

## Research Article

## The Effect of Retail Mix on Loyalty with Satisfaction as a Mediating Variable at Aluminum and Glass Industry in Aceh Besar District Province of Aceh, Indonesia

Muhammad Andi<sup>1</sup>, Honneyta Permana Lubis<sup>1</sup>, Murkhana<sup>1</sup>, Sorayanti Utami<sup>1\*</sup><sup>1</sup>Master of Management Program, Faculty of Economics and Business Syiah Kuala University, Banda Aceh, Indonesia**Article History**

Received: 24.12.2019

Accepted: 11.01.2020

Published: 23.01.2020

**Journal homepage:**<https://www.easpublisher.com/easjebm>**Quick Response Code**

**Abstract:** This study aims to determine the effect of Retail mix on loyalty which is mediated by satisfaction in the aluminum and glass industry in the district of Aceh Besar. The sample in this study amounted to 100 respondents who were consumers of several aluminum and glass industry companies in Aceh Besar District. This research method uses a questionnaire as a research instrument. Purposive sampling is used as a sampling technique. Research using the method of Hierarchical Linear Modeling Baron & Kenny (1986), is used to examine the effect of independent variables with the dependent variable. The results of this study indicate that the retail mix has an effect on increasing customer satisfaction. The magnitude of the effect of retail mix on customer satisfaction is 0.766 or 76.6%. This indicates that the better the retail mix will have a positive and real effect on increasing customer satisfaction. This research also proves that consumer satisfaction has an effect on customer loyalty. The magnitude of the influence of customer satisfaction on consumer loyalty is 0.313 or 31.3%. This indicates that the higher customer satisfaction will directly influence the increase in consumer loyalty. It also shows that retail mix influences consumer loyalty. The amount of retail mix effect on consumer loyalty is 0.493 or 49.3%. This indicates that the better retail mix will have a positive and real effect on increasing consumer loyalty.

**Keywords:** retail mix, loyalty, satisfaction

**Copyright @ 2020:** This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution, and reproduction in any medium for non commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

### INTRODUCTION

Business is experiencing rapid growth. Such conditions are not surprising if it can create increasingly competitive competition. Tight business competition now requires business people to improve efficiency in all fields in producing products and services. In order to survive with these conditions the company is required to be able to innovate to attract customers as much as possible in marketing the company's products or services, so as to create loyalty to the company. Consumer loyalty is reflected in the results of customer satisfaction with the company. According to Zeithml et.al (2009), customer satisfaction is, "Customer's evaluation of a product or service in terms of whether that product or service has met customer needs and expectations". Where according to him customer satisfaction is the customer's assessment of the product or service in terms of assessing whether the product or service has been able to meet customer needs and expectations.

In the retail business based on the opinion of Levy and Weitz (2009: 21) *retail mix* is a tool that will be used to implement, handle the development of retail strategies that can be used to satisfy the needs of a better target market than competitors.

The application of the retail mix for several industries in the Aceh Besar District has contributed to its own success for the company. Companies that have been operating up to now that are engaged in the production of finished products, home products and repair services in accordance with consumer demand.

In addition, the factor of consumer satisfaction with aluminum and glass products in the region must be very much considered by creating a feeling of satisfaction to consumers that has an impact on consumer loyalty such as Griffin's opinion (2005) "that loyal customers are customers who are very satisfied

with certain products or services so have the enthusiasm to introduce it to anyone known. "

Based on a brief description of the general description of the aluminum and glass industry in the retail mix, the authors are interested in conducting research related to customer satisfaction which causes consumer loyalty based on the retail mix applied to several aluminum and glass industry companies in Aceh Besar District. Thus, research conducted on the writing of this Thesis is entitled " *The Effect of Retail Mix on Loyalty Mediated by Satisfaction in the Aluminum and Glass Industry in Aceh Besar District* " .

Based on the description on the background of the above research related to the *retail mix* influence on loyalty mediated by satisfaction in the aluminum and glass industry in Aceh Besar District, the researcher will describe the formulation of the problem to the research that will be carried out as follows:

1. How is the *retail mix* , satisfaction, and loyalty that occurs in the aluminum and glass industry in Aceh Besar District
2. Does the *retail mix* affect loyalty to the aluminum and glass industry in Aceh Besar District
3. Does the *retail mix* affect satisfaction in the aluminum and glass industry in Aceh Besar District
4. Does satisfaction affect loyalty to the aluminum and glass industry in Aceh Besar District
5. Does the *retail mix* affect loyalty that is mediated by satisfaction in the aluminum and glass industry in Aceh Besar District.

From the description of some problem formulation rather than this research, the researchers will produce several objectives from research on the aluminum and glass industry in Aceh Besar District.

The objectives of this study are as follows:

1. To find out the *retail mix* , satisfaction, and loyalty relationships that occur in the aluminum and glass industry in Aceh Besar District
2. To determine the effect of *retail mix* on loyalty to the aluminum and glass industry in Aceh Besar District.
3. To determine the effect of *retail mix* on satisfaction in the aluminum and glass industry in Aceh Besar District.
4. To determine the effect of satisfaction on loyalty in the aluminum and glass industry in Aceh Besar District.
5. To determine the effect of *retail mix* on loyalty which is mediated by satisfaction in the aluminum and glass industry in Aceh Besar District

## LITERATURE REVIEW

### Consumer Loyalty

The definition of loyalty defined by Kotler and Keller (2009: 138) reveals loyalty is "a commitment that is held deeply to buy or support a product or service that is preferred in the future even though the

influence of the situation and marketing efforts has the potential to cause customers to switch ". Loyal consumers are consumers who always buy back from the same provider or service provider and maintain a positive attitude towards the service provider in the future (Griffin, 2007; 4).

### Retail Mix (Retail Mix)

*Retail mix* is a tool used to implement, handle the development of retail strategies that can be used to satisfy the needs of the target market better than competitors. As for the elements of the *retail mix* consists of *location* , *merchandise assortments* , *pricing* , *customer service* , *store design and display* , and *communication mix* (Levy and Weitz, 2009: 21)

### Customer Satisfaction

Lovelock (2005: 102) explaining that satisfaction is an emotional state, their post-purchase reaction can be anger, dissatisfaction, irritation, excitement or pleasure. It is not surprising that the company has become obsessed with customer satisfaction, given its direct relationship with customer loyalty, market share and profits. Schiffman and Kanuk (2004: 14) states that customer satisfaction is a person's feeling towards the performance of a product or service that is compared to his expectations.

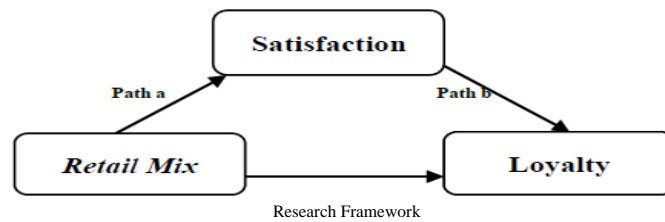
According to Kotler (2005) satisfaction is the number of attributes of a product or service. Veloutsou (2005) in his research describes the product, there is a difference between customer satisfaction of goods and services. The difference between tangible and intangible goods becomes various satisfaction factors customers, and that is why they must be treated separately and differently.

In a business run by *retail* companies , optimal service is needed so that customer satisfaction is created, which can have an impact on new prospects , as expressed by According Lupiyoadi (2006) there are five main factors related to satisfaction, namely: Product Quality , Service Quality, Emotional, Price and Cost. So based on the factors related to satisfaction expressed by Lupiyoadi, then the same as elements of the *retail mix* consisting of products and services offered, product prices, promotional and advertising programs, shop design, merchandise presentations, customer service, and location stores that attract consumer loyalty to remain loyal Levy and Witz (2009).

In industrial companies that apply the retail mix to the maximum, it will directly attract consumers to remain loyal to the company. According to Peter and Olson (2005), customer loyalty is a behavioral impulse to make repeated purchases and to build customer loyalty to the products or services produced by the company takes a long time through the repeat purchase process.

The framework of thought in this study illustrates the relationship of the *Retail Mix* independent variable (X) consisting of merchandise (X1), price (X2), promotion (X3), store design (X4), item

arrangement (X5), customer service (X6), and location (X7) to the variable customer loyalty (Z), and as a mediating variable is satisfaction (Y). The formulated research framework can be seen on figure 1 as follows:



**Based on the results of that have been described previously, it can be formulated following hypothesis:**

- H1:** *Retail Mix* affects loyalty.
- H2:** *Retail Mix* affects satisfaction.
- H3:** Satisfaction affects loyalty.
- H4:** *Retail Mix* affects loyalty through satisfaction.

## RESEARCH METHODS

### Location and Object of Research

To get the relevant data needed in completing this thesis, the author conducted a series of studies on consumers of aluminum and glass industry companies in Aceh Besar District. While the object of this study is *Retail Mix* as an independent variable, Loyalty as a Dependent variable and satisfaction as a Mediation variable.

### Research subject

The subjects of this study are consumers who use products from the work of industrial companies Aluminum and glass temples in the Aceh Besar District.

### Population and Sampling

The population according to Sekaran (2006) is the whole group of people, events, or things of interest that investigative researchers want. While the sample According to Hair, et al. quoted by Ferdinand (2002: 43) the appropriate sample size (observation data) is between 100-200. Respondents who were sampled in this study amounted to 100 respondents who were consumers of several aluminum and glass industry companies in Aceh Besar District.

### Data Collection Technique

To obtain data and information in accordance with the object of the study, the author conducts data collection methods using questionnaires (questionnaire), which is a method of collecting by giving respondents a list of questions to fill. The questionnaire used was the type of choice to make it easier for respondents to provide answers, because alternative answers were provided and only needed a shorter time to answer them.

### Measurement Scale

In the questionnaire, respondents were asked to state the level of agreement following the measurement scale used in this study, namely by using a Likert scale. Likert scale is a scale designed to enable respondents to answer various levels of questions on each item that uses products and services. In a Likert scale, the answers that support the question are given a high score. While for answers that are not or less supportive are given a low score, and one choice is judged by interval 1 (Sugiyono, 2009).

### Operational Variable Research

Operational variables in this study are divided into *Retail Mix* (X) Products (X1,1), Price (X1,2), Promotion (X1,3), Shop Design (X1,4), Goods Arrangement (X1,5), Service Consumer (X1.6) and location (X1.7) as independent variables, as well as consumer loyalty (Z) as the dependent variable, and customer satisfaction (Y) as mediation.

### Data Analysis Equipment

The data analytical tool used in this study in determining the effect of *Retail Mix* on Consumer Loyalty mediated by Customer Satisfaction is SEM with AMOS application program. The Path Analysis using Amos can be seen on the following figure:

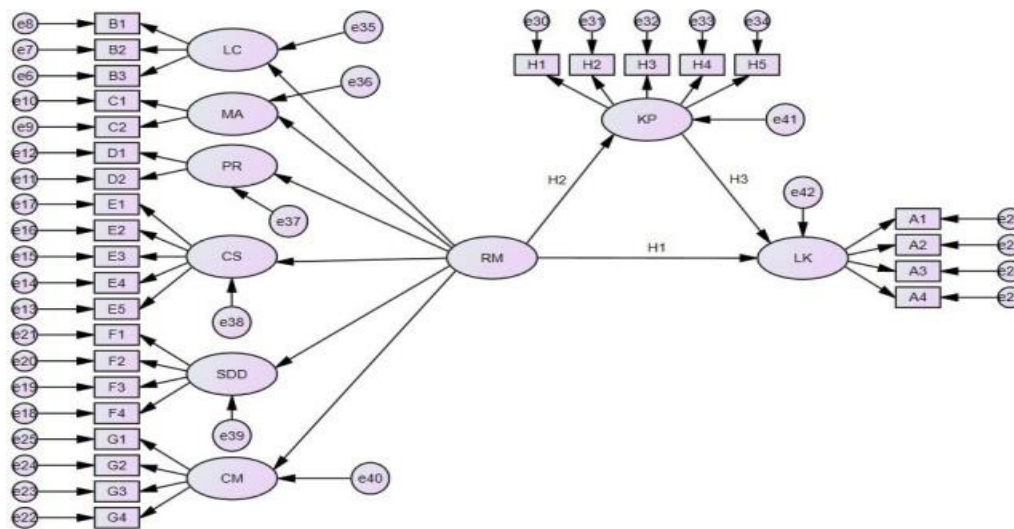


Figure-1. Path analysis Using AMOS

## RESULTS AND DISCUSSION

### Results

#### Instrument Testing Results

The quality of the data obtained from the use of research instruments can be evaluated through validity and reliability testing (reliability test) based on

the correlation coefficient of Cronbach Alpha which is commonly used in social sciences research.

Data validity testing in this study was carried out statistically, using the Pearson product-moment coefficient of correlation test with the help of the AMOS program as explained in Table-1.

Table-1. Validity Test Results

No. Statement	Variable	Correlation coefficient	Critical Value of 5% (N = 194)	Ket
1.	X11	Retail mix	0, 471	Valid
2.	X12	(X)	0, 310	
3.	X13		0, 437	
4.	X21		0, 610	
5.	X 22		0, 464	
6.	X31		0, 566	
7.	X32		0.619	
8.	X41		0.713	
9.	X42		0.496	
10.	X43		0.557	
11.	X44		0,546	
12.	X45		0,546	
13.	X51		0.580	
14.	X52		0.633	
15.	X53		0.598	
16.	X54		0.474	
17.	X61		0.671	
18.	X62		0.766	
19.	X63		0.642	
20.	X64		0.560	
21.	Y 1	Customer satisfaction	0.7 29	Valid
22.	Y 2	(Y)	0.822	
23.	Y 3		0, 811	
24.	Y 4		0, 801	
25.	Y 5		0, 803	
2 6 .	Z 1	Consumer loyalty	0, 664	Valid
2 7 .	Z 2	(Z)	0.726	
2 8 .	Z 3		0,786	
2 9 .	Z 4		0.789	

Source: 2018 Primary Data, (processed)

While reliability testing based on *Cronbach Alpha* is commonly used for testing questionnaires in social science research. This analysis is used to interpret the correlation between the scale created with the scale of the existing variable.

Reliability testing referred to in this research is to determine the extent to which the results of measurements performed statistically consistent, namely by calculating *Cronbach Alpha* with SPSS. The results are as described in Table.2 which shows that the instruments in this study are reliable because the alphabet value is greater than 0 , 60 (Malhotra, 2011).

**Table-2.** Research Variable Reliability (Alpha)

N o.	Variable	Item Variable	Alpha value	Ket
1.	Retail mix (X)	20	0, 881	Reliable
2 .	Customer satisfaction ( Y )	5	0, 845	Reliable
3 .	Consumer Loyalty (Z)	4	0, 729	Reliable

**Source:** 2018 Primary Data (processed).

Based on reliability analysis, it can be seen that alpha for each respondent perception variable can be seen from several variables , namely retail mix variable (X) obtained by alpha value of 0.881 , customer satisfaction variable ( Y ) obtained an alpha value of 0.848 , and consumer loyalty variables ( Z ) obtained an alpha value of 0.729 . Thus the measurement of reliability against research variables shows that the measurement of reliability meets the credibility of *Cronbach Alpha* where the alpha value is greater than Alpha 0 , 60.

**Perceptions of Respondents Against Variables Retail mix , customer satisfaction and consumer loyalty**

- Perception of Retail mix
- Perception of customer satisfaction
- Perception of consumer loyalty

**Data Analysis Process and Results**

The model that will be used in this study is a causality model or relationship or influence and to test the proposed hypothesis, the analysis technique used is SEM (*Structural Equation Models*). The use of SEM analysis methods because SEM can identify the

dimensions of a construct and at the same time be able to measure the influence or degree of relationship between factors that have been identified dimensions (Ferdinand, AT, 2011).

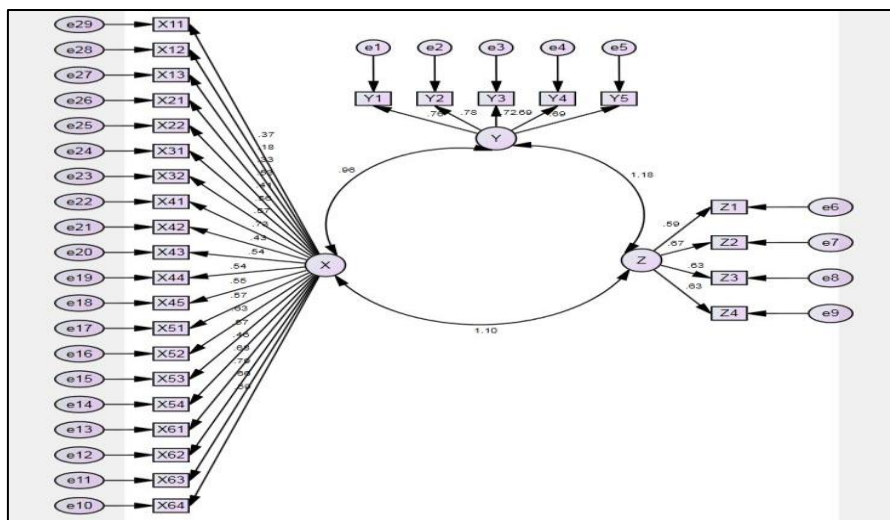
As explained earlier, this study applies analysis with *Structural Equation Modeling* (SEM) as an attempt to test hypotheses. This research model has been described in chapter I II where the research model consists of 29 indicators to test the relationship of causality between the hypothesized variables.

**Confirmatory Factor Analysis (Confirmatory Factor Analysis)**

This confirmatory factor analysis is a stage of measurement of indicators that form latent variables in the research model. Furthermore, the results of the confirmatory factor analysis will be discussed from each model.

**Confirmatory Factor Analysis Normality Test**

Data processing results for confirmatory factor analysis for all constructs in this study are shown in Figure-2.



**Figure-2.** Confirmatory Factor Analysis

*Loading factor* that represents the contribution of each indicator to the variable it represents can be seen in Table-3 below:

**Table-3. Standardized Weights (Loading Factor) Indicators Against Variables**

			Estimate
Y1	<---	Y	0,756
Y2	<---	Y	0,777
Y3	<---	Y	0,723
Y4	<---	Y	0,688
Y5	<---	Y	0,686
Z1	<---	Z	0,594
Z2	<---	Z	0,673
Z3	<---	Z	0,629
Z4	<---	Z	0,633
X64	<---	X	0,588
X63	<---	X	0,658
X62	<---	X	0,786
X61	<---	X	0,679
X54	<---	X	0,564
X53	<---	X	0,569
X52	<---	X	0,634
X51	<---	X	0,572
X45	<---	X	0,549
X44	<---	X	0,545
X43	<---	X	0,541
X42	<---	X	0,535
X41	<---	X	0,726
X32	<---	X	0,574
X31	<---	X	0,557
X22	<---	X	0,509
X21	<---	X	0,532
X13	<---	X	0,534
X12	<---	X	0,584
X11	<---	X	0,573

**Source:** Primary Data, 2018 (processed)

Based on the results of Table 3 above shows that all indicators included in the model have fulfilled the requirements to be included in the subsequent data processing because all estimated values have a greater coefficient value of 0.5. Ghozali (2008) reveals that a factor weight of 0,50 or more is considered to have strong enough validation to explain the latent construct. Before proceeding to the structural stage, we will see the feasibility of the existing model. Model feasibility testing is done by testing the model fit through goodness of fit.

**Evaluating the Goodness of Fit Criteria Conformity Index and Cut-Off Value**

Models can be tested using a variety of ways, in SEM analysis there is no single statistical test tool to measure or test hypotheses about the model. As for the explanation of each conformity testing and c -off value based on the description of the above *Goodness of fit Measurement Model*, summary her as described in Table 4.

**Table 4. Goodness of Fit Measurement Models Criteria Table**

Size Index Criteria	Cut-off Value	Analysis Results	Model Evaluation
X <sup>2</sup> - Chi Square	Small is expected	2,897	Good
CMIN	CMIN / DF > 2	6,501	Good
RMSEA	> 0.08	0,95	Good
GFI	≥ 0.90	0,959	Good
AGFI	≥ 0.90	0,903	Good
TLI	≥ 0.90	0,949	Good
CFI	≥ 0.90	0.969	Good

**Source:** Primary Data, 2018 (processed)

**Conclusion of Measurement Test**

Based on Table 4. above it can be seen that in general, using the *goodness of fit* test , it can be concluded that the existing measurement model has met the criteria of fit, so that the output that comes out of this model can be used as finding or research findings related to the relationship between indicators with their respective constructs.

**Hypothesis testing**

After all assumptions can be met, then the hypothesis will be tested as proposed in the previous chapter. The research hypothesis testing is carried out based on the *Critical Ratio* (CR) value of a causality relationship from the results of SEM processing as in the following table 5.

**Table 5.** Regression Weight Structural Equational Model

			Estimate	SE	CR	P
Customer satisfaction	<---	Retail mix	0,766	0.234	5,847	0,000
Consumer loyalty	<---	Retail mix	0,493	0,598	3,087	0.002
Consumer loyalty	<---	Customer satisfaction	0,313	0,450	2,474	0,013

**Source:** Primary Data Processed, (2018)

Based on the results of SEM analysis in Table 5 and statistical equations (1) and (2), the following results can be formulated:

$$\begin{aligned} \text{Customer satisfaction} &= 0,766 \text{ retail mix} \\ \text{Consumer loyalty} &= 0,493 \text{ retail mix} + 0,313 \text{ customer satisfaction} \end{aligned}$$

**Conclusion of Structural Model Test**

Furthermore, the test results of each of the above hypotheses will be presented briefly in Table 6 about the conclusion of the hypothesis below-

**Table 6.** Conclusion Direct Influence Hypothesis

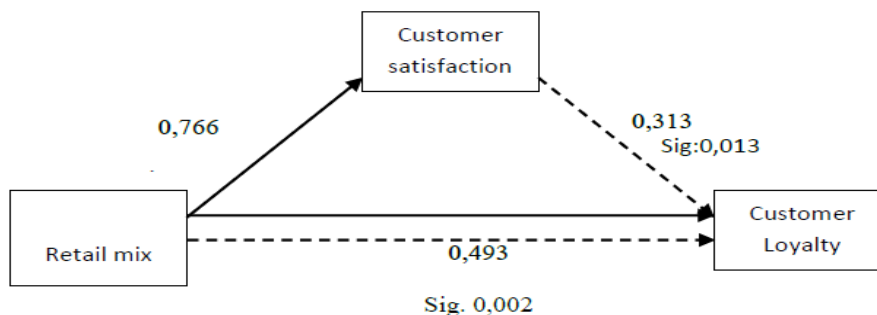
No.	Hypothesis	CR Cut off > 1.96	P Value Cut off < 0.05	Information
1	Test the effect of independent retail mix variables (X1) with intervening variables on customer satisfaction (Y)	5,847	*** (Sig, <5%)	H <sub>1</sub> Received
2	Test the effect of customer satisfaction (Y) Intervening variables with consumer loyalty variables (Z)	2,474	*** (Sig, <5%)	H <sub>2</sub> Received

\*\*\*, Significant at Level 1%

Based on table 6 can be explained that there is a direct influence of retail mix variables on customer satisfaction with CR values of 5,847 and there is a direct influence of customer satisfaction on consumer loyalty with a CR value of 2,474.

**The influence of retail mix on consumer loyalty through customer satisfaction**

Testing the effects of mediating retail mix variables on personnel performance can be explained as follows:



**Picture-3.** Mediating Securities Retail test testing for *consumer loyalty* through customer satisfaction

Based on Figure 3, obtained that the path coefficient between retail mix with customer satisfaction is obtained by the path coefficient value of 0, 766, while the path coefficient of customer satisfaction on consumer loyalty is equal to 0, 313 . Path coefficient between retail mix with consumer loyalty obtained value of 0, 493 . Because of the direct influence between retail mix with significant consumer loyalty at  $\alpha = 5\%$  and retail mix influence on customer satisfaction is significant at  $\alpha = 5\%$  and the effect of customer satisfaction on consumer loyalty is also significant at  $\alpha = 5\%$ , it can be concluded that the variable customer satisfaction plays a role as a variable that mediates the relationship between retail mix and consumer loyalty. The role of mediation played by customer satisfaction is *partially mediating*.

## DISCUSSIONS

The results showed that the retail mix had an effect on increasing customer satisfaction. The amount of retail mix influence on customer satisfaction is 0, 766 or 76 , 6 % . This indicates that the better the retail mix will have a positive and real effect on increasing customer satisfaction. The results of this study are in line with the research conducted by Setiawan (2013), where Variable *merchandise assortment, pricing, communication mix, store design & display, customer service* and *location* simultaneously have a significant effect on Customer Satisfaction.

Based on the results of the study it can also be concluded that the retail mix affects consumer loyalty. The amount of retail mix effect on consumer loyalty is 0, 493 or 49 , 3 % . This indicates that the better retail mix will have a positive and real effect on increasing consumer loyalty.

## CONCLUSIONS AND RECOMENDATIONS

### Conclusions

1. It proves that retail mix affect customer loyalty. The influence of retail mix on customer satisfaction obtained CR value of 5.847 with a signification level of  $\alpha = 5$  of 0.000. Thus it can be concluded that retail mix has an effect on increasing customer satisfaction. The magnitude of the effect of retail mix on customer satisfaction is 0.766 or 76.6%. This indicates that the better the retail mix will have a positive and real effect on increasing customer satisfaction .
2. The retail mix has an effect on consumer satisfaction. The influence of retail mix on customer satisfaction obtained CR value of 5 , 847 with a signification level of  $\alpha = 5$  of 0.000. Thus it can be concluded that retail mix has an effect on increasing customer satisfaction. The amount of retail mix influence on customer satisfaction is 0,

766 or 76 , 6 % . This indicates that the better the retail mix will have a positive and real effect on increasing customer satisfaction.

3. Customer satisfaction affects customer loyalty. Effect of customer satisfaction on consumer loyalty obtained CR value of 2 , 4 74 with a signification level  $\alpha = 5$  of 0.0 13 . Thus it can be concluded that customer satisfaction affects consumer loyalty. The amount of influence of customer satisfaction on consumer loyalty is 0, 313 or 31 , 3 % . This indicates that the higher customer satisfaction will have a direct influence on increasing customer loyalty.
4. The retail mix has an indirect effect on employee customer loyalty through customer satisfaction. Path coefficient between retail mix with consumer loyalty obtained value of 0, 493 . Because of the direct influence between retail mix with significant consumer loyalty at  $\alpha = 5\%$  and retail mix influence on customer satisfaction is significant at  $\alpha = 5\%$  and the effect of customer satisfaction on consumer loyalty is also significant at  $\alpha = 5\%$  it can be concluded that the variable customer satisfaction plays a role as a variable that mediates the relationship between retail mix and consumer loyalty . The role of mediation played by customer satisfaction is *partially mediating* .

### Recommendations

1. Based on descriptive research data obtained that the respondent's perception of the retail mix was 3.68. This figure shows that the company is still not able to implement a good retail mix. So that in the future the company will pay attention to this retail mix problem.
2. In order to increase the scope of the study area and add other variables that are expected to affect motivation and work performance, other variables such as leadership and career level.

## REFERENCE

1. Akbar, M. M., & Parvez, N. (2009). Impact of service quality, trust, and customer satisfaction on customers loyalty. *ABAC journal*, 29(1).
2. Dunne, Patrick M., Lusch, Robert F., & Griffith David A. (2002). *Retailing*. Delhi: South Western, A Division of Thomson Learning.
3. Ferdinand, A. (2002). *Structural Equation Modelling dalam penelitian manajemen*, edisi kedua, B. P., UNDIP, Semarang.
4. Ferdinand, A. (2004). *Structural Equation Modelling dalam Penelitian Manajemen*, edisi ketiga, B. P., UNDIP, Semarang.
5. Dhruv, G., & Michael, L. (2010). *Marketing*. New York: McGraw Hill.
6. HennigThurau, T., Gwinner, K.P., & Gremler, D.D. (2002). Understanding Relationship Marketing Outcomes. *Journal of Service Research*, 4(3),230–248.



7. Hoq, M. Z., & Amin, M. (2010). The Role of Customer Satisfaction to Enhance Customer Loyalty. *African Journal of Business Management*, 4(12), 2385-2392.
8. K.Upamannyu, N., et al, (2015). Management and Engineering. *International Journal of Research in Information Technology*, 5(4), April 2015 Website: [www.indusedu.org](http://www.indusedu.org)
9. Kotler, Philip. *Manajemen Pemasaran : Analisis Perencanaan, Implementasi dan Kontrol*, Edisi Milenium. PT. Prenhalindo, Jakarta,
10. Kotler. (2005). *Manajemen Pemasaran*. Alih Bahasa: JokoWasana. Edisi kesebelas. Jilid 2. Indonesia: PT Temabaru.
11. Kotler, P., dan Keller, K. L., (2007). *Manajemen Pemasaran*. Edisi Kedua Belas. Indonesia: PT Macanan Jaya Cemerlang.
12. Kotler. P. (2009). *Manajemen Pemasaran*, jilid II, Edisi kesebelas, Jakarta, P.T Indeks Gramedia.
13. Michael, L., & Weitz, Barton A. (2009). *Retailing Management*. New York: McGraw - Hill Irwin.
14. Lovelock, Christopher. H., & Wright, Lauren. K. (2005). *Manajemen Pemasaran Jasa*. Indeks
15. Lupiyoadi, Hamdani. (2006). *Manajemen Pemasaran Jasa*, Edisi Kedua. Jakarta :Penerbit Salemba Empat.
16. Malhotra, N. (2005). *Riset Penelitian: Pendekatan Terapan*. (Ed.4). Jakarta: PT. Indeks Kelompok Gramedia.
17. Ndubisi, N.O. (2005), Relationship Marketing and Customer Loyalty. *Journal of Marketing Intelligence & Planning*, Vol. 25, No. 1, pp: 98-106.
18. Mahamad, O., & Ramayah, T. (2010). Service quality, customer satisfaction and loyalty: A test of mediation. *International business research*, 3(4), 72.
19. Sangadji Etta M, Sopiah. (2013). *Perilaku Konsumen, Pendekatan Praktis*. Disertai. Himpunan Jurnal Penelitian, CV Andi Offset, Yogyakarta
20. Schiffman, L. G., & Kanuk, Leslie Lazar. (2004). *Consumer Behavior* 8th edition. Pearson Prentice Hall
21. Supriyadi, Edy, (2014) *AMOS+AMOS* penerbit In Media
22. Vanessa Gaffar. 2007. *Manajemen Bisnis*. Bandung: Alfabeta.
23. Waluyo, Minto, (2011) *Panduan dan Aplikasi Struktural Equation Modelling*, Penerbit PT. Indeks, Jakarta
24. Zeithaml, V., & Bitner. M. J. (2003). *Service Marketing: Integrating Customer Focus Across The Firm*. 3rd Edition. New York : McGraw-Hill.