



Referral Marketing and Corporate Trust Icon : Strategies to Increase Customer Loyalty through Customer Satisfaction

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Abstract: The purpose of this research is to determine the effect of referral marketing and corporate trust icons on radical customers through customer satisfaction at Mie Barracung. This study employs a descriptive research design with explanatory research methods. Sampling was conducted using purposive sampling as the sampling technique. The sample used in this study consists of 100 respondents who are customers of Mie Barracung Manukan Surabaya. This research utilizes a structural equation modeling (SEM) approach - SmartPLS 4.0.9.3, which includes the inner model process, outer model, and hypothesis testing (bootstrapping) to test the significance of the overall model and the predetermined paths. The findings indicate that referral marketing has a direct effect on customer satisfaction at Mie Barracung Manukan Surabaya. Trust icon corporate directly does not affect radical customers at Baraccung noodles Manukan Surabaya. Customer satisfaction directly affects radical customers at Baraccung noodles Manukan Surabaya. Referral marketing indirectly affects radical customers through customer satisfaction at Baraccung noodles Manukan Surabaya. Trust icon corporate indirectly does not affect radical customers through customer satisfaction at Baraccung noodles Manukan Surabaya.

Keywords: Customer Satisfaction; Radical Customer; Referral Marketing; Trust Icon Corporate

1. Introduction

Marketing plays an important role in society because it encompasses various aspects of life, including economic and social fields. In the world of marketing, communication plays a crucial role in increasing sales from the consumer side; communication greatly assists consumers in making purchasing decisions because without obtaining adequate information, consumers would find it very difficult to make decisions regarding the purchase of products or services. Every company directs its business activities to produce products that can provide consumer satisfaction. Consumer buying behavior is based on an awareness of satisfaction or a feeling of satisfaction, which is a manifestation of the fulfillment of needs and desires. This is very important for sellers or producers to pay attention to, considering that consumer demands are not just about fulfilling a need, but more about the evaluation of types of products that encourage consumers to make a purchase. A company's success is largely determined by the success of its marketing efforts for the products it produces. This success is determined by the suitability of the products it produces in providing consumer satisfaction (Fauzi et al., 2020).

According to Tjahjaningsih's theory (2013), Radical Customers can be shown through attitudes and behaviors. Attitudes include the intention to repurchase or buy other products from the company, the intention to recommend, and resistance to competitors. These

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behaviors include repurchase behavior, purchasing other products from the company, and recommending to others. Customer satisfaction is defined as a state in which consumer expectations regarding a product align with the reality experienced by the consumer. If the product falls far below expectations, consumers are disappointed. Conversely, if the product meets expectations, consumers are very satisfied. Sangadji and Sopiah (2013:181) support this notion, along with Rangkuti (2011), who states that customer satisfaction is a response or reaction to the discrepancy between previous levels of importance and actual performance perceived after use. Many experts define consumer satisfaction based on their respective perspectives, although there is no single definition that serves as a common reference for consumer satisfaction. However, fundamentally they express the same substance regarding consumer satisfaction.

Customer satisfaction is defined as a state in which consumer expectations regarding a product align with the reality experienced by the consumer. If the product falls far below expectations, consumers are disappointed. Conversely, if the product meets expectations, consumers are very satisfied. Sangadji and Sopiah (2013:181) support this notion, along with Rangkuti (2011), who states that customer satisfaction is a response or reaction to the discrepancy between previous levels of importance and actual performance perceived after use. Many experts define consumer satisfaction based on their respective perspectives, although there is no single definition that serves as a common reference for consumer satisfaction. However, fundamentally they express the same substance regarding consumer satisfaction.

Referral Marketing theory according to Hasan (2010:32) is an action by consumers that provides information to other consumers from one person to another (interpersonal) non-commercial about brands, products, or services. Meanwhile, according to Tjiptono (2006:236), Referral Marketing is the phenomenon of conversation from one individual to another or chain communication whose dissemination is very rapid, conveyed through word of mouth, including in marketing situations. Referral Marketing refers to comments from customers based on their purchasing experiences, which can be in the form of recommendations or negative information, therefore influencing purchasing behavior.

The definition of Trust Icon Corporate by Setiadi (2013:180) states that Trust Icon Corporate is a representation of the overall perception of them and is formed from past information and experiences regarding the brand. The image of their relationship is related to attitudes that consist of beliefs and references towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Meanwhile, another definition by Kotler and Keller (2013) explains that Brand Image is the perception and beliefs held by consumers, as reflected in the associations embedded in the consumer's memory.

2. Literature Review

Radical Customer

According to Oliver (2014) in (Autoridad Nacional del Servicio Civil, 2021), Radical Customer or customer loyalty is a commitment held tightly by customers to consistently purchase or prioritize a product in the form of goods or services, which leads to repeat purchases of the same brand, even though the customer may be influenced by situational factors or marketing from competitors to switch to another brand. Griffin (2015:113) in (Mulyani, 2018) states that Radical Customer refers more to the behavior of decision-making units to make continuous purchases of goods or services from the chosen company. (Kotler and Keller, 2013) in (Tehuayo, 2021) states that Radical Customer is a deeply held commitment to buy or support a favored product or service in the future, even if situational influences and marketing efforts may potentially lead customers to switch.

Customer Satisfaction

According to (Kotler and Keller 2018:138), in (Darmawan, 2020) customer satisfaction is viewed as a feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or outcome) against their expectations. If the performance fails to meet expectations, customers will be dissatisfied. If the performance meets expectations, customers will be satisfied. Additionally, if the performance exceeds expectations, customers will be very satisfied or happy. According to (Abdulah & Francis 2016:45) in (Yulianto, 2018), customer satisfaction is the result felt by buyers from the company's performance that meets their expectations. Customers are satisfied when their expectations are met and feel happy when their expectations are exceeded. Satisfied customers will remain loyal longer, buy more, be less price-sensitive, and give positive feedback about the company.

Referral Marketing (Word Of Mouth)

One of the effective promotional strategies that does not require a lot of cost is referral marketing. Referral marketing is also called a word-of-mouth promotion strategy. According to Priansa (2017: 339) in (Sitompul & Hariyanto, 2020), referral marketing is an activity of marketing by providing information about a product or service from one consumer to another to discuss, promote, and sell a brand to others. According to Kiki Joesyiana (2018:73) in (Ryan et al., 2013), referral marketing is marketing activities through intermediary person-to-person either verbally, in writing, or via electronic communication tools connected to the internet based on experiences with products or services. Looking at the definitions above, Referral Marketing can generally be understood as an activity of providing information, evaluation, or opinions about a product or service to close acquaintances, whether the product or service is worthy of consumption for other potential consumers. According to (Kotler and Armstrong 2014:35) in (Ryan et al., 2013), Referral Marketing is personal communication about a product between the target buyer and their neighbors, friends, family members, and people they know. Referral Marketing communication refers to the exchange of comments,

thoughts, or ideas between two or more consumers, where they are not official marketers of the company. The information obtained from Referral Marketing is clearer and easier for consumers to understand because the message comes directly from someone who has experience.

Trust Icon Corporate

(Kotler & Keller 2016:322) defines corporate trust icons as a name, term, symbol, or design, or a combination thereof, that identifies the maker or seller of goods or services. It can be concluded that a brand is a name, symbol, mark, or design used as the identity of the maker or seller of a product or service, owned to distinguish it from other service products. According to Handrianti (2018: 18) in (Shafira et al., 2021), corporate trust icons are a name, term, mark, symbol, design, or combination thereof used to mark the products or services of a seller or group of sellers and to differentiate them from competitors. According to Amalia M. Oloan (2017:661), the corporate trust icon is where a person selects, organizes, and interprets information to create a meaningful image. Kotler also added that brand image is a requirement for a strong brand and that image is a relatively consistent perception in the long term (enduring perception). Therefore, it is not easy to form an image, making it difficult to change.

3. Proposed Method

This type of research is explanatory research with a quantitative approach. Explanatory research is research that explains the causal relationship between research variables through hypothesis testing. This type of research is aimed at testing the proposed hypothesis, so it is hoped that this research can explain the relationship and influence between independent and dependent variables according to Sugiyono (2017). The population in this study is around 200 customers. A sample of 100 respondents is based on the theory from Sugiyono (2016:80) because empirically, the sample that the researcher has determined is based on predetermined criteria and has been established according to the characteristics of the customers. Analysis techniques with SmartPLS 4.0 program.

4. Results

4.1 Validity Test

Table 1. Validity Test Table

No	Variabel	Item Pertanyaan	r hitung	r Tabel	Ket
1	<i>Referral Marketing</i>	X1.1	0.712	0.195	Valid
		X1.2	0.706	0.195	Valid
		X1.3	0.712	0.195	Valid
		X1.4	0.706	0.195	Valid
		X1.5	0.746	0.195	Valid
2	<i>Trust Icon Corporate</i>	X2.1	0.618	0.195	Valid

		X2.2	0.762	0.195	Valid
		X2.3	0.688	0.195	Valid
		X2.4	0.688	0.195	Valid
		X2.5	0.730	0.195	Valid
3	<i>Customer Satisfaction</i>	Y1.1	0.866	0.195	Valid
		Y1.2	0.823	0.195	Valid
		Y1.3	0.817	0.195	Valid
		Y1.4	0.817	0.195	Valid
		Y1.5	0.834	0.195	Valid
		Y1.6	0.848	0.195	Valid
4	<i>Radical Customer</i>	Y2.1	0.789	0.195	Valid
		Y2.2	0.768	0.195	Valid
		Y2.3	0.778	0.195	Valid
		Y2.4	0.789	0.195	Valid
		Y2.5	0.782	0.195	Valid
		Y2.6	0.806	0.195	Valid

Source: Data processed in MS Excel 2023

4.2 Outer Model Analysis

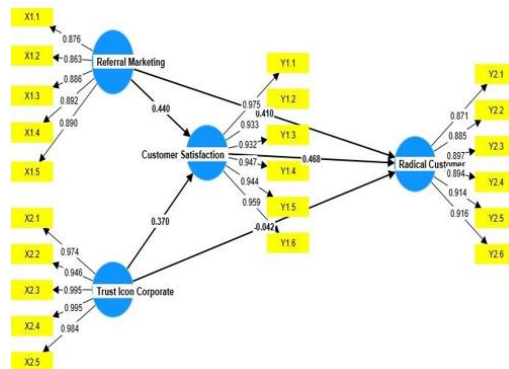


Figure 1. Convergent Validity Picture

Source: Data processed in Smart PLS 4.0

From the data processing results using Smart PLS shown in the image above, it can be seen that all indicators on the Referral Marketing variable in this study have loading values greater than 0.70. This indicates that indicators with loading values greater than 0.70 have a high level of validity, thus meeting convergent validity. From the results of data processing with Smart PLS as shown in the image above, it can be seen that all indicators on the Corporate Trust Icon variable in this study have loading values greater than 0.70. This indicates that indicators with loading values greater than 0.70 have a high level of validity, thus meeting convergent validity. From the data processing results with Smart PLS shown in the image above, it can be seen that all indicators of the Customer Satisfaction variable in this study have a loading value greater than 0.70. This indicates that indicators with a loading value greater than 0.70 have a high level of validity, thus fulfilling convergent validity. From the data processing results using Smart PLS shown in the image above, it can be seen that all indicators on the Radical Customer variable in this study have loading values greater than

0.70. This indicates that indicators with loading values greater than 0.70 have a high level of validity, thus meeting convergent validity.

4.3 Inner Model Analysis

R-square - Ringkasan

	R-square	Adjusted R-square
Customer Satisfaction	0.482	0.471
Radical Customer	0.585	0.572

Figure 2. R - Square Test Table

Source: Data processed in Smart PLS 4.0

Based on the table above, it can be seen that the Adjusted R-Square obtained is 0.572 or 57.2%. This means that the variation in the ups and downs of purchasing decisions can be explained by 57.2% influenced by Referral Marketing, Trust Icon Corporate, and Customer Satisfaction. Meanwhile, the remaining 42.8% is influenced by other factors not included in the model. It can be concluded that the R2 value is in the range of 0.572 to 0.585. Based on this, the R2 calculation result shows that R2 is moderate (the R2 value is greater than 0.33 and less than or equal to 0.67).

4.4 Q2 Analysis (Predictive Relevance)

The value of predictive relevance can be determined through the calculation of Q-square as follows: $Q^2 = 1 - (1 - R^2_1) \times (1 - R^2_2) = 1 - (1 - 0.482) \times (1 - 0.585) = 1 - (0.518) \times (0.415) = 1 - 0.215 = 0.785$.

Based on the results of the Q-square calculation above, it can be stated that the model has a predictive relevance value of 0.785 or 78.5%, indicating that the analysis model has good predictive relevance.

4.5 F Square Analysis

f-square - Matrics				
	Customer Satisfaction	Radical Customer	Referral Marketing	Trust Icon Corporate
Customer Satisfaction		0.273		
Radical Customer				
Referral Marketing	0.293	0.245		
Trust Icon Corporate	0.207	0.003		

Figure 3. F Square Analysis

Source: Data processed in Smart PLS 4.0

Based on the f-square table above, the medium effect defined as f-square between 0.15 and 0.35 is Referral Marketing and Corporate Trust Icon on Customer Satisfaction, as well as Referral Marketing and Customer Satisfaction on Radical Customer. Meanwhile, the influence of Corporate Trust Icon on Radical Customer is considered small as the f-square value falls within the range of 0.02 to 0.15.

4.6 Hypothesis Testing on the Inner Model

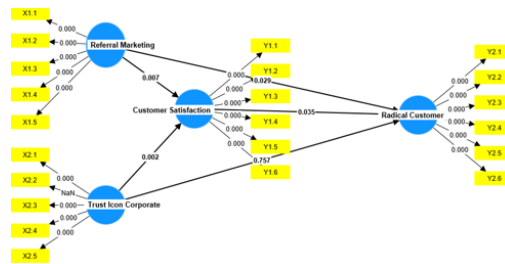


Figure 4. Bootstrapping Results Image. Source: Data processed in Smart PLS 4.0

4.7 Path coefficient

Table 2. of Path Coefficient Values

Koefisien jalur - Rata-rata, STDEV, Nilai-T, Nilai-p Perbesar (90%) Salin ke Excel Salin ke R					
	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O /STDEV)	Nilai P (P values)
Customer Satisfaction -> Radical Customer	0.468	0.414	0.222	2.108	0.035
Referral Marketing -> Customer Satisfaction	0.440	0.394	0.163	2.698	0.007
Referral Marketing -> Radical Customer	0.410	0.422	0.188	2.184	0.029
Trust Icon Corporate -> Customer Satisfaction	0.370	0.357	0.120	3.095	0.002
Trust Icon Corporate -> Radical Customer	-0.042	0.007	0.135	0.309	0.757

Source: Data processed in Smart PLS 4.0

Based on the table above, the following conclusions can be drawn:

- The Referral Marketing variable has a positive effect on Customer Satisfaction with T-statistics greater than 1.96 (p value 0.007) or less than 0.05 significance level.
- The Referral Marketing variable has a positive effect on Radical Customer with T-statistics greater than 1.96 (p value 0.029) or less than 0.05 significance level.
- The Corporate Trust Icon variable has a positive effect on Customer Satisfaction with T-statistics greater than 1.96 (p value 0.002) or less than 0.05 significance level.
- The Corporate Trust Icon variable has an indirect negative effect on Radical Customer with T-statistics less than 1.96 (p value 0.757) or greater than 0.05 significance level.
- The Customer Satisfaction variable has a positive effect on Radical Customer with T-statistics greater than 1.96 (p value 0.035) or less than 0.05 significance level.

4.8 Specific Indirect Effects

Table 3. Specific Indirect Effect Values

Efek tidak langsung spesifik - Rata-rata, STDEV, Nilai-T, Nilai-p Perbesar (90%) Salin ke Excel Salin ke R					
	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O /STDEV)	Nilai P (P values)
Referral Marketing -> Customer Satisfaction -> Radical Customer	0.206	0.162	0.102	2.017	0.044
Trust Icon Corporate -> Customer Satisfaction -> Radical Customer	0.173	0.151	0.101	1.718	0.086

Source: Data processed in Smart PLS 4.0

Based on the table above, the following conclusions can be drawn:

- The coefficient size for the Referral Marketing variable on Radical Customer through Customer Satisfaction is 0.206, which means there is a positive indirect effect of

Referral Marketing on Radical Customer through Customer Satisfaction. It can also be interpreted that the higher the value of Referral Marketing, the more Radical Customer through Customer Satisfaction will increase. An increase of one unit in Referral Marketing will increase Radical Customer through Customer Satisfaction by 20.6%. Based on calculations using Bootstrapping or resampling, the value is 0.162 with a t value of 2.017 and a standard deviation of 0.102. Thus, the p value is $0.044 < 0.05$, so H1 is accepted, which means the indirect effect of Referral Marketing on Radical Customer through Customer Satisfaction is significant or statistically meaningful.

- b. The coefficient value of the parameter for the Corporate Trust Icon variable on Radical Customers through Customer Satisfaction is 0.173, which means there is a positive indirect effect of Referral Marketing on Radical Customers through Customer Satisfaction. This can be interpreted that the higher the Corporate Trust Icon score, the higher the Radical Customers will be through Customer Satisfaction. An increase of one unit in the Corporate Trust Icon will raise the Radical Customers through Customer Satisfaction by 17.3%. Based on calculations using Bootstrapping or resampling, it is 0.151 with a t-value of 1.718 and a standard deviation of 0.101. Therefore, the p-value is $0.086 > 0.05$, so H1 is rejected, which means the indirect effect of the Corporate Trust Icon on Radical Customers through Customer Satisfaction is not meaningful or statistically significant.

4.9 Total Effect

Table 4. Total Effect Value Table

Total efek - Rata-rata, STDEV, Nilai-T, Nilai-p					
	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O STDEV)	Nilai P (P values)
Customer Satisfaction -> Radical Customer	0.468	0.414	0.222	2.108	0.035
Referral Marketing -> Customer Satisfaction	0.440	0.394	0.163	2.698	0.007
Referral Marketing -> Radical Customer	0.615	0.584	0.167	3.687	0.000
Trust Icon Corporate -> Customer Satisfaction	0.370	0.357	0.120	3.095	0.002
Trust Icon Corporate -> Radical Customer	0.132	0.159	0.116	1.134	0.257

Source: Data processed in Smart PLS 4.0

Based on the results of the Patch Coefficient test in the table above, it can be used to prove the research hypothesis as follows: 1. The Referral Marketing variable is significantly correlated with Customer Satisfaction with a p-value of $0.007 < 0.05$. 2. The Referral Marketing variable is significantly correlated with Radical Customer with a p-value of $0.000 < 0.05$. 3. The Trust Icon Corporate variable is significantly correlated with Customer Satisfaction with a p-value of $0.002 < 0.05$. 4. The Trust Icon Corporate variable is not significantly correlated with Radical Customer with a p-value of $0.257 > 0.05$. 5. The Customer

Satisfaction variable is significantly correlated with Radical Customer with a p-value of $0.035 < 0.05$.

5. Discussion

5.1 The direct relationship of Referral Marketing to Customer Satisfaction

Research shows that Referral Marketing has a positive and significant impact on Customer Satisfaction, with a parameter coefficient value of 0.440. This can be seen from the results of the path coefficient which shows a T-statistics value of $2.698 > 1.96$ and a p-value of $0.007 < 0.05$. Based on this statistical calculation, it can be concluded that Referral Marketing has a significant effect on Customer Satisfaction in this research sample, thus, H1 which states that Referral Marketing has a direct effect on Customer Satisfaction and the Research Hypothesis is accepted (supported).

The direct relationship between Corporate Trust Icon and Customer Satisfaction

Research shows that Corporate Trust Icon has a positive and significant influence on Customer Satisfaction, with a parameter coefficient value of 0.370. This can be seen from the path coefficient results which show a T-statistics value of $3.095 > 1.96$ and a p-value of $0.002 < 0.05$. Based on these statistical calculations, it can be concluded that Corporate Trust Icon significantly influences Customer Satisfaction in this research sample, thus H2, which states that Corporate Trust Icon has a direct effect on Customer Satisfaction, and the Research Hypothesis are accepted (supported).

5.2 The Direct Relationship of Referral Marketing to Radical Customers

Research shows that Referral Marketing has a positive and significant influence on Radical Customers, with a parameter coefficient value of 0.615. This can be seen from the path coefficient results indicating a T-statistics value of $3.687 > 1.96$ and a p-value of $0.000 < 0.05$. Based on these statistical calculations, it can be concluded that Referral Marketing has a significant effect on Radical Customers in this study sample, so H3, which states that Referral Marketing directly affects Radical Customers, is accepted (supported).

5.3 The direct relationship between Trust Icon Corporate and Radical Customer

Research shows that the Corporate Trust Icon has a negative and insignificant effect on Radical Customer, with a parameter coefficient value of 0.132. This can be seen from the path coefficient results which show a T-statistics value of $1.134 < 1.96$ and a p-value of $0.257 > 0.05$. Based on this statistical calculation, it can be concluded that the Corporate Trust Icon has no significant impact on Radical Customer in this study sample, thus H4, which states that Corporate Trust Icon does not directly affect Radical Customer, and the Research Hypothesis is rejected (not supported).

5.4 The direct relationship of Customer Satisfaction to Radical Customer

Research shows that Customer Satisfaction has a positive and significant influence on Radical Customer, with a coefficient parameter value of 0.468. This can be seen from the path

coefficient results indicating a T-statistics value of $2.108 > 1.96$ and a p-value of $0.035 < 0.05$. Based on these statistical calculations, it can be concluded that Customer Satisfaction significantly affects Radical Customer in this research sample, thus H5, which states that Customer Satisfaction directly influences Radical Customer, and the Research Hypothesis is accepted (supported).

5.5 The indirect relationship of Referral Marketing to Radical Customers through Customer Satisfaction

Research shows that Referral Marketing has a positive indirect effect of 0.206 on Radical Customer through Customer Satisfaction. This means that as the value of Referral Marketing increases, Radical Customer through Customer Satisfaction will also increase. An increase of one unit in Referral Marketing will enhance Radical Customer through Customer Satisfaction by 20.6%. Based on calculations using Bootstrapping or resampling, the value is 0.162 with a t-value of 2.017 and a standard deviation of 0.102. Thus, the p-value is $0.044 < 0.05$, indicating that H6 is accepted, which means that Referral Marketing indirectly affects Radical Customer through Customer Satisfaction.

5.6 The indirect relationship of the Corporate Trust Icon towards Radical Customer through Customer Satisfaction.

Research shows that the Corporate Trust Icon towards Radical Customers through Customer Satisfaction is 0.173, indicating a positive indirect effect of Referral Marketing on Radical Customers through Customer Satisfaction. This can be interpreted that the higher the value of Corporate Trust Icon, the more Radical Customers through Customer Satisfaction will also increase. An increase of one unit in Corporate Trust Icon will enhance Radical Customers through Customer Satisfaction by 17.3%. Based on calculations using Bootstrapping or resampling, the value is 0.151 with a t-count of 1.718 and a standard deviation of 0.101. Therefore, the p-value is $0.086 > 0.05$, meaning H7 is rejected, or in other words, Corporate Trust Icon has no indirect effect on Radical Customers through Customer Satisfaction.

6. Conclusions

Based on the results of the study, it was found that Referral Marketing directly influences Customer Satisfaction, Trust Icon Corporate directly influences Customer Satisfaction, Referral Marketing directly influences Radical Customer, Trust Icon Corporate does not directly influence Radical Customer, Customer Satisfaction directly influences Radical Customer, Referral Marketing indirectly influences Radical Customer through Customer Satisfaction, and Trust Icon Corporate does not indirectly influence Radical Customer through Customer Satisfaction.

The Management party must be more active in promoting and introducing its new products for a better future. Just as the Trust Icon Corporate can influence competitive

positioning, these products will carry a prestigious image. With the increasing emergence of similar processed products with different brands, competition will improve and further enhance Radical Customer engagement moving forward. Meanwhile, Referral Marketing needs to be enhanced to boost marketing promotions.

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