

# Study of the Effect of Service Quality and Customer Satisfaction on Customer Loyalty to Inez Cosmetics Company of Malang

Rully Kris H, Limgiani & Novita Rifaul Kirom

Faculty of Economics and Business

Wisnuwardhana University, Malang

Indonesia

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## ABSTRACT

*The purpose of this study was to determine and analyze the effect of service quality partially on customer loyalty Inez Cosmetics Malang; to determine and analyze the effect of customer satisfaction partially on customer loyalty Inez Cosmetics Malang and to determine and analyze the effect of service quality and customer satisfaction simultaneously on customer loyalty Inez Cosmetics Malang. The data analysis method used in this study is a multiple regression model. This data analysis method is used to explain the strength and direction of the influence of the independent variable on the dependent variable. The results of this study are that service quality has a positive and significant influence on customer loyalty Inez Cosmetics Malang; Customer satisfaction has a positive and significant influence on customer loyalty Inez Cosmetics Malang; and service quality and customer satisfaction have a positive and significant effect on customer loyalty Inez Cosmetics Malang.*

**Key Words:** Loyalty, Service Quality, Satisfaction.

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## 1. INTRODUCTION

In this era of globalization companies or organizations are required to improve the quality of service because the current service sector has experienced a significant increase compared to the previous decade. The dynamics that occur in the service sector can be seen from the development of various service industries such as banking, insurance, aviation, telecommunications, tourism and other professional service companies such as accounting firms, consultants, lawyers and others. Along with the increase in people's welfare, the consumption of goods other than basic needs is also increasing. Likewise with the need to consume service products that arise from people's needs to increase comfort and satisfaction [1]. One of the needs of the community in service and trade products is the need for cosmetics.

Cosmetics are now an important need for humans. Cosmetics are not only used for aesthetic functions, but play a role in healing and skin care. Even though it is not a primary need, cosmetics are one of the products that are used routinely and continuously by the community. Therefore, the safety of cosmetics from hazardous materials needs to be considered to maintain customer satisfaction, cosmetics are products that are formulated from various active ingredients and chemicals that will react when applied to skin tissue [2].

The need for cosmetics from customers always increases from time to time. To continue to be able to serve the cosmetic needs of customers, a product innovation system must be developed in line with the increasing demand for cosmetics. Nowadays it is increasingly realized that customer service and satisfaction is a vital aspect in order to stay in business. Even so, it is not easy to achieve overall customer satisfaction. Customers faced have different expectations. Therefore it is understandable that it is impossible for a company to want no dissatisfied customers. But of course the company must try to minimize customer dissatisfaction by providing maximum service. In essence, service is a series of activities as a service process that takes place

routinely and continuously covering the entire life of people in society. According to Sugiarto and Wahyono service is defined as an action taken to meet the needs of other people whose level of satisfaction can only be felt by the person serving or being served [3].

The concept of service quality has become a very dominant factor in the success of companies, both profit and non-profit companies. Because if the customer or consumer feels that the quality of service provided by the company is as expected, then they will feel satisfied. Customers who are satisfied with the goods/services will become loyal customers, and the customer loyalty will increase.

According to Tjiptono states that service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations [4]. Customers experience various levels of satisfaction and dissatisfaction after experiencing or experiencing each service according to the extent to which their expectations are met or exceeded. Expectations are internal standards used by customers to assess the quality of a service experience [5].

Customer loyalty is a kind of emotional reflection for trade. It depends on the level of fulfillment of the expected product or service benefits, as well as the level of consistency between expectations and actual results. If the customer expects a service at a certain level, and feels that the service received is higher than what he expected and continues to use the product or service, then the customer can be said to be loyal.

Likewise, if the customer expects a certain level of service, and in fact the customer feels that the service he receives is in accordance with his expectations, then the customer can be said to be satisfied. Conversely, if the quality of service received is lower than the quality of service expected, then the customer will not be loyal to a service or in other words be disappointed.

The concept of quality is often regarded as a measure of the goodness of a product or service. Perception of quality reflects the feelings of consumers as a whole. The main problem demanded by society today is the quality of service which is increasingly needed, including increasing loyalty to the community. Customers who need service to get the desired satisfaction. Customers who are satisfied with the service received will give a good image to Inez Cosmetics Malang.

To meet consumer satisfaction in the trade industry, service quality is very important for companies to manage properly. Quality of service is a level of excellence to meet consumer desires. Good service quality starts from consumer perceptions, not from the company. Providing high-quality service is a must to achieve customer satisfaction [5]. For customers, service quality and customer satisfaction come from organized services, thereby creating a good perception of customers. Consumer perception of service quality is a total assessment of the superiority of a product which can be in the form of goods or services. The success of a service company is determined by the company's ability to build customer loyalty. According to Partua (in Putri and Utomo) states that customer loyalty is the result of an initial trial of a product which is strengthened through satisfaction so that it will lead to repeat purchases [5]. Repeat purchases by consumers will of course increase sales volume which means it will increase profits. This loyalty will be one of the goals that must be achieved by a company in defending its customers from the attacks of similar competing companies. By successfully building customer loyalty, the company's survival will continue to survive in uncertain economic conditions such as today.

The elements that make up customer loyalty are a quality service that is reflected by personal behavior or attitudes in interacting with customers [6]. Customers are one of the sources of the continuity of the company. Therefore, many companies maintain their market through customer loyalty development programs through customer satisfaction as an assessment standard. Service companies should maintain service quality as the right strategy design in achieving the goal of maintaining customer loyalty and making customers always feel satisfied so that they remain loyal, especially because their service products are intangible.

Customer satisfaction is a requirement for the company to survive and is very important because maintaining customer satisfaction will create a good image for the company itself, as well as a good relationship between the company and the customer.

Customer satisfaction is the key to the success of a company. The higher the level of customer satisfaction, the higher the image or success of the company in the eyes of customers or even the company can get high trust from customers. According to brief observations that have been made to customers, there are several problems in the form of service delays, lack of providing information and decreased public satisfaction with Inez Cosmetics Malang. This phenomenon will lead to negative thoughts from customers. Service is an important element in efforts to increase customer satisfaction, therefore a company must provide excellent service to customers. In meeting customer needs which is an important goal for Inez Cosmetics Malang in meeting the needs, desires and satisfaction of customers depending on the quality of service provided by Inez Cosmetics Malang. Therefore Inez Cosmetics Malang must be able to provide the best service to customers. customer desires and satisfaction depend on the quality of service provided by Inez Cosmetics Malang. Therefore Inez Cosmetics Malang must be able to provide the best service to customers. customer desires and satisfaction depend on the quality of service provided by Inez Cosmetics Malang. Therefore Inez Cosmetics Malang must be able to provide the best service to customers.

The impact of the lack of service provided is less than optimal to customers, resulting in the number of product sales changing every year. As can be seen from the results of sales from 2018-2020.

**Table 1. Data on the Number of Product Reviews Inez Cosmetics Poor Year 2018-2021**

No	Year	Total Sales of Cosmetic Products
1	2017	1,245,067,000
2	2018	1,098,177,500
3	2019	1,102,100,576
4	2020	808,738,343
5	2021	990,756,199

Source: Inez Cosmetics Malang Financial Report.

Based on the table above in 2017 total sales of Rp. 1,245,067,000, in 2018 the company's sales decreased, with total sales of Rp. 1,098,177,500, in 2019 the company's sales rose again, with total sales of Rp. 1,102,100,576, in 2020 the company's sales decreased significantly and became sales, with total sales reaching Rp. 808,738,343, while in 2021 with total sales of Rp. 990,756,199.

Based on observations made by researchers at Inez Cosmetics Malang, customer satisfaction is due to the quality of service received. Based on the results of interviews with "S" as a customer, he said that in terms of service, he was not fast enough to serve customers. In addition, during lunch time there is sometimes an explosion of customers, so many customers do not get a seat and have to be willing to queue to wait for other customers who have finished. However, for other customers who can't wait, they prefer to leave Inez Cosmetics Malang. This of course can reduce customer satisfaction and of course also have an impact on customer loyalty. Another phenomenon that occurs at Inez Cosmetics Malang, is caused by the company having complex problems, especially regarding the service provided to customers. Employees are required to provide the best service to customers.

This research is motivated by research gaps in previous studies. Based on research conducted by Widodo [7], Ramadani [8], Atmaja et al. [9], Nuraeni et al. [10], and Octavia [11] concluded that partially service quality and satisfaction customers have a significant effect on customer loyalty. Unlike the research conducted by Trianah et al, the results show that partially service quality and customer satisfaction have an effect on customer loyalty but not significantly [12].

In addition, in research conducted by Pradana concluded that satisfaction and service quality have a negative and insignificant effect on customer loyalty [13]. Meanwhile, research conducted by Novia et al. [14] and Agiesta and Perwito [15] concluded that partially service quality and customer satisfaction have no effect on customer loyalty.

## 2. LITERATURE REVIEW

### 2.1 Service quality

According to Kotler states that quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs [6]. Quality is a word that for service providers is something that must be done well. The application of quality as a property of product appearance or performance is a major part of corporate strategy. According to Sinambela states that "Service is the quality of bureaucrat service to the community [16]. The word quality has many different definitions and varies from conventional to more strategic. According to the American Society for Quality Control "service quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs" [6]

According to Sunyoto stated, states that service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Another opinion is that the quality of service is a measure to assess that an item or service already has a use value as desired or in other words an item or service is considered to have quality if it functions or has a use value as desired [17].

### 2.2.2 Customer Satisfaction

According to Howard and Sheth (in Tjiptono) "customer satisfaction is the buyer's cognitive situation regarding the equivalence or disproportion between the results obtained compared to the sacrifices made". Meanwhile, according to Mowen (in Tjiptono,) formulates "Customer satisfaction as an overall attitude towards an item or service after its acquisition and use". In other words, customer satisfaction is an after-purchase evaluative assessment resulting from a specific selection [4].

### 2.2.3 Customer Loyalty

Loyalty according to Giffin (in Hurriyati) states that "loyalty is defined as non-random purchase expressed over time by some decision making unit". Based on this definition, it can be seen that loyalty is more shown to a behavior, which is indicated by routine purchases, based on decision-making units. According to Hermawan, (in Hurriyat) loyalty is a manifestation of the fundamental human need to own, support, gain a sense of security and build attachment and create emotional attachments [18]. Meanwhile, loyalty in the Oxford English dictionary is: "a strong feeling of support and allegiance; a person showing firm and constant support". From this definition there is the word strong feeling, meaning the depth of human feelings towards something, whether family, friends, organization or brand. This feeling is the main element of closeness and customer loyalty.

### 2.2.4 Analytical Thinking Framework

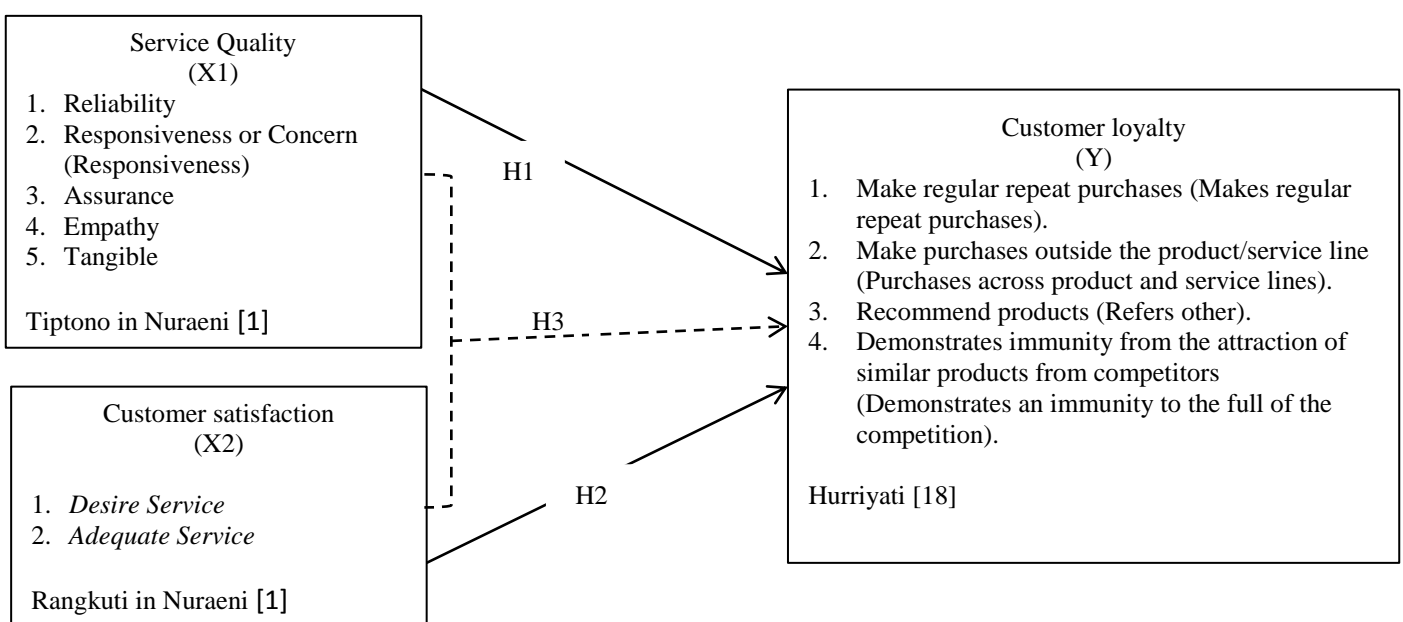


Figure 1. Analytical Thinking Framework

**Information:**

- X1 = Service Quality
- X2 = Customer Satisfaction
- Y = Customer Loyalty
- > = Simultaneous influence
- > = Influence partially

**2.2.5 hypothesis**

**H01** = There is no partial effect of service quality on customer loyalty at Inez Cosmetics Malang

**Ha1** = There is a partial effect of service quality on customer loyalty at Inez Cosmetics Malang.

**H02** = There is no partial customer satisfaction with customer loyalty at Inez Cosmetics Malang

**Ha2** = There is partial customer satisfaction with customer loyalty at Inez Cosmetics Malang.

**H03** = There is no effect of service quality and customer satisfaction simultaneously on customer loyalty at Inez Cosmetics Malang

**Ha3** = There is a simultaneous influence of service quality and customer satisfaction on customer loyalty at Inez Cosmetics Malang.

**3. RESEARCH METHOD**

**3.1 Population and Research Sample**

The population in this study were all Inez Cosmetics Malang customers, a total of 129 customers during the January-February 2022 period. Determining the number of samples used the Slovin formula. Based on the results of Slovin's calculations, the number of samples in this study was 98 customers of Inez Cosmetics Malang. The sampling technique used was accidental sampling because the researchers distributed questionnaires to every Inez Cosmetics Malang customer who came.

**3.2. Operational Definition of Research**

1) Quality of Service (X1)

Quality of Service is a product or service presentation that is in accordance with company standards and strives to deliver products and services that are equal to or exceed what customers expect.

2) Customer satisfaction (X2)

Customer satisfaction is the overall attitude of customers regarding what customers have felt for the services provided by the company compared to what they want.

3) Customer loyalty

Customer loyalty is the loyalty of parties who use products or services both for their own needs and as intermediaries for the needs of other parties to continue to subscribe to a company in the long term, by buying and using products or services repeatedly and voluntarily recommending products and services company to its partners.

**3.3. Data analysis technique**

The regression analysis technique used in this study is multiple linear regression. Multiple linear regression is used by researchers if the research intends to predict how the condition (rises and falls) of the dependent variable, if two independent variables are predictor factors [19].

**4. RESEARCH RESULTS AND DISCUSSION**

**4.1. Regression Analysis**

Regression analysis was used to test the effect of service quality (X1) and customer loyalty (X2) on customer satisfaction (X2). This regression analysis is intended to determine changes in the value of the dependent variable due to changes in the independent variables. The results of calculations using the SPSS 16 for windows program in this study to find out the regression equation can be seen in the table below:

**Table 2. Regression Analysis Results**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	7.191	2.124		3,386	.001
	Service Quality	.232	.050	.296	4,613	.000
	Customer satisfaction	.483	.046	.673	10,488	.000

a. Dependent Variable: Customer Loyalty

t table 1.664

F count 79.501

F table 2.70

Source: Processed Data, (2022).

From table 2 it can be seen that the multiple regression equation is as follows:

$$Y1 = 7.191 + 0.232X_1 + 0.483X_2 + e$$

From the above equation can be explained as follows:

- 1) The constant of 5,957 means that if X1 X2 is equal to 0 then Y (Performance) will increase by 7%.
- 2) The service quality regression coefficient (X1) is 0.232 indicating that there is a direct proportional effect on customer loyalty (Y). If service quality (X1) increases by 1% it will cause customer loyalty (Y) to increase by 23.2% assuming X2 = 0 (no effect).
- 3) The regression coefficient of job satisfaction (X2) is 0.483 indicating that there is an influence on customer loyalty (Y). If job satisfaction (X2) increases by 1% it will cause customer loyalty (Y) to increase by 48.3% assuming X1 = 0 (no effect).

**4.2. Determinant Analysis (Determinant Coefficient)**

**Table 3. Coefficient of Determination (R<sup>2</sup>)**

**Summary model<sup>b</sup>**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.791a	.626	.618	1.98071

a. Predictors: (Constant), Customer Satisfaction, Service Quality

b. Dependent Variable: Customer Loyalty

Source: Processed Data, (2022).

Based on table 3, the coefficient of determination (R<sup>2</sup>) is 0.626, indicating that the variable contribution (X1) and (X2) to variable (Y) is 0.626 or only 62.6%. While the remaining 37.4% is explained by other variables outside the research or which are not thorough.

**4.3. Hypothesis testing**

To determine the effect of service quality independent variables (X1) and customer satisfaction (X2) on the dependent variable, namely customer loyalty (Y), it is necessary to carry out the t test and F test. Partial testing can be seen from the t test, if the probability value is <0.05, H<sub>0</sub> is rejected, which means there is a significant influence. While partial testing can be seen from the F test, if the probability value is <0.05, H<sub>0</sub> is rejected, which means there is a significant effect.



### 1) Hypothesis Testing 1

Based on the results of the analysis, it is obtained that the calculated t value of service quality (X1) is  $4.613 > t$  table (1.664) and the p value is  $0.000 < 0.05$ , then H1 is accepted. So it can be concluded that there is a significant influence of service quality (X1) on loyalty (Y).

### 2) Hypothesis Testing 2

Based on the results of the analysis, the tcount value of customer satisfaction (X2) is  $10.488 > t$  table (1.664) and the p-value is 0.006 because the p-value  $< 0.05$ , then H2 is accepted. So it can be concluded that there is a positive influence of customer satisfaction (X2) on customer loyalty (Y).

### 3) Hypothesis Testing 3

Based on the results of statistical calculations with the help of SPSS for Windows version 16 software, an ANOVA table is obtained which shows the statistical F test. The results of the F test on the Anova table can be seen from table 4.13. The table displays the results or values of  $F_{count} > F_{table}$  with a significant level of 5% ( $79.501 > 2.70$ ) or a sig value of  $0.000 < 0.05$ , then hypothesis 3 (Ha) is accepted, meaning that service quality (X1) and customer satisfaction (X2) are together (simultaneously) has a significant effect on customer loyalty (Y).

## 4.2 Discussion

### 4.2.1. The Effect of Service Quality on Loyalty

Based on data analysis in this study, it can be seen that service quality has a positive and significant influence on customer loyalty. This is shown from the partial test results obtained from the partial correlation coefficient of 0.232 or 23.2%, which means the contribution of service quality to loyalty is 23.3%. partially service quality affects customer loyalty at Inez Cosmetics Malang, because it obtains a tcount  $> t$ table ( $4.613 > 1.667$  (decision according to the number of samples) or a sig. value of  $0.000 < 0.05$  so Ha1 which reads "there is an effect of service quality on loyalty in Inez Cosmetics Malang " was accepted. This shows that service quality plays an important role in increasing customer loyalty.

The results of this study also support research that has been conducted by Widodo [7], Ramadani [8], Atmaja et al. [9], Nuraeni et al. [10], and Octavia [11]. research that concluded that partially service quality has a significant effect on customer loyalty, so the results of this study support the results of previous studies.

### 4.2.2. The Effect of Customer Satisfaction on Loyalty

Based on data analysis in this study it can be seen that customer satisfaction has a positive and significant influence on customer loyalty. This is shown from the partial test results obtained from the partial correlation coefficient of 0.483 or 48.3%, which means that the contribution of customer satisfaction to customer loyalty is 48.3%. Partially customer satisfaction has an effect on customer loyalty at Inez Cosmetics Malang, because it obtains a tcount  $> t$ table ( $10.488 > 1.667$ ) or a sig.  $0.000 < 0.05$  so Ha2 which reads "there is an effect of customer satisfaction on customer loyalty Inez Cosmetics Malang" is accepted. This shows that customer satisfaction plays an important role in influencing customer loyalty, if customer satisfaction is not good for Inez Cosmetics Malang products, then customer loyalty will not be good either. The effect of customer satisfaction is very important in increasing customer loyalty. So leaders must always pay attention to customer satisfaction in increasing the loyalty of their customers.

The results of this study also support research that has been conducted by Widodo [7], Ramadani [8], Atmaja et al. [9], Nuraeni et al. [10], and Octavia [11]. research that concluded that partially service quality and customer satisfaction have a significant effect on customer loyalty, so the results of this study support the results of previous studies.

### 4.2.3. The Effect of Service Quality and Customer Satisfaction on Customer Loyalty

Based on the results of this study, it proves that hypothesis 3 is accepted, meaning that there is a positive and significant influence. The influence of service quality and customer satisfaction simultaneously influences customer loyalty at Inez Cosmetics Malang. This is indicated by the value of  $F_{count} > F_{table}$  with a significant level of 5% ( $79.501 > 2.70$ ) or a sig value of  $0.000 < 0.05$ , then hypothesis 3 (Ha3) is accepted, meaning that service quality and customer satisfaction have a simultaneous effect significantly to customer loyalty of 62.6%.

*Inez Cosmetics* Malang as one that provides beauty products must pay attention to the factors that influence customer loyalty, especially service quality and customer satisfaction, because good service quality and high customer satisfaction for *Inez Cosmetics* Malang products can increase customer loyalty.

The results of this study support research that has been conducted by by Widodo [7], Ramadani [8], Atmaja et al. [9], Nuraeni et al. [10], and Octavia [11]. research that concluded that partially service quality and customer satisfaction have a significant effect on customer loyalty, so the results of this study support the results of previous studies.

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1 Conclusion

Based on the research results, the conclusions are as follows:

- 1) Service quality has a positive and significant influence on customer loyalty Inez Cosmetics Malang.
- 2) Customer satisfaction has a positive and significant influence on customer loyalty Inez Cosmetics Malang.
- 3) Service quality and customer satisfaction affect customer loyalty Inez Cosmetics Malang.

### 5.2 Suggestions

Based on the conclusion of the research results previously described above, several suggestions can be put forward as follows:

- 1) Inez Cosmetics Malang should be able to maintain and even increase customer satisfaction, especially in terms of customer complaints, so that customer loyalty is also maintained.
- 2) *Inez Cosmetics* Malang can also continue to maintain and improve the quality of services that have been provided to its customers through good corporate integrity and competence, especially in aspects of solving problems and complaints faced by customers, so that it can also support customer loyalty to the products provided by Inez Cosmetics Malang. Because service quality and customer satisfaction Inez Cosmetics Malang can affect customer loyalty.
- 3) It is suggested to researchers who study the same subject matter to use other indicators so that insight and knowledge about service quality, customer satisfaction and customer loyalty increase and for those who will research with the same dependent variable it is recommended to use intervening or mediating variables or by add the independent variable.

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