

**ANALYZING THE INFLUENCING FACTORS OF CUSTOMER LOYALTY FROM  
OMOLAS BARBERSHOP IN MANADO***ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS PELANGGAN OMOLAS  
BARBERSHOP DI MANADO*

By:

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**Abstract:** The purpose of this study is to analyze service quality, customer experience, customer trust, pricing, payment method, brand perception, product variety, brand trust, brand equity, customer commitment, peer group influences, switching cost, facilities, differentiation strategy, lifestyle, and brand benefit and their influence on the customer loyalty in Omolas Barbershop in Manado. This research uses a quantitative approach with descriptive research. The data analysis method used in this research is Exploratory Factor Analysis (EFA). The researcher distributed questionnaires, and the sample used was 30 respondents. The results of service quality, customer experience, customer trust, pricing, payment method, brand perception, product variety, brand trust, brand equity, customer commitment, peer group influences, switching cost, facilities, differentiation strategy, lifestyle, and brand benefit simultaneously have a significant influence on customer loyalty in Omolas Barbershop in Manado. Partially, customer trust, brand perception, and customer commitment have influence on customer loyalty, so barbershop should consider to develop appropriate marketing and service strategies to build strong and long-term relationships with consumers, thereby increasing the level of consumer loyalty.

**Keywords:** customer satisfaction, exploratory factor analysis

**Abstrak:** Tujuan penelitian ini adalah menganalisis kualitas layanan, pengalaman pelanggan, kepercayaan pelanggan, penetapan harga, metode pembayaran, persepsi merek, variasi produk, kepercayaan merek, ekuitas merek, komitmen pelanggan, pengaruh peer group, biaya peralihan, fasilitas, strategi diferensiasi, gaya hidup dan manfaat merek serta pengaruhnya terhadap loyalitas pelanggan di Omolas Barbershop di Manado. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Metode analisis data yang digunakan dalam penelitian ini adalah Exploratory Factor Analysis (EFA). Peneliti menyebarkan kuesioner, dan sampel yang digunakan sebanyak 30 responden. Hasil dari kualitas pelayanan, pengalaman pelanggan, kepercayaan pelanggan, harga, metode pembayaran, persepsi merek, variasi produk, kepercayaan merek, ekuitas merek, komitmen pelanggan, pengaruh peer group, biaya peralihan, fasilitas, strategi diferensiasi, gaya hidup, dan manfaat merek secara simultan mempunyai pengaruh yang signifikan terhadap loyalitas pelanggan pada Omolas Barbershop di Manado. Secara parsial kepercayaan pelanggan, persepsi merek, dan komitmen pelanggan mempunyai pengaruh terhadap loyalitas pelanggan, sehingga barbershop sebaiknya mempertimbangkan untuk mengembangkan strategi pemasaran dan pelayanan yang tepat untuk membangun hubungan yang kuat dan jangka panjang dengan konsumen, sehingga meningkatkan tingkat loyalitas konsumen.

**Kata Kunci:** kepuasan pelanggan, analisis faktor eksplorasi

**INTRODUCTION****Research Background**

Due to the persistent altering in the way any business is settled and is operated, business owners and following management staffs unequivocally consider about the most optimum mechanism in modernizing and

mounting any well-functioned business tenant or company. Barbershop service model is one given service that is unswervingly and continuously adjusted by business players in this itemized service sector to keep up with the latest development in the hair cutting and coloring skills. Right now, it is a general thought for any person to find any barbershop-based store in every social hang out area in one region. It is also true and acknowledge that one or two major artists in the barbershop service model is opening full service for them in any all you can find mall or other similar designation to attract more potential female visitors to come to its service site. The global exposure in the development of fashion and beauty care sectors make any included service model that establish both business sector is adjusted and modernized for giving the most updated and desired service for the majority of people in any community.

The transformation, the way of competing in the barbershop-based service model from any business in Indonesia still hard to change the accepted founding of the loyalty from the majority of people in any region at this country. For any people, it is not an absolute choice to only come to one barbershop tenant or famous beauty salon to have a hair cutting (or hair coloring). It is also impossible to finally make those people only loyal to one barbershop service site and become its loyal customers. There is similarly a tendency that any one of those individuals to visit two or more barbershop tenants or famous beauty salon to observe the favorable one to hang out.

Provincially, the rapid social and economic changing in Indonesia is moderately seen in the general community growth in regions at North Sulawesi Province. One defines adjustment in males in this province is clearly observable from the generalization from the usage of simple beauty care service, including barbershop. The on-going changing in the barbershop-based service in Manado and the survey shift needs from people here to have a hair cutting give impact the level of collective loyalty from almost all of them about operation and competition comfortable barbershop tenants or service sites.

The ultimate valuable customers to the business are customers who are most loyal to brands of products and services. Therefore, the marketing and communication strategies should be focused on creating loyalty and must aim to groups of loyal customers in order to earn business profitability in the long run. Since customer loyalty reduces marketing costs, increases business revenues, and maintains the market share over the competitors, it is also a perspective reflection of the market potential of products or services and at the same time, protects the business from the competitors threats (Aaker,1991:29).

Omolas Barbershop in Megamas Manado is one barbershop tenant in the Manado offering the hair cutting service for all people that live and work in definitive City of Manado. In running the business model, its owners surely compete with barbershop tenants in the not really proper locations, barbershop tenants in the proper sites and two or more beauty salons in shopping mall in Manado City. The fluctuation in the social and economic of common people in here is at least makes owners of this business tenant try the best action in attracting more visitors.

The vibrant uncertainty in running and conducting barbershop-based service and fairly competing with other competitors in this given service is important to be handled by owner of Omolas Barbershop in Megamas Manado is connected with the ideal level of its customer loyalty because of the offer varieties from available barbershop tenants and beauty salons in Manado, each person will not have a similar concern regarding about the relaxed location for hair cutting and will emerge dan share the diverge level of opinion. Virtually, the apparent valuation from customer loyalty degree from frequent visitors of Omolas Barbershop in Megamas Manado can give impact in the social acceptance from surrounded people and its beneficial achievement. The competition among barbershop tenants in not the proper sites, similar units in the proper locations and branded beauty care salons in Manado are unescapable and will give different impact in each operated tenant or salon, together with the ideal and shared customer loyalty. The tendency for differentiation in the personal preference from any person in this city also suggestively contribute in the well-known loyalty degree that can be shown by regular visitors of Omolas Barbershop in Megamas Manado and it consider by general population.

To accommodate the different time management and preference from any people in Manado, Omolas Barbershop in Megamas Manado is opening from 10.00 am until 21.00 pm, from Monday until Saturday. It is done to make sure that people will have a free time to visit Omolas Barbershop in Megamas Manado location and to respect the common activities for religious congregations of Christians in Manado. Omolas Barbershop in Megamas Manado open a business unit that is based on hair cutting service in one famous hang out space in Manado in Megamas since November 2017. From the early opening until this current year, this barbershop tenant is operating to satisfy its visitors and is rapidly competing with other similar tenants or salons. Complete portrayal in preceding paragraphs become the basic concept this current research and is titled: "Analyzing the Influencing Factors of Customer Loyalty from Omolas Barbershop in Megamas Manado".

## Research Objective

The objectives that can be achieved by this research: to determine the most influential factors of customer loyalty from Omolas Barbershop in Manado

## THEORITICAL FRAMEWORK

### Marketing

Kotler et al. (2005) stated that broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationships with customers. Hence, we define marketing as the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return.

### Customer Loyalty

According to Oliver (2014), customer's loyalty is defined as "a deep held commitment to repurchase or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and making efforts that have the potential to cause switching behaviours. Customer loyalty is a strategy that creates mutual rewards to benefit firms and customers (Reichheld and Detrick, 2014). With loyal customers, companies can maximize their profit because loyal customers are willing to (1) purchase more frequently; (2) spend money on trying new products or services; (3) recommend products and services to others; and (4) give companies sincere suggestions (Reichheld and Sasser, 1990). According to Ahmed and Moosavi (2013), customers loyalty is the customer's willingness to stay with a brand when competitors come knocking with offers that would be considered equally attractive had not the consumer and brand shared a history". Furthermore, Raza and Rehman (2012) note that customer loyalty represents the repeat purchase and referring the company to other customers. They also stated that customer loyalty is a figure that may be measured directly by measuring the actual repeated sales to customers. Customer loyalty is the most important goal of implementing relationship-marketing activities.

### Previous Research

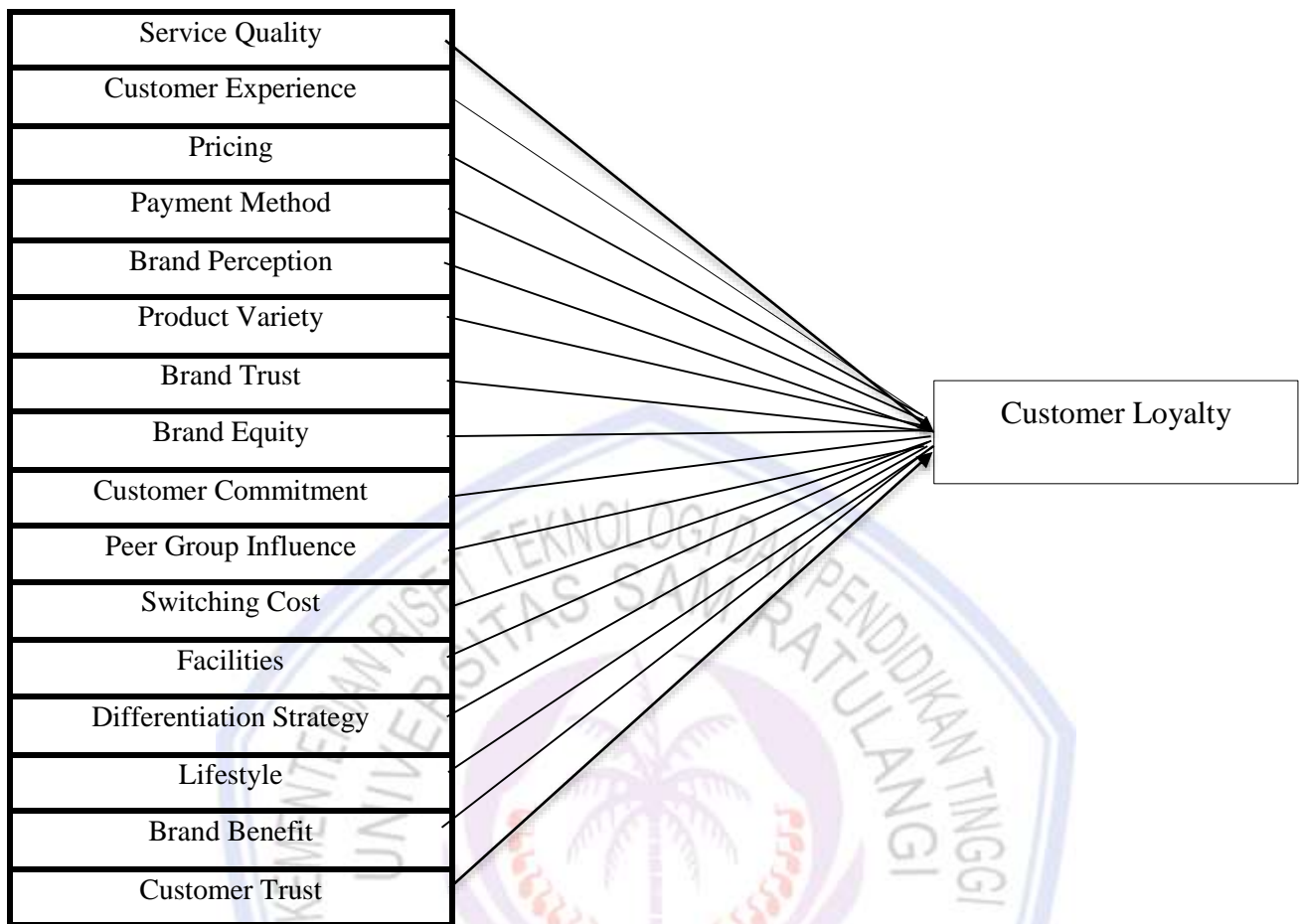
Chiguvi and Paul T. Guruwo (2017) This study seeks to investigate the impact of customer satisfaction on customer loyalty in the banking sector in Botswana and the effect of demographics as moderating constructs was also investigated. An explanatory research design was adopted in which a self-administered questionnaire was distributed to forty-four respondents randomly selected from those who visited Standard Chartered Bank. Data analysis was done by Statistical Packages for Social Sciences (SPSS version 16.0). The study revealed that there is a positive relationship between customer satisfaction and customer loyalty. Banks were therefore recommended to influence customer satisfaction positively with the aim of achieving customer loyalty.

Huang and Lu (2020) investigated how Thai customer loyalty towards Lazada is affected by pre-purchase experience of web design and payment methods and post-purchase experience of returns. In addition, this research also aim to identify a relationship between Lazada corporate-image and customer loyalty. Quantitative design by developing questionnaires was applied to collect data through the convenience sampling approach from 428 respondents who live in Bangkok, age 21 years old and above and usually use internet to do some errands such as shopping or pay bills and had shopping experience at least once at Lazada. Multiple regression is employed to identify the variables affecting the customer's loyalty to Lazada in Thailand. The results indicate that only Lazada corporate-image and payment methods have appositve influence on customer loyalty. Meanwhile, corporate image has more effects on customer loyalty than payment methods. However, web design and return policy have no significant influence on customer loyalty.

Tobing et al. (2021) analyzed the effect of service quality, pricing, and digital marketing on IndiHome Fiber customer loyalty. This research is a descriptive study using a quantitative approach. The population in this study amounted to 16,453 people who are consumers of IndiHome Fiber. Sampling was done by purposive sampling to obtain a sample of 99 people. Data was collected by distributing questionnaires to each sample. The data collected analyzed using multiple linear regression analysis techniques. Analysis prerequisite tests previously preceded it in normality test, multicollinearity test, and heteroscedasticity test. The results of data analysis showed that, partially and simultaneously, service quality, pricing, and digital marketing have a positive and significant



**Conceptual Framework**



**Figure 1. Conceptual Framework**

*Source: Literature Review*

**RESEARCH METHOD**

**Research Approach**

This research will use quantitative approach in order to collect the data. Quantitative research is the measurement of quantitative data and objective statistics through scientific calculations derived from a sample of people or residents who are asked to answer a number of questions about the survey to determine the frequency and percentage of their responses.

**Population, Sample, and Sampling Technique**

The population of this study are the customer of Omolas Barbershop which is 30 people. To determine the amount of sample in this research and getting the suitable representatives of population, the sample size determined the sampling method used in this research is a non-probability sampling method, using purposive sampling techniques. Purposive sampling is specific types of people who can provide the desired information, because they are only ones either who have it, or conform to some criteria set by researcher.

**Data Collection Method**

This research distributed questionnaires as the primary data and for the secondary data were obtained from articles, previous research, online data, and library records.

**Operational Definition of Research Variables**

There are 16 variables that will be used in this research. Those variables are service quality, customer experience, customer trust, pricing, payment method, brand perception, product variety, brand trust, brand equity customer commitment, peer group influence, switching cost, facilities, differentiation strategies, lifestyle, brand benefit.

### Data Analysis Method Validity and Reliability

Validity testing of this study using the SPSS program. The validity of a question item can be seen in the SPSS output results in the table with the title Item-Total Statistics. Assessing the validity of each question item can be seen from the Corrected Item-Total Correlation value of each item question. A question item is said to be valid if the r-count value of the Corrected Item-Total Correlation is  $> 0.30$  (Sugiyono, 2013:124). Sekaran and Bougie (2009:324) explain that the reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set. Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach's alpha is computed in terms of the average intercorrelations among the items measuring the concept. The closer Cronbach's alpha to 1, the higher the internal consistency reliability. The interpretation of Cronbach's alpha (Sekaran, 2003:311), is as follows:

- $< 0.6$  indicates unsatisfactory internal consistency or consider that the data is unreliable.
- $0.7$  indicates that the data is acceptable.
- $0.8$  indicates good internal consistency or consider that the data result is reliable.

### Exploratory Factor Analysis (EFA)

This study employs exploratory factor analysis to examine the data set to identify complicated interrelationship among items and group items that are part of integrated concepts. Due to explorative nature factors analysis, it does not differentiate between independent and dependent variables. Factor analysis clusters similar into the same factor to identify underlying variables and it only uses the data correlation matrix.

## RESULT AND DISCUSSION

### Result

#### Factor Analysis

There are 4 steps for conducting factors analysis, (1) assessment of suitability data (2) factor extraction (3) rotation and interpretation. For this factor analysis, there are 16 variables in this research.

**Table 1. KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.532
Bartlett's Test of Sphericity	Approx. Chi-Square	260.264
	Df	120
	Sig.	0.00

Source: Processed Data SPSS Version 25 (2023)

It can be seen that the KMO MSA value is  $0.532 > 0.50$  and the Bartlett Test of Sphericity (Sig) value is  $0.0000 < 0.05$ , so the factor analysis in this study can be continued because it has fulfilled the first requirement. There are two statistical measures to assess the factorability of the data.

**Table 2. Measures of Sampling Adequacy (MSA)**

	Initials
Service Quality (X1)	.878 <sup>a</sup>
Customer Experience (X2)	.565 <sup>a</sup>
Customer Trust (X3)	.651 <sup>a</sup>
Pricing (X4)	.550 <sup>a</sup>
Payment Method (X5)	.532 <sup>a</sup>
Brand Perception (X6)	.591 <sup>a</sup>
Product Variety (x7)	.540 <sup>a</sup>

Brand Trust (X8)	.529 <sup>a</sup>
Brand Equity (X9)	.586 <sup>a</sup>
Customer Commitment (X10)	.511 <sup>a</sup>
Peer Group Influence (X11)	.561 <sup>a</sup>
Switching Cost (X12)	.583 <sup>a</sup>
Facilities (X13)	.544 <sup>a</sup>
Differentiation Strategies (X14)	.513 <sup>a</sup>
Lifestyle (X15)	.566 <sup>a</sup>
Brand Benefit (X16)	.570 <sup>a</sup>

Source: Processed Data SPSS Version 25 (2023)

Based on table above it can be seen that the MSA value of each factor studied is  $> 0.50$ . Where the value is: Service Quality: 0.578a, Customer Experience: 0.565a, Customer Trust: 0.651a, Pricing: 0.550a, Payment Method: 0.532a, Brand, Perception : 0.591a, Product Variety : 0.540a, Brand Trust : 0.529a, Brand Equity: 0.586a, Customer Commitment: 0.511a, Peer Group Influences: 0.561a, Switching Cost: 0.583a, Facilities: 0.544a, Differentiation Strategy: 0.513a, Lifestyle: 0.566a, Brand Benefits: 0.570a

**Table 3. Factor Extraction Communalities**

	Initials	Extraction
Service Quality (X1)	1.000	.661
Customer Experience (X2)	1.000	.671
Customer Trust (X3)	1.000	.766
Pricing (X4)	1.000	.577
Payment Method (X5)	1.000	.650
Brand Perception (X6)	1.000	.858
Product Variety (X7)	1.000	.720
Brand Trust (X8)	1.000	.811
Brand Equity (X9)	1.000	.722
Customer Commitment (X10)	1.000	.689
Peer Group Influence (X11)	1.000	.607
Switching Cost (X12)	1.000	.729
Facilities (X13)	1.000	.738
Differentiation Strategies (X14)	1.000	.920
Lifestyle (X15)	1.000	.712
Brand Benefit (X16)	1.000	.729

Source: Processed Data SPSS Version 25 (2023)

Table 3 shows the value of the variable that is able to explain the factor or not. The variable is considered capable of explaining the factor if the extraction value is  $> 0.50$ . Based on the output above, it is known that the extraction value for all variables is  $> 0.50$ . Thus, it can be concluded that all variables can be used to explain factors.

**Table 4. Rotation and Interpretation Rotated Components Matrix**

	Component					
	1	2	3	4	5	6
Service Quality	.213	.096	-.182	.108	.341	.668
Customer Experience	-.019	-.115	.172	.791	-.024	.045
Customer Trust	.812	-.083	.046	.001	-.170	.263
Pricing	.168	-.031	.097	.724	-.112	.033
Payment Method	-.046	.065	.314	.116	.712	.156
Brand Perception	.876	.167	.180	.139	.102	.020
Product Variety	.490	.495	.046	.481	.000	.016

Brand Trust	.119	.858	-.182	.051	.023	.157
Brand Equity	-.130	.096	.082	.381	.733	.086
Customer Commitment	.670	.148	.277	.147	.345	-.044
Peer Group Influence	.318	.508	.079	.047	-.152	-.466
Switching Cost	-.142	.722	.319	.204	-.206	.050
Facilities	.331	.115	.733	.045	.243	.130
Differentiation Strategy	.132	.096	.931	-.106	.003	-.122
Lifestyle	.116	.715	.279	.091	.285	.140
Brand Benefit	.153	.304	.205	-.096	.262	.703

Source: Processed Data SPSS Version 25 (2023)

Based on Table 4.9 to ensure that a variable is included in a group of factors, it can be determined by looking at the largest correlation value between the variables and the component factors formed. It can be concluded the results of the analysis as follows:

**Table 5. Group of Factors**

Factors	Variables
1	Customer Trust, Brand Perception, Customer Commitment
2	Product Variety, Brand Trust, Peer Group Influences, Switching Cost, Lifestyle
3	Customer Experience, Facilities, Differentiation Strategy
4	Pricing
5	Payment Method, Brand Equity
6	Service Quality, Brand Benefit

Source: Processed Data (2023)

## Discussion

Based on the results, Factors that have a major influence on consumer loyalty are customer trust, brand perception, and customer commitment. Customer trust has three determining indicators, namely benevolence, competence, and integrity. Benevolence refers to the consumer's perception of the generosity and goodwill of a brand or company. When consumers believe that a brand or company has good intentions to provide benefits and advantages to them, consumer confidence in the brand will increase, and they tend to remain loyal in their relationship with the brand. Furthermore, competence refers to consumer perceptions of the capabilities and qualities possessed by a brand or company. When consumers believe that a brand or company has high quality and ability to provide products or services, they will tend to feel more confident and loyal to the brand. Integrity, which is the third indicator of customer trust, describes consumer trust in the honesty, ethics and integrity of a brand or company. This trust will affect the extent to which consumers are willing to maintain long-term relationships with brands and remain loyal as customers.

Brand perception also has an important role in shaping consumer loyalty. Brand perception is related to how consumers perceive the brand as a whole. Important indicators in brand perception are reputation. Reputation describes how a brand or company is viewed by society or consumers in general. When a brand has a good reputation in terms of product quality, service and social responsibility, consumers will feel more confident and trust to remain loyal customers. Positive perceptions about brand reputation will encourage consumer loyalty, because they tend to associate themselves with brands that are considered to have good quality and integrity.

In addition, customer commitment is also a significant factor in forming consumer loyalty. Customer commitment involves three main indicators, namely repurchasing, liking service, and recommending. Repurchasing is a consumer action to re-buy products or use services from the same brand repeatedly. If consumers are satisfied with the product or service provided, they will tend to continue to choose that brand in their next purchase. Liking service is related to the level of consumer satisfaction with the services provided by the brand or company. When consumers feel happy and satisfied with the services provided, they will tend to remain loyal and loyal as customers. Recommending is another important indicator, where the level of consumer willingness to recommend a brand or product to others will affect consumer loyalty. If consumers feel satisfied and trust the brand, they will tend to give positive recommendations to others, thereby increasing the brand's chances of getting new customers.

In conclusion, consumer loyalty is influenced by several main factors, including customer trust with benevolence, competence, and integrity indicators; brand perception with reputation indicators; as well as



customer commitment with indicators of repurchasing, liking service, and recommending. Understanding these factors properly can help a brand or company to develop appropriate marketing and service strategies to build strong and long-term relationships with consumers, thereby increasing the level of consumer loyalty and strengthening the brand's position in the market.

## CONCLUSION AND RECOMMENDATION

### Conclusion

In conclusion, it is revealing the several factors that significantly influences Customer Loyalty at Omolas Barbershop. The study highlighted the importance of factors such as Service Quality, Customer Experience, Customer Trust, Pricing, Payment Method, Brand Perception, Product Variety, Brand Trust, Brand Equity, Customer Commitment, Peer Group Influences, Switching Cost, Facilities, Differentiation Strategy, Lifestyle, and Brand Benefit in shaping customer loyalty. To enhance customer loyalty, Omolas Barbershop should prioritize improving Service Quality and Customer Experience by providing excellent services and ensuring positive interactions. Efforts should also be directed towards building customer trust, offering competitive pricing and convenient payment methods, and diversifying the product range. Additionally, the business should focus on creating a positive brand perception, establishing trust through brand equity.

### Recommendation

Based on the analysis and findings, here are two recommendations for Omolas Barbershop to enhance customer loyalty:

1. To further enhance customer loyalty, Omolas Barbershop can focus on providing personalized services. By understanding and catering to individual customer preferences, such as preferred haircut styles, grooming products, or appointment scheduling, the barbershop can create a more tailored and satisfying experience for each customer. This personal touch can go a long way in building strong customer relationships and fostering loyalty.
2. In today's digital age, social media plays a crucial role in engaging with customers. Omolas Barbershop can leverage social media platforms to connect with its customer base, share updates, showcase new styles, and engage in conversations. By regularly posting engaging content, responding to customer inquiries and feedback, and running exclusive promotions or discounts for followers, the barbershop can strengthen its brand presence, attract new customers, and reinforce loyalty among existing ones.

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