

INDOSAT CUSTOMER SATISFACTION AND RELATIONSHIP MARKETING

Hardi Fardiansyah

Universitas 17 Agustus 1945 Jakarta

hardifardiansyah.law@gmail.com

Rio Christiawan

Universitas 17 Agustus 1945 Jakarta

rchristiawan@gmail.com

***Abstract.** Since customer satisfaction is a prerequisite for establishing customer loyalty, it follows that satisfaction is a factor that fosters customer loyalty. Loyalty must be fostered if producers and customers are to have a positive connection. This study was conducted to investigate the partial and simultaneous effects of relational marketing and customer satisfaction on customer loyalty in the city of Tasikmalaya. With 116 participants, this study used a random sample technique and a causal quantitative design. Additionally, this study uses various linear regression analytic techniques to assess the data. This study found that customer loyalty to Indosat in the city of Tasikmalaya was partially or simultaneously influenced by relational marketing and customer happiness.*

Keywords: Satisfaction Customer, Customer Loyalty, Relationships Marketing

INTRODUCTION

From 2020 to 2022 Indosat saw an increase in sales, but in 2020 there was a fluctuation that led to a significant decline. Table 1.2 reveals that the Top Brand Index For Teens Prepaid Card category includes Indosat. Indosat saw a 1.5% growth in 2020, which equated to a 3 5, 7% gain in sales, and a 3 7, 5 1% increase in sales in 2021. The rise then resumed in 2021 and reached 39.5%. And the increase in 2022 2 is only 1.5%, which is not a significant gain. This demonstrates the increase in customer loyalty and satisfaction with the Indosat experience.

It is impossible to divorce customer happiness and loyalty from this accomplishment that Indosat has made. No simple task because it involves a number of steps beginning with dedication, trust, and obtaining fulfilment. Customer loyalty is an incorrect indication that affects a company's long-term revenue. Customer loyalty is built on purchases that are sporadic and unpredictable but always made immediately (Gryphon, 2005). Loyalty to items will also be fostered by a person's interest in more valuable goods (Sudaryono, 2016).

Received Maret 21, 2023; Revised April 22, 2023; Accepted Mei 01, 2023

* Korespondensi e-mail, hardifardiansyah.law@gmail.com

Relationship marketing is the word used to describe the process of retaining customers by using a direct or indirect approach with customers in order to ascertain the requirement that is wanted by the consumer. Customers must be connected to through an intertwined relationship in order to maintain their loyalty to the products they consume (Tjiptono, 2014). Several factors that affect Indosat customers' loyalty must be taken into consideration when measuring customer loyalty.

Based on the success card prepaid Indosat phenomena Consumer loyalty affects whether a brand is eligible to enter the Top Brand category. Earlier research and study were referred to as empirical investigations. Relationship marketing, security, trust, and service quality can all have an impact on a customer's level of loyalty. According to Tugiso (2016), Wahyuni and Irfani (2017), relationship marketing, brand image, and customer happiness all affect consumer loyalty. According to Nurudin (2018), customer happiness and brand image have an impact on a customer's loyalty. According to Yuwita (2020), contentment, relationship marketing, and service excellence all affect customer loyalty. Therefore, it can be concluded that relationships, marketing, security, trust, quality service, brand image, and company image are factors that affect customer loyalty. Relationship marketing characteristics and satisfaction are the focus of this research. According to Yuwita's (2020) research findings, relationships marketing and customer satisfaction have a significant impact on a company's ability to retain customers. According to Safesiyani's (2015) research, marketing relationships were significantly influenced by consumer loyalty. However, research conducted by Sari (2017) and Karim (2020) Yag reveals different findings, namely that relationship marketing has little to no impact on customer loyalty. Customer satisfaction is seen as a measure of the emotional state of the user of a product. In line with studies by Wahyuni and Irfani (2017) and Nurudin (2018), which reveal that loyalty customers are positively and significantly influenced by satisfied customers. However, Setyaningsih (2019) presents research findings that are distinct and significant to loyal customers, including negative customer satisfaction effects.

METHOD

In this study, a causal quantitative research design—also known as the For the purpose of studying the relationship and effects between the dependent and independent variables (Sugiyono, 2013: 56). The questionnaire produced the quantifiable data. which disseminated

respondents' questionnaire answers in order to obtain results from the tabulation. Relationship marketing and customer happiness are the influencing variables or independent variables in this study, whereas loyalty customers are the impacted variables or variable dependant. Regression analysis double linear was performed to investigate the relationship between marketing and customer satisfaction and customer loyalty. The steps in the causal quantitative research design are as follows: formulate the problem, study the theory, formulate the hypothesis, obtain the data, process the data, and get to an intriguing conclusion.

Users of Indosat in Tasikmalaya served as the study's subjects. while thing Relationship marketing (X1), customer satisfaction (X2), and customer loyalty (Y) are the three main topics of this study. The sample was obtained using a non-probability sampling technique called incidental sampling, which determines the sample based on occurrences or, to put it another way, anyone who meets the researcher by chance and can therefore be used as a sample. This person is considered to be capable and appropriate to be used as a sample. factors to take into account while choosing a potential sample The following criteria form the foundation of this study: (1) Have used and are still using an Indosat card, (2) Have made at least two repeat Indosat purchases. This study included 116 samples.

In research, questions or questionnaires are employed as a data gathering tool. This. The Questionnaire Method is a method for gathering information from respondents in a variety of formats. The questionnaire used in this study is a structured or closed questionnaire containing statements that have choices for answers. Research questionnaires unquestionably pass the validity and reliability tests. In this study, instrument testing was done to determine the data's accuracy, which was then tested using the classical assumption method. Before assessing and analysing research data with a regression model utilising a computer programme called the Statistical Package for the Social Science (SPSS), this test must be completed. This test is used to establish a multiple linear regression analysis equation that can be used to the interpretation of the examined variable. As for the traditional test assumptions, these are: 1) test normality, 2) test multicollinearity, and 3) test heteroscedasticity. The autocorrelation test was not utilised in this study due to the cross-sectional nature of the data. not a time series.

Continue with multiple linear regression analysis after the classical assumption test demonstrates that the regression model is free from the classical assumptions. Due to

research, this analysis is utilised. This study examines the effects of relationship marketing (X1) and customer satisfaction (X2) as independent variables on a single dependent variable, namely customer loyalty (Y). F test (simultaneous test) and t test (partial test) are used to test the hypothesis. To ascertain if X1 and X2 collectively have an impact on Y, the f test is utilised. Is X1 and X2 actually having a partial secrecy effect on Y? is the test t used to determine the significance variation relationship between variable X and Y.

RESULTS AND DISCUSSION

In this study, multiple linear regression analysis was employed. The purpose of using analysis regression linear double in research is Because in the research, influence and donations have a significant impact on variables reliant that are connections, marketing, and customer pleasure, but on variables independent of loyalty customers. Table 1 provides data on results processing.

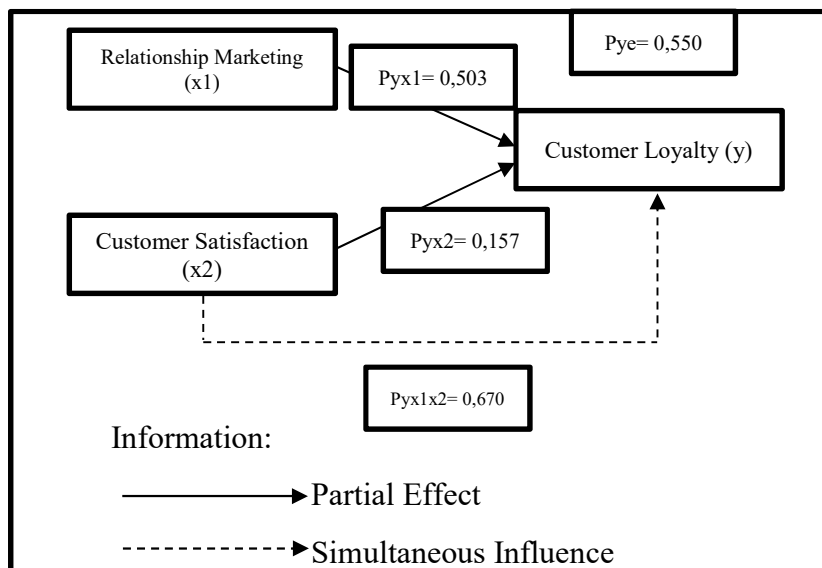
Table 1

Summary *output* SPSS Analysis Regression Multiple Linear

Free Variables	Coefficient	Sig.	Coefficient Correlation	R^2
<i>Relationship marketing</i>	0.537	0.000	0.503	0.253
Satisfaction Customer	0.150	0.026	0.157	0.024
Constant	5,747			
Sig. F	0.000			
R	0.670			
R ²	0.450			

Source: Results *output* SPSS 25. 2023

Relationship structure influences *relationship marketing* (X_1) and customer satisfaction (X_2) to loyalty customer (Y) can seen on Picture 1.



Picture 1. Indosat in Tasikmalaya City:

Structure Connection Influence Relationships, Marketing, and Customer Satisfaction to Loyalty

Acquired results mark constant () of 5.747 based on results analysis on table 1. Relationship marketing variable (coefficient 1) value is 0.537, and customer satisfaction variable (coefficient 2) value is 0.150. Consequently, the regression equation can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 5,747 + 0.537 X_1 + 0.150 X_2 + 0.550$$

It demonstrates via the several linear equations that: 1) Constants of 5.747 mean that the mark from a loyal client (Y) is 5,747 if relationship marketing (X1) and customer happiness (X2) are both valued at zero. 2) The relationship marketing variable's Mark coefficient (1) is 0.537, indicating that relationship marketing has a positive impact on customer loyalty (Y). This indicates that each will promote connections. Assuming that the variable free Which other still, one unit so variable loyalty rise as big 0.537 so that it becomes 6.284 (obtained from 5.747 + 0.537). 3. Coefficient value variable satisfaction (2) of 0.150 indicates that loyalty (Y) is positively impacted by satisfaction. Assuming that each

variable is independent of the others and fixed, it means that for every unit rise in satisfaction, the loyalty variable grows by 0.150 to reach 5.897 (obtained from $5.747 + 0.150$). The coefficient of determination (R^2) is used to quantify how much of the variance variable bound is explained by the far ability model. on study This R^2 explains how significant correlations exist between loyalty, satisfaction, and marketing (X_1).

From the mark-adjusted R Square of 0.440, it is possible to determine the test coefficient for (Y).. magnitude results. The range of these results, from 0 to 1, indicates that the variable other, which was not studied in this research, has a 44.0% impact on the research This links marketing and satisfaction influential to loyalty.

Premise 1 of a study this reads "Indosat customer loyalty in the city of tasikmalaya is influenced by relationships with marketing and customer satisfaction. Based on the findings of the statistical test, f has a count of 47.772 and a probability of 0.000. As can be seen from these findings, rejecting H_0 indicates that there is simultaneous and significant influence from relationships marketing (x_1) and customer satisfaction (x_2) to loyal customer (y). The calculated f value is greater than f table (3.07) and the p -value is less than 0.05.

Second research hypothesis This is "Indosat customer loyalty is influenced by relationship marketing in the city of Tasikmalaya." According to Table 1's summary of the analysis' findings, connections marketing's own coefficient correlation is a significant 0.503, with a p -value of 0.000 being less than alpha (0.05) 0.05. This suggests that H_0 should be rejected since relationship marketing (X_1) has a positive and considerable affect on loyalty (Y), with a donation influence as high as 24.3%.

Research proposal no. 3 this is "Indosat subscriber loyalty and customer satisfaction in the city of tasikmalaya. Based on the summary findings, examination of table 1 reveals that customer satisfaction has a correlation coefficient of 0.157 and a p -value of 0.08, which is less than alpha (0.05) 0.05 and suggests that rejecting H_0 is significant. Positive and significant influence can be seen from satisfaction (x_2) to loyalty (y), with contribution influence being as high as 2,3%.

According to study findings, relationships marketing has a favourable and considerable impact on Indosat customers' loyalty in the city of Tasikmalaya. Relationship marketing seeks to intertwine connections that are closer to the client in order to use them to achieve long-term profit Kotler (2009:21). Loyalty Customers will rise when they focus more on delivering excellent services and don't handle customer complaints with Good and fast,

which will result in favourable customer reviews and encourage customers to promote them to others. Stated by Ndubisi (2007:98) There are several indicators in relationship marketing, including communication, commitment, and settlement issues.

In this scenario, trust entails believing in the quality provided and in accordance with the price that must be paid in order to prevent customer dissatisfaction. Trust is defined as belief in someone who has reliability or particular abilities. Trust must be earned through patience in the delivery of services and goods that meet consumer expectations. Commitment is a matter of substance that has a connection because of one's own connection but not because of one's own commitment.

Link That Good will not accompany However, if a connection has made a commitment, the bond cannot be easily broken. Everybody can easily access the Internet thanks to Indosat's extensive network, which extends to the isolated Agar village.

When it comes to fostering customer loyalty, consumers have the entire right to choose whether to make a repeat purchase or not. If they are happy with the benefits offered, they will buy back by replenishing the mobile phone credit, and the contract will automatically renew once there is enough credit on the phone. A brand image is a collection of images or concepts that represent a particular good or service. Customers rate Indosat's customer satisfaction as very high because they can observe an annual increase in purchases that don't just include repeat business but also result in improved use of the company's applications.

Based on the information provided, it is possible to draw the conclusion that repurchase indications, word-of-mouth recommendations, the creation of repurchases, and brand perception affect consumer loyalty. According to rosyadi & ruswida (2018) and customer revelation (2017), contentment influences loyalty.

Although this study was conducted using scientific methods, it still has limitations due to the variables that affect usage choices. Relationship marketing and customer satisfaction are the only two variables that are examined in this study; nevertheless, there are still many other factors that effect loyalty that were left out. To achieve this, we must examine more elements besides relationship marketing and satisfaction, such as product quality, price, promotion, high-quality service, word-of-mouth marketing, and others. Additionally, this research's only location is in the city of Tasikmalaya, which focuses on its user, Indosat.

Customer loyalty is positively influenced by relationship marketing. This issue implies that any improvement link that occurs will raise consumer loyalty. Good guard-customer

interaction moment This is a really significant issue.

Because that will become a long-term profitable company for the company. Therefore, the business must enhance the services and quality it offers to customers in order for them to consistently be happy with the benefits they receive.

Customer loyalty is significantly and favourably affected by customer satisfaction. This implies that customers will be more devoted to brands if they are more satisfied. Customer happiness is influenced by a number of factors, including repeat business, high-quality goods and services, word-of-mouth recommendations, and satisfaction. By enhancing network performance and introducing new products that are anticipated to meet consumer demand, Indosat continues to offer the best possible service to its devoted clients.

CONCLUSION AND SUGGESTION

Following are the conclusions that can be drawn from the results and discussion that have been described: (1) Customer loyalty to Indosat in Tasikmalaya City is positively impacted by relationship marketing and satisfaction. (2) Relationship marketing has a favourable influence and is important to Indosat's loyal customers in the city of Tasikmalaya.

(3) Customer loyalty to Indosat in Tasikmalaya city is influenced positively and significantly by satisfaction. Regarding recommendations that can be made based on the findings of this study for both the company and the researcher, they are as follows.

Easy-to-reach online services, like those offered by My Indosat every week or month to identify service delivery flaws and make it simpler for customers to solve problems at the time they arise, are necessary for businesses to improve how well they handle customer issues. No is in the city of Tasikmalaya, this will also boost service provider satisfaction, boosting subscriber loyalty.

REFERENCE

- Alfiah, A., Suhendar, A., & Yusuf, M. (2023). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, 6(1), 492-503.
- Arta, D. N. C., Leuhery, F., Abubakar, H., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah Perusahaan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 162-168.
- Atmaja, D. S., Zaroni, A. N., & Yusuf, M. (2023). Actualization Of Performance

- Management Models For The Development Of Human Resources Quality, Economic Potential, And Financial Governance Policy In Indonesia Ministry Of Education. *Multicultural Education*, 9(01), 1-15.
- Atra, D. N. C., Yeti, Y., Rahayu, B., & Yusuf, M. (2022). EFFECT OF COMPETENCE AND COMPENSATION ON EMPLOYEE PERFORMANCE. *Journal of Innovation Research and Knowledge*, 2(6), 2477-2482.
- Baktikominfo.Id. 2020. Berkenalan Dengan Gsm, Pengertian, Sejarah Serta Fungsinya. Diakses Pada Tanggal 18 November 2020, Dari <https://www.baktikominfo.id/en/informasi/pengetahuan/berkenalan-dengan-gsm-pengertian-sejarah-serta-fungsinya-671>
- Barnes, J. G. 2003. *Secret Of Customer Relationship Management (Rahasia Manajemen Hubungan Pelanggan)*. Yogyakarta: Andi
- Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia—Food & Beverage Sector. *Enrichment: Journal of Management*, 12(5), 3873-3881.
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). The Impact Of Goods Product Pricing Strategies On Consumer Purchasing Power: A Review Of The Literature. *Jurnal Ekonomi*, 11(03), 1115-1120.
- Chan, Syafruddin. 2003. *Relationship marketing*. Jakarta: PT. Gramedia. Griffin, (2005), *Customer Loyalty*, Jakarta : Penerbit Erlangga.
- Ernayani, R., Fauzan, R., Yusuf, M., & Tahirs, J. P. (2022). The Influence of Sales And Operational Costs on Net Income in Cirebon Printing Companies. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Fachrurazi, F., Zarkasi, Z., Maulida, S., Hanis, R., & Yusuf, M. (2022). INCREASING MICRO SMALL MEDIUM ENTERPRISES ACTIVITY ENTREPRENEURIAL CAPACITY IN THE FIELD OF DIGITAL MARKETING. *Jurnal Ekonomi*, 11(03), 1653-1660.
- Haribowo, R., Moridu, I., Rafid, M., Kamar, K., & Yusuf, M. (2022). COMPARATIVE ANALYSIS OF INDONESIAN HOUSEHOLD CONSUMPTION EXPENDITURE 2018-2021. *Journal of Innovation Research and Knowledge*, 2(6), 2497-2504.
- Ilham, I., Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., & Yusuf, M. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.
- Indrayani. Tri Irfa. 2016. Pengaruh *Relationship marketing* Terhadap Loyalitas Pelanggan Speedt Pt. Telekomunikasi Indonesia Tbk Kandatel Sumbar. *Jurnal Benefita*. 1(2).66- 77
- Istikomah, I., Saputra, G. W., & Yusuf, M. (2022). Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. *Journal of Applied Management and Business Administration*, 1(1), 21-27.
- Karim. Deranis. 2020 Pengaruh *Relationship marketing* Dan Suasana Café Terhadap Loyalitas Pelanggan Di Rumah Kopi Billy Kawasan Megamas. *Jurnal EMBA*. ISSN 2303-117. 8(1),136-145.

- Katadata.Co.Id. 2020. Jumlah Pengguna Indosat Terbesar Di Indonesia, Diakses Pada Tanggal 18 November 2020, Dari [https://Databoks.Katadata.co.id/Datapublish/2020/09/28/Jumlah-Pengguna-Indosat - Terbesar-Di-Indonesia](https://Databoks.Katadata.co.id/Datapublish/2020/09/28/Jumlah-Pengguna-Indosat-Terbesar-Di-Indonesia)
- Kotler Dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi Ke 13 Jakarta: Erlangg. Mulyana Deddy. 2005. *Ilmu Komunikasi Suatu Pengantar*. Bandung: PT Remaja Rosdakarya
- Kurhayadi, K., Yusuf, M., Masrifah, S., Rincani, E. D., & Fauzi, M. (2022). ANALYSIS OF BUMDESA COMPETITIVENESS STRATEGY THROUGH THE UTILIZATION OF TOURISM OBJECTS TO IMPROVE COMMUNITY WELFARE. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 157-171.
- Kurniawan, A., Yusuf, M., Manueke, B., Norvadewi, N., & Nurriqli, A. (2022). In Tokopedia Applications, The Effect Of Electronic Word Of Mouth And Digital Payment On Buying Intention.
- Mujahidin, M., Yusuf, M., Ardianto, R., Sutaguna, I. N. T., & Sampe, F. (2022). The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia). *Technium Social Sciences Journal*, 38, 312-323.
- Ndubisi, N.O. (2007) „Relationship marketing And Customer Loyalty“. *Journal Of Marketing Intelligence And Planning*. 25 (1): 98-106.
- Norvadewi, N., Sampe, F., Ardianto, R., & Yusuf, M. (2023). The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 336-351.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.
- Nurudin.2018. Pengaruh *Relationship marketing*, Citra Perusahaan Dan Kepuasan Terhadap Loyalitas Nasabah (Studi Pada Bank Rakyat Indonesia Syariah Kantor Cabang Semarang). *Jurnal Stie Semarang*. ISSN: 2085-5656. E-ISSN: 2232-826. 10(1).
- Oliver,Richard L., 1999, “Whence Consumer Loyalty”, *Journal Of Marketing*., Volume 63 Special Issue, Pp. 33-44.
- Qalby.Nur.A.2018. Pengaruh *Relationship marketing* dan Brand Image Terhadap Loyalitas Pelanggan (Studi Kasus Pelanggan Astinet Segmen Bisnis PT TELKOM Witel Makassar). *Hasanuddin Journal Of Applded Business And Entrepreneurship*. Vol 1 No 2.
- Razali, G., Nikmah, M., Sutaguna, I. N. T., Putri, P. A. N., & Yusuf, M. (2023). The Influence Of Viral Marketing And Social Media Marketing On Instagram Adds Purchase Decisions. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 75-86.
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.
- Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto, I., & Rahayu, S. (2022). The Influence of

- Taste and Price on Consumer Satisfaction. *Quantitative Economics and Management Studies*, 3(6), 998-1007.
- Siregar, N., Nursyamsi, S. E., Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182-198.
- Soukotta, A., Sampe, F., Putri, P. A. N., Cakranegara, P. A., & Yusuf, M. (2022). FINANCIAL LITERACY AND SAVINGS BEHAVIOR FEMALE ENTREPRENEURS IN KIARACONDONG MARKET, BANDUNG CITY. *Jurnal Darma Agung*, 30(2), 652-662.
- Soukotta, A., Yusuf, M., Zarkasi, Z., & Efendi, E. (2023). Corporate Actions, Earning Volatility, And Exchange Rate Influence On Stock Price Stability. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 197-214.
- Sucipto, B., Yusuf, M., & Mulyati, Y. (2022). Performance, Macro Economic Factors, And Company Characteristics In Indonesia Consumer Goods Company. *Riwayat: Educational Journal of History and Humanities*, 5(2), 392-398.
- Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdwiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(2), 110-126.
- Sudirjo, F., Ratnawati, R., Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE. *Journal of Management and Creative Business*, 1(2), 156-181.
- Sutaguna, I. N. T., Fardiansyah, H., Hendrayani, E., & Yusuf, M. (2023). BRAND STRENGTH FOR MICRO, SMALL, AND MEDIUM ENTERPRISES. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 3(2), 77-86.
- Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 3476-3482.
- Sutrisno. 2017. *Manajemen Keuangan Teori, Konsep dan Aplikasi*. Ekonesia. Yogyakarta Tandililin, Eduardos. 2017. *Pasar Modal : Manajemen Portofolio & Investasi*. PT. Kanisius. Yogyakarta.
- Sutrisno, S., Panggalo, L., Asir, M., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Mitigasi Resiko dan Prosedur Penyelamatan pada Sistem Perkreditan Rakyat. *COSTING: Journal of Economic, Business and Accounting*, 6(2), 1154-1167.
- Wowling, S. A. S., Yusuf, M., Gampu, S., & Sahala, J. (2022). PRODUCT QUALITY AND PRICING INFLUENCE ON THE BRAND REPUTATION OF LOCO COFFEE FAST FOOD PRODUCTS. *Jurnal Darma Agung*, 30(2), 541-548.
- Safesiyani.Antika. 2015. Pengaruh *Relationship marketing* (Pemasaran Relasional) Terhadap Kepuasan Nasabah Serta Dampaknya Pada Loyalitas Nasabah (Survey Pada Nasabah Tabungan Bank Central Asia Cabang Pembantu Dinoyo Kota Malang). *Jurnal Administrasi Bisnis (JAB)* Vol 28 Nomor 2.
- Sudaryono. 2016. *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: C.V Andi

Offset.

Sugiyono. 2013. *Metode penelitian pendidikan pendekatan kuantitatif,kualitatif dan R&D*. Bandung:Alfabeta

Tjiptono, Fandy. 2014, *Pemasaranjasa – Prinsip, Penerapan, Dan Penelitian*, Andi Offset, Yogyakarta.

Tugiso.Ilham. 2016. Pengaruh Relationship Marketing, Keamanan, Kepercayaan Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Online Shop Dan Loyalitas Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Online Shop “NUMIRA” Semarang). *Journal Of Management*, Vol 2 No.2

Wahyuni.Rika Dan Irfani Hadi.2017. Pengaruh *Relationship marketing*, Kepuasan Dan Brand Image Terhadap Loyalitas Pelanggan Restoran Sederhana Masakan Padang. *Jurnal EKOBISTEK*. ISSN:2301-5268,3-ISSN:2527-9483,6(2)331-337.

Yani, D., Yusuf, M., Rosmawati, E., & Apriani, Z. (2022). Branding Brand Image Strategy Study Through Digital Marketing Overview on MSMEs: Sanggabuana Coffee (KoSa) in Mekarbuana Village, Karawang. *International Journal of Economics and Management Research*, 1(3), 183-193.