

The Influence of Service Quality, Customer Satisfaction and Company Image on Customer Loyalty at PT X

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis bagaimana Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan dan Citra Perusahaan terhadap Loyalitas Pelanggan pada PT X. Pada penelitian ini peneliti menggunakan sampel yang berjumlah 32 responden. Teknik sampling dalam penelitian ini menggunakan teknik sampling jenuh. Data dalam penelitian ini diambil menggunakan kuesioner yang diukur dengan skala likert. Penelitian ini menggunakan analisis regresi linier berganda dengan bantuan software SPSS versi 25. Hasil penelitian ini menunjukkan bahwa variabel Kualitas Pelayanan berpengaruh secara parsial terhadap variabel Loyalitas Pelanggan, namun variabel Kepuasan Pelanggan dan variabel Citra Perusahaan tidak berpengaruh secara parsial terhadap variabel Loyalitas Pelanggan. Hasil penelitian ini juga menunjukkan bahwa variabel Kualitas Pelayanan, variabel Kepuasan Pelanggan dan variabel Citra Perusahaan berpengaruh secara simultan terhadap variabel Loyalitas Pelanggan.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Citra perusahaan, Loyalitas Pelanggan.

ABSTRACT

The aim of this research is to find out and analyze the influence of service quality, customer satisfaction and company image on customer loyalty at PT X. In this research the researcher used a sample of 32 respondents. The sampling technique in this research uses a saturated sampling technique. The data in this study was taken using a questionnaire which was measured using a Likert scale. This research uses multiple linear regression analysis with the help of SPSS version 25 software. The results of this research show that the Service Quality variable has a partial effect on the Customer Loyalty variable, but the Customer Satisfaction variable and the Company Image variable do not have a partial effect on the Customer Loyalty variable. The results of this research also show that the Service Quality variable, Customer Satisfaction variable and Company Image variable simultaneously influence the Customer Loyalty variable.

Keywords: Service Quality, Customer Satisfaction, Company Image, Customer Loyalty

INTRODUCTION

Due to the advantages that client satisfaction offers, it is currently a major issue for businesses in the service industry. Short-term contentment is demonstrated by recurring orders, or purchases. Customer happiness, on the other hand, fosters loyalty over time, which increases business profitability.

Due to the numerous variables that affect it, ensuring client happiness is a difficult procedure as well. Reaching customer

satisfaction goals depends in large part on the caliber of services provided. The perceived level of service quality will be satisfactory if the actual level of service received exceeds expectations. When the level of service meets or exceeds expectations, it is considered optimal. On the other side, should the quality of the service be less than what was anticipated, the quality.

Table 1: Customers Satisfaction Survey

Criteria	Results			
	Interest	Performanc e	WF	WS
Suitability	4.36	3.95	12.2 1	48.3 0
Quality	4.77	3.86	13.3 6	51.6 1
Lead Time	4.64	4.00	12.9 8	51.9 1
K3	4.36	3.95	12.2 1	48.3 0
Price	4.09	4.00	11.4 5	45.8 0
After Sales	4.68	3.73	13.1 0	48.8 4
Visit	4.14	3.32	11.5 8	38.4 2
Communicatio n	4.68	4.05	13.1 0	53.0 1
	35.73	30.86	100.00	386.2 0

Source: PT X

Because good service quality influences client loyalty, it can boost profit competitiveness. In order to achieve client expectations, service quality is an endeavor that is concentrated on meeting demands, requirements, and timeliness. According to Kasmir (2017), giving consumers and employees with satisfaction is the goal of an individual's or an organization's actions. If providing the best and highest quality service possible satisfies customers, it will have a significant impact on customer loyalty, company image, and customer satisfaction, such as providing information about the time progress of goods delivery so that service users can track it using an electronic mechanism.

Customer loyalty is not judged by the number of consumers who buy it once, but by the number of consumers who become repeat buyers. Loyalty is a purchasing activity that occurs within a certain period of time with a quantity of no less than twice. Loyalty usually arises if the service user is satisfied with the service provided, both in terms of distribution and the brand image of the service company.

Previous studies have conducted research on customer loyalty which is determined by service quality, customer satisfaction and

company image. It can be seen in research (Annisa, 2014) with the title "The Influence of Import Verification Service Quality on Customer Satisfaction and Loyalty at PT Surveyor Indonesia (Persero)". Based on SEM analysis with the PLS approach, it is known that service quality has a significant effect on customer loyalty. In research (Rohana, 2020) with the title "The Influence of Satisfaction on Customer Loyalty at Shoe Store X in Medan". Based on this research, it can be concluded that satisfaction influences customer loyalty at Shoe Shop X in Medan. Additionally, based on a study titled "The Influence of Company Image on Customer Loyalty (Case Study of PT. Bintang Utara Representative DolokSanggul)" (Purba& Ibrahim, 2017). Together, the four aspects of corporate image research characteristics, reputation, values, and corporate identity show substantial results regarding customer loyalty, indicating that the elements of corporate image indeed have an impact on customer loyalty.

Currently, service companies attach great importance to the performance of their employees so that service quality, customer satisfaction and also company image can increase customer loyalty to the company. PT X has a gap phenomenon where there is criticism from several customers.

According to the survey results, there are criticisms from several customers that need to be followed up, including a lack of responsiveness in communicating with customers, a lack of timeliness in deliveries that do not meet deadlines, a lack of regular visits by the sales marketing team, and a lack of commitment in providing services. This is a gap in research because there are differences between the data in Table 1 and PT X's services.

In maintaining and maintaining customer loyalty, the PT X company has implemented the correct strategy, namely by holding a customer meeting or visit program. PT X company held this program to maintain and interact directly between the company and customers. And improve the quality of service to customers. The results of implementing this program can be

proven by the consistent number of partners from year to year.

Researchers are therefore interested in examining the impact of service quality, customer happiness, and business image on customer loyalty at PT X considering the background description and the gap phenomena.

LITERATURE REVIEW

Customer loyalty

Loyalty to an object such as a brand, shop, service or company is demonstrated through a favorable disposition towards that object. Ismanto (2020) argues that a business's ability to outperform its competition can also be attributed to its customers' willingness to invest in loyalty. Customers can spend less time looking for and weighing their options if they are devoted to the business. Additionally, clients can avoid the time-consuming and labor-intensive process of learning from a new organization.

Tjiptono & Chandra (2016) define customer loyalty as the steadfastness of a consumer's attitude and frequency of purchases toward a firm, product, or brand. Customer loyalty, sometimes referred to as consumer loyalty, and brand loyalty are closely related concepts that can occasionally be used interchangeably under certain conditions. Marketers believe that value, brand, and satisfaction are the main factors that shape consumer loyalty in the relationship marketing period (relationship marketing). Indicators that measure loyalty include repeat purchases, willingness to do so recommendation and determination using service.

Service quality

Logistics service quality is an important element in marketing to create customer satisfaction, especially in the service industry. Customer service is now a fundamental metric in the competitive logistics industry. In order to achieve client expectations, service quality is an endeavor that is concentrated on meeting demands, requirements, and timeliness. According to Kasmir (2017), giving consumers and employees with satisfaction is the goal of an

individual's or an organization's actions. Naturally, meeting client expectations can lead to contentment. Reliability, responsiveness, assurance, empathy, and tangibles are among the indicators that gauge the quality of services, as explained by heterogeneity in Mukarom and Laksana (2018).

Customer satisfaction

Kotler & Armstrong (2018) state that one of the key factors fostering long-term relationships between businesses and consumers is customer satisfaction. Consequently, there is a strong correlation between customer loyalty and customer pleasure, which has significant benefits for both the clientele and the business. According to Valentino & Suriyanto, (2022) Customer Satisfaction is an evaluation of the surprise inherent or inherent in obtaining a product or consumption experience. It's not just about consumer satisfaction or feelings just, according to Parasuraman et al in Ismanto (2020) customer satisfaction is a customer's evaluation of a product or service in terms of assessing whether the product or service meets the customer's needs and requirements. Thus, it is very likely that customer satisfaction will also be a strong variable that influences purchasing decisions.

If customers are not satisfied with product performance, the impact of dissatisfaction will be immediate. This also has the potential to make the company lose its ability to build a brand image. Satisfaction or dissatisfaction at this stage can significantly influence brand loyalty and of course lead to customer loyalty. Indicators that can measure customer satisfaction include the quality of service provided, conformity to expectations and perceived benefits.

Company Image

One of the most crucial assets that needs to be constantly developed and maintained is a company's image. A positive reputation is an effective strategy for increasing customer satisfaction and attitudes toward the business in addition to drawing in customers and helping

them choose a product or service. Soemirat and Ardianto (2007) define corporate image as the perception, emotions, and feelings that the general public has of the corporation; it is an impression that is purposefully formed from a person, thing, or organization. However, as per Canton (2012), a company's image is the perception, attitude, and image that the general public or society holds of it; it is the impression that is purposefully generated from a given good or service. According to Sari (2012), there are several indicators that are the basis for forming a company image, including personality, reputation, values and company identity.

Hypothesis

The Relationship between Service Quality and Customer Loyalty

A number of authors have tried to define service quality, from various points of view. According to Parasuraman et al. (1994) defines service quality as providing services that exceed customer expectations. Furthermore, Five categories were used by Parasuraman et al. (1994) to group service quality: Assurance, Empathy, Tangibility, Reliability, and Responsiveness. This dimension centers on the demeanor and precision in managing client inquiries, grievances, and issues. It also emphasizes staff members' punctuality, attendance, and professional dedication.

According to Rita Zahara's (2020) research, there is a direct correlation between service quality and customer loyalty, indicating that service quality affects both customer satisfaction and loyalty. Accordingly, Su et al. (2019) demonstrated that passenger loyalty was found to be well-predicted by perceived servicequality, engagement, and satisfaction. Thus, the following hypothesis isputforth.

H1: Customer loyalty is positively impacted by service quality.

The Relationship between Customer Satisfaction and Customer Loyalty

The general attitude that consumers exhibit toward products or services after they acquire and utilize them is known as customer

satisfaction. This is the experience of using or consuming the goods or services after making a purchase. Customers will assess whether the product or service performs as expected, and they will feel happy, unhappy, or neutral. Their emotional response influences whether they perceive their level of satisfaction or discontent (Mowen and Minor, 2002:89).

Supertini et al. (2020) discovered a direct correlation between customer satisfaction and customer loyalty, demonstrating that customer satisfaction has a favorable and noteworthy impact on customer loyalty. Accordingly, Maskur et al. (2016) demonstrate that customer loyalty is positively and significantly impacted by customer satisfaction.

H2: Customer Loyalty is positively impacted by customer satisfaction.

The relationship between company image and customer loyalty

Prior studies on the impact of company image and service quality on customer loyalty.Yoo and Donthu (2001) assert that a company's image affects both customer satisfaction and loyalty. A positive company image can lead to higher customer satisfaction, which in turn raises customer loyalty.Mangiri, N. and Sasabone, L. (2023) discovered a direct correlation between corporate image and customer loyalty. Their findings clarify that customer loyalty at PT Anugrah Karunia Logistik is positively and significantly impacted by corporate image. This study supports that conducted in 1991 by Dodds, Monroe, and Grewal, who found that customer loyalty is more heavily influenced by company image than by servicequality.

H3: Customer loyalty is positively impacted by company image.

METHODS

This research employs a quantitative methodology. The 32 partners in total who use PT XY make up the research population. This study used a saturation sampling technique, meaning that a representative sample of the entire population is included in the analysis. In this study, the author distributed questionnaires

as a method of gathering data. Multiple linear analysis is the data analysis method employed in this study, and the t test, which has a significance value of 0.05, is utilized to evaluate the hypothesis. In this research the author used the SPSS version 25 software application in processing questionnaire data.

RESULTS

Data analysis

Test Instrument

1. Validity test

If the significance value is less than 0.05 or the r count is greater than the r table, the research instrument is considered valid. The validity test findings for each variable are as follows: SPSS version 25 was used to process the following data: Service Quality (X1), Customer Satisfaction (X2), Company Image (X3), and Customer Loyalty (Y). The results that have been processed are as follows:

Table 2 Validity Test Results

Variable	Item	R count	R table	Say	Information
Service Quality (X1)	X1.1	0,74	0,34	0,00	VALID
	X1.2	0,69	0,34	0,00	VALID
	X1.3	0,61	0,34	0,00	VALID
	X1.4	0,51	0,34	0,00	VALID
	X1.5	0,64	0,34	0,00	VALID
Customer Satisfaction (X2)	X2.1	0,75	0,34	0,00	VALID
	X2.2	0,87	0,34	0,00	VALID
	X2.3	0,73	0,34	0,00	VALID
Company Image (X3)	X3.1	0,74	0,34	0,00	VALID
	X3.2	0,74	0,34	0,00	VALID
	X3.3	0,67	0,34	0,00	VALID

Customer Loyalty (Y)	X3.4	0,69	0,34	0,00	VALID
	Y.1	0,80	0,34	0,00	VALID
Y.2	Y.2.6	0,77	0,34	0,00	VALID
	Y.2.7	0,77	0,34	0,00	VALID
Y3.4	0,85	0,34	0,00	VALID	

Source: SPSS 2024 output results

Based on table 2 above, Because the computed r value > r table is 0.349, the validity test results of all question items pertaining to the variables Service Quality, Customer Satisfaction, Company Image, and Customer Loyalty in the questionnaire are confirmed to be legitimate. These findings imply that all of the question items can be used to gauge how much customer loyalty is influenced by service quality, customer satisfaction, and business image.

2. Reliability Test

If the research tool yields a Cronbach alpha value more than 0.60, it may be considered dependable. The reliability test results for the variables of customer loyalty (Y), company image (X3), customer satisfaction (X2), and service quality (X1) are as follows:

Table 3 Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Information
Service Quality (X1)	0,648	0,60	Reliable
Customer Satisfaction (X2)	0,690	0,60	Reliable
Company Image (X3)	0,672	0,60	Reliable
Customer Loyalty (Y)	0,743	0,60	Reliable

Source: SPSS 2024 output results

Table 3 above shows that all four variables (Service Quality, Customer Satisfaction, Company Image, and Customer Loyalty) have Cronbach alpha values better than 0.60. Thus, it can be said that every variable in this survey is

trustworthy.

Classic assumption test

1. Normality test

**Table 4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		32
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,90125154
Most Extreme Differences	Absolute	,165
	Positive	,165
	Negative	-,086
Test Statistic		,165
Asymp. Sig. (2-tailed)		,026 ^c

Source: SPSS 2024 output results

Table 4 above indicates that the asymptotic significance level (asymptotic distribution) is $0.026 < 0.05$, indicating that the study's data pattern is not regularly distributed.

2. Multicollinearity Test

Table 5 Multicollinearity Test Results

Variable	Tolerance	VIF
Service Quality (X1)	0,973	1,027
Customer Satisfaction (X2)	0,646	1,548
Company Image (X3)	0,640	1,562

Source: SPSS 2024 output results

Table 5 above shows that all variables' value tolerances (X1), (X2), and (X3), which measure customer satisfaction and company image, are greater than 0.10. Moreover, it is evident that all three variables—Service Quality (X1), Customer Satisfaction (X2), and Company Image (X3)—have VIF values less than 10. Thus, it may be said that the data do not exhibit multicollinearity.

3. Heteroscedasticity test

Table 6 Heteroscedasticity Test Results

Variable	Say	Conclusion
Service Quality (X1)	0,027	There are symptoms of heteroscedasticity
Customer Satisfaction (X2)	0,681	There are no symptoms of heteroscedasticity
Company Image (X3)	0,201	There are no symptoms of heteroscedasticity

Source: SPSS 2024 output

Table 6 above's Glejser test findings show that if the sig value is more than 0.05, it is considered that heteroscedasticity symptoms do not exist. Heteroscedasticity symptoms can be identified in the Service Quality variable (X1) if the sig value is less than 0.05. Then, it may be concluded that the variables Company Image (X3) and Customer Satisfaction (X2) do not exhibit signs of heteroscedasticity because their sig values are greater than 0.05.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study's data analysis to determine the strength of the link between the independent variable (X) and the dependent variable (Y) using the following equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Table 7 Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	-2,226	3,081
SERVICE QUALITY	,457	,106
COMPANY SATISFACTION	,266	,182
COMPANY IMAGE	,095	,138

a. Dependent Variable: CUSTOMER LOYALTY

Source: SPSS 2024 output

By entering the findings of the unknown coefficients in the multiple linear regression model, table 6 may be used to build the first equation:

$$Y = -2,226 + 0,457X_1 + 0,266X_2 + 0,095X_3 + e$$

The above regression equation has the following meaning:

1. The constant value is -2.266. This indicates that the customer loyalty variable Y has a value of -2.266 if the variables service quality (X1), customer satisfaction (X2), and company image (X3) have values of 0.
2. The Service Quality measure (X1) has a positive regression coefficient of 0.457. This number indicates that, assuming the other independent variables remain constant, the value of the Customer Loyalty variable will grow by 0.457 units for every extra value of 1 unit in the Service Quality variable (X1).
3. The Customer Satisfaction variable (X2) has a positive regression coefficient of 0.266. According to this figure, the Customer Loyalty variable will grow by 0.266 units for every unit increase in the Customer Satisfaction variable (X2), assuming the other independent variables remain constant.
4. The Corporate Image variable (X3) has a positive regression coefficient of 0.095. This figure indicates that, if the other independent variables remain constant, the value of the loyalty of consumers variable will increase by 0.095 units for every increased value of 1 unit in the Corporate Image variable (X3).

Coefficient of Determination (R²)

The impact of service quality, customer satisfaction, and company image on customer loyalty is as follows:

Table 8 Coefficient of Determination Test

Model	R	R Square
1	,708 ^a	,501

a. Predictors: (Constant), COMPANY IMAGE, SERVICE QUALITY, COMPANY SATISFACTION
Source: SPSS 2024 output results

The result of the Adjusted R Square, which is

0.448, indicates the coefficient of determination according to the table. This indicates that 44.8% of the variables Service Quality, Customer Satisfaction, and Company Image contribute to Customer Loyalty, with other variables outside the scope of this study influencing the other 55.2%.

Hypothesis testing

1. Simultaneous Test (F Test)

To determine whether or not all independent variables Service Quality, Facilities, and Location have a combined impact on the dependent variable Patient Satisfaction the simultaneous test (F Test) is utilized

Table 9 F Test Results ANOVA^a

Model	F	Say.
1 Regression	9,374	,000 ^b
Residual		
Total		

a. Dependent Variable: COMPANY LOYALTY
b. Predictors: (Constant), COMPANY IMAGE, SERVICE QUALITY, COMPANY SATISFACTION
Source: SPSS 2024 output results

It is evident from table 8 above that the estimated f value is 9.374 with a probability of 0.000 for the model feasibility test. Given that the probability value is less than 0.05, it can be said that customer loyalty is significantly impacted by the variables service quality, customer satisfaction, and company image either separately or in combination.

2. Partial Test (t Test)

The t test is used to show how much influence an independent variable individually has in explaining the dependent variable.

Table 10 t test results

Variable	T	Say
Service Quality (X1)	4,300	0,000
Customer Satisfaction (X2)	1,463	0,155
Company Image (X3)	0,688	0,497

Based on the results of table 14, the t test results can be explained as follows:

- a. The Service Quality variable (X1) has a significance $t < \text{significance value of } 0.05$ or $0.000 < 0.05$ and a calculated t value of $4.300 > t \text{ table value of } 1.694$. This means that H_0 is rejected and H_1 is accepted, which means that there is an influence of Service Quality on Customer Loyalty.
- b. The Customer Satisfaction variable (X2) has a significance $t > \text{significance value of } 0.05$ or $0.155 > 0.05$ and a calculated t value of $1.463 < t \text{ table value of } 1.694$. This means that H_0 is accepted and H_1 is rejected, which means there is no influence of Customer Satisfaction on Customer Loyalty.
- c. The Corporate Image variable (X3) has a significance $t > \text{significance value of } 0.05$ or $0.497 > 0.05$ and a calculated t value of $0.688 < t \text{ table value of } 1.694$. This means that H_0 is accepted and H_1 is rejected, which means there is no influence of Company Image on Customer Loyalty

DISCUSSION

According to test results conducted using SPSS version 25, this study demonstrates that while customer satisfaction and company image have little bearing on customer loyalty, service quality has an impact on it. Based on the outcomes of the hypothesis's testing, the following explanations apply to each variable:

The Influence of Service Quality on Customer Loyalty

Based on the computed t value of 4.300, which is greater than the t table value of 1.694, the research findings indicate that the Service Quality variable influences the Customer Loyalty variable. The significance value of the Service Quality variable is $0.000 < 0.05$. This demonstrates how the Service Quality variable in this study has the potential to affect Customer Loyalty at PT X. This suggests that customer loyalty is influenced by service quality, as stated by PT AliftiaRizkiAnnisa (2014). The higher the service quality.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the calculated t value of 1.463, the research findings show that the Customer Satisfaction variable has no effect on Customer Loyalty. Accordingly, the significant value of Customer Satisfaction is $0.155 > 0.05$ and the t computed $1.463 < t \text{ table value } 1.694$. This demonstrates that the Customer Satisfaction variable in this study cannot have an impact on Customer Loyalty at PT X. The study's findings support the assertion made by Rosalina &Surianto (2024) that customer loyalty is unaffected by customer satisfaction. According to research (HadiFirdaus, 2017), customer loyalty is unaffected by customer satisfaction.

The Influence of Company Image on Customer Loyalty

Based on the estimated t value of 0.688, the research findings indicate that the Corporate Image variable has no effect on Customer Loyalty. Consequently, the significance value is $0.497 > 0.05$ and the computed t value is $0.688 < t \text{ table value } 1.694$. This demonstrates that the Company Image variable in this study is unable to have an impact on Customer Loyalty at PT based on customer perception. The study's findings support the assertion made by Rina P. and AsmiAyuning H. (2019) that there is no relationship between company image and customer loyalty.

CONCLUSION

Drawing on the analysis and debate of the impact of customer satisfaction, service quality, and company image on customer loyalty at PT Customer loyalty at PT X is not influenced by the company. at PT X, customer loyalty is simultaneously impacted by service quality, customer satisfaction, and company image. Based on the conclusions above, the suggestions that can be given in this research are as follows: It is recommended that companies maintain and focus on improving service quality through employee training, implementing technology for efficiency, and continuous quality measurement. Meanwhile, customer satisfaction and company

image should be evaluated regularly so that it can influence customer loyalty. By implementing these suggestions, PT X can increase customer loyalty significantly, although each factor has a different influence. The findings of this study can be utilized as a guide for future research, particularly in the same field of study. To ensure more accurate research, it would be preferable to increase the number of research variables used.

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