
THE INFLUENCE OF MARKETING STRATEGY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT PT MITRAGRAHA INTI UTAMA

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Abstract

This research investigates the impact of marketing strategies and customer satisfaction on customer loyalty at PT Mitragraha Inti Utama. In today's highly competitive business environment, maintaining customer retention presents a substantial challenge for organizations. Strategic marketing efforts and high levels of customer satisfaction are widely acknowledged as key drivers of customer loyalty. Employing a quantitative research design, the study utilizes a survey method by distributing structured questionnaires using a Likert scale to 100 customers of PT Mitragraha Inti Utama. The collected data were analyzed using multiple linear regression to examine the effect of each independent variable. The findings reveal that marketing strategy significantly and positively influences customer loyalty. Likewise, customer satisfaction also demonstrates a significant and positive relationship with customer loyalty. Furthermore, when considered simultaneously, both marketing strategy and customer satisfaction significantly contribute to enhancing customer loyalty. The research findings indicate that marketing strategies have a positive and significant impact on customer loyalty. Based on the determination test, marketing strategies and customer satisfaction contribute 90.7% to customer loyalty at PT Mitragraha Inti Utama, while the remaining percentage is influenced by other variables not examined in the study. These results highlight the critical need for companies to continuously refine their marketing strategies and uphold service excellence in order to foster customer satisfaction and secure long-term loyalty.

Keywords: Marketing Strategy, Customer Satisfaction, Customer Loyalty

INTRODUCTION

The dynamics of global business competition in recent decades have become increasingly complex, pushing companies to innovate and find more efficient strategies to maintain competitiveness and increase revenue. Consumers today tend to switch brands or products when fulfilling their needs, so static loyalty programs are no longer effective in retaining them According to (Global Risk Report, 2023). One effective strategy is to build customer loyalty. In increasingly intense business competition, efforts to build and maintain customer loyalty are a significant strategic challenge for companies, including PT Mitragraha Inti Utama. Customer loyalty is an important asset that can increase company profitability in the long term. Customer loyalty shows emotional attachment and trust in a brand in addition to repeat transactions. Therefore, PT Mitragraha Inti Utama implements well-designed marketing strategies aimed at fostering long-term customer relationships, ensuring a high level of satisfaction, and strengthening customer trust in the company's products and services.

PT Mitragraha Inti Utama is a company engaged in logistics services and general trading. PT Mitragraha Inti Utama is one of the well-known companies in Bandung. The presence of several similar companies makes competition among companies increasingly fierce. Currently, the growth of PT Mitragraha Inti Utama is experiencing a decrease in buyers in increasingly fierce competition. PT Mitragraha Inti Utama strives to implement effective marketing strategies to overcome company challenges. One challenge is to keep customers loyal and not switch to competitors. For this reason, the company focuses on providing the best service and satisfying solutions to build long-term loyalty from customers.

In an effort to achieve customer satisfaction, companies generally not only focus on the quality of the products offered, but also pay serious attention to the quality of service provided to consumers. Customers' assessment of their experience will determine whether they feel satisfied or not. This satisfaction, in turn, has the potential to form consumer loyalty and encourage positive consumer behavior as expected by the company, namely, consumers' repurchase interest in the company's services.

Customer loyalty reflects the extent to which consumers remain loyal to a particular product or brand. When this level of loyalty increases, the number of active customers who regularly make purchases will also increase. This is what makes companies need to constantly strive to maintain customer loyalty, as well as attract them back to remain involved with the products or services offered. Loyalty can be interpreted as a form of consumer loyalty to a product or company, which is shown through the tendency to continue to make repeated purchases. Customer loyalty is a form of emotional attachment and trust in a brand, characterized by the tendency to make repeat purchases. Customer loyalty is very important for advancing a business, because customers will buy products more often and repeat orders, so the company will get profits or margins from the business. In the business world, customer loyalty plays a very crucial role. Keeping customers loyal not only has a positive impact on financial performance but also is key to maintaining the company's sustainability. Therefore, efforts to attract and retain customers are a top priority for every company.

Every company has the ambition to achieve its set goals, which may include maximizing profits, increasing sales, expansion, increasing product accessibility, product popularity, and customer satisfaction. The importance of customer loyalty for PT Mitragraha Inti Utama is to increase sales & profits that will be obtained, so that the company will achieve its targeted repeat orders. In response to the increasingly dynamic and competitive market environment, businesses are compelled to formulate strategic approaches that effectively align with and fulfill consumer needs and expectations.. This shows that customer-oriented marketing strategies are key to building customer loyalty. A strategy that can maintain customer loyalty is to provide high-quality service. Companies are required to pay attention to the quality expected by consumers. To accelerate business growth and attract business competition, especially entrepreneurs from similar companies, entrepreneurs need to follow various types of business strategies. Strategies are needed, such as meeting consumer needs so that consumers are increasingly interested in cooperating with PT Mitragraha Inti Utama.

Marketing Strategy

Based on data In the book *Modern Business Management*, Marketing is recognised as a process through which sellers and buyers engage in the exchange of goods or services. Accordingly, the notion of a market has evolved beyond a mere physical location, placing greater emphasis on the activities and interactions that occur throughout the exchange process based on data In the book *Modern Business Management*, (Sudrartono et al., 2024). Meanwhile, Marketing can be understood as the process of interaction between sellers and buyers in the exchange of goods or services. In practice, marketing strategies involve a series of systematic steps taken by companies to achieve specific targets. This activity represents efforts aimed at persuading customers to make a purchase from the company. In most cases, businesses have internal teams dedicated to sales and marketing functions. These strategies are a vital component of overall business planning, as they help guide managerial actions within the organization according to (Insani & Adjie 2023) Marketing strategy is a framework of thinking in the field of marketing that forms the basis for business units to achieve predetermined marketing targets. This strategy reflects the steps taken by the company in realizing the vision, mission, and goals that have been designed, by ensuring a balance between the goals to be achieved, the company's internal capabilities, and the opportunities and challenges that exist in the market where the product competes. This harmony needs to be maintained, but it is not impossible to change and improve it if the marketing environment faced changes. Consequently, marketing strategies need to be adaptable, resilient to changing conditions, and realistically applicable within organisational settings according to (Adisaputro, 2019).

Marketing strategy has several important benefits, including preparing the company to face changes, providing clear direction for all employees, facilitating management decision making, and ensuring that company goals are aligned with ethics and environmental conditions. The main functions of marketing strategy include serving as a guide in introducing products, an indicator of target achievement, and a control tool to ensure that company actions remain in line with the plan According to (Kumalasari, 2020).

Functions of Marketing Strategy:

- 1) As a guide in product marketing activities. An effective marketing strategy includes stages of introducing products to consumers, building their involvement, and finally encouraging sales transactions.
- 2) As an indicator of achievement. When a marketing strategy is properly formulated, producers can evaluate their performance by comparing the results obtained against the targets set in the strategy. Therefore, detailed planning of steps in each strategy is very necessary.
- 3) As a means of control and supervision. In this context, a jointly designed strategy can be used as a reference to assess whether the actions taken by the company are still in line with the marketing plan. If there are deviations, the strategy can be the basis for readjusting the company's direction.

The main goal of determining the type of marketing strategy is to optimize profits. However, overall, the essence of marketing strategy can be seen from the process carried out.

- 1) Determining the target market precisely. The first and most crucial step in designing a marketing strategy is to identify and select the appropriate market segment. After that, the company can set the target market it wants to reach. With a clear target market, adjustments to product specifications, pricing, and marketing approaches will be more targeted. Accurate target selection greatly affects the overall performance of the company. With the right strategy, waste of resources can be minimized as much as possible.
- 2) Optimizing the use of owned resources. Business capital such as budget, labor, and time are important elements in business operations. Therefore, a good company will manage these three elements efficiently and ensure their use truly brings commensurate results in the form of profits.
- 3) Adjusting marketing strategies to urgent needs. In determining the budget and promotion methods, companies must be able to adjust strategies based on market urgency. By taking this into account, companies can gain greater benefits from proper planning and more directed resource management.

Indicators of Marketing Strategy: according to Corey in (Tjiptono & Chandra, 2012) identifies five interrelated components that serve as indicators of a marketing strategy:

1. Market Selection - This involves determining which market segment the company aims to serve. The process begins with market segmentation, followed by selecting the most viable target market for the company to address.
2. Product Planning - This element includes decisions regarding the specific products to be offered, the development of product lines, and the formulation of individual offerings within each line. The product offering encompasses a complete set of benefits that consumers derive from a purchase, such as the product itself, its brand identity, availability, warranty or guarantee, after-sales service, technical support, and the potential for a personalised relationship between the buyer and the seller.
3. Pricing Strategy - Refers to setting a price point that accurately reflects the perceived value of the product from the customer's perspective.
4. Distribution System - This pertains to the network of wholesale and retail channels through which the product is delivered until it reaches the final consumer.
5. Marketing Communication (Promotion) - Encompasses tools such as advertising, personal selling, and public relations efforts to effectively communicate the product's value proposition to the target audience.

Customer Satisfaction

Consumer satisfaction plays a critical role in shaping purchasing decisions. When individuals are content with a product, they are more likely to remain loyal, engage in repeat purchases, and share their positive experiences with others. This word-of-mouth effect reinforces brand credibility and increases the potential for customer retention, according to (Sunyoto, 2015 in Putra, 2021). Explain that customer satisfaction is an important concept in marketing management and is the main focus in many studies and business practices. This concept explains the extent to which the experience felt by customers in using products or services meets their previous expectations. In fact, in some cases, the experience can exceed customers' initial

expectations, thereby creating higher satisfaction and strengthening the positive relationship between customers and the products or services provided. as the said Ahmudin & Ranto (2023).

Indicators of Customer Satisfaction According to Kotler and Keller in (Thung, 2021), the key to customer retention is customer satisfaction. Indicators for customer satisfaction can be seen from:

- 1) Expectations: Based on promises and expectations to measure the quality of goods and services provided.
- 2) Performance: Service and good performance that satisfies consumers.

Customer Loyalty

The main focus of loyalty lies in customer attitudes, preferences, and dedication, with an emphasis on personalized experiences, data-driven analysis, and problem solving. Strategies such as loyalty programs, personalized communication, and ethical corporate behavior are believed to strengthen the relationship between brands and loyal customer communities According to (Cardoso et al., 2022). Every business organization certainly has the hope of achieving its previously formulated goals. These goals can include increasing profits, sales growth, business expansion, increasing product reach, increasing popularity, and achieving customer satisfaction. Among these goals, profit optimization is one of the most important. From this perspective, the amount of profit achieved is highly dependent on the level of customer satisfaction, which is closely related to their loyalty. Customer loyalty is an important indicator that the company has performed its best. Because there is a direct relationship between loyalty and customer satisfaction, loyalty can also be measured through the level of satisfaction felt by customers with the company's products or services. An important factor needed to build a sustainable relationship is customer loyalty. However, customer loyalty depends on the level of satisfaction of the organization providing the service or output. In business, the main goals of organizations, including increasing profits and growth, are highly dependent on customer satisfaction, which in turn affects the level of loyalty as the said Srisusilawati et al. (2023), Customer loyalty will increase more buyers and will make the organization's income greater. To maintain customer loyalty, producers or organizations must maintain good relationships with their clients, by providing compensation to clients who are loyal to their goods or services (Dewi & Suprapti, 2018).

The primary objective of fostering customer loyalty is to enable companies to sustain a steady level of profitability, particularly in saturated markets where competition is intense. In such conditions, implementing defensive strategies focused on retaining existing customers becomes more crucial than pursuing aggressive approaches aimed at acquiring new or potential consumers. , according to Srisusilawati et al. (2023).

Benefits of Customer Loyalty: According to (Kotler & Keller, 2017), The advantages of customer loyalty can be summarised as follows:

1. Loyal customers tend to concentrate their purchasing activities on familiar brands, contributing to sustained market share while simultaneously reducing sales and distribution expenditures.

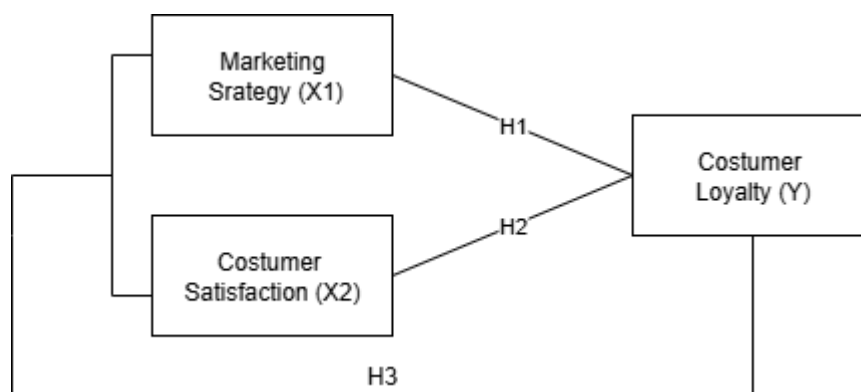
2. They often engage in word-of-mouth promotion and actively refer others to the brand, serving as informal advocates.
3. Such customers are generally more willing to pay premium prices in exchange for the perceived value they receive.

Factors Affecting Customer Loyalty: According to (Wicaksono, 2022), Customer loyalty is shaped by four primary determinants:

1. Customer Satisfaction: This refers to the emotional response – either disappointment or satisfaction – that arises when customers evaluate a product or service in comparison to their initial expectations.
2. Customer Trust: It reflects the customer’s confidence in the performance, utility, and reliability of the product or service offered during the purchasing experience.
3. Customer Commitment: Defined as the customer’s enduring intention to build an emotional connection and maintain a long-term relationship with a brand, demonstrated through positive attitudes and behaviors.
4. Perceived Service Quality: A subjective assessment based on the comparison between customer expectations and their actual experience with the service or product provided

Indicators of Customer Loyalty: according to Kotler and Keller in (Widyaningrum, 2020) identify customer loyalty indicators as repeat purchases, resistance to negative influences (retention), and product recommendations to others (referrals).

Based on the background description above, the author tries to conduct research on "Analysis of Marketing Strategies to Build Customer Loyalty at PT Mitragraha Inti Utama". Through this research, it is hoped that more in-depth results can be obtained regarding effective marketing strategies for companies in facing industry competition. The results of this research can also be a reference for other companies that want to increase customer loyalty through innovative and experience-based marketing strategies so as to create customer loyalty for the company.



Research Hypotheses The hypotheses in this study are:

H1: The implementation of marketing strategies exerts a significant influence on customer loyalty within PT Mitragraha Inti Utama.

H2: Customer satisfaction contributes positively to the development of customer loyalty at PT Mitragraha Inti Utama.

H3: Marketing strategies and customer satisfaction collectively have a substantial impact on enhancing customer loyalty at PT Mitragraha Inti Utama.

RESEARCH METHODOLOGY

This research adopts a quantitative methodology with a causal research design. The quantitative approach is utilized to measure and analyze the relationships between variables using numerical data and statistical analysis. The causal design is appropriate as the study seeks to determine whether marketing strategy and customer satisfaction exert a measurable impact on customer loyalty. In essence, the objective is to identify a cause-and-effect relationship among the variables under investigation. The research was conducted at PT Mitragraha Inti Utama during April 2025. The study population consists of companies or communities that have previously engaged in partnerships with PT Mitragraha Inti Utama. Data collection was carried out through the distribution of structured questionnaires using a Likert scale format. The data analysis techniques employed in the study include validity and reliability assessments, multiple linear regression analysis, correlation and coefficient of determination (R^2), as well as hypothesis testing using both partial (t-test) and simultaneous (F-test) approaches. The analysis process is supported by the use of IBM SPSS Statistics software version 30.

RESULTS AND DISCUSSION

Validity Test

Statement	X ₁ r-count	X ₂ r-count	Y r-count	r-table 5%	Description
1	0,819	0,902	0,853	0,196	Valid
2	0,841	0,850	0,879	0,196	Valid
3	0,783	0,819	0,845	0,196	Valid
4	0,850	0,868	0,871	0,196	Valid
5	0,799	0,863	0,850	0,196	Valid
6	0,841	0,861	0,833	0,196	Valid
7	0,890	0,802	0,805	0,196	Valid
8	0,879	0,816	0,838	0,196	Valid
9	0,759	0,886	0,806	0,196	Valid
10	0,839	0,864	0,868	0,196	Valid

Source: Data processed by SPSS Statistics version 30

Based on the table above, all variables (Marketing Strategy, Customer Satisfaction, and Customer Loyalty) are declared valid because r-count < r-table with a value of 0.196.

Reliability Test

Variable	Cronbach's Alpha	Alpha 0,60	Description
Marketing Strategy	0,950	0,60	Reliable
Customer Satisfaction	0,958	0,60	Reliable
Customer Loyalty	0,955	0,60	Reliable

Source: Data processed by SPSS Statistics version 30

Based on the data in the table, it is known that the reliability value using Cronbach's Alpha for variable (X₁) is 0.950, variable (X₂) obtained a value of 0.958, and variable (Y) obtained a result of 0.955. All these values exceed the minimum

threshold of 0.60, which indicates that each item in the instrument can be categorized as reliable. In other words, all statements in the questionnaire have good internal consistency.

Multiple Linear Regression Test

		Coefficients ^a				
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(constant)	,570	1.354		,421	,674
	marketing strategy	,616	0,95	,603	6,519	<,001
	customer satisfaction	,357	,091	,362	3,912	<,001

Based on the results of data analysis in the table above, the multiple linear regression equation model is determined as follows:

$$Y = a + b_1.x_1 + b_2.x_2$$

Interpretation:

- 1) The regression constant (a) is valued at 0.570, representing the baseline level of customer loyalty when the independent variables marketing strategy (X_1) and customer satisfaction (X_2) are absent. This indicates that in the absence of both predictors, the customer loyalty variable remains unchanged.
- 2) The regression coefficient for marketing strategy (b_1) is 0.616, suggesting a positive relationship between marketing strategy and customer loyalty. This implies that for every one-unit increase in the marketing strategy variable, customer loyalty increases by 0.616 units, assuming other variables are held constant or not included in the model.
- 3) The regression coefficient for customer satisfaction (b_2) is 0.357, which also signifies a positive impact on customer loyalty. Specifically, a one-unit rise in the customer satisfaction variable results in a 0.357 unit increase in customer loyalty, assuming other influencing factors are excluded from the analysis.

Partial Hypothesis Test (T-test)

		coefficients ^a				
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	t	Sig.
1	(constant)	,853	1.447		,589	,557
	Marketing Strategy	,965	0,34	,945	28,508	<,001

a. Dependent variable : Customer loyalty

Based on the data presented in the table, the results of the partial t-test indicate that the significance value for the effect of Marketing Strategy (X_1) on Customer Loyalty (Y) is 0.001, which is less than the threshold of 0.05. Additionally, the t-statistic value of 28.508 exceeds the critical value of 1.985. As a result, the null hypothesis (H_{01}) is rejected and the alternative hypothesis (H_{a1}) is accepted. These findings confirm that Marketing Strategy (X_1) has a statistically significant effect on Customer Loyalty (Y)

		coefficients ^a				
Mode		Unstandardized	Coefficients	Standardized	t	Sig.
1		B	Std. Error	Coefficient		
		Beta				
1	(constant)	3,009	1.552		1,938	,055
	Customer Satisfaction	,918	0,36	,931	25,202	<,001

a. Dependent variable : Customer Loyalty

Based on the results presented in the table, the partial t-test indicates that the significance value for the effect of Customer Satisfaction (X_2) on Customer Loyalty (Y) is 0.001, which is below the threshold of 0.05. Furthermore, the calculated t-value (25.202) exceeds the critical t-value from the table (1.985). Therefore, the null hypothesis (H_{01}) is rejected, and the alternative hypothesis (H_{a1}) is accepted. This confirms that Customer Satisfaction (X_2) has a statistically significant influence on Customer Loyalty (Y)

Simultaneous Test (F-test)

		ANOVA ^a				
Mode		Sum of Square	df	Mean Square	F	Sig.
1	Regression	7535,790	2	3767,895	473,299	<,001 ^b
	Residual	772,210	97	7,961		
	Total	8308,000	99			

a. Dependent variable : customer Loyalty

b. Predictors : (constant) , costumer satisfaction , marketing strategy

From the table above, it can be seen that the significance value for the influence of Marketing Strategy (X_1) and Customer Satisfaction (X_2) on Customer Loyalty (Y) is $0.001 < 0.05$ and the f-count is $473.299 > f$ -table value 3.09. This proves that H_{03} is rejected and H_{a3} is accepted. This means there is a significant influence of Marketing Strategy (X_1) and Customer Satisfaction (X_2) on Customer Loyalty (Y) simultaneously.

Coefficient of Determination Test

		Model Summary			
model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,952a	,907	,905	2,82151	

a. Predictors: (constant), Customer satisfaction , Marketing Strategy

Interpretation:

Based on the table above, the R Square (R²) coefficient value is 0.907 or 90.7%. Thus, it can be concluded that this value indicates that customer loyalty is influenced by marketing strategy and customer satisfaction with a contribution value of 90.7%. Meanwhile, the remaining 9.3% is influenced by other factors not examined in this study.

DISCUSSION

The Effect of Marketing Strategy on Customer Loyalty

The partial hypothesis testing results indicate that marketing strategy has a statistically significant influence on customer loyalty at PT Mitragraha Inti Utama. According to the established decision-making criteria, a significance value below 0.05 confirms the presence of a meaningful effect. This conclusion is further supported by the t-test results, which reveal that the t-statistic exceeds the critical t-value, thereby validating the positive impact of marketing strategy on customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Similarly, the results of the partial hypothesis test demonstrate that customer satisfaction significantly affects customer loyalty at PT Mitragraha Inti Utama. In line with decision-making guidelines, a significance value below the 0.05 threshold substantiates that customer satisfaction, as an independent variable, has a measurable and meaningful influence on customer loyalty. The statistical evidence is reinforced by the comparison of the t-value, which surpasses the critical value from the t-distribution table, affirming the role of customer satisfaction in shaping customer loyalty.

The Combined Effect of Marketing Strategy and Customer Satisfaction on Customer Loyalty

The results of the simultaneous hypothesis test reveal that both marketing strategy and customer satisfaction have a significant joint impact on customer loyalty at PT Mitragraha Inti Utama. When the significance level is below 0.05, it can be concluded that these two independent variables collectively exert a substantial effect on the dependent variable, customer loyalty. This finding underscores the importance of implementing a sound marketing strategy alongside maintaining high levels of customer satisfaction as key drivers of customer retention, particularly for business partners of PT Mitragraha Inti Utama.

The effect is clearly reflected in customer behavior, where both strategic marketing initiatives and satisfied experiences contribute to an increased number of loyal customers. This, in turn, enhances trust and reinforces ongoing customer satisfaction. From a marketing strategy perspective, firms must carefully consider several critical components, such as product quality, pricing strategy, accessibility, promotional effectiveness, the competence of human resources, the efficiency of the sales process, and the professionalism of physical facilities. When these elements are managed effectively, they not only improve the corporate image but also have a lasting positive effect on customer loyalty.

CONCLUSION

After going through the analysis process that has been researched by the author, several conclusions from this study are obtained:

- A good and well-structured marketing strategy has a positive effect on customer loyalty at PT Mitragraha Inti Utama.
- Customer satisfaction also has a positive effect on customer loyalty.
- When marketing strategy and customer satisfaction are implemented simultaneously, both show a strong positive influence on building customer loyalty at PT Mitragraha Inti Utama.

Based on the findings, it is recommended that PT Mitragraha Inti Utama continuously improve its marketing strategies by adapting to the evolving needs and behaviors of consumers. Moreover, maintaining and enhancing service quality is essential in sustaining customer satisfaction. Paying close attention to customer feedback and conducting regular evaluations of marketing efforts and service performance can significantly support the company in strengthening customer loyalty.

This study is expected to offer practical value, particularly for PT Mitragraha Inti Utama, in formulating more effective, customer-oriented marketing strategies. Additionally, the findings may serve as a reference for other business practitioners seeking to foster customer loyalty through a comprehensive approach that combines marketing effectiveness with customer satisfaction.

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