

THE EFFECT OF SPIRITUAL MARKETING ON CONSUMER LOYALTY (Case Study On Waroeng Spesial Sambal in Madiun)

Ahmad Khairy

Mohamad Zaenal Abidin

Department of Management

Faculty Of Economics And Management, University of Darussalam.

Abstract: The objective of this study is to describe the influence of spiritual product variables, the spiritual price, spiritual promotion against consumer loyalty (case study Waroeng Spesial Sambal in Madiun). This type of the research design is associative causality. This research has two variables, namely the independent variable (X) is the Spiritual Product, Spiritual Price, Spiritual Promotion, and Spiritual Place, while the dependent variable (Y) is the loyalty of consumers “Waroeng Spesial Sambal in Madiun”. The population in this research is that consumers ever do the purchasing at Waroeng Spesial Sambal Madiun more than once. The sampling technique in this study using the technique of accidental sampling by the number of respondents determined as many as 75 respondents as samples. Analytical techniques used was multiple linear regression analysis technique. The data obtained through the respondents by using data form the collecting questionnaire/closed and measured using the Likert scale. The results showed that the spiritual products have no positive effect on consumer loyalty. Spiritual pricing does not positively affect consumer loyalty. Spiritual promotion has a positive effect on consumer loyalty. Spiritual places have a positive influence on consumer loyalty and the last two variables become the most dominant variable. The suggestions that can be submitted with regard to the results of this study are as follows (1) Waroeng Spesial Sambal Madiun should always improve or maintain the factors that have a positive effect on consumer loyalty such as rice added services as much, add branch facilities in the form of internal facilities or new branches. (2) Evaluate factors that do not positively affect the consumer loyalty that is varied sauce, and the suitability of price with product quality.

Key Words: Spiritual Product, Spiritual Price, Spiritual Promotion, Spiritual Place and consumer loyalty.

Culinary competition in East Java is getting tighter, the entrepreneurs compete in the race to take the consumers loyalty, and it is not separated from the business unit that has a distinctive character of their business to build the side of uniqueness and appeal to consumers. By fixing the production and the number of culinary business relationships in the madiun, so that through the development of the product objectives to be achieved can be in accordance with the predetermined plans, and there is conformity with market conditions.

The culinary business unit operating in Indonesia is overwhelming and sets different strategies according to its target market. Every culinary business trying to design the product in accordance with the wishes of consumers either from quality, variation or determine

product strategy with only the appropriate consumer purchasing power for higher sales which will affect the company's profit. The success of marketing the product by building a strong product brand by looking at the high level of consumer consumptive of Indonesia, by itself is expected to guarantee life and maintain the stability of the company's operational activities.

Literally, Hendrawan (2007) interpreted the spiritual meaning as "something of principle so as to revive the physical organism, something related to the sacred and something related to phenomena or supernatural beings". Further, it is briefly explained that spirituality includes; (1) as the source of life force; (2) have a holy status and (3) relate to God. Ali (2009) explains that spirituality is a smaller component of belief or religion. Spiritual as a source of life force and holy status, reflects the tendency to separate spirituality from religion. Although it can still be incorporated, the source of life force and purity can be divided into forms and meanings (substance). Form is something that can be seen from the outside, while meaning is the essence of the invisible, a hidden reality. Rumi, in Hendrawan (2007), explains that form and meaning are two things that cannot be separated. The form derives from meaning and meaning will manifest itself as form. This argument brings important implications, that spirituality requires realization as the embodiment of form. The implication, the realization of this spirituality is manifested in religion, new age, sect and other movements with different levels of consciousness, individuals, groups and communities, which will provide a value for life

One of the factors of success in specialty in chili company is the spiritual company made by Mr. Yoyok in building a business Restaurant Waroeng Special Sambal (Yoyok, 2013), Spiritual company waroeng group is also a conventional business paradigm moving to the business that aims to the hereafter, morality, conscience, and long term. The purpose and purpose of the spiritual company itself is that the Spiritual Company develops the spirit of the company, becomes the motivation of all employees to have a clear basis back to the Quran and Sunnah and return to the conscience of each Employee so that the working atmosphere becomes conducive, and the company becomes financially healthy.

On the basis of the background study that has been put forward, this research has the purpose of enriching the empirical evidence of spiritual marketing influences consisting of spiritual sub variables of products, spiritual pricing, spiritual promotion and spiritual venues against consumer loyalty on the Special Waroeng Sambal Madiun.

METHOD

This type of research is an associative study of causality. Associative research of causality is a study that aims to connect two or more research variables and relationships between variables are causal. The independent variables in this research are spiritual product, spiritual price, spiritual promotion and spiritual place that influence consumer loyalty, while the dependent variable is consumer loyalty. Researchers strive to observe and evaluate the spiritual state of marketing in Waroeng Special Sambal Madiun is being applied, in order to know the mistakes or deficiencies in the application of spiritual marketing. So it can improve the planning and action that will be implemented for the next stage.

This research was conducted in Waroeng Special Sambal Madiun Street Jl. H.Agus Salim No. 180, Pandean, Taman, Madiun City, East Java 63129 and implemented on March 20 to March 26, 2018. While for the subject in the study is the consumer who ever made a purchase transaction in Waroeng Sambal Special more than once. Which amounted to 75 respondents consisted of 31 men and 44 women. Data were collected by technique: 1) Observation; 2) Interviews and 3) Documentation. The analysis technique used is multiple linier regression analysis technique. Data obtained through respondents by using data collection tool in the form of questionnaire / questionnaire closed and interview and measured by using Likert scale.

Result

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	T Table	t	Sig.
		B	Std. Error	Beta			
1	(Constant)	5,032	3,778		1.997	1,332	,187
	Total_1	-,323	,243	-,177	1.997	-1,326	,189
	Total_2	,471	,388	,153	1.997	1,216	,228
	Total_3	,714	,239	,364	1.997	2,986	,004
	Total_4	,612	,228	,292	1.997	2,679	,009
R		= 0,537					
R ²		= 0,289					
Adjusted R ²		= 0,248					
F _{hitung}		= 2,50					
F _{sig}		= 0,00					

Source: Researcher

1. Influence of Spiritual Products Against Consumer Loyalty on Waroeng Spesial Sambal Madiun.

Ho: spiritual products do not affect the loyalty of consumers.

From the results of the analysis of the data in table 4.7 can be aware that the value of $T_{\text{calculate}} -1.326 <$ from T_{table} namely 1.997 and $\text{sig } t > \alpha$ ($0.189 < 0.05$). This proves that Ho is accepted. Thus, it can be concluded that the products are not influential spiritual variables significantly to consumer loyalty Waroeng Spesial Sambal Madiun. The above data analysis results may imply that there is no influence between the spiritual products towards consumer loyalty on Waroeng Spesial Sambal Madiun.

2. Influence of Spiritual Price Against Consumer Loyalty on Waroeng Spesial Sambal Madiun.

Ho : spiritual price do not affect the loyalty of consumers.

From the results of the analysis of the data in table 4.7, it can be aware that the value of $1.216 T_{\text{calculate}} < T_{\text{table}}$ namely 1.997 and from $\text{sig. } t > \alpha$ ($0.228 < 0.05$). This proves that Ho is accepted. Thus, there is no significant influence on the price of consumer loyalty towards the spiritual price Waroeng Spesial Sambal Madiun. The above data analysis results may imply that there is no influence between the spiritual loyalties of consumers against price Waroeng Spesial Sambal Madiun.

3. Influence of Spiritual Promotion Against Consumer Loyalty On Waroeng Spesial Sambal Madiun.

Ho : spiritual promotion do not affect the loyalty of consumers.

From the results of the analysis of the data in table 4.7, it can be aware that the value of $T_{\text{calculate}}$ from $T_{\text{table}} > 2.986$ namely 1.997 and $\text{sig } t < \alpha$ ($0.004 < 0.05$). This proves that Ho was rejected. Thus, it can be concluded that the positive variable of spiritual promotion

significantly to Consumer Loyalty Waroeng Spesial Sambal Madiun. The results of the analysis of the data above, it can be interpreted that if spiritual promotion the better then the Loyalty of consumers on Waroeng Spesial Sambal Madiun.

Based on Table 4.11, it can be noted that the value of the Adjusted R Square, this research was 0.248. The value of 0.248 has the sense that 24.8% of the variation of Consumer Loyalty in her Waroeng Spesial Sambal Madiun explained variation variable price product spiritual, spiritual, spiritual promotion and spiritual places, while 75.2% is affected by other factors in the beyond this study.

4. Influence of Spiritual Place Against Consumer Loyalty On Waroeng Spesial Sambal Madiun.

Ho : spiritual place do not affect the loyalty of consumers.

From the results of the analysis of the data in table 4.7, it can be aware that the value of $T_{\text{calculate}}$ from $T_{\text{table}} > 2.679$ namely 1.997 and $\text{sig } t < \alpha$ ($0.009 < 0.05$). This proves that Ho was rejected. Thus, it can be concluded that spiritual place variable positive effect significantly to Consumer Loyalty Waroeng Spesial Sambal Madiun. The results of the analysis of the data above, it can be interpreted that if better place than the Loyalty of consumers on Waroeng Spesial Sambal Madiun.

Based on Table 4.11, it can note that the value of the Adjusted R Square this research was 0.248. The value of 0.248 has the sense that 24.8% variation interest re-purchase consumer on Waroeng Spesial Sambal Madiun. Hapless explained variation variable price product spiritual, spiritual, spiritual promotion and spiritual places while 75.2% is affected by other factors in the beyond this study.

A. The Influence of Spiritual Product Against The Loyalty of Consumers Waroeng Spesial Sambal in Madiun

The description of the factor in the design of the spiritual products from Waroeng Spesial Sambal Madiun is the spiritual values which is contained in a Waroeng Spesial Sambal Madiun in serving customers. The role of a good product was very helpful to companies to get the attention of consumers. Especially those who like a certain brand to quality. According to Abdullah and Tantri, the overall quality is the hallmark and the characteristics of the goods or services of an effect on the its ability to satisfy the needs that are expressed or implied.¹

Basically the ability of such products that was created was to make it a bestseller on the market. However, it was far from it companies which want to make consumers loyal towards his product. Loyalty is literally interpreted as loyalty, namely loyalty a person against an object. Customer loyalty is also defined as the intention (intention) customers to keep afloat that use the services of service providers based on past experience and future expectations.² The loyalty of the consumer's mind was waking up if in conscientious it actually originated from the level of satisfaction of consumers against products. Customer satisfaction is a feeling happy or upset someone who comes after compared between perception or the effect on performance (results) of a product and expectations.³

Facilities within the Waroeng Spesial Sambal Madiun will also affect the people's comfort. Thus, it will affect the image of Spesial Sambal. The arrangement of tables and chairs that are varied with round shape, rectangle and on ground that affect the atmosphere of the Waroeng Spesial Sambal Madiun. Tables and chairs are neatly arranged and grouped by

¹ Abdullah, Thamrin dan Tantri Francis. 2012. *Bank Dan Lembaga Keuangan*, Cetakan Pertama. Jakarta: PT Raja Grafindo Persada.

² Cunningham, FG., et al. (2013). *Obstetri Williams (Williams Obstetri)*. Jakarta : EGC

³ Kotler, Philip dan Gary Armstrong : *Prinsip-prinsip Pemasaran*, Edisi 12, Jilid ke-2, Jakarta : Penerbit Erlangga, 2008

sitting items that was nice to apply it. Good arrangement also shows the professionally of Spesial Sambal in serving customers. In addition there are several supporting facilities such as bathrooms, prayer room, and hand washing facilities. Although, it looks simple form of facilities but it will make customers feel cared for and create a good impression.

Based on the results of the analysis of chapter IV, it has proved that there is no significant positive influence on spiritual products of variables against the loyalty of consumers. This suggests that the spiritual products is not one of the things that influence and considered by the consumer to eat at Waroeng Spesial Sambal Madiun in making a purchase. Even though, the spiritual is the product presents a good perception, openness of the Waroeng Spesial Sambal Madiun in receiving feedback from customers who either can provide stimulus in attracting customers to the other, because of the spiritual values the product can be seen but according to test results hypothesis does not occur a significant influence. While, many of the respondents mostly choose answers to spiritual questions about consent to the existing products at a Waroeng Spesial Sambal Madiun. However, data processing turned out to be the absence of significant influence, therefore, it can concluded that the spiritual products not to be consider by the consumer Waroeng Spesial Sambal Madiun in the purchase transaction.

The statement above is not relevant with Rotinsulu at all said that the influence of price, product and promotion against consumer loyalty towards big jay family. In the study, it has mentions that there is a significant influence of the product against the consumer loyalty at big jay family.⁴

⁴ Ibid Eric Rotinsulu, Sontje M. Sumayku, Sofia A. P. Sambul, 2012, Hal 27

B. The Influence Of Spiritual Price Against The Loyalty Of Consumers Waroeng Spesial Sambal in Madiun

The description of the spiritual is spiritual price which is related to the suitability of the products with the benefits based on the quality and value of the product. Price is something that is very sensitive for consumers, because the first time to purchase a product of one of the factors that is viewed by price. According to Swasta dan Irawan, price is the amount of money (plus some stuff if possible) that needed to obtain a number of combinations of products and services.⁵

The management of the Waroeng Spesial Sambal sets the menu price of company namely food price list Waroeng Spesial Sambal Madiun, the price list is made into many pieces, in order to make it easier for consumers to choose without having to wait, this that makes the value plus for Waroeng Spesial Sambal Madiun generally indulgent consumers. Besides, it is the key to success in getting a sustained purchases in the future.

Besides spiritual price, the others factors are providing quality hence the corresponding value on sale, and the assumption, thus, there is no party which is aggrieved, it caused make Waroeng Spesial Sambal had good service on consumers. Good services can give in general or special requests such as requesting additional rice consumers. In additional, among all the indicators of spiritual price, suitability of quality with the price definitely has the highest average influence consumer loyalty in the Waroeng Spesial Sambal in Madiun.

A Waroeng Spesial Sambal which has a price list of a cheap but good quality food as well as deft in serving consumers, it will really help consumers therefore, consumers begin to like the service at the Waroeng Spesial Sambal Madiun and will come back so loyalty it will be make a purchase in the future. State the price at Waroeng Spesial Sambal Madiun has a

⁵ Basu, Swastha, & Irawan, 2001, *Manajemen Pemasaran Modern*, Liberty. Yogyakarta.

good standard so that consumers like it, this is proved that in the answers to the questions there are consumer's questionnaire number eight and nine that is clear about the price and the price of the corresponding product with the quality. However, quite a lot of consumers who expressed less agree and disagree this is due to role of pricing at Waroeng Spesial Sambal Madiun less able to compete with the price of food at another food stall. This can be the problem because of rising food prices in the market forced the Waroeng Spesial Sambal to raise the prices of its products as well.

Based on the results of analysis, there is no significant on the spiritual price factors against the loyalty of consumers. This suggests that the spiritual factor prices is not one of the factors considered by the consumer Waroeng Spesial Sambal Madiun in making a purchase. Although according to the responses of the respondents mostly choose answer strongly agree against spiritual price that spiritual price so considered by consumers Waroeng Spesial Sambal Madiun in the purchase transaction. Although, it was not be a reference because the results of the research data that proved not the case significant effects of spiritual price against the loyalty of consumers. It could be inferred that the spiritual price not to be consider by the consumer Waroeng Spesial Sambal Madiun in the purchase transaction.

The statement is not relevant to the foregoing research, namely the analysis of the influence of price, product quality, and service quality of case study on consumer purchase waroeng steak & shakes the branch of sriwijaya 11 semarang jl. In the study, it mentioned that there is a significant influence of the spiritual factors in price against consumer loyalty in the steak and shake the branch of sriwijaya street 11.⁶

⁶ Ibid Nova Dhita Kurniasari, 2013, Hal 29

C. The Influence of Spiritual Promotion Against The Loyalty of Consumers Waroeng Spesial Sambal in Madiun

The spiritual promotion is a series of strategies that used to make consumers interested in and want to buy. In spiritual promotion, there are indicators of honesty, convincing explanation, convince a customer perspective, and service. The promotional marketing is one of the tools in introducing products, but after the growing period increased science promotion also follows many changes from year to year. According to Mursid, the promotion is one of the activities within the framework of product marketing.⁷

The promotion is a type of marketing strategy and communications company that was implemented was to the consumer or buyer that contains the annunciation (information), persuade (persuasion), and affect (influence) all the strategy aims to increase sales. Sales promotions can also be referred as an incentive used by manufacturers or retailers to affect trade with other retailers or consumers to buy the brand.⁸ According to Kotler and Armstrong, promotion is an interactive communication between the company and its customers that occurred during the prior to the sale, consumption and the period after the sale.⁹

Many of research stated that the spiritual promotions are defined as types of communication strategies that provide an explanation to convince potential consumers towards goods and services so that gets the attention and interest of the consumer to convince prospective consumers. In spiritual promotion, Prophet Muhammad emphasized the oath not to do much, because excessive swearing done just to get more sales, will not cause the trust of customers. Thus, it will get excessive swearing sales above average. However, when

⁷ Mursid. 2003. *Manajemen Pemasaran*. Bumi Aksara, Jakarta.

⁸ A, Shimp, Terence (2003). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran*. Terpadu, Jilid I (edisi 5), Jakarta: Erlangga.

⁹ Kotler philiph, dan gary amstrong (2001), *principle of marketing 12 edition*, new jeresey: pearson rentice hall, new jersey

consumers realize that the oath that was said just a lied, the consumer will not buy again and would gladly tell anyone not to buy items that will sell.¹⁰

This case can be assumed that the program of spiritual marketing activities can be implemented with optimal if in all daily activities make God as the main stakeholders. This is the main difference between traditional marketing and spiritual marketing.¹¹ Based on the results of chapter IV analysis, it is pure that there is a significant positive influence of spiritual factors on promotion of consumer loyalty. This suggested that one of the factors that considered by consumers of Waroeng Spesial Sambal in Madiun is a spiritual promotion factor. Spiritual honest and detailed promotion inside and outside Waroeng Spesial Sambal will give good image to the consumer so as to influence the consumer to make the visit and expected to make the purchase.

Spiritual promotions that are installed in the form of banners, it will cause a sense of attraction, it will cause consumers to stay for long, or spend more time in the store to pick the product to buy. Vice versa, a banner does not have a spiritual side of promotion in the form of banners that will be few consumers who will know the existence it can also be assumed that consumers are less interested because it is less recognized by the community, because public awareness of the existence of the product it is important.

The above statement said that relevant with pardede previous research, pardede state that the influence of product quality, brand and promotion to customer loyalty cigarette. The study, mentioned that there is a significant influence of spiritual factors promotion of consumer loyalty at the Waroeng Spesial Sambal Madiun. The value of the adjusted r square this research was 0.248. The value of 0.248 has the sense that 24.8% of the variation of consumer loyalty in Waroeng Spesial Sambal Madiun explained variation variable price

¹⁰ Ibit Thorik Gunara and Hardiono Hal 82

¹¹ Kertajaya, Hermawan dan Syakir Sula, Muhammad, *Syariah Marketing*, Bandung: Mizan Pustaka, 2006

product spiritual, spiritual, spiritual promotion and spiritual places, while 75.2% is affected by other factors in the beyond this study.¹²

D. The Influence of Spiritual Place Against The Loyalty of Consumers Waroeng Spesial Sambal in Madiun

The description of the spiritual is one of part of the marketing mix, companies generally use the marketing mix to organize his company specifically to the problem of the place or location, the location of the built or place a good distribution lines will have an impact to the profit of the company it was in line with Swasta "Location is where a business or activity of the business is done".¹³

In addition, this important factor in the development of a business is the layout of the site against urban areas, how the achievement and the travel time to the destination location. Good location factor is relative to each type of business. According to Kotler "one of the keys to success is location, location is started by choosing community".¹⁴ This decision relies heavily on economic growth potential and stability, competition, political climate, and so on.

The management of the Waroeng Spesial Sambal Madiun set location not too far with urban consumers it easy to achieve, and the access road to Waroeng Spesial Sambal is good, in addition, the location of transportation is also easy. Thus, it can be concluded the Waroeng Spesial Sambal places include the madiun affair. Among all the indicators of a spiritual place, a strategic location has the highest average influence consumer loyalty in the Waroeng Spesial Sambal Madiun.

Based on the results of the analysis of chapter IV, there was a significant positive influence on the spiritual factors in place against the loyalty of consumers. This suggests that the spiritual factor is one of the factors considered by loyalty of consumer to eat on Waroeng

¹² Ibid Ruly Frans Pardede, Hamdy Hadi, 2015, Hal 30

¹³ Dharmmesta, Basu Swastha 2009, *Loyalitas Pelanggan : Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti,* Jurnal Ekonomi dan Bisnis Indonesia, Vol.14, No 3

¹⁴ Ibid Kotler philiph, dan gary amstrong (2008) Hal 91

Spesial Sambal Madiun in making a purchase. This is proven by the vast majority chose the answer to the question very much agree that the spiritual place of location indicators, easy road access and Waroeng Spesial Sambal branches exist in madiun average respondents responded with the positive.

A Waroeng has the layout of a safe and easy achieved by consumers in general, there are very useful to attract consumers, Waroeng Spesial Sambal Madiun located on JL. H. Agus Salim, no. 180, Pandean, Garden, city of Madiun, Java 63129 East already widely known in Madiun. Although, the place already expect good will but there is several respondents who rate the less good road access to the Waroeng Spesial Sambal Madiun, and it was only a minority percentage of 2.3% and 73.7% responded with a statement of the truth in high a detailed questionnaire.

According to the research results of Septiadi, it is not relevant to the foregoing research, namely the influence of Location, service, and satisfaction toward customer loyalty Seafood Stalls "Yu Yem" Jatimalang Beach. In the study, it mentions that there is a significant influence of the spiritual factors in price against the loyalty of consumers in a Seafood Stall "Yu Yem" Jatimalang Beach.¹⁵

¹⁵ Ibid Ely Septiadi, 2014, Hal 31

A. Conclusion

Based on the results of research as has been done at Spesial Sambal In Madiun, it can be taken a few conclusions.

1. The conclusions of the variable description among others
2. Spiritual products do not affect significantly to consumer loyalty of Waroeng Spesial Sambal Madiun. Spiritual products is not a consideration and influence the consumer in making a purchase.
3. Spiritual price has no effect significant positive interest toward purchase of a Waroeng Spesial Sambal Madiun. Spiritual Price is not the keys into consideration consumer in making a purchase.
4. Spiritual promotion has positive effect significantly to consumer loyalty Waroeng Spesial Sambal Madiun. Spiritual promotion was happened consideration consumer in making a purchase.
5. Spiritual place has positive effect significantly to consumer loyalty in Waroeng Spesial Sambal Madiun. Spiritual places was happened consideration in making a purchase.

B. Suggestion

Based on some of the conclusions above, researchers can provide advice that is as follows.

1. Waroeng Spesial Sambal Madiun

Waroeng Spesial Sambal Madiun should always increase or maintain the factors that influence consumer loyalty towards such positive promotion of "rice add up", and add the new branch of waroeng spesial sambal at madiun.

2. Next Researcher

When researchers in the future want to use spiritual marketing and consumer loyalty, researchers suggested adding variables outside of the spiritual factors of spiritual product, spiritual price, spiritual promotion, and spiritual place like spiritual process, and spiritual people and take the available research data clearly (customer data). There is a community in the study so that the data obtained are more valid.

3. Limitation of Research

The purpose of this research is to analyze spiritual marketing that consist of spiritual product, spiritual price, spiritual promotion, and spiritual place so the application is limited to observed subject that is Waroeng Spesial Sambal in Madiun. Therefore, it is necessary to conduct further research on the broader context outside of these variables such as spiritual process, spiritual people, and spiritual physical evidence, in order to enrich this research by using other than the variables studied.

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