

Article

# ANALYSIS OF CUSTOMER LOYALTY IN SERVICE QUALITY (Study on Customers of Food Court La-Tansa Gontor Ponorogo)

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**Abstract:** The rapid changes in the current environment are competing to steal and affect the hearts of customers this certainly not separated from the entrepreneur in his business that has its own characteristics in each strategy. Food Court La-Tansa Gontor Ponorogo is one of the culinary business unit owned by Pondok Modern Darussalam Gontor with its unique of service characteristic. The purpose of this study is to examine and analyze the extent to which the services quality implemented in this business unit affect the increase in customer loyalty. The measurement of the quality dimension uses five dimensions of service quality consisting of tangible, reliability, responsiveness, assurance, and empathy dimensions. The research instrument used is questionnaire distributed to 90 customer of Food Court La-Tansa Gontor Ponorogo taken using Non-Probability Sampling technique with Incidental Sampling approach. Data was analyzed by using multiple linear regression analysis to see the service quality dimension that is the most dominant influence on customer loyalty. Based on the results of research that has been done, it showed the five variables of service quality simultaneously affect the customer loyalty and partially tangible and empathy variables that significantly affect customer loyalty. While reliability, responsiveness and assurance no significant influence on customer loyalty.

**Keywords:** Service quality, customer loyalty, food court la-tansa Gontor Ponorogo

## 1. Introduction

Trade competition in climate the current era of globalization is increasingly high. Culinary business competition in East Java competing each other to steal and affect the hearts of customers is no exception in the area of Ponorogo, this is certainly not separated from the strategy of business people who have their own characteristics and can not be separated from competitive advantage and different market target as well. One of the strategies that can be applied is to maintain and improve the service quality (Razak & Maulana, 2017).

One of the tools that support success in a business unit is the service in the business itself (Ari Anggara, 2016). Determination of services in each business unit has a diverse strategy. Service is closely related to the operation of a company and is a factor to ensure the sustainability of a business unit. The success of a company in general depends on the products service quality to customers, this will build customer loyalty to the product or service, because this is in accordance with market demand.

The ultimate goal of a company is to have a loyal customer, because customer loyalty is a guaranteed long-term sustainability of a company. The definition of loyalty is a treatment that is shown by the company of goods or services to a customer company. Customers can be said to be loyal if the customer can feel the satisfaction of what is given by a company (Pramudyo, 2012; Tussifah, 2017). The meaning of customer loyalty is the commitment and loyalty of a person to a company (Yuanita, 2013). Commitment and loyalty are done in the form of repurchase and are not affected by the pull of a competitor company. In another sense, customer loyalty is customer satisfaction in the use of goods and

services products that generate continuous repeat purchases over a long period and will suggest other people to buy (Kusumawati, 2011; Kurniawan, 2016).

One of the success factors in the food court company of la-tansa Gontor Ponorogo is the service quality, it is based on the background of the company which is owned by Pondok Modern Darussalam Gontor Ponorogo. Services applied in this business unit aim to educate and train us to always remember the Creator of Nature (Allah SWT), in addition to the motivation of employees to always be guided to Al-qur'an and Hadist so that the working atmosphere or other activities be conducive and blessed.

The culinary business unit is familiar to the Indonesian people, however not many business units are implementing or using even incorporating elements of Islam into its business management. Food court la-tansa Gontor has become a common thing for the people of Ponorogo with its service system and Islamic products, so it becomes one of the business that should be taken into account for window business unit (Amalia, 2015). This can not be separated from the performance of staff or employees working directly in developing the business. Almost all staff or employees working in this business unit are graduates of Pondok Modern Darussalam Gontor, besides being business staff, their profession is a teacher who has students in Pondok Modern Darussalam Gontor .

From many business units engaged in the same field, food court la-tansa Gontor is one business unit that implements a unique service system in Ponorogo East Java. In addition to the products offered, this business unit is guaranteed halal, the service applied in this business unit is also very disciplined, ranging from discipline to pray five times, how to dress properly and polite employee wearing shirts, employee friendliness using 3S (senyum, salam, sapa), the interior of the shop is nuanced in Islamic, ranging from song and store decoration.

The purpose of this study is to examine and analyze the extent to which the quality of services implemented in this business unit affect the increase in customer loyalty. The result of this research is expected to give contribution in the form of proof that with service system applied in this business unit loyalty level of customer is higher. From the background that has been described above, researchers interested in conducting this study entitled "Analysis of Customer Loyalty in Service Quality (Study on Customers of Food Court La-Tansa Gontor Ponorogo)".

## 2. Methods

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 tangible, reliability, responsiveness, assurance and empathy affecting customer loyalty, while the dependent variable is customer loyalty. Researcher try to analyzing the perception of service quality at food court la-tansa Gontor Ponorogo will facilitate business unit in doing business strategy and to analyzing service quality at food court la-tansa Gontor Ponorogo this will have a positive impact for the sustainability of the company's path and the development of the company.

This research was conducted in Food Court La-tansa Gontor Ponorogo is located in a strategic location on Soekarno-Hatta Road, no.234, Bangunsari, Ponorogo Regency, East Java Province, 63411. The population in this study were customers at food court la-tansa Gontor Ponorogo with the sample will be taken totaling 90 peoples, consisting of 67 male and 23 female. Data was analyzed by using multiple linear regression analysis to see the service quality dimension that is the most dominant influence on customer loyalty. In quantitative research, researchers used the survey method as a data collector. This research used questionnaire as research instrument with measurement by using likert scale. This research was conducted in Pondok Modern Darussalam Gontor Gontor that located in Gontor village, Mlarak, Ponorogo, East Java and implemented on March 11 to March 28, 2018. While for the subject in the study is the Graduates Student intend to do word of mouth about Kulliyatul Mu'allimial Al-Islamiah Darussalam Gontor Ponorogo. which

amounted to 100 respondents men. Data were collected by technique: 1) Observation and; 2) Interviews. The analysis technique used is multiple linier regression analysis technique. Data obtained through respondents by using data collection tool in the form of question-naire / questionnaire closed and interview and measured by using Likert scale.

**3. Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-9.929	3.240		-3.065	.003
	Tangible_X1	.670	.164	.352	4.077	.000
	Reliability_X2	-.051	.170	-.036	-.302	.763
	Responsiveness_X3	.102	.136	.081	.755	.452
	Assurance_X4	.106	.178	.060	.594	.554
	Empathy_X5	.787	.163	.479	4.841	.000

a. Dependent Variable: Customer\_Loyalty\_Y

Based on the table, it can be done as follows:

*Ho: Tangible does not affect customer loyalty*

Based on the results of data analysis in table, it can be seen that the T value of 4,077, and sig.t < alpha (0.000 < 0.05). This shows that Ho is rejected and H1 accepted. Then it can be concluded that this variable has a significant positive effect on customer loyalty food court la-tansa Gontor ponorogo. Results of data analysis above can be interpreted that if the tangible is better the customer loyalty food court la-tansa Gontor Ponorogo is increasing.

*Ho: Reliability does not affect customer loyalty*

Based on the results of data analysis in table, it can be seen that the value of T -0.302, and sig.t > alpha (0.763 < 0.05). This shows that Ho is accepted and H2 rejected. So it can be concluded that this variable has no significant effect on customer loyalty food court la-tansa Gontor Ponorogo. Results of data analysis above can be interpreted that there is no influence between the reliability of customer loyalty food court la-tansa Gontor Ponorogo.

*Ho: Responsiveness does not affect customer loyalty*

Based on the results of data analysis in table, it can be seen that the value of T for 0.755, and sig.t > alpha (0.452 < 0.05). This shows that Ho is accepted and H3 rejected. So it can be concluded that this variable has no significant effect on customer loyalty food court la-tansa Gontor Ponorogo. Results of data analysis above can be interpreted that there is no influence between responsiveness to customer loyalty food court la-tansa Gontor.

*Ho: Assurance does not affect customer loyalty*

Based on the results of data analysis in table, it can be seen that the value of T amounted to 0.594, and sig.t > alpha (0.554 < 0.05). This shows that Ho is accepted and H4 rejected. So it can be concluded that this variable has no significant effect on customer loyalty food court la-tansa Gontor Ponorogo. Results of data analysis above can be

interpreted that there is no influence between assurance on customer loyalty food court la-tansa Gontor.

*Ho: Empathy does not affect customer loyalty*

Based on the results of data analysis in table, it can be seen that the value of  $T$  is 4.841, and  $\text{sig. } t < \alpha$  ( $0.000 < 0.05$ ). This shows that  $H_0$  is rejected and  $H_5$  accepted. Then it can be concluded that this variable has a significant positive effect on customer loyalty food court la-tansa Gontor Ponorogo. Results of data analysis above can be interpreted that if assurance is better then customer loyalty food court la-tansa Gontor Ponorogo increasing.

#### 4. Discussion

##### 4.1. Tangible Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo

Description of the tangible facts factor in food court la-tansa Gontor Ponorogo ranging from equipment used by the food court is modern and reliable, physical appearance, employee appearance and location of food court la-tansa Gontor Ponorogo easy to access. So that customers can feel comfortable when they visit. Tangible is included with the physical appearance of the company, service facilities provided, equipment or equipment used, human resources, and corporate communications to consumers (Cornelia,2008).

Based on the results of analysis, the equipment used in food court la-tansa Gontor Ponorogo can be said quite modern such as the table, chairs, and machines used to serve food, but there are some tools that can not be said to modern such as spoons, forks, plates and bowls still using ordinary goods so that this furniture can not be rely on. So the customer food court la-tansa Gontor Ponorogo still less satisfied with the equipment used in the food court.

The physical appearance of food court la-tansa Gontor Ponorogo is located on the ground floor of La-Tansa Department Store building where the building is 2 floors. The ground floor is where the Apotek La-Tansa, La-Tansa Sport and Food Court La-Tansa Gontor, while the second floor is where La-Tansa Book Store. La-Tansa Department Store is dominated with green color in accordance with the color of Modern Pond Darussalam Gontor, so the Islamic atmosphere in Food Court La-Tansa Gontor Ponorogo is felt plus the food court wall attached Photo of Kyai Pondok Modern Darussalam Gontor and some Islamic posters that envelop physical appearance in the food court the.

Appearance of employee food court la-tansa Gontor Ponorogo who always dressed neatly, properly and politely by using a uniform shirt, whose uniform worn by the clerk has a pretty attractive appearance with two uniforms used are dark green shirt uniform and blue shirt uniform. In addition, the employees also use shoes, short hair neat and use material pants which is the main spotlight for consumers and have its own value for those who see it.

The location of food court la-tansa Gontor Ponorogo is very strategic that is located in the middle of Ponorogo City - East Java which addressed on Soekarno-Hatta Road, no.234, Bangunsari, Ponorogo, Ponorogo District, Ponorogo Regency, East Java Province, 63411. Hand in hand with shops, other stores that make it easy for customers to visit and access them. Judging from all indicators of tangible variables, employee performance has the highest average value that affects consumer loyalty, because good appearance is neat, decent and polite appearance.

Based on the results of data analysis test above, it can be concluded that there is a significant influence between tangible variables on customer loyalty. This shows that tangible is one of the factors considered by the customer food court la-tansa Gontor Ponorogo in loyalty.

The statement is relevant to previous research Feibe Permatasari Karundeng (2013) Quality Of Service And Satisfaction Of Its Effect On Consumer Loyalty At The Rose Restaurant Sharron Wanea Manado. In this study The existence of partial influence between the service quality to consumer loyalty (Karundeng, 2013).

#### 4.2 Reliability Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo

Description of the variable reliability in food court la-tansa Gontor Ponorogo is the reliability of the food court in serving the customers who visit the place. The reliability of the food court is in solving the problem, reliable in providing the right service to its customers, the service in accordance with the wishes of the customer, the suitability of products and services with promotions delivered and reliable in the commitment quality of service. Reliability is one that is categorized by the company's ability to deliver promised services accurately and accurately from the start (Cornelia, 2008).

Promotions delivered to customers in the food court la-tansa Gontor Ponorogo is quite interesting with a new menu that is able to attract customers to try it. But the suitability of promotions submitted by food court la-tansa Gontor Ponorogo to customers less appropriate, so customers perceive it less well.

The service presented by food court la-tansa Gontor Ponorogo is quite satisfactory. Friendly service and courteous food court has more value than the view of the customer. But the food court la-tansa Gontor less committed in quality service. So that many customers who feel less satisfied with the services offered by the food court.

Solving the problem becomes a thing that is demanded by customers for the creation of customer loyalty. Resolving a good problem will give the impression that the food court is very reliable and professional. The sincerity of the employees of food court la-tansa Gontor Ponorogo in solving the problems of the customers very well and wisely with assisted by Ustadz Gontor who served in the food court.

In addition, the accuracy of service in the food court is also still not appropriate. This is evidenced by the time of serving food still takes a fairly long time and the products presented are still less in accordance with the wishes of customers, supported by the equipment used in food court la-tansa Gontor Ponorogo which can be said not as modern as dishes, bowls, So the customer perception of it is still not good.

Based on the results of data analysis test above can be collected that there is no significant positive influence between variable reliability to customer loyalty. This shows that the variable reliability is not one of the variables considered by the customer food court la-tansa Gontor Ponorogo in loyalty.

The statement above is not relevant to previous research that is Oktaviani Ramenusa (2013) Service Quality And Customer Satisfaction Influence On Customer Loyalty At Pt. DGS Manado. In this research, partially the result of this research have significant influence between service quality to customer loyalty (Ramenusa, 2013).

#### 4.3 Responsiveness Effect on Customer Loyalty Food Court La-Tansa Ponorogo

Description variable responsiveness food court la-tansa Gontor in answering customer questions well, serving its customers quickly and responsiveness, food court is able to overcome the complaints of the customers and consistent in good service to its customers. Responsiveness is included with service providers who are willing and able to assist customers and respond to their requests quickly (Cornelia, 2008).

The answer given by employees of the food court la-tansa Gontor Ponorogo always provide good and wise answers to customer questions, in addition to the full sincerity and sincerity of the employees also answer every customer question. The speed of service in the food court is less satisfactory, because the service must wait quite time consuming.

And at the time of prayer, the service in the food court will be temporarily closed during the prayer time.

Services in food court la-tansa Gontor Ponorogo include responsive service, where when customers visit, employee of food court is directly offering food and beverage menu with some menu choices by visiting customers at the dinner table. The menu is a wide range of foods and snacks and drinks of various fruit juices. Food court la-tansa Gontor solve the problems that come with how to talk about it directly and provide the best solution when customers criticize or complain about the services delivered.

Food court la-tansa Gontor Ponorogo is still in the stage of development that always try to provide good service that is able to provide comfort to its customers. The age of the company is still young and the services provided by the food court is still much to be improved and evaluated and improved. So that the customers will feel satisfied with the services delivered by food court la-tansa Gontor Ponorogo.

Based on the results of data analysis test above, it can be concluded that there is no significant positive influence between responsiveness variable to customer loyalty. This indicates that the responsiveness variable is not one of the variables considered by customer food court la-tansa Gontor Ponorogo.

The statement above is not relevant to previous research Erni Setyowati and Wiyadi (2016) *The Influence of Service Quality, Price, and Brand Image to Customer Loyalty with Customer Satisfaction as a Mediating Variable*. In this study, it was mentioned that there is a significant positive influence between the quality of service to customer loyalty and customer satisfaction as a variable mediator (Wiyadi, 2016).

#### *4.4 Assurance Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo*

Description of assurance variable at food court la-tansa Gontor is customer's trust to the service giver by the food court, employee performance that ensures safe and comfortable for the customer, and friendly and polite service. Assurance to customers belonging to employees' capabilities, employee friendliness and courtesy of employees, trustworthy and reliable in serving customers, free from danger or risk of doubt and attitude of employees who are able to grow a sense of confidence and the company is able to foster a sense of security for customers (Cornelia, 2008).

Trust is very important for a company for the creation of customer loyalty. Food court la-tansa Gontor Ponorogo backed by Pondok Modern Darussalam Gontor Ponorogo make customers believe in the quality of services offered by the food court. The employee performance guarantee in food court la-tansa Gontor Ponorogo offer a sense of security in terms of product quality where the products offered in the food court is Halal. But in terms of products presented by food court la-tansa Gontor Ponorogo still not attractive, so most customers are still less satisfied with the product presented. From the facilities provided by the food court is always accompanied by music to accompany the customers when visiting at the venue, the usual music is played pop music, jazz and also Islamic music. Furthermore, the room temperature is cool with the air conditioner (air conditioner) that makes customers comfortable sitting in the food court supported by the free Wi-Fi.

With the background of Pondok Modern Darussalam Gontor, food court la-tansa Gontor Ponorogo applying service ethics to its employees, so employees of the food court is serving its customers with friendly and Pondok Modern Darussalam Gontor always teach his students to be polite to others. So the food court la-tansa Gontor Ponorogo with the officers who are double profession that is besides serving in the food court they profession as Ustadz in Pondok Modern Darussalam Gontor Ponorogo who have students, will affect the employees be polite and polite.

Based on the results of data analysis test above, it can be concluded that there is no significant positive influence between assurance variables on customer loyalty. This shows

that the assurance variable is not one of the variables considered by customer food court la-tansa Gontor Ponorogo.

The above statement is not relevant to previous research ie Ernani Hadiyati (2010) Analysis of Service Quality and Its Influence on Customer Loyalty (Case Study at PT.Pos Indonesia (Persero) Post Office Lawang). In this study, it is mentioned that the existence of partially significant influence between empathy on customer loyalty (Hadiyati, 2010).

#### 4.5 Empathy Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo

Description of empathy variable in food court la-tansa Gontor Ponorogo give personal attention to its customer, suit of work hour or opening hours of food court with consumer, food court able to attract customer to buy and food court able to listen to complaints submitted by the customers. Empathy means that the company feeds on the customer's problems and acts in the interest of the customer, and gives personal attention to the customers and has the appropriate operating hours (Cornelia, 2008).

Food court la-tansa Gontor give his attention by serving his customers with sincerity and sincerity, serve with responsiveness, serve with friendly and polite. Working hours of food court la-tansa Gontor Ponorogo is started from 08:00 to 21:00 (closed when five days prayer) and have the suitability of working with customers. Customers can visit during office hours in the day, when the hours back from work in the afternoon and visit at night.

With the promotion, product quality and service quality offered by food court la-tansa Gontor Ponorogo is able to attract customers to visit the place. Each customer must have their respective complaints felt in a service. Food court la-tansa Gontor Ponorogo always receive complaints from customers when there is a complaint or criticize about the service. Food court is always providing solutions and solve complaints wisely.

Based on the results of the analysis above, it can be concluded that there is a significant influence between empathy variables on customer loyalty. This indicates that empathy is one of the factors considered by customer food court la-tansa Gontor Ponorogo in loyalty.

The above statement is relevant to previous research: Robby Dharma (2017) Influence Service Quality, Trust, and Satisfaction of Customer Loyalty at Pt. Padang Tour Island In the study mentioned that the existence of partial influence between the quality of service to customer loyalty (Dharma, 2017).

## 5. Conclusion

Based on the results of research as has been done in food court la-tansa Gontor Ponorogo, it can be taken some conclusions, as follows: Perception of service quality (tangible, reliability, responsiveness, assurance, empathy) and consumer loyalty at food court la-tansa Gontor Ponorogo include:

- a. Consumer loyalty at food court la-tansa Gontor Ponorogo is categorized well. A total of 64 respondents or 71% loyal to food court la-tansa Gontor Ponorogo.
- b. Tangible at food court la-tansa Gontor Ponorogo is categorized very well. A total of 86 respondents or 96% loyal to food court la-tansa Gontor Ponorogo.
- c. Reliability at food court la-tansa Gontor Ponorogo is categorized excellent. A total of 82 people or 91% loyal to food court la-tansa Gontor Ponorogo.
- d. Responsiveness at food court la-tansa Gontor Ponorogo is categorized very good. A total of 78 respondents or 87% loyal to food court la-tansa Gontor Ponorogo.
- e. Assurance at food court la-tansa Gontor Ponorogo is categorized very well. A total of 79 respondents or 88% loyalty to food court la-tansa Gontor Ponorogo.

- f. Empathy at food court la-tansa Gontor Ponorogo is categorized quite well. A total of 47 respondents or 52% loyal to food court la-tansa Gontor Ponorogo. Tangible has a significant positive effect on consumer loyalty. With regression value 67%. This shows that hypothesis 1 has been proven.
3. Reliability has no significant positive effect on consumer loyalty. With regression value -5.1%. This shows that hypothesis 2 is not proven.
4. Responsiveness has no significant positive effect on consumer loyalty. With regression value 75.5%. This shows that hypothesis 3 is not proven.
5. Assurance has no significant positive effect on consumer loyalty. With regression value 10.6%. This shows that hypothesis 4 is not proven.
6. Empathy has a significant positive effect on consumer loyalty. With regression value 78.7%. This shows that hypothesis 5 has been proven.
7. Adjusted R square value has a value of 0.512. This shows that 51.2% consumer loyalty (Y) is influenced by tangible, reliability, responsiveness, assurance, and empathy. While the rest with a value of 48.8% consumer loyalty influenced other variables outside this study.

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