
THE INFLUENCE OF BRAND IMAGE, BRAND LOVE, AND PERCEIVED VALUE ON LUXCRIME COMICS CUSTOMER LOYALTY IN EAST SURABAYA

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Abstract

The growth of the cosmetics industry is increasing, creating competition among companies to attract customers. The purpose of this research is to identify the effect of brand image, brand love and perceived value on customer loyalty in Luxcrime Cosmetics in East Surabaya. This research is included in the associative type with a quantitative approach, the data was analysed using the Statistical Packagel for the Social Sciences 27 for Windows software with (validity test, reliability test, hypothesis testing, classical assumption test). This data collection technique uses questionnaires with sampling techniques from the population of users of luxury cosmetic products in East Surabaya with probability sampling techniques. Thus, 150 respondents were obtained based on the Yamane and Isaac and Michael formulas with the criteria of living in East Surabaya and having bought/used Luxcrime at least 2 times. The study results show that 1) the brand image variable has a partial effect on customer loyalty, 2) the brand love variable has no partial effect on customer loyalty, and 3) the perceived value variable has a partial effect on loyalty. The other results show that the independent variables, namely brand image, brand love and perceived value, have a positive and significant effect on customer loyalty at the same time.

Keywords: Brand Image, Brand Love, Perceived Value, Customer Loyalty

INTRODUCTION

In recent years, the development of the cosmetics industry in Indonesia has increased significantly. The total growth of the cosmetics industry in Indonesia will reach 21.9% in 2022 and mid-2023. By 2024, the industry will be dominated by 1,010 companies, which has increased from 913 companies in 2022, supported by e-commerce as the main factor. Among the products manufactured by Indonesian companies, the largest market segment is dominated by personal care, which has grown rapidly in recent years amid the massive development of e-commerce in Indonesia. From 2018 to 2022, personal care and cosmetics will be the top three products in the market, with a transaction value of Rp 13,287.4 trillion and a transaction volume of 145.44 million. Growing beauty trends driven by the influence of social media and increasing consumer awareness of personal care products, encourage various cosmetic brands to compete to attract customer loyalty (Limanseto, 2022). This competition involves not only international brands but also local brands that are increasingly gaining a place in the hearts of Indonesian consumers. The phenomenon that occurs shows that consumers are increasingly selective in choosing cosmetic products. Based on a survey conducted by the Indonesian Cosmetic Association (ICA) in 2023, more than 60% of consumers consider brand image and product benefits before deciding to buy (ICA, 2023). However, a report from Statista states that the level of loyalty to local cosmetic brands is still lower than international brands in the same year (Statista, 2023).

One of the local cosmetic brands that is increasingly recognized among cement is Luxcrime. With product innovations that suit the needs of the market, Luxcrime has managed to attract the attention of consumers, especially among young people and active social media users. Today's consumers tend to be more selective in choosing cosmetic products, considering various aspects such as quality, safety, and value offered. , building customer loyalty is a challenge for every brand. cosmetic brands, including Luxcrime. Customer loyalty is very important in improving competitiveness and business sustainability in the long run. If a brand is able to maintain customer loyalty, then its business sustainability will be more assured.

Consumer loyalty is an important aspect of the sustainability of a cosmetic brand's business. Loyal users are more likely to make repeat purchasing and recommend products to others, which in turn can improve brand image and increase market share. Several factors can influence consumer loyalty, including brand image, brand trust and perceived value. A good brand image will give a positive impression to consumers and increase trust in a brand. Consumers who have a positive perception of a brand tend to trust more and have a stronger emotional attachment. addition, the sustainability of the relationship between brands and consumers is also influenced by brand trust that is built through product quality and brand consistency in meeting customer expectations. With strong brand trust, customers will be more comfortable and confident to continue using products from brand. Perceived value also has an important role in maintaining customer loyalty because consumers will assess whether the benefits obtained are worth the costs incurred.

As natural and eco-friendly cosmetics grow in popularity, it's vital to understand what makes customers loyal to brands like Luxcrime. This research looks at how brand image, trust, and value influence customer loyalty to Luxcrime cosmetics in East Surabaya. The results will provide valuable insights to help cosmetics industry stakeholders develop effective marketing strategies to increase customer loyalty and competitiveness in a fast-

changing market. Additionally, it will contribute to marketing theory and practice in this sector. The findings will provide a useful reference point for local cosmetics brands to develop targeted strategies to strengthen customer loyalty.

REVIEW OF LITERATURE

Marketing

Marketing is about introducing, selling and distributing products or services effectively. This creates customer satisfaction and achieves business objectives. Marketing focuses not only on attracting new customers, but also on retaining them by creating mutually beneficial long-term relationships. According to the American Marketing Association, marketing is a set of business activities aimed at the efficient flow of products and services from producers to consumers (Widayati & Rahman, 2022). Meanwhile, according to W.Y. Staton in Widayati (2019), marketing principles state that marketing involves a system that aims to design, price, promote and distribute products or services that can meet current and future consumer needs.

Brand Image

Brand image It can be said that creating a brand within a company is important. In addition, it provides an image or consumer response to the company. Brand perception or what is known as brand image is believed to be the perception that consumers remember when they think of a particular brand or product. According to Ginting in Alfian Dkk (2020) defines a brand as a name, term, sign, symbol, design or combination of a group of sellers to distinguish it from other competitors. Thus, brand image can be interpreted as a part of the brand that is the basis for consumers to pour their preferences on a product that has been used and consumed, so that consumers have their own impression of the brand.

Brand Love

Brand Love is a bond that has a unidirectional instinct, while interpersonal love is a bond that has two points of view. According to Carroll Dkk in Fitrianto et al., (2021) said that the highest degree of emotional commitment and individual passion is also with the brand, such as emotional bonds that occur beyond reason. Brand love is a concept that integrates the theory of emotional involvement with the study of consumer behaviour, focusing on the intensity of emotions that are intertwined in the relationship between consumers and brands.

Perceived Value

Philip Kotler, in Taqiya (2024) says that: 'Customer-perceived value (CPV) is the difference between the prospective customer's evaluation of all the benefits and costs of an offering and the perceived alternatives. Perceptions of perceived value to consumers will occur and have various portions of their respective values, depending on the proportion of the value of each individual consumer. The value provided by consumers must be a concern for the company because this will encourage and assist in efforts to optimise business processes. Wahyudi et al. (20-23) explain that customer value is a customer's preference and

evaluation of a product's attributes, performance, and outcomes after using a product or service.

Customer Loyalty

Customer loyalty is an important role holder in the survival of a business; a business is able to develop rapidly if it has customers who are loyal to the company. loyalty is a positive attitude carried out by consumers to buy or use certain products/ services, this customer loyalty is expected to have potential for company development (Sari et al., 2021). According to Kotler and Armstong in alfalihin et al (2020) loyalty comes from fulfilling one's expectations, while consumer expectations themselves come from purchasing experiences, recommendations from friends, or information and marketing and are widely disseminated by competing companies.

RESEARCH METHOD

Validity Test

Validity testing is used to assess the extent to which an instrument can accurately measure the variable being studied. A study is said to be valid if the data obtained truly reflect the actual conditions. The calculation of the validity test in this study was carried out using the software programme SPSS version 27 for Windows. To obtain the r table, which is obtained by the formula $df = n - 2$, the results of the calculation of the r table are $150 - 2 = 148$, therefore it can be concluded that the r table obtained is 0.159.

Table 1.
Validity Testing Results

Variabel	Pernyataan	Koefisien Korelasi	Sig	r tabel	Kesimpulan
Brand Image (X1)	X1.1	0,477	000	0.159	Valid
	X1.2	0,414	000	0.159	Valid
	X1.3	0,357	000	0.159	Valid
	X1.4	0,409	000	0.159	Valid
Brand Love (X2)	X2.1	0,401	000	0.159	Valid
	X2.2	0,481	000	0.159	Valid
	X2.3	0,450	000	0.159	Valid
	X2.4	0,513	000	0.159	Valid
	X2.5	0,516	000	0.159	Valid
	X2.6	0,370	000	0.159	Valid
Perceived value (X3)	X3.1	0,301	000	0.159	Valid
	X3.2	0,513	000	0.159	Valid
	X3.3	0,502	000	0.159	Valid
	X3.4	0,493	000	0.159	Valid
	X3.5	0,509	000	0.159	Valid
Loyalitas Pelanggan (Y)	Y.1	0,430	000	0.159	Valid
	Y.2	0,426	000	0.159	Valid
	Y.3	0,453	000	0.159	Valid
	Y.4	0,438	000	0.159	Valid
	Y.5	0,416	000	0.159	Valid
	Y.6	0,375	000	0.159	Valid
	Y.7	0,395	000	0.159	Valid

Source: Analysed Based on Respondents' Answers in 2025

Based on the results of the table above, it shows that the correlation value exceeds rtable, so that all variables used in the study meet the validity criteria or can be said to be valid on all question instruments.

Reliability Test

The reliability test is intended to determine the extent to which a measuring instrument has a level of reliability and trustworthiness, so that the measurement results remain consistent even though it is used many times on the same measuring instrument. In this study using Cronbach's Alpha value reliability of more than 0.60. Indicates that the tool can measure the same thing consistently and reliably across multiple data sets. Based on the results obtained from calculations carried out using SPSS 27 on Windows. Therefore, the following Cronbach's alpha coefficient values were obtained:

Table 2.
Reliability Test Result

NO	Variabel	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Information
1	Brand Image (X1)	0.844	0.60	Reliabel
2	Brand Love (X2)	0.702	0.60	Reliabel
3	Perceived Value (X3)	0.709	0.60	Reliabel
4	Loyalitas Pelanggan (Y)	0.850	0.60	Reliabel

Source: Analysed Based on Respondents' Answers in 2025

Classical Assumption Test

The normality test procedure serves as a verification mechanism that the error component, or residual component, in the formulation of the regression model satisfies the assumption of a normal distribution

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		150	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.51446143	
Most Extreme Differences	Absolute	.061	
	Positive	.061	
	Negative	-.047	
Test Statistic		.061	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.182	
	99% Confidence Interval	Lower Bound	.172
		Upper Bound	.192

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

Source: Analysed Based on Respondents' Answers in 2025

Based on the table above, it shows that the residuals follow a normal distribution according to the Kolmogorov-Smirnov test. The significance value (Sig.) = 0.200 > 0.05, which indicates that the data is normally distributed based on the information presented in the table.

Multicollinearity Test.

Multicollinearity analysis was conducted to ensure that there was no strong correlation between independent variables. The test results show that all variables fulfil the multicollinearity-free criteria, with VIF values < 10 and tolerance > 0.10.

Table 4.
Multicollinearity Test Results

No	Variabel	Colinearity Statistic		Information
		Tolerance	VIF	
1	Brand Image (X1)	0,597	1.674	Non Multikolineritas
2	Brand Love (X2)	0,509	1.964	Non Multikolineritas
3	Perceived Value (X3)	0,588	1.701	Non Multikolineritas

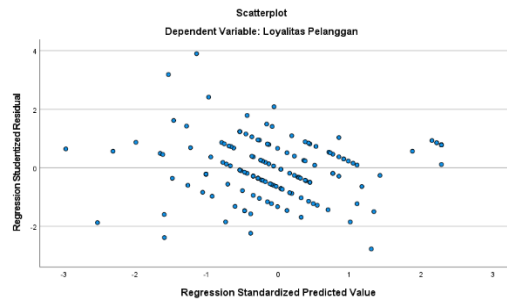
Source: Analysed Based on Respondents' Answers in 2025

Based on the table above, the VIF value for 3 independent variables is below 10.00, with a tolerance value of not more than 1.00. Therefore, it is found that the independent variables do not experience multicollinearity.

Heteroscedasticity Test.

The heteroscedasticity test checks if the residual variance differs between observations in the regression model. In this study, we use a scatterplot of the predicted variable ZPRED and the standard residual SRESID.

Table 5.
Heteroscedasticity Test Results



Source: Analysed Based on Respondents' Answers in 2025

Based on the picture above, it shows that the points are randomly scattered above and below the Y axis at the value (0). So it can be interpreted that there is no heteroscedasticity in the regression model.

Auto Correlation Test.

Based on Table 4.11, the Durbin-Watson (d) value = 2.148 with critical limits $dL = 1.786$ and $dU = 2.214$. it can be concluded that this study does not have autocorrelation Because $dU < d < 4 - 2$

Table 6.
Durbin Watson Score

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.741 ^a	.549	.540	1.52994	2.148

a. Predictors: (Constant), Perceived Value, Brand Image, Brand Love
 b. Dependent Variable: Loyalitas Pelanggan

Source: Analysed Based on Respondents' Answers in 2025

Multiple Linear Regression

This test aims to measure the strength of the relationship between variables following the results of multiple linear regression tests in this study:

Table 7.
Multiple Linear Regression Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.328	1.796		3.523	<,001
	Brand Image	.678	.122	.400	5.561	<,001
	Brand Love	.111	.080	.108	1.383	.169
	Perceived Value	.425	.086	.359	4.951	<,001

a. Dependent Variable: Loyalitas Pelanggan

Source: Analysed Based on Respondents' Answers in 2025

Based on the data displayed in the table above, the multiple linear regression equation is found as follows:

$$Y = 6.328 + 0,678 X1 + 0,111 X2 + 0,425 X3 + e$$

Interpretation of Regression Results:

1. Brand Image (X1) on Customer Loyalty (Y), Brand Image regression coefficient = 0.678 with a positive sign, which means that an increase in Brand Image will have a positive impact on Customer Loyalty.
2. Brand Love (X2) on Customer Loyalty (Y), the Brand Love regression coefficient is 0.111 with a positive sign, indicating that although small, an increase in Brand Love has the potential to have a positive influence on Customer Loyalty.
3. Perceived value (X3) on Customer Loyalty (Y), the Perceived value regression coefficient is 0.425 with a positive sign, indicating that the higher the Perceived value, the greater the Customer Loyalty.

Hypothesis Test

T Test

The T test (partial) test is a test that is used to evaluate each independent variable on the dependent variable in the regression model. In this study, brand image (X1), brand love (X2) and perceived value (X3) were tested on customer loyalty (Y). The following are the T test results:

Table 8.
T-test Calculation Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.328	1.796		3.523	<,001
	Brand Image	.678	.122	.400	5.561	<,001
	Brand Love	.111	.080	.108	1.383	.169
	Perceived Value	.425	.086	.359	4.951	<,001

a. Dependent Variable: Loyalitas Pelanggan

Source: Analysed Based on Respondents' Answers in 2025

Based on the data in Table 4.14, the T-test results obtained are as follows:

1. Brand image (X1) has a tcount value = 5.561 referring to a significance level of 0.000 below 0.05. Because the tcount is greater than the ttable ($5.561 > 1.976$), it can be concluded that brand image has a significant positive effect on customer loyalty. Thus, the hypothesis is accepted.
2. Brand Love (X2) has a tcount value = 1.383 referring to the significance level of $0.169 > 0.05$. Because the tcount is smaller than the ttable ($1.383 < 1.976$), brand love does not have a significant effect on customer loyalty. So it is obtained that the hypothesis is rejected.
3. Perceived value (X3) has a tcount = 4.951 referring to a significance level of $0.000 < 0.05$. Because the tcount is greater than the ttable ($4.951 > 1.976$), it is obtained that perceived value has a significant influence on customer loyalty. Thus, the hypothesis is accepted.

F Test

The simultaneous test checks if the independent variables together have an impact on the dependent variable. This is done by comparing the Fcount value with the Ftable value. The F test shows that the three independent variables (brand image, brand love, and perceived value) have a combined effect on customer loyalty. The following table presents the results of the F test:

Table 9.
Results of F Test Calculation

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	416.228	3	138.743	59.273	<,001 ^b
	Residual	341.745	146	2.341		
	Total	757.973	149			

a. Dependent Variable: Loyalitas Pelanggan
 b. Predictors: (Constant), Perceived Value, Brand Image, Brand Love

Source: Analysed Based on Respondents' Answers in 2025

Table shows the value of $F_{hitung} = 59.273$ referring to the significance level of 0.000. Because $F_{count} (59.273)$ is greater than $F_{table} (2.700)$ and the significance value (0.000 < 0.05), H_1 is accepted and H_0 is rejected. Thus, it is found that simultaneously, brand image, brand love, and perceived value have a significant influence on customer loyalty.

The Effect of Brand Image Partially on Customer Loyalty of Luxcrime Cosmetics in East Surabaya

The brand image variable has a significant value on customer loyalty and has a positive influence. A strong brand image is one of the factors that can build customer loyalty. When a brand has a good reputation, a positive image and is able to reflect the value expected by customers, customers will tend to be more loyal in using these products. Increasing the brand image of luxcrime in order to continue to strengthen its marketing strategy, service quality, product excellence so that customers not only feel satisfied but also more loyal to the luxcrime brand.

The Effect of Brand Love Partially on Customer Loyalty of Luxcrime Cosmetics in East Surabaya

In the brand love variable, an insignificant value was found on customer loyalty to the luxcrime brand in East Surabaya, so that brand love independently cannot influence the loyalty of luxcrime cosmetic customers in East Surabaya. Brand love itself reflects the emotional attachment of customers to customer loyalty. Even though customers have positive feelings towards luxcrime cosmetics, their loyalty does not only depend on emotional aspects. Customers in East Surabaya have a consideration of the functional benefits of the product rather than just a sense of love for brand loyalty.

The Effect of Perceived Value Partially on Customer Loyalty of Luxcrime Cosmetics in East Surabaya

In the results of this study, perceived value has a significant value on luxcrime cosmetics customer loyalty in East Surabaya and has a positive effect. Perceived value refers to customer perceptions of the benefits obtained, sacrifices incurred and the experience of using the product. In East Surabaya, cosmetic customers feel that they get more benefits such as quality, safety, and effectiveness of luxcrime products, thus influencing customers to make repeat purchases.

The Effect of Brand Image, Brand Love, and Perceived Value on Customer Loyalty Simultaneously on Luxcrime Cosmetics in East Surabaya

The results of this study indicate that the three variables have a simultaneous effect, all three have a contribution in increasing customer loyalty to luxcrime brand cosmetics, therefore, luxcrime marketing strategies can be focused on improving brand image, building emotional relationships with customers, and increasing product value to remain competitive in the cosmetics market in East Surabaya.

CONCLUSION

Research and discussion on brand image, brand love and perceived value's effect on customer loyalty of Luxcrime cosmetics in East Surabaya show the three independent variables have a significant positive effect on customer loyalty. Two independent variables (brand image and perceived value) have a significant effect, while brand love has no significant effect. This is a consideration for Luxcrime to improve emotional relationships

with customers. Further research should explore what else influences customer loyalty, including intervening variables, emotional attachment and customer satisfaction.

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