



Marketing Mix Services on Consumer Loyalty at Maraja Mart Retail

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ABSTRACT

This study aims to determine and analyze: (1) the significant influence of the service marketing mix regarding customer loyalty (2) the impact of goods on customer loyalty (3) the impact of costs on customer loyalty (4) the impact of advertising on customer loyalty (5) the impact of individuals on customer loyalty (6) the impact of procedures on customer loyalty (7) the influence of physical evidence on consumer loyalty. The type of research used is quantitative. The population of this study were all consumers who had shopped at the Maraja Mart retail. The sampling technique in this study used the purposive sampling method, with a sample size of 80 respondents. Data collection used online and offline questionnaires that had been tested for validity and reliability. The analysis method used multiple linear regression analysis. The results of the study showed that (1) the service marketing mix had a simultaneous effect on consumer loyalty (2) the product did not have a partial effect on consumer loyalty (3) the price did not have a partial effect on consumer loyalty (4) promotion had a partial effect on consumer loyalty (5) people had a partial effect on consumer loyalty (6) the process had no partial effect on consumer loyalty (7) physical evidence had a partial effect on consumer loyalty. *Keywords:* marketing mix of services, product, price, place, promotion, people, process, physical evidence, consumer loyalty

INTRODUCTION

At the moment, company development is advancing quickly, which worries the general public. With the rise of numerous corporate operators in the commodities and services sector, trade is growing more complicated (Risquna, 2016; Wahyuni et al., 2018). The commercial world, especially the retail industry, is becoming more competitive over time. Indonesia's retail industry is expanding quickly right now, particularly modern retail with its many varieties and alluring deals. (A. G. Adam, 2023; Prabowo et al., 2021)

Retail (Retail Business) is the direct sale of products and services to customers for domestic or personal use. A company that sells products or renders services directly to final customers is known as a retailer.. (Khasanah et al., 2023; Z et al., 2022)

Maraja Mart is taken from the name of the owner's third child, namely Maraja, which means big. This business was built by himself and is controlled by the owner himself, after a few months Maraja Mart opened. Maraja Mart has a manager named Mr. Gunawan who was the manager from 2018-2019 he was responsible for all management in Maraja Mart, after he resigned, Maraja Mart until now is held back by its own owner. In 2021, the owner has one store supervisor named Mrs. Andi who is tasked with supervising all activities carried out. Mrs. Andi worked as a supervisor for only 1 year at Maraja Mart then was replaced by Mrs. Feni who is currently the supervisor at the Maraja Mart store. According to Al Arif, (2017) Marketing is an activity of humans or companies to fulfill their needs and desires through an exchange process, so that it can provide satisfaction to an individual or group (Ardiyanti et al., 2023; Purba et al., 2024) The product marketing mix includes 4Ps, namely: product, price, place and promotion, while for service marketing, three more indicators are added, namely people, process and physical evidence. The last three indicators are related to service characteristics, where the production or operation process to consumers is a series that is interconnected and involves direct interaction between consumers and service providers. Thus, if one aspect of the organization is less than optimal, this can affect the overall marketing strategy (Purba et al., 2024). Customer satisfaction is a person's expectation or feeling about purchasing a good or service. This means that what the customer wants to achieve is in accordance with reality. These expectations and realities will determine the level of consumer satisfaction. According to Kotler & Armstrong, (2019) customer satisfaction can be interpreted as a condition where a customer/consumer gets a level of feeling that matches their expectations (Chaffey & Smith, 2017; Erfina Miftahul Jannah et al., 2023)

Consumer loyalty is very important for companies to compete in the business world (Nurmanto et al., 2024) quoted (Ismawati et al., 2025). Customer loyalty is loyalty to a brand or company that is manifested by repeatedly choosing products or services from the same brand or company (Tjiptono, 2014) in (Purba et al., 2024).

The purpose of this study is to determine and analyze:

1. To ascertain the impact of the Marketing Mix which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence on consumer loyalty at Maraja Mart Retail.
2. To ascertain the impact of Product on consumer loyalty at Maraja Mart Retail.
3. To ascertain the impact of Price on consumer loyalty at Maraja Mart Retail.
4. To ascertain the impact of Place on consumer loyalty at Maraja Mart Retail.
5. To ascertain the impact of Promotion on consumer loyalty at Maraja Mart Retail.
6. To ascertain the impact of People on consumer loyalty at Maraja Mart Retail.
7. To ascertain the impact of Process on consumer loyalty at Maraja Mart Retail.
8. To ascertain the impact of Physical Evidence on consumer loyalty at Maraja Mart Retail.

LITERATURE REVIEW

Definition of Service Marketing

According to Philip Kotler (2017), Any action or advantage provided by one party to another is referred to as service marketing; it is essentially intangible and does not lead to the acquisition of property. A physical product may or may not be connected to the production process. As said by Nirwana, (2006) there are four characteristics of services, namely:

1. Intangibility (Intangible), because services are included in the form of work, not like goods that can be seen, touched, and sensed physically.
2. Inseparability (Inseparable), because the process of producing services and consuming services almost occurs simultaneously.
3. Variability (Changeable), meaning that services are formed according to variations, namely depending on the performance desired by customers.
4. Perishability (Durability), meaning that services do not know expiration like goods that have an expiration date (Barokah et al., 2021).

Marketing Mix Services (Marketing Mix)

Marketing Mix is a tactical planning concept where a set of controllable marketing tools are combined by the company to produce the desired response of the target market. The marketing strategy is implemented in an integrated manner by applying strategic elements from the marketing mix itself, used by the company to pursue the desired sales target (Syifaiddin et al., 2023).

The marketing mix can be defined as a combination of marketing tools used by the company to influence consumer responses from the target market segment. This marketing mix consists of various elements designed to achieve the company's marketing goals effectively (R. P. Adam et al., 2025).

The elements of the service marketing mix consist of:

1. Product

According to Kotler, (2015) Anything that can be put on the market to be seen, owned, used, or eaten and that can meet needs or desires is considered a product. (Pengaruh et al., 2023).

2. Price

According to Umar, (2009:21) Price is the amount of value that customers exchange for the advantages of possessing or utilizing a good or service; the seller sets the price for all purchasers, or the buyer and seller negotiate the price. (Yasmin et al., 2021).

3. Location (Place)

According to Hermanto et al., (2019) For marketers, choosing a company's location is crucial since a poor choice could cause the enterprise to fail before it has even begun. Selecting a trade site is an important choice that must draw clients in order to satisfy their demands. Location selection has a strategic purpose since it can influence the accomplishment of corporate objectives (Andi Syafa'at, Amron, Yohan Wismantoro), (2024).

4. Promotion

A key component of a product marketing plan, sales promotion can boost a product's sales. An action used to boost sales and consumer demand for a product is called sales promotion. Promotions are often run for a specific, time-limited duration. (Pratama et al., 2023).

5. People

According to Payne, (2007:33) states that people or employees are elements of the marketing mix that have an important role, because they are directly involved in the activity of delivering products to consumers (Yasmin et al., 2021). According to Kotler & Keller (2021:119) people (employees) are the process of selection, training, and motivating employees as a differentiator in influencing buyer perceptions and meeting customer satisfaction. (Artikel et al., 2024)

6. Process

All activities are combined to form the process, which typically consists of work schedules, procedures, mechanisms, activities, and other standard items. The location of service production and delivery (Risquna, 2016). Kotler & Keller (2021:119) define the process as all of the real processes, mechanisms, and activity flows that make up the system that provides services to customers (Article et al., 2024).

Phycal evidence

According to Kotler & Keller, (2021:119) Physical evidence is tangible proof that service providers own and use to demonstrate value to clients, customers, and prospective clients. (Article et al., 2024).

Conceptual Framework

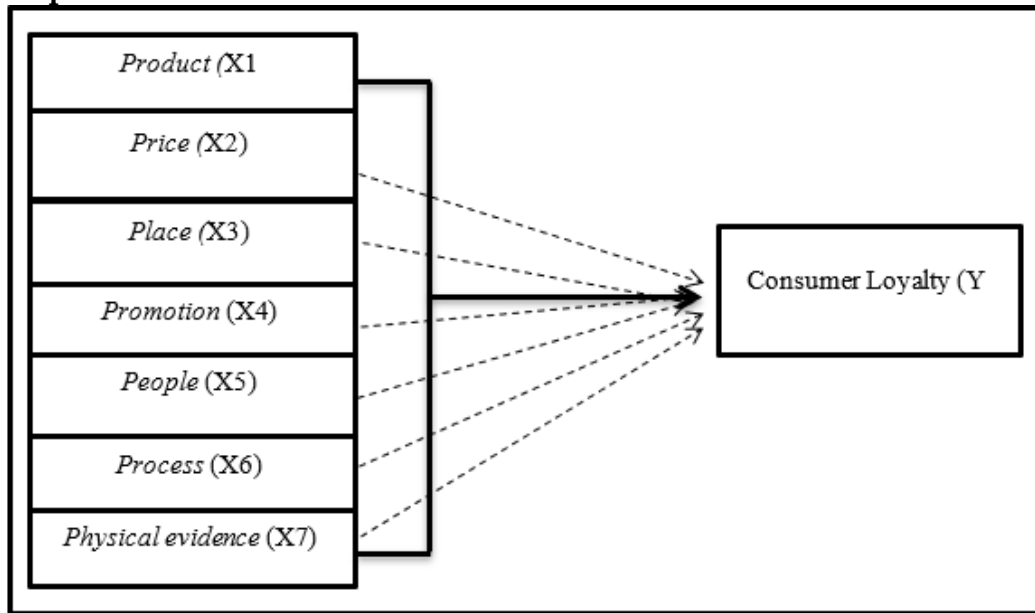


Figure 1. Conceptual Framework

Hypothesis

Based on the theory and framework of thought above, several hypotheses can be formulated as follows:

1. The marketing mix of services consisting of product, price, place, promotion, people, process and physical evidence simultaneously has a significant effect on consumer loyalty at Maraja Mart Retail.
2. Product has a significant effect on consumer loyalty at Maraja Mart Retail.
3. Price has a significant effect on consumer loyalty at Maraja Mart Retail.
4. Place has a significant effect on consumer loyalty at Maraja Mart Retail.
5. Promotion has a significant effect on consumer loyalty at Maraja Mart Retail.
6. People have a significant effect on consumer loyalty at Maraja Mart Retail.
7. Process has a significant effect on consumer loyalty at Maraja Mart Retail.
8. Physical evidence has a significant effect on consumer loyalty at Maraja Mart Retail

METHODOLOGY

Based on the classification of its objectives, this research is included in the quantitative type. According to Sugiyono, (2014) quantitative research is called positivistic research because it is based on positivistic philosophy. The philosophy of positivism is indeed a reality, symptom or phenomenon as something that can be classified, concrete, observed, measurable, relatively fixed, and there is a causal relationship (Mohamad Riska, 2019).

Researchers conducted a survey to collect data in the field. Data collection techniques with observations (interviews or questionnaires) that are not in-depth, and the results of the study tend to be generalized. The variables in this study are:

Independent Variable

The service marketing mix, which includes people, process, price, place, promotion, product, and tangible evidence, is the study's independent variable (X).

- a) This product measurement (X1) uses 5 indicators: Various types of products, quality products, useful products, product packaging, product prices listed.
- b) Price measurement (X2) uses 4 indicators: price according to product quality, affordable product price, listed price according to what is paid, competitive price.
- c) Place measurement (X3) uses 3 indicators: strategic location, easy to reach location, location in the middle of the city.
- d) Promotion measurement (X4) uses 3 indicators: advertisements on social media, information from friends, information through social media is clear.
- e) People measurement (X5) uses 4 indicators: friendly employees, polite employees in serving consumers, employees are fast in handling consumer difficulties, employee service in the payment process is fast.
- f) Process measurement (X6) uses 4 indicators: fast payment process, no long queues, fast and procedural product claim handling, and a straightforward service process.
- g) Physical evidence measurement (X7) uses 5 indicators: rapid and comfortable atmosphere, clean room, attractive interior decoration, structured product arrangement, adequate parking area availability.

Dependent Variable

The dependent variable (Y) in this study is consumer loyalty which consists of several indicators, namely: making regular repeat purchases, recommending products to others, making purchases in all product or service lines, showing immunity to competitors' pull.

Population and Sample

The population of this study is all consumers who have shopped at the Maraja Mart retail. The sampling technique to determine the sample to be used in this study uses the purposive sampling technique. The sample units in this study are all consumers who have shopped at the Maraja Mart retail who have made purchases more than 2 times. Based on the population size to determine the number of samples, the researcher refers to Roscoe's opinion in Sugiyono, (2018) which states that if this study uses multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the variables studied. From the calculation results, 80 respondents were obtained. (Hossan et al., 2023; Willie, 2024) This study uses the SPSS (Statistical Program for Social Scane) software application version 27 which is used to analyze the effect of the service marketing mix on consumer loyalty. The data analysis technique used in this study is multiple linear regression analysis.

Data Analysis Technique

The data analysis technique used in this study is the multiple linear regression analysis method. Multiple linear analysis is used to measure the effect of independent variables on dependent variables (Albina Anim, Ni Luh Putu Indiani, 2020). Multiple linear regression analysis is used by researchers to calculate the effect of independent variables of product (X1) price (X2), place (X3),

promotion (X4), people (X5), process (X6) and physical evidence (X8) on the dependent variable of consumer loyalty (Y) the formula is:

The form of the formulation of the multiple linear regression statistical analysis tool can be mathematically described as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

RESULTS

Multiple Linear Regression Analysis

The purpose of regression analysis is to express the dependent variable as a function of the independent variables. The duality of fit and accuracy of conclusions depends on the data used. Therefore, unrepresentative or improperly compiled data results in poor fit and conclusions. So, for effective use of regression analysis, one must go through the following steps:

- 1) Investigate the data collection process,
- 2) Find limitations in the collected data
- 3) Limit appropriate conclusions

Table 1. Multiple Linear Regression Test Results

Dependent Variable Y = Consumer Loyalty					
Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Standar Error	Beta		
C = Constant	1.873	.982		1.907	.060
Product (X1)	.067	.046	.100	1.458	.149
Price (X2)	.096	.057	.114	1.683	.097
Place (X3)	-.146	.051	-.163	-2.842	.006
Promotion (X4)	.326	.047	.418	7.000	.001
People (X5)	.119	.048	.180	2.493	.015
Process (X6)	.131	.072	.145	1.831	.071
Physical Evidence (X7)	.230	.055	.343	4.188	.001
Multiple R = .902				Sig = <.001 ^b	
R Square (R ²) = .813				α = 0,05	
Adjusted R Square = .795					

From the calculation of the results of multiple linear regression analysis with the help of the SPSS program, the following equation function can be compiled:

$$Y = 1.873 + 0.067 + 0.096 - 0.146 + 0.326 + 0.119 + 0.131 + 0.230 + e$$

DISCUSSION

1. Simultaneous Hypothesis Testing

According to the study's main premise, "consumer loyalty is significantly impacted by the service marketing mix, which includes product, price, place, promotion, people, process, and tangible evidence." According to the f-test results, a value of 0.795 was obtained with a sig value of 0.000. This indicates that the hypothesis is accepted because the value is less than the necessary value, which is $\alpha = 0.05$. This indicates that customer loyalty is significantly impacted

by the service marketing mix element. The first hypothesis is therefore deemed to be true.

2. Partial Testing Hypotheses

"The product does not have a significant effect on consumer loyalty" is the second hypothesis in this study. The product variable (X1) has a significant level value of $t = 0.149$, according to the computation findings. The hypothesis is rejected since the value of 0.149 is more than 0.05 when compared to α (0.05). This indicates that there is no discernible impact of the product.

3. Partial Testing Hypotheses

"Price does not have a significant effect on consumer loyalty" is the third hypothesis in this study. The pricing variable (X2) displays a significant level value of $t = 0.097$ according to the computation findings. The hypothesis is rejected when the number $0.097 > 0.05$ when compared to α (0.05). This indicates that pricing has no discernible impact.

4. Partial Testing Hypotheses

In this study, "place has a significant effect on consumer loyalty" is the fourth hypothesis. The position variable (X3) displays a significant level value of $t = 0.006$ according to the computation findings. The hypothesis is accepted since 0.006 is less than 0.05 when compared to α (0.05). This indicates that location has a big impact.

5. Partial Testing Hypotheses

In this study, "promotion has a significant effect on consumer loyalty" is the sixth hypothesis. The promotion variable (X4) has a significant level value of $t = 0.001$, according to the computation findings. Since 0.001 is less than 0.05 when compared to α (0.05), the hypothesis is accepted. This indicates that promotion has a big impact.

6. Partial Testing Hypotheses

"People have a significant effect on consumer loyalty" is the sixth hypothesis in this study. The persons variable (X5) has a significant level value of $t = 0.015$ according to the computation findings. Since 0.015 is less than 0.05 when compared to α (0.05), the hypothesis is accepted. This indicates that people make a big difference.

7. Partial Testing Hypotheses

"The process does not have a significant effect on consumer loyalty" is the seventh hypothesis in this study. The process variable (X6) has a significant level value of $t = 0.071$ according to the computation findings. The hypothesis is rejected when the number $0.071 > 0.05$ when compared to α (0.05). This indicates that there is no discernible impact from the process.

8. Partial Testing Hypotheses

"Physical evidence has a significant effect on consumer loyalty" is the seventh hypothesis in this study. The physical evidence variable (X7) has a significant level value of $t = 0.001$, according to the computation findings. Since 0.001 is less than 0.05 when compared to α (0.05), the hypothesis is accepted. This indicates that tangible proof has little impact.

CONCLUSIONS

The following conclusions can be made in light of the research's findings and the discussion that followed:

1. At Maraja Mart Retail, consumer loyalty is significantly impacted by the marketing mix of services, which includes people, procedures, physical evidence, locations, prices, promotions, and items.
2. At Maraja Mart Retail, products don't significantly affect customer loyalty.
3. At Maraja Mart Retail, price has no discernible impact on customer loyalty.
4. At Maraja Mart Retail, place has a big impact on customer loyalty.
5. At Maraja Mart Retail, promotions have a big impact on customer loyalty.
6. At Maraja Mart Retail, people have a big impact on customer loyalty.
7. At Maraja Mart Retail, the procedure has no discernible impact on customer loyalty.
8. At Maraja Mart Retail, tangible proof significantly influences customer loyalty.

RECOMMENDATIONS

Based on the results of the research, discussion and conclusions obtained, the suggestions that can be given are as follows:

1. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the product variable is that the product packaging at Maraja Mart Retail is dusty and untidy. Therefore, officers/employees of Maraja Mart Retail should control all products more regularly.
2. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the price variable is that the price listed on the Maraja Mart retail shelf is in accordance with the price that must be paid at the cashier. Therefore, officers/employees should control more in inputting prices on products on the price label with the seller's application system at the cashier.
3. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the place variable is that the strategic location of Maraja Mart retail is in the city center. Therefore, officers/employees of Maraja Mart Retail should pay attention to choosing a strategic location that is close to the city center or a busy location.
4. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the promotion variable is the existence of information about Maraja Mart retail from friends. Therefore, officers/employees of Maraja Mart Retail should pay attention to the number of views on promotions via social media so that they can provide information widely to other consumers.
4. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the people variable is that Maraja Mart retail employees are quick in handling consumer difficulties when shopping. Therefore, officers/employees of Maraja Mart Retail should be alert in serving their consumers.

5. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the process variable is that product claim handling is fast and in accordance with procedures. Therefore, officers/employees should be given regular understanding so that they are reliable in handling product claims.
6. The indicator that has the lowest influence on Consumer Loyalty at Maraja Mart Retail on the physical evidence variable is the attractive interior decoration at Maraja Mart retail. Therefore, the officers/employees of Maraja Mart Retail should pay more attention to the decoration in grouping product types so that it is easier for consumers to shop.
7. For further researchers who want to research or continue this research, it is recommended to be able to develop this research by looking for other factors that can influence consumer loyalty such as service quality factors.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of Marketing Mix Services on Consumer Loyalty at Maraja Mart Retail in order to perfect this research and increase insight for readers and writers.

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