

**THE INFLUENCE OF MADRASAH QUALITY AND BRAND IMAGE
THROUGH ELECTRONIC WORD OF MOUTH (E-WoM) ON THE
DECISION TO ENROLL AT MI PKP DKI JAKARTA**



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Abstract

Customer loyalty plays a vital role in restaurant businesses in maintaining both short-term and long-term relationships, ultimately driving profit growth and business sustainability. This study aims to analyze several factors influencing customer loyalty, including service quality, price, and customer satisfaction, using a quantitative research method. The research was conducted from October to December 2024 at six Padang restaurants located in Malinau Regency. The sample consists of 280 respondents aged 17 years and older, who have visited and made purchases at least twice. Data was collected through questionnaires using a Likert scale measurement (ranging from 1 to 5) and analyzed using Structural Equation Modeling (SEM) with Smart PLS 4.0 software. The study results indicate that service quality, price, and customer satisfaction have a positive and significant direct effect on customer loyalty. Additionally, the indirect effect (mediation) shows that service quality and price also have a positive and significant impact on customer loyalty through customer satisfaction. Despite these findings, Padang restaurant owners should continue to improve service quality, implement effective pricing strategies, and consider other factors such as product quality, customer trust, and relationships to ensure sustained customer satisfaction and loyalty growth.

Keywords: Price, Customer Satisfaction, Service Quality and Customer Loyalty

INTRODUCTION

The service industry in the food and beverage category has recorded very significant growth. The restaurant business has promising prospects given Indonesia's increasingly dense population (Putra Yuwana & Lestari, 2023). Restaurants attract public interest, and competition in this sector is intense. They have become an important part of people's daily lives. This phenomenon is often associated with increased mobility and busy work routines, prompting many people to spend time outside the home and seek practical solutions to meet their needs.

In an increasingly competitive business environment, customers are now faced with a wide variety of products, quality levels, and price ranges, which drives them to seek the best value among the available options (Philip & Kotler, 2005). Companies must make various efforts, such as improving service quality, to excel in competition, maintain their existing market, and acquire new market shares (Mutiara et al, 2025). Customer experience is influenced by service quality professional, prompt, and friendly service makes customers feel valued and prioritized. Prices should be aligned with the quality of food and service provided. High prices without adequate quality result in customer dissatisfaction, while excessively low prices may create the impression of poor quality.

Since service quality has a significant impact on customer satisfaction, the two are closely related. Consumer satisfaction occurs when the results received match expectations after obtaining a product or service (Ueltschy et al., 2007). Creating customer satisfaction is a business goal, as retaining satisfied customers is essential for increasing company revenue (Umam, 2011).

The growth of restaurants has had a positive impact on innovation and customer choices, but it has also intensified competition, which can disadvantage business owners. In Malinau Regency, the number of restaurants has increased in recent years, resulting in strong competition in this sector. Amid this fierce competition, many businesses have declined or failed to continue operations. Padang restaurants are among those affected. They are numerous and easily found in the Malinau Kota District.

Table 1.
Data of the Number of Visitors to Padang Restaurants

No	Year 2024	Number of Visitors
1	March	650± person
2	April	600± person
3	May	620± person
4	Juni	670± person
5	July	580± person
6	August	550± person

Source: Padang Restaurant, August 2024

The table above shows that the number of visitors to Padang restaurants over the past six months has fluctuated and tends to decline, albeit not significantly, but there is a possibility it will continue to drop. Based on this phenomenon, the decrease in visitors greatly affects sales volume and reduces revenue for Padang restaurants. This decline is influenced by both internal and external factors.

Many studies on similar topics have been conducted, but there is still no empirical research that examines the effect of service quality, price, and customer satisfaction on customer loyalty in Padang restaurants in Malinau Regency. Based on this, the researcher chose the title “The Effect of Service Quality and Price on Customer Loyalty with Customer Satisfaction as a Mediating Variable in Padang Restaurants in Malinau Regency.”

LITERATURE REVIEW

Service Quality

Kotler and Keller (2012) argue that service quality is the result of various characteristics and attributes of a product or service, measured by its ability to meet customer needs indirectly.

Price

Kotler and Keller (2012) state that price is an important component that serves as a source of revenue, whereas other components play more of a financing role. Furthermore, price is the most flexible element in marketing, while changes in product features, distribution, and communication generally take longer to implement.

Customer Satisfaction

Churchill & Suprenant state that customer satisfaction is the result of using or purchasing a product, assessed based on the benefits obtained, the costs incurred, and prior expectations. Day defines customer satisfaction as the outcome of evaluating post-purchase experiences. Tse & Wilton describe satisfaction or dissatisfaction as the consumer’s response to the gap between pre-purchase expectations and actual product performance.

Customer Loyalty

Kotler and Keller (2012) define customer loyalty as a strong commitment to continue choosing or supporting a favorite product or service despite factors that might encourage switching. Griffin (2013) defines loyalty as “non-random purchase expressed over time by some decision-making unit,” meaning regular and consistent purchases made by a particular decision-making unit. Subagio et al. (2012) add that loyal consumers tend to recommend their preferred brand or product to others.

Framework:

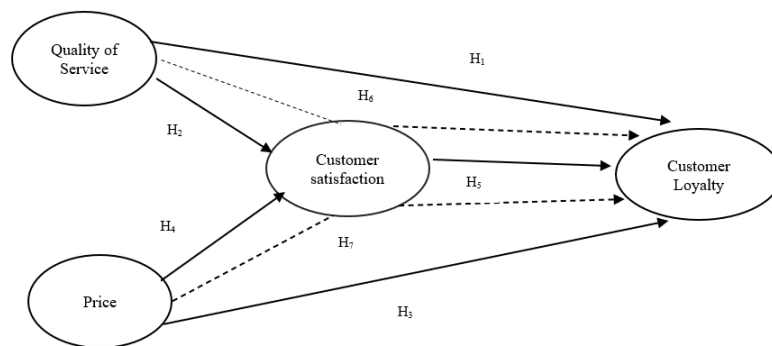


Figure 1.
Framework of Thought

Information:

- = Direct relationship
- - - - - = Indirect relationship

Service Quality (X1)	= Independent Variable
Price (X2)	= Independent Variable
Customer Satisfaction (Z)	= Mediating Variable
Customer Loyalty (Y)	= Dependent Variable

RESEARCH METHOD

The type of research applied in this study is quantitative research, conducted systematically, planned, and structured, starting from data collection to the data analysis stage. The data analysis technique employed is the Structural Equation Model (SEM), processed using Smart PLS 4.0 software.

The study was conducted at six Padang restaurants in Malinau Regency. The research period ran from October to December 2024.

The population in this study consists of all customers of Padang restaurants who are at least 17 years old and have visited or made purchases at the restaurant at least twice. According to Sugiyono (2016:81), a sample is a representation of the population that reflects the characteristics and number of the entire population. Sampling was carried out using a non-probability technique, specifically an incidental sampling method, in which the sample was deliberately (purposely) and subjectively selected. The total sample in this study was 280 respondents.

Data were collected through questionnaires, which presented a series of written statements that respondents were required to answer (Sugiyono, 2017). Measurement was based on a Likert scale with scores ranging from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

Data analysis used the SEM (Structural Equation Modeling) method with the assistance of Smart PLS Version 4.0 software. SEM is a multivariate analysis technique used to test relationships between variables, allowing results to achieve a higher level of accuracy. SEM modeling includes two essential components: the measurement model (outer model) and the structural model (inner model).

RESULTS AND DISCUSSION

Convergent Validity

The correlation between constructs and latent variables is measured through the loading factor. If the correlation value between an indicator and a construct is greater than 0.7, the indicator is declared valid.

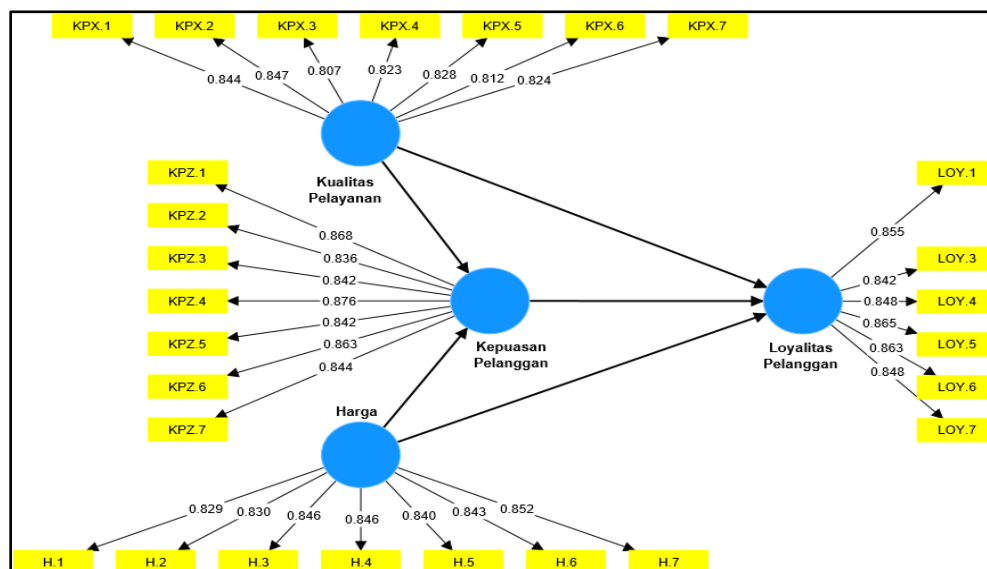


Figure 2.
Outer Model

Table 2.
Loading Factor (re-estimation)

Variable	Statement Items	Loading Factor	Description
Quality of Service	KPX.1	0,844	Valid
	KPX.2	0,847	Valid
	KPX.3	0,807	Valid
	KPX.4	0,823	Valid
	KPX.5	0,828	Valid
	KPX.6	0,812	Valid
	KPX.7	0,824	Valid
Price	H.1	0,829	Valid
	H.2	0,830	Valid
	H.3	0,846	Valid
	H.4	0,846	Valid
	H.5	0,840	Valid
	H.6	0,843	Valid
	H.7	0,852	Valid
Customer satisfaction	KPZ.1	0,868	Valid
	KPZ.2	0,836	Valid
	KPZ.3	0,842	Valid
	KPZ.4	0,876	Valid
	KPZ.5	0,842	Valid
	KPZ.6	0,863	Valid
	KPZ.7	0,844	Valid
Customer Loyalty	LOY.1	0,855	Valid
	LOY.3	0,842	Valid

LOY.4	0,848	Valid
LOY.5	0,865	Valid
LOY.6	0,863	Valid
LOY.7	0,848	Valid

Source: Processed data using SmartPLS 4.0, 2024

From Table 1, it can be seen that all measurement items for each variable have a loading factor value greater than 0.70; thus, all measurement items are declared valid.

Discriminant Validity

Discriminant validity refers to the ability of an indicator to differentiate the measurement of different constructs. To test discriminant validity, the cross-loading values are examined, ensuring that an indicator has a higher correlation with its corresponding construct than with other constructs. A higher value indicates that the indicator is more accurate in explaining the relevant construct than other constructs (Jorg Henseler et al., 2024). To evaluate discriminant validity, the Fornell–Larcker criterion is used.

Table 3.
Fornell–Larcker Criterion

Variabel	Price	Customer satisfaction	Quality of Service	Customer Loyalty
Price	0,841			
Customer satisfaction	0,511	0,853		
Quality of Service	0,493	0,510	0,826	
Customer Loyalty	0,554	0,610	0,583	0,854

Table 3 shows that the AVE square root of the Price variable has a value of 0.841, which is greater than its correlation with Customer Satisfaction (0.511), Service Quality (0.493), and Customer Loyalty (0.554). A similar pattern is also observed for the other variables, where the AVE square root is always higher than its correlation with other variables. Therefore, discriminant validity can be considered achieved.

Table 4.
Heterotrait–Monotrait Ratio (HTMT)

Variabel	Harga	Kepuasan Pelanggan	Kualitas Pelayanan
Price			
Customer satisfaction	0,545		
Quality of Service	0,531	0,547	
Customer Loyalty	0,595	0,652	0,626

From the table, it can be seen that the HTMT correlation values between Service Quality, Price, Customer Satisfaction, and Customer Loyalty are all less than 0.90, leading to the conclusion that discriminant validity is achieved.

Table 5.
Cross-Loading Values

Indicator	Quality of Service	Price	Customer Satisfaction	Customer Loyalty
KPX.1	0,844			
KPX.2	0,847			
KPX.3	0,807			
KPX.4	0,823			
KPX.5	0,828			
KPX.6	0,812			
KPX.7	0,824			
H.1		0,829		
H.2		0,830		
H.3		0,846		
H.4		0,846		
H.5		0,840		
H.6		0,843		
H.7		0,852		
KPZ.1			0,868	
KPZ.2			0,836	
KPZ.3			0,842	
KPZ.4			0,876	
KPZ.5			0,842	
KPZ.6			0,863	
KPZ.7			0,844	
LOY.1				0,855
LOY.3				0,842
LOY.4				0,848
LOY.5				0,865
LOY.6				0,863
LOY.7				0,848

From Table 4, the evaluation results show that the correlation between each indicator and its construct is higher than the correlation between that construct and other blocks. This indicates that the construct is more effective in measuring variables within its own group than in other groups. Therefore, discriminant validity can be considered achieved.

Reliability

The level of reliability is measured using Composite Reliability and Cronbach's Alpha values. If the Composite Reliability value is greater than 0.7, it indicates that the construct has high reliability (Savitri et al., 2021). Reliability measurement can also be reinforced by using Cronbach's Alpha, which tests the consistency of each response. A good Cronbach's Alpha value is greater than 0.7 (Savitri et al., 2024).

Table 6.
Cronbach's Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho c)
Quality of Service	0,923	0,938

Price	0,931	0,944
Customer satisfaction	0,938	0,949
Customer Loyalty	0,926	0,942

From Table 6, it can be seen that the variables Service Quality, Price, Customer Satisfaction, and Customer Loyalty have Cronbach’s Alpha and Composite Reliability values above 0.70, indicating that the reliability test has been fulfilled.

Structural Model Evaluation

Hypothesis testing in the structural model is carried out in three main stages. The first step is to evaluate whether there is multicollinearity between variables using the Inner VIF (Variance Inflated Factor). If the results show a value below 5, the model is considered free from multicollinearity. Hair et al. (2021) explain that this condition is important to maintain estimation accuracy.

The next stage is to test the relationships between variables using t-statistics or p-values. If the t-statistic is greater than 1.96 or the p-value is less than 0.05, the relationship between variables is considered significant. Additionally, the analysis must include a 95% confidence interval for each path coefficient tested.

Lastly, the third stage measures the magnitude of a variable’s influence in the model using the f-square value. According to Hair et al. (2021), a value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect.

Multicollinearity Test

To assess whether there is multicollinearity between variables, the inner VIF value is used. From the estimation results, the obtained inner VIF values are less than 5, indicating that the level of multicollinearity is low.

Table 7.
Variance Inflated Factor (VIF)

Variabel	VIF
Price -> Customer Satisfaction	1,321
Price -> Customer Loyalty	1,501
Customer Satisfaction -> Customer Loyalty	1,536
Service Quality -> Customer Satisfaction	1,321
Service Quality -> Customer Loyalty	1,499

Table 7 indicates that the VIF values for all variables are less than 5, meaning the model does not experience multicollinearity problems.

Path Coefficients and Hypothesis Testing

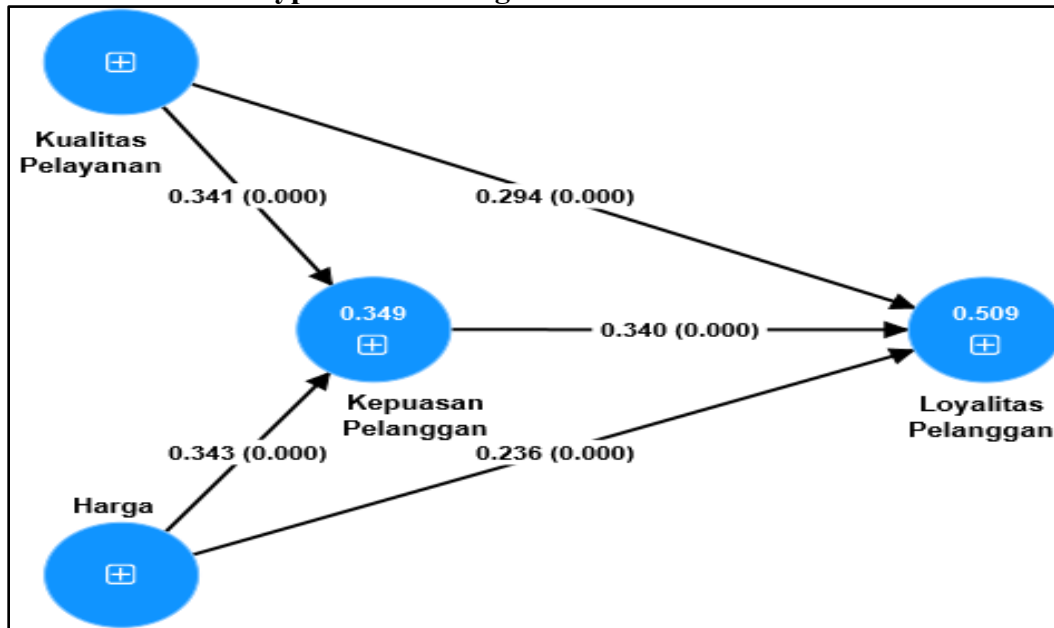


Figure 3.
Inner Model

Table 8.
Structural Model Hypothesis Testing

Hypothesis	Koefisien	T statistics	P values
Service Quality -> Customer Loyalty	0,294	5,706	0,000
Service Quality -> Customer Satisfaction	0,341	5,914	0,000
Price -> Customer Loyalty	0,236	5,918	0,000
Price -> Customer Satisfaction	0,343	6,771	0,000
Customer Satisfaction -> Customer Loyalty	0,340	7,338	0,000

Based on the analysis in Table 8, the results of hypothesis testing for each variable are as follows:

H1: *Service Quality* → *Customer Loyalty*

Regression coefficient: 0.294, t-statistic: 5.706, p-value: 0.000 (< 0.05) → H1 accepted. This confirms that service quality affects customer loyalty.

H2: *Service Quality* → *Customer Satisfaction*

Coefficient: 0.341, t-statistic: 5.914, p-value: 0.000 (< 0.05) → H2 accepted, meaning service quality affects customer satisfaction.

H3: *Price* → *Customer Loyalty*

Coefficient: 0.236, t-statistic: 5.918, p-value: 0.000 (< 0.05) → H3 accepted, meaning price affects customer loyalty.

H4: *Price* → *Customer Satisfaction*

Coefficient: 0.343, t-statistic: 6.771, p-value: 0.000 (< 0.05) → H4 accepted, meaning price affects customer satisfaction.

H5: Customer Satisfaction → Customer Loyalty

Coefficient: 0.340, t-statistic: 7.338, p-value: 0.000 (< 0.05) → H5 accepted, meaning customer satisfaction affects customer loyalty.

Table 9.

Mediation Effect Hypothesis Testing

Hypothesis	Coeffisien	T statistics	P values	95% Confidence Interval Path Coefficient		Upsilon Statistics (v)
				Lower Limit	Upper Limit	
Service Quality -> Customer Loyalty -> Customer Satisfaction	0,116	4,650	0,000	0,072	0,170	(0,341 ²) x (0,340 ²) = 0,013
Price -> Customer Loyalty -> Customer Satisfaction	0,117	4,743	0,000	0,071	0,167	(0,343 ²) x (0,340 ²) = 0,014

H6: Service Quality → Customer Loyalty through Customer Satisfaction

Coefficient: 0.116, t-statistic: 4.650, p-value: 0.000 (< 0.05) → H6 accepted, meaning service quality influences customer loyalty through customer satisfaction.

H7: Price → Customer Loyalty through Customer Satisfaction

Coefficient: 0.117, t-statistic: 4.743 (> 1.96), p-value: 0.000 (< 0.05) → H7 accepted, meaning price influences customer loyalty through customer satisfaction.

Effect Size Test (f²)

Table 10.
Effect size (f²)

	Customer Loyalty	Customer satisfaction
Quality of Service	0,117	0,135
Price	0,075	0,137
Customer satisfaction	0,154	

With an f-square value of 0.117, the influence of service quality on customer loyalty can be categorized as weak. Meanwhile, the f-square value of 0.135 for service quality on customer satisfaction also indicates that the influence is weak.

The influence of price on customer loyalty, with an f-square value of 0.075, falls into the weak category. Similarly, the influence of price on customer satisfaction, with an f-square value of 0.137, also shows a weak effect.

The influence of customer satisfaction on customer loyalty, with an f-square value of 0.154, indicates that the influence is in the moderate category.

Model Goodness-of-Fit Evaluation

Table 11.
R-Square Adjusted

	R-square	R-square adjusted
Customer Loyalty	0,509	0,504
Customer satisfaction	0,349	0,344

The R-Square Adjusted value for the customer loyalty variable reaches 0.504, meaning that service quality, price, and customer satisfaction explain 50.4% of customer loyalty, indicating that the model has a moderate influence.

Meanwhile, for customer satisfaction, the R-Square Adjusted value of 0.349 indicates that only 34.9% of this variable can be explained by service quality and price, which falls into the weak influence category.

Service Quality and Customer Loyalty

Service quality reflects a company's expertise in meeting expectations and needs through the services provided, while customer loyalty represents a commitment to continuously consume despite external factors that might cause customers to switch. This study found that service quality has a positive and significant effect on customer loyalty, meaning that any improvement in service quality can increase customer loyalty. Based on a 95% confidence interval, the effect of service quality on customer loyalty ranges from 0.195 to 0.396, with an f-square value of 0.117, indicating a low structural-level effect. Therefore, it is important to continuously improve service quality, as the better the quality received by customers, the higher their level of loyalty.

Service Quality and Customer Satisfaction

Service quality was found to have a positive and significant effect on customer satisfaction, with a path coefficient of 0.341 and a p-value < 0.05 . Any improvement in service quality will increase customer satisfaction. The 95% confidence interval shows that the effect of service quality on customer satisfaction ranges from 0.232 to 0.457, with an f-square value of 0.135, indicating a low structural-level effect. This confirms the importance of improving service quality, as the higher the quality received by customers, the greater their level of satisfaction. Satisfied customers are more loyal to a product or service compared to dissatisfied customers. This finding is consistent with research by Hengki Samudra, I Made Suardana, and Fitri Rahmadani (2019), which revealed that service quality has a positive effect on customer satisfaction. Agus (2019) also reported a positive relationship between service quality and customer satisfaction, consistent with findings by Rita Zahara (2020).

Price and Customer Loyalty

Competitive and strategic pricing plays an important role in helping companies understand their market position and has a significant impact on customer loyalty. This research indicates that price has a positive and significant effect on customer loyalty, with a path coefficient of 0.236 and a p-value of 0.000 (less than 0.05). The 95% confidence interval shows that the effect of price on customer loyalty ranges from 0.156 to 0.311, with an f-square value of 0.075, indicating a low structural-level effect. Therefore, it is important for Padang restaurant managers to design appropriate pricing strategies to maintain or even increase customer loyalty. Similar results were found in previous studies by Dewa Tegar Pramudita et al. (2022), Bhakti Helvi Elida, Florentina Sinaga Simanjorang, and Efrida Julianti Hasibuan (2022), as well as Intan Rosalia and Marsudi Lestariningsih (2021), which showed that price has a positive and significant effect on customer loyalty.

Price and Customer Satisfaction

The findings indicate that price has a significant and positive effect on customer satisfaction, with a path coefficient of 0.343 and a p-value of $0.000 < 0.05$. The 95% confidence interval shows that the effect of price on customer satisfaction ranges from 0.243 to 0.440, with an f-square value of 0.137, indicating a low structural-level effect. Padang

restaurant managers need to ensure that prices reflect both quality and benefits, as price represents the value provided by the product or service. When customers perceive that the price paid matches the quality and benefits, they will feel satisfied. This is in line with the findings of Erna Murtiningsih et al. (2019), Dewa Tegar Pramudita et al. (2022), and Joko Bagio Santoso (2019), which concluded that price has a positive and significant effect on customer satisfaction.

Customer Satisfaction and Customer Loyalty

This study reveals that customer satisfaction has a positive and significant effect on customer loyalty, with a path coefficient of 0.340 and a p-value of $0.000 < 0.05$. The 95% confidence interval shows that the effect ranges from 0.248 to 0.430, with an f-square value of 0.154, indicating that customer satisfaction influences customer loyalty at a moderate structural level. Padang restaurant managers should understand customers' needs and expectations well and ensure that the products and services offered meet these expectations. Customers will return to purchase or use the same services and may recommend the business to others. Customer satisfaction and loyalty have a positive impact on the company, attracting new customers and maintaining a continuous loyalty cycle. These findings are consistent with studies by Sambodo Rio Sasongko (2021), Habibi (2021), Fery Siswadi, Hari Muharam, Sufrin Hannan (2019), and Rio Putra (2021), which concluded that customer satisfaction has a positive and significant effect on customer loyalty.

Service Quality and Customer Loyalty through Customer Satisfaction

The study findings indicate that service quality has a positive and significant effect on customer loyalty through customer satisfaction, with a path coefficient of 0.116, a p-value of $0.000 < 0.05$, and a Upsilon (v) statistic of 0.013. This indicates that the mediating effect of customer satisfaction on the relationship between service quality and customer loyalty is weak at the structural level. These results are in line with research by Erna Murtiningsih, Retno Susanti, and Dorothea Ririn Indraastuti (2020), I Gede Benny Subawa, Fitri Rahmadani, and Eka Sulistyawati (2020), as well as I Made Suardana and Hengki Samudra (2019), which showed that service quality positively affects customer loyalty through customer satisfaction.

Price and Customer Loyalty through Customer Satisfaction

Price was found to have a positive and significant effect on customer loyalty through its influence on customer satisfaction. Research by Erna Murtiningsih, Retno Susanti, and Dorothea Ririn Indriastuti (2020) indicates that price positively affects customer loyalty, with customer satisfaction acting as a mediating variable. Similar findings were reported by Taufik, Kamaru, and Arni Kurniati (2017), who concluded that price influences customer loyalty through customer satisfaction. Joko Bagio Santoso (2019) also confirmed that customer satisfaction mediates the relationship between price and customer loyalty, meaning that price can support the creation of both customer satisfaction and loyalty

CONCLUSION

Based on data analysis using SmartPLS 4.0 software, Service Quality and Price were found to influence Customer Loyalty, with Customer Satisfaction acting as a mediator. The conclusions from the research results and data processing are summarized as follows:

1. From the hypothesis testing results, service quality has been proven to have a positive and significant effect on customer loyalty. Improvements in the quality of service

provided to customers encourage increased loyalty, which in turn can help the company achieve higher revenue and maintain its market presence.

2. Service quality has a proven positive and significant effect on customer satisfaction. The better and more satisfying the service quality, the higher the level of consumer satisfaction.
3. Price has been proven to have a positive and significant effect on customer loyalty. With the right pricing strategy, companies can maintain or even increase customer loyalty.
4. Price has a significant and positive effect on customer satisfaction. This means that when the price is aligned with the quality or benefits received, customer satisfaction will be achieved.
5. Customer satisfaction has been shown to have a significant and positive effect on customer loyalty. When products or services meet expectations, consumers feel satisfied, which encourages repeat purchases and creates a sustainable loyalty cycle.
6. Service quality has a positive and significant effect on customer loyalty through customer satisfaction. High-quality service is a key factor in building customer satisfaction, which in turn fosters consumer loyalty. To build long-term loyalty, companies need to maintain consistent service quality, understand customer needs and expectations, and integrate strategies that combine satisfaction and loyalty through relevant programs.
7. Price has been shown to have a positive and significant effect on customer loyalty through customer satisfaction. When prices are perceived as fair and reflect quality, customer satisfaction increases. High satisfaction with pricing often leads to repeat purchases and recommendations to others regarding the product.

Recommendations

1. For future researchers: Further development should explore other factors that may influence consumer loyalty, including quality, brand image, trust, customer relationships, or the use of more accurate and comprehensive analytical tools or methods, so that research results are more valid and can provide solutions to issues faced by Padang restaurants.
2. For Padang restaurant managers: It is recommended to continually improve service quality for customers, set competitive prices, and pay attention to other variables such as product quality, trust, and customer relationships so that customer satisfaction and loyalty can be maintained and enhanced.
3. For academics: Provide useful information and contributions for other researchers conducting similar studies, thereby enriching the body of research.

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