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## Customer Satisfaction Role in Affecting Customer Loyalty of iPhone Users in Banda Aceh City: Mediation or Moderation?

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### Abstract

This study aimed to analyze the influence of product quality and customer value on customer loyalty with customer satisfaction as mediation and moderation. The population in this research was all iPhone users in the city of Banda Aceh, with the number of sample was 90 iPhone users selected by quota sampling technique. The research data were obtained through the dissemination of questionnaires and analyzed by structural equation model (SEM) techniques using SmartPLS software. The result showed that in Banda Aceh city, the iPhone product quality and iPhone customer value significantly influenced its customer satisfaction, but did not significantly influence its customer loyalty; iPhone customer satisfaction significantly influenced its customer loyalty; iPhone customer satisfaction mediated the influence of iPhone product quality and customer value on its customer loyalty, but iPhone customer satisfaction did not moderate the influence of iPhone product quality and customer value of on its customer loyalty. Thus, the customer satisfaction variable in this research did not act as a moderator but as a full mediator between the influence of product quality and customer value on customer loyalty. The interesting issue in this research lies in the the proof of the the research model that does not need the customer satisfaction as a moderation variable. Researchers can further add more variables and concepts regarding moderation variables that can enrich the model, or even find other elements besides quality as the appeal of a product to increase customer loyalty.

**Keywords:** Customer Loyalty, Customer Satisfaction, Product Quality, and Customer Value.

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### 1. Introduction

Customer loyalty is not easy to obtain for the company, therefore if the company wants to create customer loyalty, the thing that needs to be done by the company is by increasing the satisfaction of customer, because satisfaction of customer is the most dominant and key factor in creating the loyalty of customer (Munari, Ielasi, & Bajetta, 2013).

Customer loyalty can also be obtained by creating high value for customers. Customer value is one of the factors that can determine the level of customer loyalty, when a customer gets a high value for a product that is consumed, then the customer is likely to be loyal to the product (Yeh, Wang, & Yieh, 2016). The loyalty of customer to a product is largely determined by the quality of the product, because basically the quality of product is a strong foundation for building customer loyalty (Oghojafor, Ladipo, Ighomereho, & Odunewu, 2014). Product quality is also one of the important factors in determining the level of customer loyalty, when a customer considers that the

product he consumes has good quality, then the customer tends to be loyal to the product (Ishaq, Bhutta, Hamayun, Danish, & Hussain, 2014).

Based on the description previously explained, it is known that the loyalty of customer can be affected by product quality, customer value, and customer satisfaction. Nevertheless, there are differences in the results of research conducted by previous researchers (research gap). The results of previous research found that the quality of product (Djumarno, Anjani, & Djamaluddin, 2018), customer value (Danurdara & Hidayah, 2016), and customer satisfaction (Chiguvi & Guruwo, 2017) significantly affects the loyalty of customer. Meanwhile, there are also research results which found that the quality of product (Hidayat & Akhmad, 2016), customer value (Sugiati, Thoyib, Hadiwidjoyo, & Setiawan, 2013), and customer satisfaction (Tanisah & Maftukhah, 2015) not significantly affects the loyalty of customer.

The focus of this research is the role of customer satisfaction as a mediating variable and moderating variable on the influence of product quality and customer value on the loyalty of customer. (Ishaq et al., 2014) and (Utami, Sadeli, & Jie, 2016) in their research put the satisfaction of customer as a mediating variable between the influence of the quality of product and customer value on the loyalty of customer. However, (Putranto, Wardiningsih, & Suprayitno, 2018) and (Palilati, 2007) in their research put the satisfaction of customer as a moderating variable between the influence of the quality of product and customer value on the loyalty of customer.

Thus, the purpose of this research is to find out whether the quality of product, customer value, and customer satisfaction have a contribution in increasing customer loyalty and whether customer satisfaction acts as a mediation, or moderation, or even both, on the influence of the quality of product and customer value on customer loyalty. This study determines iPhone to be research object because iPhone is an easy mobile phone product to find anywhere. iPhone customers are also easy to find to collect their perception about the product, especially in the city of Banda Aceh where the study is conducted. The research model identified is used to answer the research gap described.

## **2. Literature Review**

Customer loyalty is a positive attitude and commitment held by a customer towards a product to remain subscribed to the product (Ridwan, Moeljadi, Sunaryo, & Sudjatno, 2017). Then, the satisfaction of customer based on Expectancy Disconfirmation Theory is a summary of the psychological state that comes from the comparison between the customer experience after using a product with the customer's expectations before using the product (Lubis, Sucherly, Lubis, & Kaltum, 2015). Next, customer value is the ratio between the benefits received from a product and the costs sacrificed by customers to obtain the product (Jiang, Jun, & Yang, 2015). Furthermore, the quality of product is the totality of features and characteristics of a product that is able to satisfy the stated or implied needs of consumers (Kotler & Keller, 2018).

The result of researches did by (Hidayat & Akhmad, 2016) and (Ling & Mansori, 2018) found that product quality had a positive direction and a significant influence on the satisfaction of customer. Then, the result of researches did by (Sugiati et al., 2013) and (M. A. Iqbal, Murni, & Sulistyowati, 2018) found that the value of customer value had a positive direction and a significant influence on the satisfaction of customer.

The result of researches conducted by (Kusuma, Suyadi, & Abdillah, 2014) and (Djumarno et al., 2018) found that the quality of product had a positive direction and a significant influence on the loyalty of customer. Then, the result of researches did by (Senić & Marinković, 2014) and (Danurdara & Hidayah, 2016) found that customer value had a positive direction and a significant

influence on the loyalty of customer. Furthermore, the result of researches did by (M. Iqbal & Anura, 2016) and (Chiguvi & Guruwo, 2017) found that the satisfaction of customer had a positive direction and a significant influence on the loyalty of customer.

The results of research did by (Ishaq et al., 2014) found that the satisfaction of customer mediated the influence of product quality on customer loyalty. Then, the results of research conducted by (Utami et al., 2016) found that the satisfaction of customer can mediate the influence of customer value on customer loyalty. Furthermore, the results of research did by (Putranto et al., 2018) found that the satisfaction of customer moderated the influence of the quality of product on customer loyalty. Furthermore, the result of research conducted by (Palilati, 2007) found that the satisfaction of customer moderated the influence of customer value on the loyalty of customer.

From the above literatures, authors formulate the research hypothesis as follows:

Hypothesis 1: iPhone Product quality influences its customer satisfaction in Banda Aceh

Hypothesis 2: iPhone Customer value influences its customer satisfaction in Banda Aceh

Hypothesis 3: iPhone Product quality influences its customer loyalty in Banda Aceh

Hypothesis 4: iPhone Customer value influences its customer loyalty in Banda Aceh

Hypothesis 5: iPhone customer satisfaction in Banda Aceh influences their loyalty

Hypothesis 6: iPhone customer satisfaction in Banda Aceh mediates the effect of iPhone product quality on its customer loyalty in Banda Aceh

Hypothesis 7: iPhone Customer satisfaction in Banda Aceh mediates the effect of the iPhone customer value on its customer loyalty in Banda Aceh

Hypothesis 8: iPhone customer satisfaction in Banda Aceh moderates the effect of iPhone product quality on its customer loyalty in Banda Aceh

Hypothesis 9: iPhone customer satisfaction in Banda Aceh moderates the effect of iPhone customer value on its customer loyalty in Banda Aceh

### **3. Method**

The population in this research was all iPhone users in the city of Banda Aceh, while the number of sample was 90 iPhone users selected by quota sampling technique. The research data were obtained through the dissemination of questionnaires and analyzed by structural equation model (SEM) techniques using SmartPLS software. SEM is a multivariate data analysis technique that combines the outer model which aims to determine the specification of the relationship between latent variables and the indicators and inner model which aims to determine the influence specifications between latent variables (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014).

### **4. Result and Discussion**

#### **Outer Model**

The outer model results in this research can be seen in the following table:

**Table 1. Outer Model**

Indicator Loading		Average Variance Extracted (AVE)	
$\xi_{1.1}$ <--- Product_Quality	0.601	Product_Quality ( $\xi_1$ )	0.528
$\xi_{1.2}$ <--- Product_Quality	0.690	Customer_Value ( $\xi_2$ )	0.554
$\xi_{1.3}$ <--- Product_Quality	0.688	Customer_Satisfaction ( $\eta_1$ )	0.616
$\xi_{1.4}$ <--- Product_Quality	0.719	Customer_Loyalty ( $\eta_2$ )	0.587
$\xi_{1.5}$ <--- Product_Quality	0.699	<b>Composite Reliability</b>	
$\xi_{1.6}$ <--- Product_Quality	0.809		
$\xi_{1.7}$ <--- Product_Quality	0.785		
$\xi_{1.8}$ <--- Product_Quality	0.797	Product_Quality ( $\xi_1$ )	0.899
$\xi_{2.1}$ <--- Customer_Value	0.759	Customer_Value ( $\xi_2$ )	0.830
$\xi_{2.2}$ <--- Customer_Value	0.577	Customer_Satisfaction ( $\eta_1$ )	0.863
$\xi_{2.3}$ <--- Customer_Value	0.814	Customer_Loyalty ( $\eta_2$ )	0.876
$\xi_{2.4}$ <--- Customer_Value	0.803		
$\eta_{1.1}$ <--- Customer_Satisfaction	0.660		
$\eta_{1.2}$ <--- Customer_Satisfaction	0.694		
$\eta_{1.3}$ <--- Customer_Satisfaction	0.870		
$\eta_{1.4}$ <--- Customer_Satisfaction	0.889		
$\eta_{2.1}$ <--- Customer_Loyalty	0.847		
$\eta_{2.2}$ <--- Customer_Loyalty	0.766		
$\eta_{2.3}$ <--- Customer_Loyalty	0.725		
$\eta_{2.4}$ <--- Customer_Loyalty	0.790		
$\eta_{2.5}$ <--- Customer_Loyalty	0.693		

The table 1 shows all indicators of each variable of product quality, customer value, customer satisfaction, and the loyalty of customer have their loading indicator values  $> 0.50$  so it shows all indicators of each variable can represent its latent variable. Then, it is known that each variable, the product quality, customer value, customer satisfaction, and the loyalty of customer have their value of AVE  $> 0.50$  so it explains the indicators in the research model developed are proven to really measure the latent variable that was targeted and not measure other latent variable. Furthermore, it is known that each variable, the product quality, customer value, customer satisfaction, and the loyalty of customer have their composite reliability values  $> 0.70$  so it concludes all indicators of each latent variable in this research model are reliable for measuring its variable.

### Inner Model

The inner model results in this research can be seen in the following table:

**Table 2. Inner Model**

Variable	R Square	Q Square
Product_Quality		
Customer_Value		
Customer_Satisfaction	0.645	0.377
Customer_Loyalty	0.620	0.346
Model Fit	Cut-off Value	Finding
SRMR	< 0.1	0.098
d_ULS	> 0.05	2.238
D_G	> 0.05	1.096
NFI	< 1	0.617
rms Theta	< 0.12	0.101

The table 2 shows the R Square value of the influence of the quality of product and customer value on customer satisfaction is 0.645 so it figures that the quality of product and customer value variables can affect the customer satisfaction variable by 64.5% while the remaining 35.5% is influenced by other variables are not used in the research model. Furthermore, the R Square value of the influence of product quality, customer value, and customer satisfaction on customer loyalty is 0.620 so it explains the product quality, customer value, and customer satisfaction variables can affect the customer loyalty variable by 62.0% while the remaining 38.0% is influenced by other variables not used in the research model.

From the table 2 also, the Q Square value of the influence of product quality and customer value on customer satisfaction is shown as much as 0.377 which is > 0.35 so it describes that the quality of product and customer value variables were very relevant to predicting the satisfaction of customer variable. Furthermore, the Q Square value of the influence of product quality, customer value, and customer satisfaction on customer loyalty is shown 0,346 which is > 0,15 so that it explains the quality of product, customer value, and customer satisfaction variables are relevant enough to predict the loyalty of customer variable .

The model fit results are also shown in the table 2. The values provided are SRMR (0.098), d\_ULS (2.238), d\_G (1.096), NFI (0.617), and rms Theta (0.101). Thus, the research model has met the minimum value requirements so that the model in this research is stated to be fit.

### **Hypothesis Test Result**

The results of this research is provided in the following table.

**Table 3. The Influence Testing Results**

<b>Direct Influences</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
$\xi_1 \rightarrow \eta_1$	0.573	0.602	0.097	5.918	<b>0.000</b>
$\xi_2 \rightarrow \eta_1$	0.279	0.253	0.114	2.443	<b>0.015</b>
$\xi_1 \rightarrow \eta_2$	0.258	0.313	0.146	1.765	<b>0.078</b>
$\xi_2 \rightarrow \eta_2$	0.077	0.112	0.117	0.662	<b>0.508</b>
$\eta_1 \rightarrow \eta_2$	0.641	0.622	0.121	5.299	<b>0.000</b>
<b>Mediating Influences</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
$\xi_1 \rightarrow \eta_1 - > \eta_2$	0.368	0.372	0.086	4.292	<b>0.000</b>
$\xi_2 \rightarrow \eta_1 - > \eta_2$	0.179	0.160	0.084	2.135	<b>0.033</b>
<b>Moderating Influences</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
$\xi_1 * \eta_1 \rightarrow \eta_2$	0.128	0.078	0.181	0.710	<b>0.478</b>
$\xi_2 * \eta_1 \rightarrow \eta_2$	0.124	0.066	0.152	0.821	<b>0.412</b>

Based on Table 3, the discussion of the influences of product quality, customer value, customer satisfaction, and customer loyalty are discussed as follows.

### **H1 : iPhone Product quality influences its customer satisfaction in Banda Aceh?**

The 1<sup>st</sup> hypothesis test resulted the significant value 0.000 and the path coefficient 0.573, so it figures that product quality had a significant contribution in increasing the satisfaction of customer by 57.3%. This result indicates that the quality of iPhone product is a factor that can determine the satisfaction of iPhone users in Banda Aceh city. In other word, the better the iPhone product quality, the satisfaction of iPhone customers in Banda Aceh city will also increase. This result is also in accordance with the research by (Hidayat & Akhmad, 2016) and (Ling & Mansori, 2018) which also proved that the quality of product had a significant contribution in affecting the satisfaction of customer.

### **H2 : iPhone Customer value influences its customer satisfaction in Banda Aceh?**

The 2<sup>nd</sup> hypothesis test resulted significant value 0.015 and the path coefficient 0.279. It describes that customer value had a significant contribution in increasing the satisfaction of

customers by 27.9%. This result indicates that the customer value perceived by iPhone users in Banda Aceh is something that can determine the satisfaction of them. In other word, the higher the value perceived by iPhone customers in Banda Aceh to the iPhone products, it will increase the the satisfaction of them to the product. This result is also in accordance with the research by (Sugiati et al., 2013) and (M. A. Iqbal et al., 2018) which also found that the value of customer had a significant effect on the satisfaction of customer.

### **H3 : iPhone Product quality influences its customer loyalty in Banda Aceh?**

The 3<sup>rd</sup> hypothesis test resulted significant value 0.078 and the path coefficient 0.258, so it explains that the quality of iPhone product did not have a significant contribution in increasing the loyalty of iPhone users in Banda Aceh city. This result is not in accordance with the researches by (Kusuma et al., 2014) and (Djumarno et al., 2018) which found that the quality of product had a significant effect on loyalty of customer. However, this 3<sup>rd</sup> hypothesis result statement is not proven as the incorrect or less relevant result, because there were also other results that were the same as this result, like the research did by (Hidayat & Akhmad, 2016) which also found that the quality of product did not have a significant influence on customer loyalty.

### **H4 : iPhone Customer value influences its customer loyalty in Banda Aceh?**

The 4<sup>th</sup> hypothesis test resulted significant value 0.508 and the path coefficient 0.077. It figures that iPhone customer value did not have a significant contribution in increasing the loyalty of iPhone customers in Banda Aceh city. This result is not in accordance with the researche by (Senić & Marinković, 2014) and (Danurdara & Hidayah, 2016) which found that the value of customer had a significant effect on loyalty of customer. However, this 4<sup>th</sup> hypothesis result statement is not proven as the incorrect or less relevant result, because there were also other results that were the same as this result, like the research did by (Sugiati et al., 2013) which also found that the value of customer did not had a significant influence on customer loyalty.

### **H5 : iPhone customer satisfaction in Banda Aceh influences their loyalty?**

The 5<sup>th</sup> hypothesis test resulted significant value 0.000 and the path coefficient 0.641, so it indicates that the satisfaction of iPhone customers in Banda Aceh city had a significant contribution in increasing their loyalty to the iPhone product by 64.1%. The result describes that the satisfaction of customer is one of variables that can determine the customer loyalty. The higher the satisfaction of iPhone customers in Banda Aceh to the iPhone products, their loyalty to the products will also increase. This result is also in accordance with the researches by (M. Iqbal & Anura, 2016) and (Chiguvi & Guruwo, 2017) which also found that the satisfaction of customer had a significant effect on loyalty of customer.

### **H6 : iPhone customer satisfaction in Banda Aceh mediates the effect of iPhone product quality on its customer loyalty in Banda Aceh?**

Based on the result, product quality significantly influenced customer loyalty through customer satisfaction with significant value 0.000 and path coefficient of 0.368. It describes the better the iPhone product quality, the loyalty of iPhone customers in Banda Aceh will also increase, where indirectly it had a significant contribution in increasing their loyalty to the product through their satisfaction by 36.8%. So from this result statement, it is proven that customer satisfaction in this research acted as a full mediation between the influence of product quality on customer loyalty.

It is seen from the results found that product quality did not have a significant effect on customer loyalty directly but product quality had a significant contribution in affecting customer loyalty indirectly through customer satisfaction. This result is also in accordance with the research result by (Ishaq et al., 2014) which also found that the satisfaction of customer mediated the influence of product quality on customer loyalty. However, the result of this research have difference with previous research results. One of them is the research by (Ishaq et al., 2014) where they stated that the customer satisfaction variable acted as a partial mediation, while in this research customer satisfaction variable acted as full mediation.

#### **H7 : iPhone Customer satisfaction in Banda Aceh mediates the effect of the iPhone customer value on its customer loyalty in Banda Aceh?**

Based on the result, customer value significantly influenced customer loyalty through customer satisfaction with significant value 0.033 and path coefficient of 0.179. This figures that the higher the value perceived by the iPhone customers of Banda Aceh city, their loyalty will also increase where it indirectly had a significant contribution in increasing the loyalty to the product through the satisfaction by 17.9%.

So from this result statement, it is known that customer satisfaction in this research acted as a full mediation between the influence of the value of customer on customer loyalty. It is seen from the results found that the value of customer did not have a significant effect on customer loyalty directly but customer value had a significant contribution in affecting customer loyalty indirectly through the satisfaction of customer. This result is also in accordance with the research by (Utami et al., 2016) which also found that the satisfaction of customer mediated between the effect of customer value on loyalty of customer. However, this result have difference with the research did by (Utami et al., 2016). The difference lies in the role of mediating customer satisfaction variable, where they revealed the customer satisfaction variable acted as a partial mediation, while in this research customer satisfaction variable acted as perfect mediation.

#### **H8 : iPhone customer satisfaction in Banda Aceh moderates the effect of iPhone product quality on its customer loyalty in Banda Aceh?**

Based on the result, the customer satisfaction did not significantly moderate the influence of product quality on customer loyalty. This is seen from the significant value 0.478 so that it explains eventhough the satisfaction of iPhone customers in Banda Aceh city was involved in the moderation hypothesis model, the iPhone product quality still won't have a significant contribution in increasing their loyalty. This result is not in accordance with the research by (Putranto et al., 2018) which found that satisfaction of customer moderated between the effect of the quality of product on loyalty of customer. However, this 8<sup>th</sup> hypothesis result statement is not proven as the incorrect or less relevant, because there were also other results that were the same, such as the research did by (Wulandari, Wardiningsih, & Widajanti, 2016) which also found that the satisfaction of customer did not moderate the effect of the quality of product on customer loyalty . Thus, this research is more in line with research conducted by (Ishaq et al., 2014) which found that the satisfaction of customer was more acted as a mediator between the effect of the quality of product on loyalty of customer.

#### **H9 : iPhone customer satisfaction in Banda Aceh moderates the effect of iPhone customer value on its customer loyalty in Banda Aceh?**



Based on the result, customer satisfaction did not significantly moderates the influence of customer value on customer loyalty. This is seen from the significant value 0.412 so that it shows that even the satisfaction of iPhone customers in Banda Aceh city was involved in the moderation hypothesis model, the iPhone customer value perceived by them still won't have a significant contribution in increasing their loyalty.

This result is not in accordance with the research by (Palilati, 2007) which found that the satisfaction of customer moderated the influence of the value of customer on customer loyalty. However, this 9<sup>th</sup> hypothesis result statement is not proven as the incorrect or less relevant, because there were also other results that were the same, such as the research did by (Puspitasari, Rahadhini, & Saputra, 2017) which also found that the satisfaction of customer did not moderates the effect of customer value on loyalty of customer. Thus, this research is more in line with research conducted by (Utami et al., 2016) which found that the satisfaction of customer was more acted as a mediator between the influence of the value of customer on customer loyalty.

## 5. Conclusion

This research found the fit model combined from several previous theories. The result showed that in Banda Aceh city, the iPhone product quality and iPhone customer value significantly influenced its customer satisfaction, but did not significantly influence its customer loyalty; iPhone customer satisfaction significantly influenced its customer loyalty; iPhone customer satisfaction mediated the influence of iPhone product quality and customer value on its customer loyalty, but iPhone customer satisfaction did not moderate the influence of iPhone product quality and customer value of on its customer loyalty. Thus, the customer satisfaction variable in this research did not act as a moderator but as a full mediator between the influence of product quality and customer value on customer loyalty. The interesting issue lies in the proof of the research model that does not need the customer satisfaction as a moderation variable. This research result can contribute to the academic field in updating and strenghtening the causality theories. The model tested provides the basis for further research development. Researchers can further add more variables and concepts regarding moderation variables that can enrich the model, or even find other elements besides quality as the appeal of a product to increase customer loyalty.

For practitioners, these results have implications for the sustainable of their products. Technically based on this research survey, some problems detected in iPhone customers perception in this research. The statement item "iPhone has a long-lasting economic life" on the quality variable, "iPhone users seem more elegant than other smartphone users" on customer value variable, "My decision to buy an iPhone is the right choice" on customer satisfaction variable, and " I will continue to use iPhone forever "on the customer loyalty variable, which are statements that have the lowest average values among other items in each variable. Therefore, it is advisable for Apple manufacturers to re-evaluate the weaknesses associated with the iPhone and fix it so that iPhone users stay with the product. Especially for seller of iPhone products generally they must pay more attention to customer value variable, to add more values in serving their customers continuously in order to increase the satisfaction of customer thereby creating and building the customer loyalty.

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