

The Effect of Product and Service Quality on Consumer Loyalty at Palopo Minimarkets

Fasiha¹, Muhammad Yusuf², Humiras Betty Marlina Sihombing³, Mujahidin⁴,
Ana Rachid Chenini⁵

Institut Agama Islam Negeri Palopo^{1,4}, STIA Bandung², Universitas Darma Agung³,
University of Adrar⁵

fasiha@iainpalopo.ac.id¹, Muhammadyusuf@stiabandung.ac.id²,
bettyasihombing1807@gmail.com³, mujahidin@iainpalopo.ac.id⁴, rac.chenini@univ-adrar.edu.dz⁵

ABSTRACT

This research discusses Consumer Implications of Minimarkets' Product and Service Quality Loyalty. This study's primary objective is to determine influence of product quality and service quality on consumer commitment. The type of research used is quantitative research with the research population of all minimarket consumers with sampling techniques using non-probability sampling, the saturated sample technique (census). Data collected using questionnaires were analyzed using multiple regression analysis and for processing data using SPSS version 22. The results of this study showed that the product quality variable (X_1) was obtained by the calculated $t_{value} > t_{table}$ ($3.822 > 2.012$) or a significance value of $0.000 < 0.05$ and the service quality variable (X_2) of the calculated $t_{value} > t_{table}$ ($3.329 > 2.012$) or a significance value of $0.02 < 0.05$. So it can be concluded that product quality and service quality have a positive effect on consumer loyalty.

Keywords : Service Quality, Product Quality, Consumer Loyalty

A. INTRODUCTION

In today's free trade, Companies are expected to develop management systems that can retain clients in a professional manner. Customer retention is any form of activities carried out by the manufacturer or company to a good to have continuous interaction with the customers.

Service is any intangible action offered by one party to another that does not result in transfer of ownership. Service quality is a series of activities that cannot be

palpable and occurs as a result of interaction between the service provider and the recipient of the service (Kotler & Armstrong, 2012). Each company has its productivity service quality, this allows consumers to select which products to choose and which places to visit.

Jones and sunset in (Hurriyati, 2015) who studied the preparations for the implementation of various trade opportunities in the era of globalization believe that in the era of free trade that is not protected at all, the focus of companies to be able to survive is loyal customers. For this reason, the company is required to be able to cultivate this to achieve a competitive edge through creative, imaginative, and efficient efforts in order to attract a large number of customers who are anticipated to remain loyal.

Consideration of consumer loyalty is essential for the success of a business. If the company has loyal consumers, it can be an extremely significant. A customer is said to be loyal if the customer has a strong commitment to buy and consume products regularly even if there is an increase in the price of the product and he will not be affected by this.

Referring to the description above, this research was conducted to examine the influence of product quality and service quality on consumer loyalty to minimarket companies. The number of minimarkets can provide benefits and scientific knowledge for producers to improve their quality, not only prioritize quantity but also determine the next steps that will be taken to get loyalty from consumers. Based on data from the findings of research conducted, the products manufactured can be combined with comparable products since the longer minimarkets exist, the more of them appear, and one of their goals is to keep clients.

Minimarkets, one of the companies with a lot of demand by consumers, are the subject of this study. Minimarkets provide many choices to consumers in choosing products. Consumers who choose the minimarket not only pay attention to product qualities but also to the quality of service.

Even the significant increase in the number of minimarkets has implications for a large number of options for consumers, the issue of consumer loyalty becomes even more complicated. The companies have to follow various product quality and service quality. Problems that occur due to product quality and service quality that does not satisfy consumers can cause a loss of consumer loyalty which will later reduce profits.

Customer satisfaction influences the progress of the company. If customer satisfaction is not paid attention, then the consequences that will be accepted is that the consumer will move to other minimarkets, and also consumer dissatisfaction can influence other potential customers so it can lead to the company can't survive otherwise company pays attention to the service. If consumers are satisfied, then customers will stay in touch with the company. In other words, consumers will become loyal customers and keep shopping at the minimarket.

B. THEORITICAL

Product Quality

Product quality according to Mas'ud Machfoedz dan Mahmud Machfoedz (2015) means the ability of a product to perform its functions, which includes durability, reliability, precision, ease of use, and repair, as well as other characteristics that indicate its value. Although some of these traits can be measured objectively from a marketing point of view, quality must be measured by consumer perception requirements. According to Feigenbaum, product quality is a the mix of marketing, engineering, and manufacturing qualities, as well as product maintenance, that enables a product to meet consumer requirements. So product quality has several attributes or properties that are described in the product (goods and services).

Product quality is a factor contained in an item or result of product (Assauri, 2013). According to Angipora, the demand for the quality of a product has become a must that must be met by the company, if it does not want the consumers it already has turn to other competing products that are considered to have better product quality. Consumers want the products they buy according to their wishes or the product's beauty. The higher the quality of a product, the more consumers stay (Assauri, 2013).

According to Firmansyah, the factors that affect product quality are directly influenced by 9 basic fields (Firmandiansyah Rachman Putra, 2017):

- 1) The number of new and superior items on the market continues to increase at an exponential rate.
- 2) Money, increasing competition in numerous areas and fluctuations in the world economy have decreased the profit margin. Simultaneously, the need for automation and canonization is driving huge costs for new processes and auctions.

- 3) The management has delegated quality responsibility to a number of specialized units; the marketing department must now determine product requirements through its product planning function.
- 4) Human Rapid expansion of technical knowledge and the emergence of entirely new fields.
- 5) Motivation, according to research on human motivation, is a supplement to monetary compensation. Today's employees require something that supports their sense of working accomplishment: a contribution to the achievement of business goals.
- 6) Materials (materials), due to production costs and quality requirements, specialists now select materials with more stringent constraints than in the past.
- 7) Machinery and mechanization (machine and mechanization) The company's need to decrease costs and increase output in order to please customers has been fueled by the usage of industrial equipment that has gotten more complex and is dependent on the quality of the input materials.
- 8) Modern information methods (modern information methods) are for collecting, storing, retrieving, and manipulating information on a scale unimaginable before.
- 9) Rapid innovation in product design, necessitating tighter oversight of the entire product production process, is necessitated by the increasing product demand.

Product quality indicators according to Fandy Tjiptono (2015):

- 1) Performance is the primary operational attribute of the purchased core product.
- 2) Additional attributes or characteristics are secondary or complimentary.
- 3) Reliability is the low likelihood that anything will be destroyed or unusable.
- 4) Conformity to the extent to which a product's design and operation conform to predetermined standards.
- 5) Durability is associated with the length of time a product can be used.
- 6) Functionality encompasses speed, proficiency, comfort, reparability, and complaint resolution.
- 7) Aesthetics (aesthetics) is the appeal of a product to the five senses.

Service Standard

According to Kotler and Amstrong, the Quality of service is the sum of a product's advantages and qualities or service that upholds its ability to satisfy needs directly or indirectly. According to Lewis and Booms, The service quality is a

measurement of how well the level of service delivered meets consumer expectations (Indrasari, 2019).

According to Vargo and Lusch, "Service is an interactive process of doing something for someone", it is defined that service services are the process of interaction in doing something to someone (Tjiptono, 2015). The quality of service compares the degree of service provided by the business to consumer expectations. Service quality is achieved by the satisfaction of customer wants and wishes, as well as the precision of its execution in meeting or exceeding customer expectations (Tjiptono, 2007).

Companies should know about the characteristics of services in meeting consumer needs through service. The characteristics of the ministry include :

1) Intangibles

Service has the nature of not being able to be seen in its form, it cannot be felt or enjoyed before consumers have it. This nature suggests that merit cannot be seen, palpable, felt, and heard. According to Kotler, because the service is intangible, to decrease ambiguity, customers will hunt for certifications or verification of the service's quality. They will evaluate the quality of services provided by the facilities, personnel, equipment, communication channels, symbols, and prices.

Service can be generated and felt at the same time if it is to be handed over to others then it will still be part of the ministry. Services are produced and consumed simultaneously. If someone provides a service then the provider is part of the service, both the provider and the client are the result of the service (Kotler & Keller, 2009).

The ministry can adjust to the conditions or circumstances that are happening. Services are flexible where services can adjust conditions related to who the service provider is, who the recipient of the service is, and the conditions of how the service is provided so that the service can consist of many types based on conditions.

2) Not durable

Service has a non-durable nature in the sense that the service is only valid for a limited time, the durability of the service provided depends on the situation or conditions of several factors

3) Quality of service

Consumers pay great attention to the quality of service in consumer goods or services. Consumers tend to prefer services that have good quality (Lupiyoadi, 2013).

Every service that has the best quality can be used to provide optimal satisfaction for customers. So that to realize consumer satisfaction, according to Lupiyoadi, it can be identified through 5 indicators of quality of service as follows:

1) Reliability

Dimensions associated with the company's capacity to give accurate services on the initial attempt without making any mistakes and delivering their services by the agreed time.

2) Responsiveness

A factor relates to the capacity or motivation of employees to assist and offer clients with required services. Allowing customers wait, especially for no obvious reason, will create an unwarrantedly bad impression. Unless this error is responded to very quickly, then it can be something memorable and a pleasant experience.

3) Assurance

Including knowledge, Ability, friendliness, civility, and reliability of contact persons to minimize uncertainty and a sense of safety and security.

4) Empathy

A dimension in which the corporation understands the problems of its clients and works in their best interests, as well as offers personalized service and has convenient business hours.

5) Physical evidence

Dimensions pertain to the beauty of the company's physical buildings, equipment, and materials, as well as the look of its staff.

Consumer Loyalty

Consumer loyalty is a representation of the underlying human need to have, support, obtain a sense of security, establish relationships, and form emotional bonds. According to Oliver, Consumer loyalty is a Strong client presubscription commitment or repurchase selected products/services in the future, despite the influence of the situation and marketing activities having the ability to produce a change in behavior (Hurriyati, 2015)

Based on some of the definitions above, it can be concluded that loyalty is customer loyalty which is shown by a positive attitude such as increasing repurchases and regularity, willingness to provide recommendations to others, and confidence in not moving to other products.

The factors affecting consumer satisfaction according to Zikmund (1977) are:

1) Satisfaction

Customer satisfaction is a comparison between customer expectations and the reality they receive or perceive.

2) Emotional bonding

A brand's allure can influence people such that they can be identified in a survey, because a brand can represent the traits of that consumer. A brand creates a strong link between consumers who utilize the same product or service.

3) Trust

A person's willingness to entrust a business or brand to carry out a task or function.

4) Facilities

Consumers will feel comfortable with product equity and brand, including the situation they make transactions provide convenience. The share of consumer loyalty such as regular purchases of products can be based on the accumulation of experiences at any time.

5) History with company

Experienced company can influence a person's conduct. When a corporation provides excellent service, it will replicate that practice (Gaffar, 2007).

According to Kotler, the concept of customer loyalty is measured by four indicators that describe positive attitudes and repurchase behaviors, they are:

1) Repurchase

The first indicator of customer loyalty is the customer's perception of purchase intention, which is a strong customer's desire to repurchase or re-transact products/services at the same company in the future. The behavior of loyal customers is indicated by the strong desire to repurchase products/services at the same company.

2) From mouth to mouth

The second indicator of measuring customer loyalty is the customer's perception of word-of-mouth. The word-of-mouth in question is the customer

telling kindness and giving company recommendations to others. Customers are said to be loyal if they are willing to tell and recommend to others. The more times you tell the company's kindness to others, the higher the customer loyalty.

3) Price sensitivity

The third indicator of measuring customer loyalty is the customer's perception of price sensitivity. Price sensitivity in question is that the customer is not affected by a lower price offer than the competitor or rejecting the competitor's product offer. Competitors' offers can be rebates, gifts, and so on.

4) Complaining behavior

The fourth indicator of measuring customer loyalty is customer perception of complaining behavior. The complaining behavior in question is customer behavior without feeling awkward and reluctant to submit complaints/complaints to the company in the future because a harmonious relationship has been built that is familiar in nature between the customer and the company (Kotler & Keller, 2009).

C. METHODOLOGY

This investigation is quantitative in nature that uses the effect of independent variables and dependent variables. The type of research used is descriptive quantitative research. Quantitative methods can be viewed as positivist research methods used to explore specific populations and samples gather data using research tools, and analyze statistical data to test preconceived assumptions (Sugiyono, 2012), the relationship between the relative significance of product quality and service quality to client loyalty. The data collection techniques that will be used by researchers in this study are Observation, Questionnaire (questionnaire), and documentation on Study. Furthermore, in data processing, researchers use descriptive analysis to analyze data by describing or describing the data that has been collected and serve to describe respondents' responses to variables that affect consumer loyalty through questionnaires shared with respondents then a Using the SPSS program. A validity test is run to determine the amount of validity or reliability of an instrument based on data processing using SPSS program for Windows version 21. Before interpreting the regression results of the research model to be used, a test of the research data is first carried out. This is done to find out whether the model can be considered relevant or not.

The analysis used in this study is a multiple linear regression analysis by conducting a number of previous tests, including the classical assumption test of normality test, lineriarity test and multicollinearity test, heteroxedasticity test.

D. RESULTS AND DISCUSSION

RESULTS

Data Normality

This normality test is carried out to assess the distribution of data on the variables of product quality and service quality so that it can be known whether the distribution of data is normal or not.

Table I. Data Normality Test

		Unstandardized Residual
N		50
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	2.31495422
Most Extreme Differences	Absolute	.096
	Positive	.042
	Negative	-.096
Test Statistic		.096
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: data is processed using SPSS 22, 2022

According to the output display *of the OSKS* test in table 4.I it is known that the significance value (Asymp. sig. (2-tailed) of 0.200 since it is greater than 0.05 ($0.200 > 0.05$), it can be concluded that the data tested in the variables distributional characteristics of product quality, service quality, and consumer loyalty.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used in this study to determine whether there is an influence of bound variables. Statistical calculations in multiple regression analysis used are with the help of the SPSS for Windows version 22

program, the following are the outcomes of data processing using the SPSS program:

Table 2. Results of Multiple Linear Regression Analysis

		Coefficients ^a			
		Unstandardized Coefficients	Standardized Coefficients		
	Model	B	Std. Error	Beta T Sig.	
I	(Constant)	-1.528	4.965		-.308.760
	kualitas produk	.331	.087	.438	3.822.000
	kualitas layanan	.401	.120	.382	3.329.002

Source: data is processed using SPSS 22, 2022

e regression equation is as follows: $Y = \alpha + b_1x_1 + b_2x_2 + e$

$$Y = -1,528 + 0,331 + 0,401$$

From the equation above, several things can be interpreted, including:

The X1 regression coefficient of 0.331 indicates that the product quality variable has a positive influence on consumer loyalty. This shows that every increase in the unit of product quality variable by 1% will affect the increase in consumer loyalty by 0.331.

The X2 regression coefficient of 0.401 indicates that the service quality variable has a positive influence on consumer loyalty. This shows that every 1% increase in service quality variables will affect consumer loyalty by 0.401.

Hypothesis Test

Partial Test

T-test shows how an independent variable describes a dependent variable. This test was performed by comparing the calculated t table with a signification of 0.05. The results of the t-test in this study used SPSS 22, among others:

Table 3. Partial Test

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				Coefficients ^a	
		Unstandardized Coefficients	Standardized Coefficients		
	Model	B	Std. Error	Beta T Sig.	
I	(Constant)	-1.528	4.965		-.308.760

kualitas produk	.331	.087	.4383.822.000
kualitas layanan	.401	.120	.3823.329.002

Source: data is processed using SPSS 22, 2022

Partial test, if $t_{\text{count}} > t_{\text{the table}}$ for free degrees (df) = $n-k-1$ is $50-2-1 = 47$. Based on the distribution of t table it obtained $t_{\text{table}} (t_{0.025,47})$ by 2.012. Meanwhile, the t-count used a significant study < 0.05 . Based on the table above, each variable can be known, including:

From the coefficients table it obtained the value of $t_{\text{count}} = 3.822$ means $t_{\text{count}} > t_{\text{table}} (3.822 > 2.012)$ with a significance of 0.000 Where the result is less than the significance of 0.05 or $0.000 < 0.05$. Thus, H_0 is rejected and H_a is accepted, implying there is a significant correlation between quality variables.

From the coefficient table, a calculated t value = 3.329 is obtained, meaning that $t_{\text{counts}} > t_{\text{table}} (3.329 > 2.012)$ with a significance of 0.002 where the result is smaller than the significance of 0.05 or $0.002 < 0.05$. So H_0 is rejected and H_a is accepted, meaning that there is a significant influence between the variables of service quality on loyalty.

Simultaneous Test (F Test)

Simultaneous testing in this study is that if F calculates $> F_{\text{table}}$, then the simultaneous influence occurs between the independent variable and the dependent variable. Simultaneous testing in this study was assisted by using the SPSS version 22 program, the results of the concurrent test (F) can be seen in the following table:

Table 4. F test

ANOVA ^a				
Model	Sum of Squares	df	Mean Square	F Sig.
IRegression	183.408	2	91.704	16.414.000 ^b
Residual	262.592	47	5.587	
Total	446.000	49		

Source: data is processed using SPSS 22, 2022

Dependent Variable: loyalitas konsumen

Predictors: (Constant), quality of service, quality of products

Table F value = $f(k; n-k)$, $f = (2; 50 - 3)$, F table = $(2; 47) = 3,20$ error-ridden rate of 5%. It can be seen from the preceding test results that the calculated F value is 16.414 and the table F value is 3.20 so the calculated F value > the table F or $16.414 > 3.20$. A significant level of $0.000 < 0.05$, consequently, product quality (X1) and service quality (X2) affect consumer loyalty simultaneously.

After obtaining data from the results of the questionnaire, the researcher analyzed the data using multiple linear regression analysis. Some methods of multiple linear regression analysis are classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test), R-square test (coefficient of determination R), T-test, and F test, based on the results of data analysis in this study, including:

R² Test

The correlation coefficient measures how well a free variable can characterize a bound variable. The following is a table of determination test results described as follows:

Table 5. R² Test

Model Summary ^b			
Model	R	R Square	Adjusted R Square
1	.641 ^a	.411	.386

Source: data is processed using SPSS 22, 2022

The table above shows that the value of the coefficient of determination in the Adjusted R Square value is 0.641. This shows that the ability of free variables to explain bound variables is 64.1% the remaining 36.9% were not studied in this study.

DISCUSSION

The Effect of Product Quality (X1) on Minimarket Consumer Loyalty

Calculating the product quality variable, the outcomes of T-test yielded a T value of 3.822 and a table T of 2.012 or $3.822 > 2.012$ and a significant value of product quality of $0.000 < 0.05$ (H_0 rejected and H_a accepted). So it can be interpreted that product quality has a positive effect on and significantly affects

consumer loyalty (Y). When consumers choose a product, they will also pay attention to its quality so that the more fulfilled the desire to get goods with good quality, the higher the level of consumer loyalty to become a customer. If consumers do not get the expected quality, consumers can easily get alternatives that they feel as they wish.

The findings of this research are also in line with the research conducted by Nur Hafni Maulidia Nasution and Sari Wulandari (2021) "The Effect of Product Quality on Customer Loyalty in Eva Fashion Stores, Collision Village, Galang District, Deli Serdang Regency" which stated in her research that Product Quality has a significant effect on Customer Loyalty at Eva Fashion Stores, Petumbukan Village, Galang District, Deli Serdang Regency with based on the results of a partial test of $t_{\text{count}} = 11.679$ while the value of $t_{\text{table}} df = n-2$ ($df = 62 - 2 = 60$) at a significant level of 5% (0.05) is 2,000 and if $t_{\text{count}} > t_{\text{table}}$ then the hypothesis (H_a) is accepted, then from the above calculations, it can be seen that $t_{\text{count}} > t_{\text{table}}$ which is $11.679 > 2,000$ (Nasution, Nur Hafni Maulida, 2021)

The Effect of Service Quality (X2) on Minimarket Consumer Loyalty

Variable affecting has a calculated T value ($3,329 > T_{\text{table}} (2,012)$) then H_0 rejected H_a accepted so that the quality of service has a significant effect on consumer loyalty. From the results of multiple linear regression analysis, it is known that partially the service quality variable (X2) has a significant effect on the loyalty of minimarket consumers (Y). This is in line with the theory where service quality is the behavior of producers to meet the needs and desires of consumers to achieve satisfaction with the consumers themselves. The quality of service carried out by minimarkets is already quite good. The results of this study are also in line with research conducted by Mangasa Panjaitan and Selamat Siregar (2021) "The Effect of Service Quality on Consumer Loyalty of PT POS Indonesia Medan" which states in their research that product quality has a positive and significant effect on consumer loyalty at PT Pos Indonesia with a calculated F value of $255.702 > F_{\text{table}} 3.04$ and a calculated t value of 15.991 greater than $T_{\text{table}} (1,623)$ (Siregar, 2012).

The Effect of Product Quality and Service Quality on Consumer Loyalty

Based on the results of simultaneous tests, a calculated F value of 16.414 was obtained with a probability value of $\text{sig} = 0.000$, a calculated F value ($16.414 >$

F_{table} (3.20), and a sig level value of $0.000 < 0.05$ which means that the free variables of product quality (X1) and service quality (X2) have a simultaneous effect on consumer loyalty (Y).

According to the results of the determination test (R^2) a value of 0.641 was obtained, meaning that X1 and X2 Y of 0.641 or 64.1% of the remaining 36.9% were not studied in this study.

Based on the results of hypothesis tests and determination tests (R^2) it can also be concluded that there is a simultaneous influence, namely independent variables on dependent variables. This demonstrates that product quality and service quality influence consumer loyalty simultaneously.

The results of the comparison turned out to be greater in the quality of the product (3,822) compared to the quality of service (3,329). it can be interpreted that when the customer finally switches to a subscription, the factor that most influences their choice is the quality of the product compared to the quality of the service provided.

Service Quality in an Islamic Perspective

Service quality in an Islamic perspective is a form cognitive evaluation of consumers on service delivery by service organizations which relies on its every activity to moral values and according to compliance that has been explained by Islamic law, there are three characteristics of marketing ethics from an Islamic perspective. First, ethics Islamic marketing is based on the Koran and does not leave room for ambiguous interpretation. Second, the main difference is the transcendental aspect of absoluteness and non-softness. Third, Islamic approach that emphasizes value maximization in views the good in society rather than pursuing selfish traits individuals by maximizing profits.

E. CONCLUSION

Conclusions can be drawn based on data analysis and discussion findings that:

- 1) The test results even out the Product quality have a strong and positive effect on customer loyalty to minimarkets where the value of t counts $> t_{table}$ (3.822 > 2.012) and the significance value of $0.000 < 0.05$. Thus H_0 is rejected and H_1 is accepted.

- 2) Minimarket customer loyalty is significantly and positively affected by service quality. Based on the t-test in the *coefficient* table, shows that the significant result of the service quality variable (X2) is 0.002 where the result is smaller than the significant level of 0.05 or $0.002 < 0.05$ and the calculated t value $> t_{table}$ ($3.329 > 2.012$) so it can be concluded that H_0 is rejected and H_1 is accepted.
- 3) Product quality and service quality influence minimarket customer loyalty simultaneously where the value of $F_{counts} > F_{the\ table}$ ($16.414 > 3.20$) and is seen at the importance value of $0.000 < 0.05$, this means that H_0 is rejected and H_1 is accepted. So that if product quality and service quality are further improved, minimal consumer loyalty will increase.
- 4) Service quality in an Islamic perspective is a form cognitive evaluation of consumers on service delivery by service organizations which relies on its every activity to moral values and accordance with the compliance that has been described by Islamic law.

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