

## THE INFLUENCE OF *BRAND IMAGE*, PROMOTION AND SERVICE QUALITY ON CUSTOMER LOYALTY OF AL INSANI UMROH TRAVEL IN SIDOARJO

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**Abstract:** Indonesia's Umrah travel sector is experiencing swift expansion within the country's bustling tourism landscape. Given Indonesia's sizable Muslim population, the annual demand for Umrah pilgrimage remains consistently high. Organizing travel aims to provide guidance, service and protection to the congregation. The aim of this study is how customer loyalty affects brand image, promotion and service quality for Al Insani Sidoarjo Umrah travel. The quantitative research method is one that is used. The population of this research consists of Al Insani Sidoarjo Umrah travel customers. A total of 112 people were used as samples, namely as participants. Samples were taken using purposive sampling technique. Instrument testing, hypothesis testing, multiple linear regression analysis, and classical assumption testing via the SPSS version 22 application are several data analysis methodologies. The results show that the variables brand image, promotion and service quality partially have a positive and significant impact on the loyalty of Umrah Al Insani Sidoarjo travel customers. Then brand image, promotion, service quality simultaneously have a positive and significant impact on customer loyalty of Al Insani Sidoarjo Umrah travel.

**Keywords:** *Brand image, promotion, service quality, customer loyalty, Umrah travel*

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### 1. Introduction

The Hajj and Umrah tourism industry in Indonesia is experiencing rapid growth due to the large Muslim population in this country. Every year, demand for the Hajj and Umrah is always high. ( Patria Rizky, 2023 ) observed that Hajj and Umrah travel aims to provide guidance, service and protection to pilgrims. They offer services that include various services as well as guidance for carrying out worship. There are several cases of fraud by Umrah travel agents which cause financial and emotional losses for prospective pilgrims. Based on sources from detiknews, there are several modes of Umrah travel fraud

**Table 1. Several cases of Umrah travel fraud**

Multi-level marketing	Promised free Umrah or cheap Umrah with condition get pilgrims or appropriate downline agreement beginning
Lottery club	Tie candidate congregation to leave dues , if No installments so will scorched
Instalment	Prospective congregation Can in installments , while the perpetrator uses the money for investment else , if investment broke the congregation's money not return
Promo package	Used for hooking pilgrims as much as possible , however departure No guaranteed
Investment	Prospective congregation offered investment for Umrah with cost cheap and promised leaving within a short period of time time certain .

Source: Detiknews

The Indonesian government has issued policies and regulations to improve quality and safety in this industry. According to Bina PPIU H. Sutikno, the Ministry of Religion of the Republic of Indonesia gathered dozens of Umrah Travel Organizers (PPIU) who had just obtained permits to provide outreach on Hajj and Umrah regulations. The aim of this effort is to ensure that PPIUs who have just obtained permits have a good understanding of the applicable regulations, so as to reduce the possibility of violations of these regulations. For Indonesian people who want to perform Umrah through PPUI which is licensed by the Indonesian Ministry of Religion (Roudatul J, 2016) .

In the fierce competition between Hajj and Umrah travel organizers to attract prospective pilgrims with the various services and facilities they offer, prospective pilgrims often feel confused in choosing services based on their needs. This competition creates challenges for prospective pilgrims in finding a travel organizer that can meet all their needs and provide the desired satisfaction (Megawati and Anwar, 2019) . In this context, the aspect that consumers pay attention to is brand identity. Brand identity has a significant role in business competition, because companies have the ability to build a brand image.

The perception that customers have of a brand greatly influences the brand's image. Customers tend to choose to buy products or services from a company if they feel satisfied with their experience. Therefore, a company's brand image is very important for customers in their decision-making process. Brand image is a mental picture that exists in consumers, which can be seen from the correlations or associations in their memories, which reflect perceptions and beliefs about the brand (Kotler and Keller, 2012). Brand image has important significance in shaping the image of a product from the perspective of buyers at large. Every individual tends to have a uniform view about a brand. The more internalized the brand image is in the consumer's personality, the greater the consumer's tendency to always be faithful or loyal to the product in question, which in turn can generate sustainable profits for an organization. The increase in intense competition in the business world has resulted in various implications that companies must face in an effort to maintain their position in the market (Setiyono and Surimah, 2016) .

To maintain market position, companies must carry out promotions, because promotions also have an influence on customer loyalty. Promotional strategies must be effective to increase consumer purchasing power and maintain customer loyalty (Prilano et al, 2020) . In essence, promotion is an effort to convey the value and usefulness of a product to potential consumers, and encourage them to buy the product. Promotional practices include various strategies, such as public relations, advertising, sales promotions, and personal selling, which aim to introduce products or services to the market and maintain good relations with customers (Alamsyah,

2023) . In other words, the more effective promotions are in conveying clear and adequate information to consumers, the greater the opportunity to build strong customer loyalty.

Moreover, the level of customer satisfaction is influenced by the quality of the service provided. In the Umrah travel industry, companies must provide optimal service to customers to maintain their loyalty. According to Fandi Tjiptono, (2017:180) defines service quality as an evaluation of how good the service provided is based on customer expectations. To serve their pilgrims, Hajj and Umrah travel organizers need to provide optimal services. Superior service will create a sense of comfort for the congregation and encourage them to return to using the travel service. This superior service includes staff who are competent and skilled in the field of service as well as facilities that support the comfort of the congregation, making them feel happy and at home.

Kotler (2005:342) explains that service to customers is a key factor in attracting buyers' interest. Service quality reflects consumers' evaluation of the level of service they receive (perceived service) compared to what they expected (expected service). In principle, the main goal of business is to ensure consumer satisfaction. Creating convenience for consumers has several benefits, such as strengthening the correlation between the company and its consumers, forming a stable basis for consumer satisfaction, and increasing customer loyalty or repeat purchases, either through word-of-mouth recommendations or direct promotions that benefit the company. This concept emphasizes that customer loyalty is often reflected in their desire to recommend products to others, which in turn strengthens the correlation between customers and brands (Kotler and Armstrong, 2017) .

Customer loyalty reflects a condition where customers show a positive attitude towards a brand, have a commitment to that brand, and tend to buy products from that brand in the future. If customers are dissatisfied with their experience, they may try other brands until they find a product or service that meets their expectations (Setiawan, 2011: 157). Customer loyalty has a significant impact on the success of a company, because retaining customers means improving financial performance and ensuring business continuity. Therefore, companies have a primary motivation to attract and retain their customer base.

## **2. Research methods**

### **2.1 Research design**

This study includes survey research where data was collected by distributing questionnaires to 112 Al Insani Sidoarjo Umrah travel customers. The statements that will be given to respondents include a compilation of variable indicators that have been determined to assemble a set of instruments in response guidelines or statements. Likert scale answer criteria were used in the questionnaire. Samples were taken using *purposive sampling technique* . The validity of the data was evaluated using reliability and validity tests. Multiple linear regression analysis, as well as classical assumption testing, there are several tests used, including the autocorrelation test, heteroscedasticity test, multicollinearity test, and normality test with the SPSS version 22 application. This study tested the hypothesis using the sig test.

### **2.2 Description of research results**

The recapitulation of research data processed from the results of filling out questionnaires by 112 respondents is presented in tables 2 to 5

**Table 2. Description of *Brand Image Variables***

No	Statement Items	Strongly Agree	Agree	Disagree	Don't Agree	Strongly Disagree	Average
1	Promotions carried out easy For get attention consumer	45	62	5	0	0	4.36
2	Promotions carried out give piece attractive price	53	54	5	0	0	4.43
3	The promotional media displayed on social media is very complete and impressive curious	37	67	5	2	1	4.22
4	Content posted on social media always interesting attention customer	33	73	5	0	1	4.22
5	Al Humane Sidoarjo Often does it promotion	41	68	3	0	0	4.34
6	Al Humane Sidoarjo do promotion every day	43	64	3	2	0	4.32
7	Al Humane Sidoarjo do promotion as a strategy for increase sale	47	57	8	0	0	4.35
8	Al Humane Sidoarjo often give promotion more interesting compared to other similar services .	45	62	5	0	0	4.36

Table 2 explains that if the statement item regarding brand image obtained an average value of 4.45, it can be interpreted that Al Insani Sidoarjo Umrah travel customers pay attention to the brand image because this really determines the customer's decision to make a purchase and will give rise to customer loyalty. The brand image offered is based on what customers expect.

**Table 3. Description of *Promotion Variables***

No	Statement Items	Strongly Agree	Agree	Disagree	Don't Agree	Strongly Disagree	Average
1	Human Company Sidoarjo Already known many people	55	53	3	1	0	4.45
2	Human Company Sidoarjo own good popularity as one of the companies in the field travel Umrah	32	76	4	0	0	4.25
3	There is satisfaction separately moment enjoy Al Insani services Sidoarjo	42	64	6	0	0	4.32
4	Self -confident increases when wearing service travel Human Sidoarjo	45	62	4	1	0	4.35
5	Al Human Company Sidoarjo offer price and quality comparable products	48	57	6	1	0	4.36
6	Al Human Company Sidoarjo own very easy brand remembered	41	59	10	2	0	4.24

Table 3 explains that if the statement item regarding promotions obtained an average value of 4.43, it can be interpreted that customers pay attention to promotions carried out by Al Insani Sidoarjo Umrah travel which will generate customer loyalty. Through the promotional strategy implemented, in the end, the company can influence consumer attitudes to be more loyal to the brand.

**Table 4: Description of *Service Quality Variables***

No	Statement Items	Strongly Agree	Agree	Disagree	Don't Agree	Strongly Disagree	Average
1	Al Humane Sidoarjo have appropriate service with desire customer	39	66	3	4	0	4.25
2	Al Humane Sidoarjo have quality appropriate services with desire customer	36	60	12	4	0	4.14
3	Recommend package Umrah at Al Insani Sidoarjo to other people	39	65	4	3	1	4.23
4	Will do use Umrah travel services repeated at Al Insani Sidoarjo	34	72	5	1	0	4.24
5	Will remain do usage service repeated at Al Insani Sidoarjo although there is Lots service another similar Umrah	40	67	5	0	0	4.31
6	Will remain choose Al Human Sidoarjo although there is other similar products	38	67	7	0	0	4.28
7	By whole I satisfied with service at Al Insani Sidoarjo	50	60	2	0	0	4.43
8	Customer will Keep going do casting service Umrah at Al Insani Sidoarjo	44	62	6	0	0	4.34



Table 4 explains that if the statement item about service quality obtained a mean value of 4.37, it can be interpreted that customers pay attention to service quality. If the quality of service is based on customer desires, it will determine the customer's ability to carry out purchasing decisions and will give rise to customer loyalty. The quality of service provided is based on what customers expect.

**Table 5: Description of Customer Loyalty Variables**

No	Statement Items	Strongly Agree	Agree	Disagree	Don't Agree	Strongly Disagree	Average
1	Al Insani Umrah Package Sidoarjo own excellence and quality product compared to with package Umrah other	46	60	6	0	0	4.36
2	Al Humane own package suitable Umrah with need pilgrims	44	61	7	0	0	4.33
3	Al Humane Sidoarjo give means ( eg means of transport, hotels, etc. ) fulfill hope pilgrims	47	60	4	1	0	4.37
4	Al Humane Sidoarjo send masterful guide material Umrah with Good	44	65	2	0	1	4.35
5	Al Humane Sidoarjo give service special to congregation who experienced it difficulty or problem	39	70	2	0	1	4.30
6	Al Humane Sidoarjo give service special in a way personal to congregation in need	44	62	4	2	0	4.32
7	Al Humane Sidoarjo carry out various activity service to pilgrims in accordance plan	44	61	6	1	0	4.32
8	Al Insana Sidoarjo give service according to promises given	40	65	6	1	0	4.29
9	Al Humane Sidoarjo provide the above Solution difficulty faced pilgrims	37	68	5	2	0	4.25
10	Al Humane Sidoarjo understand need congregation on the ground holy	38	67	5	2	0	4.26

Table 5 explains that if the statement item regarding customer loyalty obtained an average value of 4.43, it can be interpreted that according to the respondents' answers it will generate good customer loyalty.

### 3. Results and Discussion

#### 3.1 Results

There are test criteria for multiple linear regression data analysis. These tests include classical assumption tests consisting of autocorrelation, heteroscedasticity, multicollinearity and normality tests. A description of each test used in the classical assumption testing procedure is presented in the table below. SPSS version 22 software was used for this test. The results of the classic assumption test are:

**Table 6 normality test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	,164	6,106
Promosi	,232	4,306
Kualitas Layanan	,247	4,051

Source: SPSS Version 22 Output Results (2023)

According to the data in the table, the test results using *the Kolmogorov-Smirnov* test found a Monte Carlo significance level. The data in this study is normally distributed, meaning that the analysis requirement (2-tailed) = 0.225 has been met.

**Table 7 multicollinearity test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.901 <sup>a</sup>	.812	.807	1,550	2,16

Source: SPSS Version 22 Output Results (2023)

From the data in the previous table, it is clear that multicollinearity has not occurred in this study because the tolerance for each indicator is  $> 0.10$  and the VIF is  $< 10$ .

**Table 8 Autocorrelation Test Results**

Source: SPSS Version 22 Output Results (2023)

			Unstandardized Residual
N			112
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1,52849040
Most Extreme Differences	Absolute		.097
	Positive		.097
	Negative		-.082
Test Statistic			.097
Asymp. Sig. (2-tailed)			.011 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.225 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.214
		Upper Bound	.236

It is known that the DW (*Dubin-Waston*) value is 1.884. Based on the calculation above, it is known that if the *Dubin-Waston* value is 2.165, then  $du < d < 4-du$  ( $1.7472 < 2.165 < 2.2528$ ). Thus, it can be concluded that no autocorrelation occurs, because the DW value is in the range between the  $du$  and  $4-du$  values. Therefore, in this regression no autocorrelation was detected.

In this study, hypothesis testing was carried out using the sig or P-Value test. The sig test or P-Value is an evaluation method used to assess the extent of suitability between the hypothesis proposed and the findings from the research. It also evaluates the extent to which samples taken from the population represent the assumptions used to test rejection of the null hypothesis. Sig has an important role as an alternative measure in determining the minimum level of significance, at which rejection of the null hypothesis is possible. The smaller the sig value, the stronger the evidence supporting the alternative hypothesis. The test criteria used are as follows:

- If the P-Value or sig value is  $< 0.05$  then  $H_0$  is rejected
- If the P-Value or sig value is  $> 0.05$  then  $H_0$  is accepted

From the test results, the following results were obtained:

**Table 9 Sig test results on partial variables**

Model	F	Sig.
1 Regression	155,770	.000 <sup>b</sup>
Residual		
Total		

Source: SPSS Version 22 Output Results (2023)

It can be concluded if:

1. The brand image variable ( $X_1$ ) is worth 2,653 with a significant value of .009. So (.009 < 0.05) so that  $H_0$  is rejected and  $H_1$  is accepted, which means that the brand image variable ( $X_1$ ) has a positive impact on the customer loyalty variable (Y).
2. The promotion variable ( $X_2$ ) is worth 2.036 with a significant value of .044 so (.044 < 0.05) so that  $H_0$  is rejected and  $H_1$  is accepted, which means the promotion variable ( $X_2$ ) has a positive impact on the customer loyalty variable (Y).
3. The service quality variable ( $X_3$ ) is worth 5,934 with a significant value of .000 so (.000 < 0.05) so that  $H_0$  is rejected and  $H_1$  is accepted, which means the service quality variable ( $X_3$ ) has a positive impact on the customer loyalty variable (Y).

**Table 10 Sig test results on simultaneous variables**

Model	t	Sig.
1 (Constant)	,570	,570
Brand Image	2,653	,009
Promosi	2,036	,044
Kualitas Layanan	5,934	,000

Source: SPSS Version 22 Output Results (2023)

It can be seen that the significance level is  $0.000 < 0.05$ , while the calculated F value is 155,770. So, it can be concluded that brand image ( $X_1$ ), promotion ( $X_2$ ) and service quality ( $X_3$ ) simultaneously influence the customer loyalty variable (Y).

### 3.2 Discussion

#### The influence of brand image ( $X_1$ ) on customer loyalty

The results of hypothesis testing show that the brand image variable has a positive and significant effect on customer loyalty. A good brand image will influence customer loyalty, so that customers will make repeat purchases. Brand image has important significance in shaping the image of a product from the perspective of buyers at large. The more internalized the brand image is in the consumer's personality, the greater the consumer's tendency to remain faithful to the product in question. Brand image significantly influences customer loyalty, because customers tend to look more at the brand image to make repeat purchases. Thus, the higher the quality of the product, the greater the consumer's interest in buying the product, and this can increase the level of customer loyalty. The results of this study are in line with the results of previous research conducted by Diana & Akhamd, (2022) which showed that brand image has a positive and significant influence on customer loyalty. This indicates that when a company has a strong brand image, the level of customer loyalty tends to increase. On the other hand, if the company's brand image does not meet customer expectations, this could result in a decrease in customer loyalty to the company.

The views that consumers have towards Al Insani Sidoarjo Umrah Travel have been formed since they first got to know the company or even had experience using the Umrah travel service. The efforts made by the company in conveying its brand image will be accepted individually by each customer with different perceptions. This contributes to creating customer loyalty towards the company after they use the Umrah travel service. A successful brand image allows consumers to recognize the needs fulfilled by the brand and differentiates the brand

from other competitors, thereby increasing the likelihood of consumer purchase (Hsieh et al, 2004). Building brand meaning involves establishing a brand image that reflects how the brand is identified by customers and should be reflected in customer perceptions. By having a strong brand image, consumers who have used the Umrah travel service will feel satisfied and tend to be loyal because of the positive experience they have had.

Porter & Claycomb's (1997) statement is proven by this situation, where a positive brand image not only increases a company's competitiveness, but also encourages consumers to make repeat purchases.

### **The effect of promotion (X2) on customer loyalty**

The results of the hypothesis analysis show that promotions have a positive and significant impact on customer loyalty. Promotions play an important role in influencing customer loyalty levels. Promotional activities aim to attract consumer interest in purchasing certain products or services. Therefore, it is important to design promotional activities carefully so that they are attractive and easy to understand by consumers. Through effective promotions, which can be seen, heard and felt by consumers, consumers can influence their attitudes towards loyalty to the company. If consumers are loyal to a particular product or service, they tend to make repeat purchases. This finding is in line with previous studies conducted by Shofiudin & Sulistyawati (2022), which showed that promotions had a positive and significant influence on customer loyalty.

Promotion is a series of activities that aim to convey information about a product and the advantages of a product with the aim of changing attitudes and encouraging action based on preferences and information received by customers. The match between information about products and customer needs can increase the level of customer loyalty. One of the promotional strategies implemented by Al Insani Sidoarjo Umrah Travel is to retain existing customers by offering attractive offers regularly and consistently. Apart from that, Al Insani Umrah travel also always provides clear and easy to understand information regarding the terms and conditions that apply during the promotional period. The better or clearer the information conveyed through promotional activities, the greater the likelihood that consumers will obtain accurate information, which in turn will support efforts to build customer loyalty.

### **The influence of service quality (X3) on customer loyalty**

The results of the hypothesis analysis show that service quality has a positive and significant impact on customer loyalty. The close relationship between service quality and customer loyalty makes good service quality a key factor in forming a mutually beneficial correlation between companies and customers in the long term. Service quality is one of the main elements that influences the level of customer loyalty because customers who are satisfied with the service and feel happy with their experience will tend to have a high level of loyalty to the company. Customer disloyalty is often caused by unsatisfactory service or a decrease in service quality than expected by customers. Service quality is a determining factor in influencing a consumer's loyalty to the company. Quality service will make customers feel happy and satisfied, so they will return to get the same experience they cannot find anywhere else. This finding is in line with previous studies conducted by Irnandha & Utama (2016), which showed that service quality has a positive and significant influence on customer loyalty. Thus, good service quality will increase customer loyalty.

Service quality can also directly influence customer loyalty without needing to go through the level of consumer satisfaction first, therefore, it is important for all companies to continue



to maintain the quality of their services. The services provided by Al Insani Sidoarjo Umrah travel are considered good, even though they do not have specific standard operating procedures (SOP), the staff has been well trained to always provide friendly and warm service to customers who come. Politeness and a smile are always their priority. Apart from that, many consumers choose to use this Umrah travel service because they have built a friendship with the staff at Al Insani Sidoarjo Umrah Travel. This not only keeps consumers coming back for more, but also makes them feel loyal and have a strong emotional bond with the team. As a result, there is no feeling of boredom when using Al Insani Sidoarjo Umrah travel services repeatedly.

#### **The influence of brand image, promotion and service quality on Al Insani Sidoarjo Umrah travel customer loyalty.**

From the simultaneous test results, it is proven that brand image (X1), promotion (X2), and service quality (X3) have an influence on customer loyalty (Y). This shows that in the context of consumer loyalty, brand image remains the main factor because it has a strong connection to consumers. Consumers tend to be satisfied with products that have a good brand image, which is in line with effective promotions. Promotions that are diverse, easily accessible and satisfying can also increase the level of consumer loyalty to the company. Apart from that, service quality also plays an important role in forming customer loyalty because good service is very important for consumers to increase their loyalty to the company.

The findings of this study are in line with previous studies conducted by Mujahidin Arif (2022), which showed that brand image, promotion and service quality variables simultaneously had a positive and significant influence on customer loyalty. Customer loyalty refers to the process by which customers choose products or services based on their needs and desires, taking into account factors such as price, quality, brand, personal preferences and previous experiences.

#### **4. Conclusion**

From the results of the study and analysis regarding the influence of brand image, promotion and service quality on Al Insani Sidoarjo Umrah travel customer loyalty, it can be concluded as follows:

1. Brand image (X1) has a significant and positive impact on customer loyalty (Y). This shows that there is a significant influence so that the data hypothesis can be accepted and proven to be true. A strong brand image can also help a company gain consumer trust, because brands with a positive image and good reputation tend to gain higher customer trust.
2. Promotion (X2) has a significant and positive impact on customer loyalty (Y). This indicates if a strong influence is present, clearly validating the data hypothesis. The more effective the promotion, the more truthful the information conveyed, which in turn helps drive customer loyalty.
3. Service quality (X3) has a significant and positive impact on customer loyalty (Y). This indicates that there is an important influence, causing the data hypothesis to be approved and verified. As the quality of services provided increases, the level of customer loyalty will also increase.
4. Brand image, promotion and service quality on Al Insani Sidoarjo Umrah travel customer loyalty. This statement indicates that there is an important influence so that it can support the data hypothesis and prove its validity. These variables, which are elements of

marketing strategy, apparently have a significant impact on consumer loyalty. This can be clearly observed in increasing levels of customer loyalty.

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