

FACTORS AFFECTING CUSTOMER LOYALTY : PRICE ANALYSIS, COMPANY IMAGE AND PROMOTION OF ETHOZ PRODUCTS IN SURABAYA, EAST JAVA

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Abstract: *The loyalty from consumers will make the company stronger to survive in the midst of competition with competitors. The company loyalty is influenced by several factors such as price, image of company and promotion. Therefore the purpose of this study was to describe customer loyalty, price, image of company and promotion and determine the effect of among variables that had a dominant influence on customer loyalty for Ethoz products in Surabaya, East Java. This study uses explanatory research with a census sampling technique of 127 consumers. While the analysis technique using descriptive analysis, and multiple linear regression analysis. The results of the study show that price, image of company, and promotion simultaneously affect customer loyalty. While partially the price has an effect on customer loyalty, then the image of the company has no effect on customer loyalty, and promotion has an effect on customer loyalty.*

Keywords - *The customer loyalty, price, image of company, promotion*

I. INTRODUCTION

Currently more and more companies are established in the field of product or service marketing, it is not uncommon for one company to produce similar products to be marketed. The more companies that produce this kind of product, the higher the level of competition between companies. This is as according to Mayasari and Indriyani (2016: 189), who revealed that competition between similar companies occurs because one or more competitors between similar companies feel pressure from other similar companies or see their opportunities to improve their position in the market. In most industries, competitive moves by one firm have a profound effect on competitors and can encourage resistance or attempts to counter the movement. Industrial growth turns competition into a market grab for companies looking to expand. The higher the level of business competition, the more these companies will scramble to get consumers . Because it is not uncommon for consumers to switch brands they consume or use even though the products are similar. Therefore, it is very important for a company to have loyal customers or loyal to the products they produce.

Customer loyalty is a very important thing as one of the things that can support the success of a company in building a brand image in the midst of increasingly high business competition. Loyalty from consumers will make the company stronger to survive in the midst of competition with the company's competitors. According to Kotler and Armstrong, (2016: 36), loyalty is a commitment to repurchase a product or service in the future regardless of situational influences and marketing efforts that have the potential to cause switching consumer behavior. A loyalty or commitment from consumers to a product can be seen from the frequency of consumer or customer purchases on a regular basis, references by consumers who have tried our products to others, and consumers' immunity to competitors' temptations.

It is very important to get customers who have high loyalty from the level of satisfaction they get. No exception for companies that position themselves as followers such as the Ethoz company food . Ethozo Food is a food manufacturer company with seaweed as the basic ingredients. They process the raw material for seaweed until it becomes a product that is packaged and ready to be marketed. Each process is supported by the Quality Assurance Team which ensures the quality and stability of Ethoz products . Ethoz food company has provided gelatin products, jelly products, fantasy jelly products and pudding products . Ethoz always makes continuous innovations to support their mission, which is to provide customer satisfaction with useful, economical and quality products (ethozfood.com, 2021). The products they sell reach market segments from the upper middle

class to the lower middle class, so when making purchases, consumers are still thinking about price, company image and promotions carried out by the Ethoz company . At the Ethoz company in Surabaya, customer loyalty is quite good. This level of loyalty can be obtained from several factors such as price, promotion and company image.

Companies that position themselves as followers like Ethoz In this food , the main strength it has is in a price that can compete with competitors who are leaders. According to Kotler & Armstrong (2016: 324), price is the amount of money spent for a product or service, or a number of values exchanged by consumers for obtaining the benefits or ownership or use of a product or the service. Price competition between competitors has often happened.

The purpose of this price competition is to attract the attention of consumers, as according to Solihin (2019: 27), which states that price competition is competition between sellers or producers with the aim of attracting consumers by offering the same product at a lower or lower price than the seller. other. This also happened to the products marketed by the Ethoz company which some time ago were able to sell one of their types of products quite easily, but when competitors issued similar products at a much cheaper price it made selling these products more difficult even though the quality was far above the product.

As a follower company, it is very important to position the company's image against the leader company. Because one of the big problems of follower companies like Ethoz This food is marketing the products that are owned with the shadow of the company that is the leader. Because it is very important to build their own company image to make it easier to market their products. according to Purba (2017:5), company image is defined as the impression that arises in accordance with the knowledge and experience of a consumer about a company. This company image will arise from how someone views the company itself. To get a good corporate image, it is necessary to have a personality that stands out from the company, has a good reputation, high values, inherent identity, and public relations .

Promotions continue to be carried out by the Ethozo company food to be able to compete and win customers from competitors. Promotion according to Ferdiansyah and Sulandjari (2020:26), is one of the variables in the marketing mix that is very important to be carried out by companies in marketing products or services. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wants and needs. Promotions by Ethozo company Food aims to make the products owned are better known and facilitate sales, by means such as conducting market raids by sampling by SPG (Sales promotion girl), providing bendit programs between products or with other goods, conducting cash back programs , providing electronic devices with a minimum purchase , and special discounts. According to Aminah et al. (2019:2) market raids are promotional programs that are communicated word to mouth to consumers in the market so that the messages or promotions conveyed can be understood by consumers in the same way as the producers intended. Another objective of this market raid promotion is to bring producers closer to consumers so that it is easier to educate or introduce the programs and products they market.

As we know in Indonesia, there are other companies engaged in jelly and agar-agar besides Ethoz food , even the company has become a brand image for jelly and jelly products. Because it is very important for Ethoz company Food to continue to do promotions so that the company's image can compete or even take a position from the image of the company's leader while maintaining the price of its products below or at least balanced with competitors. In this research, the product to be studied is Ethoz pudding which is the product with the widest level of market distribution. Based on the description above, it is very interesting to be able to describe customer loyalty, price, company image and promotion of Ethoz products , analyze the effect of price, company image and promotion on customer loyalty for Ethoz products and analyze among the variables price, company image and promotion which have a dominant influence on loyalty. Ethoz product customers in Surabaya, East Java.

II. LITERATURE REVIEW

According to Atmaja (2016:201), loyalty is defined as non random purchase expressed over time by some decision making unit. Based on this definition, it can be explained that loyalty refers to the behavior of consumers in determining the decision to make continuous purchases of a product or service from the company they choose.

according to Atmaja (2016: 201), an indicator that can be used to measure loyalty is Repeat Purchase or loyalty to product purchases by means of repeat purchases, retention or resistance to negative influences on a product, referrals or referencing the total existence of the product's existence to others. others.

According to Kotler and Armstrong (2016: 324), price is defined as the amount of money spent on a product or service. In addition, it can also be interpreted as a number of values that are exchanged by consumers for benefits or ownership or use of a product or service.

According to Amalia (2017: 663), there are several price indicators, namely as follows: 1. Affordable prices, affordable prices for consumers are the expectations of all consumers before they make a purchase of a product or service. Before making a purchase, consumers will look for products whose prices they can reach. 2. Price compatibility with product quality, good product quality will make consumers not mind if they have to buy the product at a relatively higher price. However, consumers will be more interested in products that have low prices with good quality. 3. price competitiveness , companies will set the selling price of their products by considering the prices of similar products set by competitors so that the products they sell can compete in the market, 4. price suitability with benefits, when buying a product consumers sometimes ignore the price from a product, but will be more concerned with how useful the product is for them.

According to Safitri et al. (2016:33) defines corporate image as a representation of the consumer's assessment of a company, both potential assessments and disappointment assessments. Ratings from consumers will be different, either individually or organizationally. Consumers will develop their knowledge of information to interpret their perception of a company.

According to Shilawati and Sumitro (2020:5), there are several indicators of the company's image as follows: 1. Strength , which is found in the company's physical advantages and cannot be found in other similar companies. The advantages of this company refer to the physical attributes of the company concerned. 2. Uniqueness (Unique), which is the ability to distinguish one company from another. This unique impression will usually arise from the attributes that exist in the product, with this unique impression it means that there is a difference between the products of that company and the products of other companies. This uniqueness can be in the form of service variations, pricing and other differentiation. 3. Favorable (ability to remember), which leads to the ability of consumers to remember a company. This ability to remember can be in the form of the ease with which the company name is pronounced, the ability of the company name to be remembered, the suitability between the impression and the brand in the minds of consumers with the image desired by the company.

Promotion according to Ferdiansyah and Sulandjari (2020:26), is one of the variables in the marketing mix that is very important to be carried out by companies in marketing products or services. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs.

Based on the opinion of Ferdiansyah and Sulandjari (2020:27), there are several dimensions of promotion that can be explained, such as: 1. Advertising , advertising is a form of non-personal promotion paid for by the sponsor. This advertising is usually in the form of promotional messages delivered to the public with the aim of offering the products or services they sell through the media. 2. Selling Individuals (Personal Selling), personal selling is a presentation or verbal conversation with prospective buyers in order to create sales. Personal selling is the right promotional medium for companies to establish good relationships with consumers. The purpose of this promotion is to make sales by meeting directly with consumers to offer their products. Promotional activities of this type are often carried out by raiding the market. 3. Sales Promotion , sales promotion is usually in the form of providing incentives in the short term to increase sales of an item or service in the hope of direct purchase. Promotional activities are often carried out, for example by giving gift coupons, sales, discounts, contests, cash back and exhibitions.

III. RESEARCH METHODS

uses the type of explanatory research where in this study will see the relationship between variables with one another. This study uses 3 independent variables, namely price (X1), company image (X2), and promotion (X3), while the dependent variable used is customer loyalty (Y). This study uses a measurement scale in the form of a Likert scale, which will be a sequence of answers that form a gradation from a positive 5 to a very negative 1.

The object of the research is the consumers of Ethoz pudding products in the Surabaya area who have made purchases at least 2 times, totaling 127 consumers . The data analysis technique used to solve this research problem is descriptive analysis and Multiple linear regression analysis was used to measure the influence between variables.

IV. RESEARCH RESULT

1. Test Research Instruments

Test the research instrument using validity and reliability tests to test the quality of the data collected. This validity test was carried out by using a two-sided test with a significant level of 0.05 . The results of the validity test on 29 statement items are declared valid, because the calculated r value (Pearson Correlation) of all items is greater than the r table value of 0.175, besides the probability value (Sig. (2-tailed) of each item is smaller than the value significant level 0.05.

Table 1. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Description
X1 Price	0.623	Reliable
X2 Corporate Image	0.696	Reliable
X3 Promotion	0.671	Reliable
Y Customer Loyalty	0.752	Reliable

Table 1 shows that all variables are reliable. The price variable (X1), corporate image (X2) and promotion (X3) have a moderate level of reliability with Cronbach's Alpha value between 0.05-0.7, while the loyalty variable (Y) has a high level of reliability with Cronbach's Alpha value of 0.752.

2. Descriptive Analysis

Table 2. Descriptive Analysis Results

Variable	Indicator	mean	Items	mean
Price (X1)	Price affordability (X11)	4.28	The price of Ethoz pudding is affordable in my pocket.	4.24
			The price of Ethoz pudding is cheap for me.	4.33
	Price compatibility with the product (X12)	4.28	The price of Ethoz pudding is in accordance with its quality.	4.39
			With such a quality Ethoz pudding product, the price given is reasonable	4.17
	Price match with benefits (X13)	4.28	Ethoz pudding is useful for me.	4.28
			The price of Ethoz pudding is in accordance with the benefits that I feel.	4.28
Price competitiveness (X14)	4.14	The price of Ethoz pudding can compete with the price of other pudding products.	4.29	
		The price of Ethoz pudding is cheaper than the price of other pudding products.	3.98	
Image (X2)	Favorite (The ability to remember) (X21)	4.13	The Ethoz pudding product impressed me in my mind.	4.24
			When seen, the name Ethoz pudding is easy to pronounce.	4.01
			The name of the Ethoz pudding product is easy to remember.	4.14
	Uniqueness (X22)	4.23	products are easy to distinguish from other products.	4.21
			Ethoz pudding products are unique compared to other products.	4.25

Variable	Indicator	mean	Items	mean
	Strength (X23)	4.18	There are advantages of Ethoz pudding products that cannot be found in other products.	4.17
			There is strength to compete in the market for Ethoz pudding products.	4.28
Promotion (X3)	Advertising (X31)	4.19	attention is drawn to <i>Ethoz pudding advertisements</i> on banners, social media, and electronics.	4.11
			I was compelled to buy <i>Ethoz pudding</i> because of advertisements on banners, social media, and electronics.	4.26
	Sales Promotion (X32)	4.28	I am interested in the <i>Ethoz pudding program</i> such as giving away free goods or other products.	4.32
			I was influenced by the offers and promotions of <i>Ethoz pudding</i> by SPG or sales.	4.24
	Personal Selling with Grebek Pasar (X33)	4.44	I'm interested in selling <i>Ethoz pudding</i> in a rush to the market.	4.51
			I was influenced by the offer of <i>Ethoz pudding</i> made by Sales or SPG directly.	4.37
	Public Relations and Publicity (X34)	4.29	I'm on good terms with the <i>Ethoz pudding product</i> .	4.28
			Information about <i>Ethoz pudding products</i> is easy to find.	4.29
Customer Loyalty (Y2)	Repeat Purchase (Y1)	4.36	I want to buy more Ethoz pudding products.	4.31
			I intend to add flavor or quantity items when I buy another Ethoz pudding product.	4.4
	Retention (Y2)	4.29	I will not be affected if anyone spreads negative news about Ethoz pudding.	4.43
			I will not be influenced to switch to buy another product.	4.15
	Referrals (Y3)	4.26	Ethoz pudding products deserve to be recommended to others to buy.	4.35
			I will give good info about Ethoz pudding to others.	4.18

3. Multiple Linear Regression Analysis

The collected data was regressed using the SPSS statistical program. The results of the classical assumption analysis show that the data are free from heteroscedasticity symptoms and the data are also normally distributed. While the results of the analysis of multicollinearity and autocorrelation can be seen in table 3 below.

Table 3. Multicollinearity and Autocorrelation Test Results

Variable	VIF	Cut-off	Durbin-Watson
X1 Price	1.552	5	1,831
X2 Corporate Image	2011	5	
X3 Promotion	1,459	5	

Table 3 shows that all the variance values of the Inflation Factor (VIF) are less than 5, so it can be concluded that the data in this study stated that there were no symptoms of multicollinearity. In addition, the Durbin-Watson (DW) value was obtained at 1.831, so that the DW value was between dU and 4-dU (1.75

<1.831<4-1.75), so it can be concluded that the data in this study did not have autocorrelation symptoms. The results of multiple linear regression analysis are shown in table 4 below.

Table 4. Results of Multiple Linear Regression

Variable	Standardized Coefficients	P	t Statistics	t table	Conclusion
Price (X1)	0.211	0.006	2,791	1.97	Take effect
Corporate Image (X2)	0.141	0.104	1,638	1.97	No effect
Promotion (X3)	0.537	0	7.342	1.97	Take effect

Standardized linear model are obtained as follows:

$$Y = 0.211X1+0.141X2+0.537X3+e$$

The price variable has a probability value of 0.006 or less than the alpha value (0.05) and the t statistic value (2.791) is greater than the t table (1.97). This comparison shows that the price variable has an effect on customer loyalty. While the corporate image variable has a probability value of 0.104 or greater than the alpha value (0.05) and the t statistic value (1.638) is smaller than the t table (1.97). This comparison shows that the corporate image variable has no effect on customer loyalty. The promotion variable has a probability value of 0.000 or less than the alpha value (0.05) and the t statistic value (7.342) is greater than the t table (1.97). This comparison shows that the promotion variable has an effect on customer loyalty. In addition, with a regression coefficient of 0.537 , the promotion variable has a stronger influence than the price variable (0.211) and corporate image (0.141).

V. DISCUSSION AND IMPLICATIONS

Customer loyalty is formed by repeat purchases , resistance to negative influences about a product (retention) and total referral of the existence of the product to others (referalls). The main thing that can increase customer loyalty is repeat purchases which are reflected from consumers who intend to add flavor or quantity items when buying more Ethoz pudding products . Furthermore, the increase in customer loyalty can also be seen from the resilience of consumers from the negative influence on Ethoz products which is reflected in the consumers are not affected if someone spreads negative news about Ethoz pudding and consumers are not influenced to switch to buying other products. The last thing that is able to increase customer loyalty is consumer references to Ethoz products to others which is reflected in consumer recommendations to others for Ethoz products and providing good information about Ethoz products to others.

Prices are formed by affordability of prices, suitability of prices with products, suitability of prices with benefits and price competitiveness. The main things that can affect the price are affordability of the price, the suitability of the price with the product, and the suitability of the price with the benefits. The affordability of the price can be seen from the affordable price of Ethoz products in the pocket of consumers and the cheap prices of Ethoz products for consumers. The suitability of the price with the product is reflected in the price of Ethoz products that are in accordance with the quality and the reasonableness of the prices of the Ethoz products provided, while the suitability of prices with benefits can be seen from the benefits that consumers get from Ethoz products and the suitability of the prices of Ethoz products with the benefits they feel. Furthermore, the price is also able to be influenced by price competitiveness which can be seen from the price of Ethoz products which can compete with the prices of other products on the market and the prices of Ethoz products which are cheaper than the prices of other pudding products.

Company image is formed by the ability to remember (favorable), the uniqueness of a product (Uniqueness) and brand strength (strengthness). The main things that affect the company's image of the product Ethoz is the uniqueness of Ethoz products which is described by easily distinguishing Ethoz products from other products and the uniqueness of Ethoz products compared to other products. Furthermore, the company's image can also be measured by the strength of the brand of Ethoz products which is reflected in the advantages of Ethoz products that cannot be found in other products and the strength to compete in the market. The last thing that is able to affect the company image of Ethoz products is the ability to remember Ethoz products which is

reflected in the consumer's impression of Ethoz products and the ease with which consumers pronounce Ethoz products when they see and it is easy for consumers to remember Ethoz products.

Promotion is formed by advertising (Advertising), individual sales with market grabs (Personal Selling), sales promotion (Sales Promotion) and public relations (Public Relations and Publicity). The main thing that is able to influence the promotion is individual sales with market raids, which is reflected in the interest of consumers in selling Ethoz products in market raids and the influence of consumers on Ethoz product offerings carried out by sales or SPG directly. The next thing that is able to increase promotion is the public relations carried out by the Ethoz company through good relations between consumers and the Ethoz company and the ease with which consumers get information about Ethoz products . In addition to individual sales with market raids and public relations, what is able to increase further promotions is sales promotion carried out by providing Ethoz product programs such as giving free goods or other products and promotional offers for Ethoz products by SPG or sales. The last thing that can increase promotion is advertising with Ethoz product advertisements on banners, social media, and electronics that can make consumers interested and motivated to buy Ethoz products .

Price is the value exchanged by consumers for the benefit or use of a product or service. Prices are a source of income for companies to make profits and can control the level of demand and supply, especially when prices are elastic, demand will increase when prices fall and vice versa. The price of Ethoz products in Surabaya has indicators of price affordability, price suitability with products, price suitability with benefits, and price competitiveness.

This study's result indicate that the price variable has a significant effect on the customer loyalty. This is based on Saputri's research (2019: 52), that the price variable partially has a positive effect on the customer loyalty variable. It is concluded if there is an increase in the price variable indicator, then customer loyalty will increase by the same amount. In other words , the better the customer's perception of the price, the higher the customer loyalty.

price of Ethoz products is able to make customers repurchase Ethoz products , besides that prices that are in accordance with the benefits and quality of Ethoz products can also make customers more loyal by add flavor or quantity items when purchasing another Ethoz product . The cheaper price of Ethoz products is able to make consumers not affected by negative news about Ethoz products so that consumers will increase the number of items when they buy again and they will also recommend to others.

Corporate image is a depiction or impression from consumers of the company that is formed from the information they get from various trusted sources. Consumers will develop their knowledge of information to interpret their perception of a company. The image of the Ethoz company in Surabaya has a favorable indicator or the ability to remember consumers against the Ethoz company , uniqueness or product uniqueness. Ethoz, and strengthness or strength.

The results showed that the company's image had no effect on customer loyalty. This is in accordance with what was revealed by Shilawati and Sumitro (2020:12), that company image has no significant effect on customer loyalty, but contradicts Sukresna and Nafisa (2018:15), who state that company image has a positive and significant effect on customer loyalty. The uniqueness of Ethoz products has not been able to make consumers loyal, so that the uniqueness and strength of the branding that has been formed by previous Ethoz products cannot make consumers to buy back and recommend Ethoz products to others. This does not affect the company's image on customer loyalty because when consuming Ethoz products , consumers are not concerned with the company's image that has been formed by the previous company and consumers are more concerned with other factors that are directly related to products such as low product prices and promotions accompanied by bonuses. or discount.

Promotion is a communication tool used by companies to inform, persuade and remind potential buyers of their products to influence buyers' opinions and get a response from buyers. Promotion is one way that companies need to increase sales volume by influencing consumers in purchasing activities in accordance with the wishes and needs of consumers. Promotion has indicators of advertising (advertising), sales promotion (sales promotion), personal selling (personal selling) with market raids, and public relations (public relations and publicity).

The result of the research shows that promotion has a significant effect on customer loyalty . These results are in accordance with Soraya's research (2015:21), which states that promotion has a positive and

significant effect on consumer loyalty. This proves that the promotional activities carried out are in accordance with what consumers want so that consumers are interested in buying or using Ethoz products .

Individual sales with market raids are able to make consumers more loyal to Ethoz products . Thus sales and market raids by the SPG team and Ethoz product sales in Surabaya are able to influence consumers to repurchase Ethoz products by adding flavor or quantity items and make consumers not affected by negative news about Ethoz products so that consumers will not be influenced to buy Ethoz products. buy another product. In addition, with a thorough promotion of the market , consumers will recommend Ethoz products to others by providing good information about Ethoz products.

VI. CONCLUSION

Price has a significant effect on customer loyalty. The affordable price of Ethoz products is able to make customers repurchase Ethoz products, besides that prices that are in accordance with the benefits and quality of Ethoz products can also make customers more loyal by adding flavor or quantity items when buying more Ethoz products . However, the company's image has no effect on customer loyalty, so that the uniqueness and strength of the branding that has been formed by previous Ethoz products cannot make consumers to buy back and recommend Ethoz products to others. Promotion has a significant effect on customer loyalty. Individual sales with market raids are able to make consumers more loyal to Ethoz products . Thus sales and market raids by the SPG team and Ethoz product sales in Surabaya are able to influence consumers to repurchase Ethoz products by adding flavor or quantity items and make consumers not affected by negative news about Ethoz products so that consumers will not be influenced to buy Ethoz products. buy another product.

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