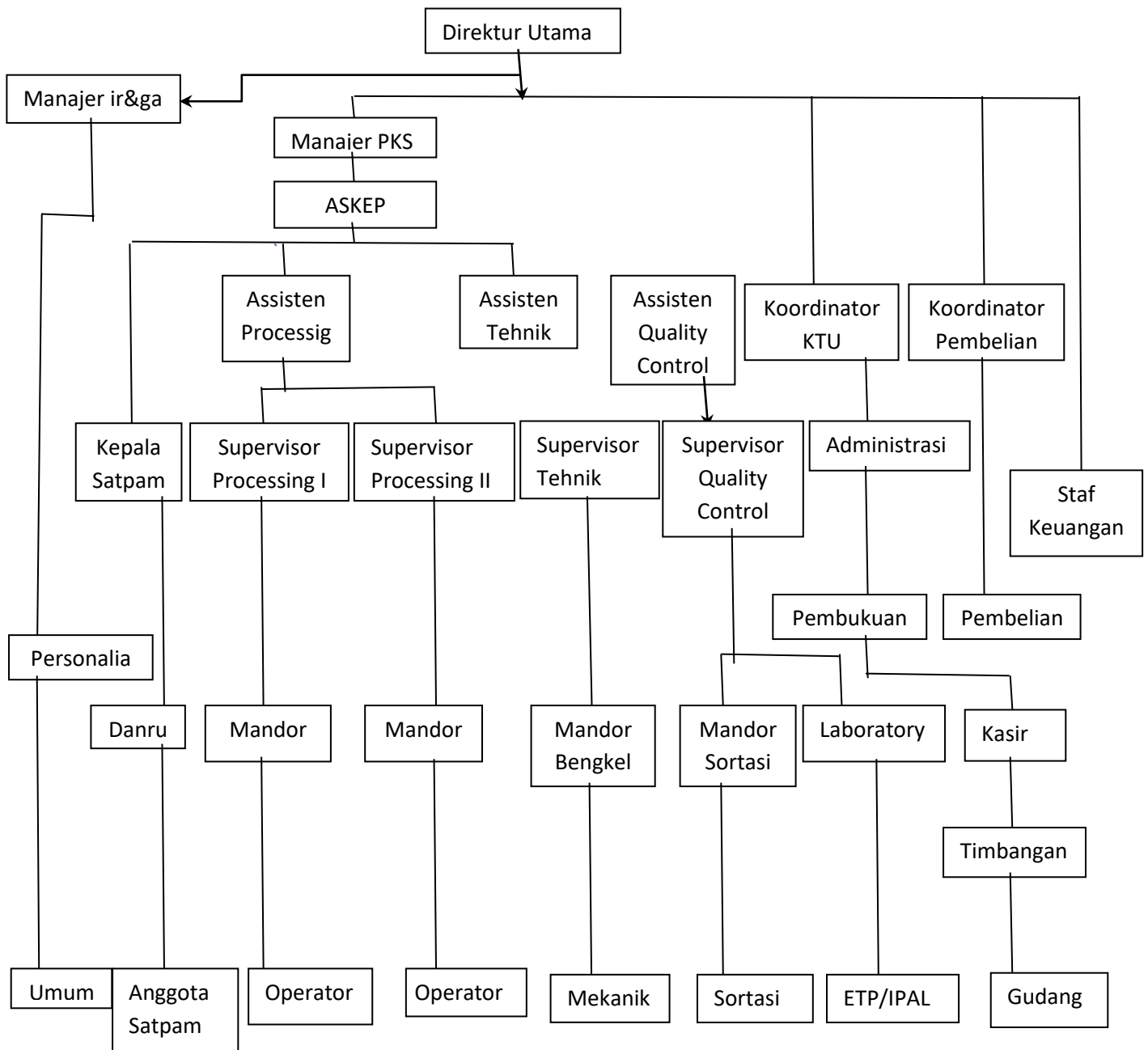


Figure 4. *Organizational structure of PT. Cisadane Sawit Raya*

4.2 Implementation of Management Information System in Increasing Oil Palm Production

The application of information systems in the production department can have a good influence on the company. It can be seen from the data and its function from the production itself (Fitriyah, 2016). The design of a management information system to increase oil palm production at PT. CISADANE SAWIT RAYA TBK. KAB.LABUHANBATU The Company believes that competitive strength will support the company in carrying out its strategy and provide a competitive advantage over its competitors. As a company engaged in the processing of palm oil produced from their plantations, they determine the income and profits of the company they run, in order to achieve the company's goals of PT. CISADANE SAWIT

RAYA TBK. LABUHANBATU arranges several management systems in such away. Thus the production process has written rules when carrying out production activities and follows the rules that have been applied by the company.

In the production process itself the company PT. CISADANE SAWIT RAYA TBK. LABUHANBATU applies the recording of working hours of direct workers who carry out the production process. This is to find out the position and working time of each employee who works, thus the company can assess the quality of work of its employees.

Employees who work in the production department are also required to report the results of their work, the contents of the report include, among others, the amount of FFB produced under conditions of garden maintenance and others. This is done in order to inform the production results that are produced and what are the obstacles in the company's production process and make it easier for the recap process

4.3 Evaluation of Elements in Improving Coconut Production Yield PT. CISADANE SAWIT RAYA TBK. LABUHANBATU REGENCY

A good management information system to increase production will ensure the smooth running of the company's production process. To achieve the expected goals, then by evaluating the main structure of the information system according to (Fitriyah, 2016) namely organizational structure, authority, and recording systems, then carrying out work well and usefulness in increasing production and quality employees according to their field of work.

An organizational structure that clearly separates responsibilities by creating several functions in increasing oil palm production, such as garden maintenance, FFB quality, tool, and machine performance, and human resources each employee carries out work with full monitoring, the division of work responsibilities in the company's production process is implemented to facilitate work because employee recruitment is divided according to their respective expertise

In the production process PT. CISADANE SAWIT RAYA TBK. Carry out production activities in accordance with the structure that has been determined by the company.

In order for the company to excel and be able to compete well and continue to improve the results of palm oil production, PT. CSR Implements the following system:

1. Plantation Management Selects Best Agronomic Practices

The company only chooses the best teams to hire in companies with high work commitment and good experience in their fields so that they can excel both in their fields so as to ensure the superiority of the company's operational performance. Through superior agronomic practices and maximum mill operations in order to achieve FFB yields per hectare along with high CPO extraction rates. Company management is supported by effective corporate governance and good human resources as well as comprehensive computer-based management reporting through the implementation of *Enterprise Resource Planning* (ERP) tools. High ethical standards are also strengthened with the support of the three pillars of the Company's Culture (Corporate Culture), namely *Commitment, Synergy, and Responsibility*.

2. Use of superior oil palm seeds

In order to realize high productivity, the company selects seeds from the best oil palm seed suppliers. By selecting a quality and certified seeds, the company can produce high FFB production and OER percentages. In addition, the company also plans harvesting by allocating labor and transportation resources optimally in order to obtain superior harvests.

3. Strategic plantation location

The company has the advantage of a strategic location because this affects the selling price due to the following:

- a. With a strategic location, transportation costs are cheaper and closer to customers because the majority of the main buyers of CPO are *refineries*, which are located

mostly in North Sumatra.

- b. The price of production materials is also cheaper
 - c. Availability of supporting industries such as factory construction contractors so as to speed up repairs in case of damage
 - d. Many large ports are in the North Sumatra area
 - e. Abundance of HR
 - f. Easy access to the garden to be reached by vehicle
4. Relations with the surrounding community

The company always maintains good relations with the community and communities around the company's operational areas through the development of activities for the welfare and economy of the community which is carried out in the *Corporate Social Responsibility program* and in the corridors of the Indonesian Sustainable Palm Oil (ISPO) standard. By building a harmonious relationship with the surrounding community and environment as well as applying the principles of sustainability in all operational activities of the company.

Due to the COVID-19 pandemic, the company is still trying and carrying out various strategies to maintain the company's performance. Currently, the palm oil industry is still showing good performance following the increase in crude palm oil (CPO) prices since mid-2020, and this condition continues to this day. This is due to the limited stock available, thus the company will continue to maintain performance by regulating *cash flow* for operational and business development purposes. In connection with increasing palm oil production, the role of management information systems can result in an increase in production, at PT. CIADANE SAWIT RAYA TBK. LABUHANBATU still buys palm fruit from the community at a high enough price so that the margin they get is quite high.

Therefore the company decided to reduce the purchase of FFB from third parties to maintain profitability. In connection with the revised CPO production target, the company is reviewing approximately 20% but this will not affect profitability because the margin obtained from purchasing FFB by external parties is very thin and the company's profitability is obtained more from its own production.

4.4 The results of Research that has been done at the Company PT. Cisadane Sawit Raya Tbk. Regency. Labuhanstone

Management Information System to increase palm oil production at PT. CISADANE SAWIT RAYA TBK. LABUHANBATU uses a computer system to process documents and has been declared complete starting from the input process to the output.

The company also improves performance, minimizes product loss, and improves employee performance by continuously measuring employee potential by conducting employee education for company development.

Table 1. Production Results of TBS Oil Palm PT. CISADANE SAWIT RAYA TBK 2016-2021

| Year | Area Ha | Production result |
|------|----------|-------------------|
| 2016 | 4,048.57 | 97,719,709 tons |
| 2017 | 4,048.57 | 118,841,648 tons |
| 2018 | 4,048.57 | 116.002,069 tons |
| 2019 | 4,048.57 | 104,839,126 tons |
| 2020 | 3,943.55 | 101,116.64 tons |
| 2021 | 3,943.55 | 107,249,595 tons |

From the results of data acquisition at PT. CISADANE SAWIT RAYA TBK. shows the results of oil palm FFB production have increased and decreased every year, but these results have exceeded the target set by the company, which is. Total FFB production in 2016 was 97,719,709 tons and increased by 17.8% in 2017 then decreased again in 2018 by 2.3% and in 2019 decreased again by 9.3% and continued to decline in 2020 due to the presence of the plant rejuvenation system in several areas of oil palm plantations that are no longer able to produce FFB yields or have not met the target due to the age of the plants that are quite old. The company is rejuvenating oil palm plantations covering an area of 1,050.2 ha of land, this makes production yields decrease again by 3.5% compared to 2019, then in 2021 FFB production will increase by around 6%.

From the data above, it can be confirmed that the management information system at PT. CISADANE SAWIT RAYA TBK. It has been effective and carried out in accordance with the procedures and standards set by the company, although sometimes there are still some errors.

V. Conclusion

5.1 Conclusion

After analyzing and evaluating a management information system to increase oil palm production, the results of the research in this conclusion are proven that

1. Management information system at PT. CISADANE SAWIT RAYA TBK. in increasing oil palm production is appropriate and sufficient. Both are closely related to each other because the system that is running is well implemented within the company so that production results can be maintained and improved according to the desired target.
2. A good management system can be proven by always meeting the company's production targets every year, which makes the company grow more and more so than PT. CISADANE SAWIT RAYA TBK. To become one of the companies in the palm oil sector that has great competitiveness in the global market number: MISB-ISPO/084
3. At certain times a good information system can make the company's defense in competing stronger, the main purpose of using this information system is to achieve company goals, and the availability of accurate information can minimize errors and make it easier to make a decision.
4. All work is done with their respective fields and expertise, the organizational structure in the company PT. CISADANE MANDIRI TBK. It is also complete with healthy practices and carrying out tasks properly and by inputting data using computer technology so that it adds long-term benefits in production activities and will be more regularly implemented.

5.2 Suggestions

Based on the conclusions above, as a writer, the writer provides the following suggestions:

1. To all employees so that they can be more competent and qualified and maintain their productivity for the betterment of the company
2. It is necessary to improve the quality of human resources

References

- Alvianna, s., & hidayatullah, s. (2020). Pengaruh kualitas harga layanan dan kepuasan terhadap kesetiaan usia millennial berkunjung ke tempat wisata 1, 2. *Media wisata*, 18(1), 1–12. <https://doi.org/10.36275/mws>
- Arif, d., febrianto, m. E., & gatot, m. (2021). Pengaruh desain produk, harga dan kualitas produk terhadap loyalitas pelanggan sepatu specs. *Ecopreneur*.12, 4(1), 53–68.
- Cahyani, k. I., & sustrasmawati, r. E. (2016). Pengaruh brand awareness dan brand image terhadap. *Management analysis*, 5(4), 281–288.
- Cholik, f. I., rufial, & sari, b. (2022). Pengaruh harga, keragaman menu dan kualitas pelayanan terhadap keputusan pembelian pada kusuma catering. *Ikraith-ekonomika*, 5(1), 58–67.
- Hastuti, i. N. D., sasmita, e. M., & sari, b. (2022). Pengaruh kualitas produk, kualitas pelayanan dan harga terhadap kepuasan pelanggan bakso tukul arwana cabang season city Jakarta barat. *Ikraith-ekonomika*, 5(1), 124–133.
- Ibrahim, m., & thawil, sitti marijam. (2019). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan. *Riset manajemen dan bisnis (jrmb) fakultas ekonomi uniat*, 4(1), 175–182.
- Kusumadewi, R. (2019). The Role of Marketing and Individual Environment Association in Elevating the Customer Value. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 2 (4)*: 451-460.
- Nusjirwan, Regen, R., and Nardo, R. (2020). The Role of Service Quality and Trust in Building Customer Satisfaction and Loyalty. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 3 (4)*: 4059-4069.
- Masrurroh, s. (2021). Pengaruh persepsi harga, kualitas layanan, keragaman produk, dan pengalaman terhadap loyalitas pelanggan dibengkel bandara motor brangkal mojokerto. *Ilmu manajemen*, 1(1), 43–54.
- Poernomo, t. T., & setyadarma, b. (2021). Pengaruh brand image terhadap loyalitas pelanggan susu. *Sebatik*, 25(1), 221–228. <https://doi.org/10.46984/sebatik.v25i1.1336>
- Pratiwi, k. A., suartina, i. W., kusyana, dewa nyoman benni, & dewi, ida ayu made sasmita. (2020). Pengaruh kualitas pelayanan terhadap loyalitas pada ratu hotel (ex. Queen Hotel) Denpasar dengan kepuasan pelanggan sebagai intervening. *Bisma jurnal manajemen*, 6(1), 17–30.
- Putri, f. K., tumbel, a. L., & djemly, w. (2021). Pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan pada pt . Matahari department store di mantos 2 effect of service quality and customer satisfaction on customer loyalty at PT. Matahari department store in mantos 2 *jurnal em. Emba*, 9(1), 1428–1438.
- Rb, l. D., ingkadijaya, r., & Angelina, s. C. (2021). Pengaruh citra merek dan harga terhadap minat beli di koi thé mall central park Jakarta. *Jurnal ilmiah pariwisata*, 26(2), 213–222.
- Romdonny, J., and Rosmadi, M.L.N. (2019). Factors Affecting Customer Loyalty in Products. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 2 (1)*: 337-343.
- Saputri, Lia eka, & utomo, a. (2021). Pengaruh brand image, kualitas produk, dan harga terhadap keputusan issn : 1979-2700 excellen. *Manajemen dan bisnis dan pendidikan*, 8(1), 92–103.
- Sari, d. P. (2021). Pembelian, kualitas produk, harga kompetitif, lokasi (literature review manajemen pemasaran). *Ilmu manajemen terapan*, 2(4), 524–533.
- Simatauw, d., parera, w. B., & tuhumury, m. T. F. (2017). Pengaruh kualitas dan harga produk olahan sagu terhadap loyalitas konsumen : studi kasus di pusat oleh-oleh “ g ”

- dan “ p 10 ” kota ambon the influence of quality and price of sago processed products on consumers loyalty : agribisnis kepulauan, 5(3), 1–15.
- Sugiyanto, & aprioman, r. (2021). Pengaruh citra merek dan promosi terhadap loyalitas konsumen dengan kepuasan sebagai variabel intervening pada produk kantong plastik tomat. Papatung, 4(2), 39–52.
- Sutojo, s. (2008). Peranan penting manajemen pemasaran. In u. Ma’ad (ed.), peranan penting manajemen pemasaran (kedua, pp. 1–88). Pt. Damar mulia pustaka.
- Tiza, m. F., & susanti, f. (2017). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan, studi kasus pada perusahaan jne cabang Padang. 1–8.
- Trisusanti, y. (2017). Pengaruh kualitas pelayanan dan kepercayaan terhadap loyalitas nasabah (studi pada bank bni syariah Kantor cabang pekanbaru). Jom fisip, 4(2), 1–16.
- Utomo, i. W. (2017). Pengaruh brand image, brand awareness, dan brand trust terhadap brand loyalty pelanggan online shopping (studi kasus karyawan di BSI pemuda). Komunikasi, viii (1), 76–84.
- Yulianti, Ni made dhian rani. (2020). Pengaruh brand image, green marketing strategy, dan emotional desirek terhadap keputusan pembelian produk mcdonald’s. Ilmiah manajemen dan bisnis, 5(1), 69–79.