

CHAPTER IV

ANALYSIS OF RESULTS AND DISCUSSION

4.1 Sampling Procedure

This study aims to prove and analyze the effect of consumer satisfaction, trust and customer loyalty on the decision to return to using the Halodoc application on consumers in the city of Padang. Prior to the data processing stage, data and information were first collected. The data collection process was carried out using a questionnaire distributed via google form. In general, the process of distributing the questionnaires is shown in Table 4.1 below:

Table 4.1
Questionnaire Distribution Procedure

Information	Amount	Percentage
Number of questionnaires distributed	200	100
Number of damaged questionnaires	(0)	(0)
Number of questionnaires processed	200	100

Source: Observation Results (2021)

In accordance with Table 4.1, it is known that the total number of questionnaires distributed amounted to 200 copies. After checking, it is known that all questionnaires were filled in by the respondents according to the proper procedure, so that all of the questionnaires could be used for further data processing stages.

4.2 Respondent's Descriptive

After all data and information have been collected, the data processing stage can be carried out immediately. The hypothesis testing process is carried out with the help of Smart PLS. Prior to further analysis, the descriptive narration of the respondents is shown in Table 4.2 below:

Table 4.2
Respondent's Descriptive

Information	Amount	Percentage
Gender		
Man	94	47.00
Woman	106	53.00
Age		
20 – 25 Years	39	19.50
26 – 30 Years	34	17.00
31 – 35 Years	45	22.50
36 – 40 Years	63	31.50
41 – 45 Years	7	3.50
41 – 50 Years	7	3.50
> 50 Years	5	2.50
Work		
Government employees	22	11.00
entrepreneur	50	25.00
Private sector employee	74	37.00
Student	35	17.50
Housewife	19	9.50
Pocket money		
IDR 1,000,000 – IDR 2,000,000	48	24.00
IDR 2,000,001 – IDR 4,000,000	86	43.00
IDR 4,000,001 – IDR 6,000,000	39	19.50
IDR 6,000,001 – IDR 8,000,000	27	13.50
Total	200	100

Source: Processed Data (2021)

In accordance with Table 4.2, it can be seen that most of the respondents are female, which is 53% of the total respondents, while the remaining 47% are male respondents. In the data tabulation process, it is also known that most of the respondents aged between 36 years and 40 years were found to be 31.50% of the total respondents, while respondents aged over 50 years were only 2.50% of the total respondents. Based on the descriptive description of the respondents, it can be concluded that most of the respondents who use the Halodoc website in Padang City are dominated by adult women.

In the data tabulation process, it is also known that most of the respondents have permanent activities as private employees, amounting to 37% of the total respondents, while respondents who are active as housewives are the respondent group with the smallest number of 9.50%. In addition, from the data tabulation process, it is also known that most respondents have a monthly pocket money between Rp. 2,000,001 - Rp. 4,000,000, which is 43% of the total respondents, while respondents with pocket money between Rp. 6,000,001 to Rp. 8,000,000 are only 13.50% of the total respondents.

4.3 Measurement Model Assessment

Measurement model assessment aims to ensure the accuracy of the selection of statements that support each research variable used in this study. The stages of testing the measurement model assessment are as follows:

4.3.1 Research Instrument Testing

Testing of research instruments is carried out by observing the value of the coefficient *outer loading* which must be worth > 0.70 , while to test the reliability is done by observing the Cronbach's Alpha coefficient value > 0.70 , Composite Reliability > 0.70 and Average Variance Extracted (AVE) > 0.50 (Hair et al., 2014). In accordance with the stages of data processing that have been carried out, a summary of the results can be seen in the sub-chapter below:

1. Repurchase Decision Variable Measurement Instrument Test

Repurchase decision is the first variable used in this study. In measuring these variables, three statements are used. Based on the results of the research

instrument testing that has been carried out, a summary of the results is shown in Table 4.3 below:

Table 4.3
Results of Testing Instruments for Purchase Decision Variables

<i>Item Code</i>	<i>Outer loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
Ri1	0.936	0.939	0.962	0.891
Ri2	0.974			
Ri3	0.921			

Source: Processed Data (2021)

Based on the results of the instrument testing that has been carried out, it can be seen that all statements used to measure the repurchase intention variable have *factor loading* > 0.70, and Cronbach's Alpha value of 0.939 and Composite Reliability of 0.962. Each coefficient > 0.70 in the instrument test also obtained an AVE value of 0.891. Thus the AVE value > 0.50, therefore all statements used to measure the repurchase intention variable are declared valid and reliable so that they can continue to be used in further data processing stages.

2. Test Instruments for Measurement of Consumer Satisfaction Variables

Consumer satisfaction is the second variable used in this study. To measure these variables, six statements were used. Based on the results of the instrument testing that has been carried out, a summary of the results is obtained in Table 4.4 below:

Table 4.4
Results of Testing Instruments for Consumer Satisfaction Variables

<i>Item Code</i>	<i>Outer loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
CS ₁	0.925	0.967	0.965	0.824
CS ₂	0.924			

CS ₃	0.938			
CS ₄	0.890			
CS ₅	0.929			
CS ₆	0.836			

Source: Processed Data (2021)

Based on the results of the outer loading test, it can be seen that all statements have a loading factor > 0.70 , besides that in the test, the Cronbach's Alpha value of 0.967 and the Composite Reliability value of 0.965 were also obtained. Each coefficient value is far above 0.70. At the testing stage, an AVE value of 0.824 was also obtained. The resulting AVE coefficient value is also well above 0.50. Thus, it can be concluded that all statements used to measure consumer satisfaction variables are declared valid and reliable, so that they can continue to be used into further data processing stages.

3. Test Instruments for Measurement of Trust Variables

Trust is the third variable used in this study. Trust is measured using nine statements. Based on the results of the instrument testing that has been carried out, a summary of the results is shown in Table 4.5 below:

Table 4.5
Test Results of the Trust Variable Instrument

Item Code	Outer loading	Cronbach's Alpha	Composite Reliability	AVE
<i>Trust1</i>	0.871	0.942	0.961	0.682
<i>Trust2</i>	0.843			
<i>Trust3</i>	0.805			
<i>Trust4</i>	0.851			
<i>Trust5</i>	0.830			
<i>Trust6</i>	0.862			
<i>Trust7</i>	0.800			
<i>Trust8</i>	0.791			
<i>Trust9</i>	0.779			

Source: Processed Data (2021)

According to the test results *outer loading* it can be seen that all the statements used to measure the confidence variable have a loading factor > 0.70 , besides that in the test also obtained the Cronbach's Alpha value of 0.942 and the Composite Reliability value of 0.961. Each coefficient value is far above 0.70. At the testing stage, the AVE value of 0.682 was also obtained. The resulting AVE coefficient value is also well above 0.50. Thus, it can be concluded that all statements used to measure the confidence variable are declared valid and reliable, so that they can continue to be used into further data processing stages.

4. Consumer Loyalty Variable Measurement Instrument Test

Consumer loyalty is the fourth variable used in this study. To measure consumer loyalty, five statements are used. Based on the results of data processing that has been carried out, a summary of the results is shown in Table 4.6 below:

Table 4.6
Consumer Loyalty Variable Instrument Test Results

Item Code	<i>Outer loading</i>	Cronbach's Alpha	<i>Composite Reliability</i>	AVE
CL1	0.914	0.936	0.962	0.797
CL2	0.879			
CL3	0.902			
CL4	0.884			
CL5	0.885			

Source: *Processed Data (2021)*

Based on the results of the outer loading test, it can be seen that all the statements used to measure the consumer loyalty variable have a loading factor > 0.70 , besides that in the test, the Cronbach's Alpha value is 0.936 and the Composite Reliability value is 0.962. Each coefficient value is far above 0.70. At the testing stage, the AVE value of 0.797 was also obtained. The resulting AVE coefficient value is also well above 0.50. Thus, it can be concluded that all

statements used to measure consumer loyalty variables are declared valid and reliable, so that they can continue to be used in further data processing stages.

4.3.2 Test result *Discriminant Validity*

Discriminant validity testing aims to ensure that every statement used to measure research variables is truly accurate and reliable (Ghozali and Latan, 2015). Based on the results of data processing that has been carried out, a summary of the results is shown in Table 4.7 below:

Table 4.7
Discriminant Validity Test Results

	<i>Customer Loyalty</i>	<i>Customer Satisfaction</i>	<i>Repurchase Intention</i>	<i>Trust</i>
<i>Customer Loyalty</i>	0.893			
<i>Customer Satisfaction</i>	0.877	0.908		
<i>Repurchase Intention</i>	0.851	0.866	0.944	
<i>Trust</i>	0.877	0.891	0.829	0.826

Source: Processed Data (2021)

Based on the results of the discriminant validity test, it is known that the statement items that support each variable have met the requirements of discriminant validity testing because the correlation value of each main variable is able to distinguish itself from the variables measured using a different construct. Where each variable has a correlation coefficient value close to 1. Thus, further data processing steps can be carried out immediately.

4.3.3 Test result *Cross Loading*

Cross loading testing is also useful to ensure that each research variable used in this study is truly supported by the right statement. Based on the results of data processing that has been carried out, the results are shown in Table 4.8 below:

Table 4.8
Cross Loading Test Results

	Customer Loyalty	Customer Satisfaction	Repurchase Intention	Trust
CL_1	0.914	0.751	0.548	0.618
CL_2	0.879	0.678	0.591	0.605
CL_3	0.902	0.710	0.426	0.561
CL_4	0.884	0.524	0.464	0.479
CL_5	0.885	0.521	0.551	0.338
CS_1	0.281	0.925	0.449	0.537
CS_2	0.432	0.924	0.633	0.585
CS_3	0.413	0.938	0.469	0.458
CS_4	0.348	0.890	0.517	0.410
CS_5	0.475	0.929	0.641	0.357
CS_6	0.424	0.836	0.413	0.430
RI_1	0.337	0.521	0.936	0.786
RI_2	0.418	0.534	0.974	0.757
RI_3	0.454	0.480	0.921	0.807
T_1	0.358	0.552	0.591	0.871
T_2	0.466	0.401	0.416	0.843
T_3	0.240	0.572	0.599	0.805
T_4	0.361	0.517	0.425	0.851
T_5	0.222	0.434	0.312	0.830
T_6	0.165	0.532	0.576	0.862
T_7	0.223	0.548	0.339	0.800
T_8	0.305	0.463	0.327	0.791
T_9	0.349	0.328	0.386	0.779

Source: Processed Data (2021)

In accordance with the results of the cross loading test, it can be seen that each variable used has been supported by a statement that has a large correlation coefficient from the correlation coefficient of other instruments that are above or below it. This can be seen in the customer loyalty variable which has a statement with a factor loading between 0.884 to 0.914. The factor loading value obtained is greater than the factor loading which is parallel to or below the instrument measuring the customer loyalty variable, as well as the instrument measuring the customer satisfaction, repurchase intention and trust variables. Where each statement item has a factor loading > 0.70 .

4.3.4 Analysis *R-square*

Aims to determine the ability of the independent variable to explain its contribution in influencing the dependent variable. The higher the value of the coefficient of determination produced, the more precise or accurate the analytical model formed. In accordance with the results of data processing that has been carried out, the summary is shown in Table 4.9 below:

Table 4.9
Coefficient of Determination Test Results

Information	R2	Information
<i>Repurchase Decisions</i>	0.940	Tall

Source: Processed Data (2021)

Based on the results of testing the coefficient of determination, the R2 value is 0.940. The coefficient value can be interpreted as customer satisfaction, trust, and customer loyalty able to contribute to influencing variations in changes in consumer desires in the city of Padang to access Halodoc services by 94% while the remaining 6% is influenced by other variables that are not used in the current research model. . Variables that can affect repurchase decisions such as brand image, brand reputation and various other variables that have not been used at this time.

4.3.5 Structural Model Assessment

It is a conceptual framework that is supported by each appropriate and reliable research variable, besides that the exogenous variables used to determine changes in endogenous variables are also expected to be able to provide good model accuracy, this can be seen from the closer the coefficient of determination is to one. The assessment model framework also describes the accuracy of the

selection of exogenous variables to be able to predict changes that occur in endogenous variables. Based on the results of data processing that has been carried out, the structural framework of the assessment model is shown in Figure 4.1 below:

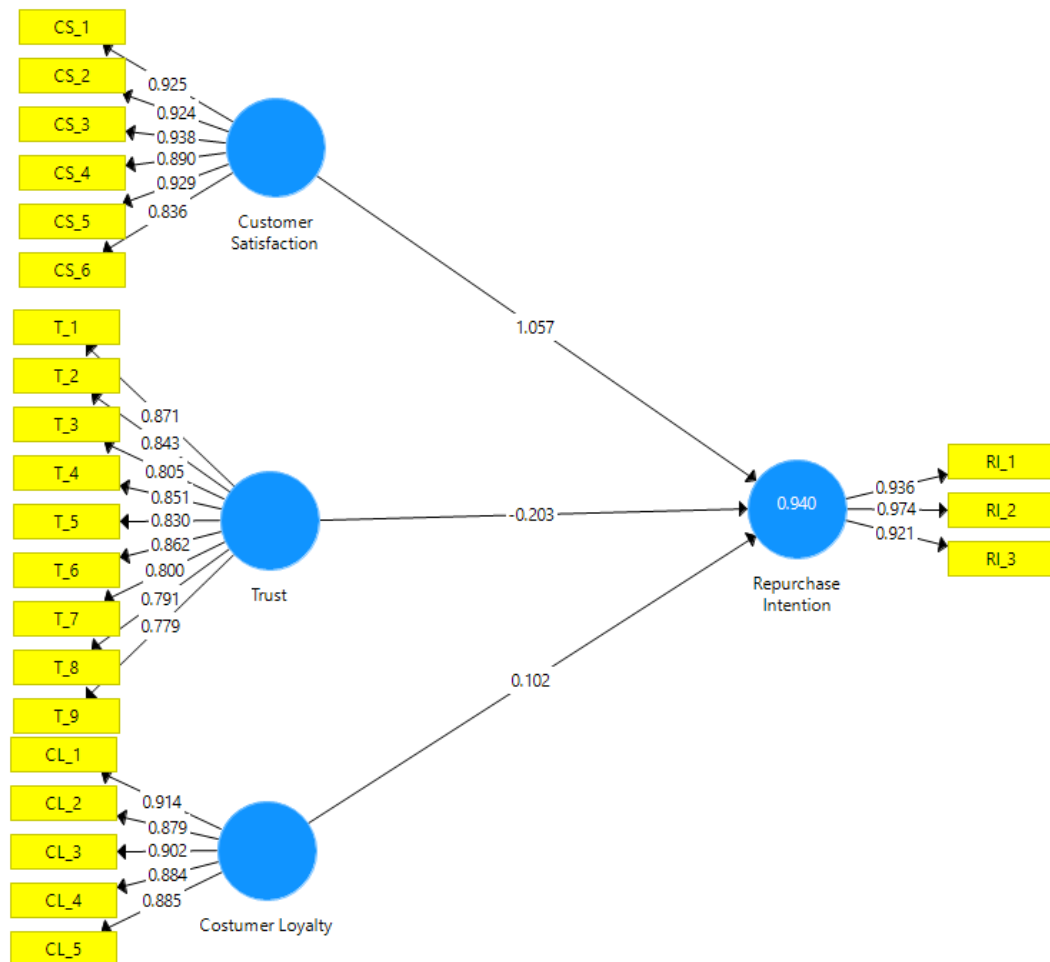


Figure 4.1
Structural Model Assessment

In the figure, it can be seen that each research variable has been supported by the right statement because it has an outer loading value of > 0.70 , besides the coefficient of determination obtained is 0.940 or 94%. Thus the analytical model to be used is stated to be very good so that further data processing stages can be carried out immediately.

4.4 Hypothesis test results

In accordance with the research formulation where the purpose of this study is to prove and analyze the effect of consumer satisfaction, trust and consumer loyalty on the decision to return to access Halodoc on consumers in the city of Padang. So hypothesis testing is only done by using direct effect testing. Based on the results of data processing that has been carried out, a summary of the results is shown in Table 4.10 below:

Table 4.10
Hypothesis Testing Results

	Original Sample	Standard Deviation	T-stats	P-Value
Customer Loyalty -> Repurchase Decision	0.102	0.054	1.888	0.060
Customer Satisfaction -> Repurchase Decision	1.057	0.068	15,551	0.000
Trust -> Repurchase Decision	0.203	0.049	4.178	0.000

Source: Processed Data (2021)

Based on the results of hypothesis testing, it is known that the customer loyalty variable has a positive effect of 0.102 on repurchase decisions using the Halodoc application, the coefficient value is strengthened by a t-count value of 1.67 and a P-value of 0.060. The data processing is carried out using an error rate of 0.10. Thus the t-hit value of $1.888 > t\text{-table } 1.67$ or P-value 0.060 far below 0.10 so that the decision is H_0 is rejected and H_a is accepted, it can be concluded that customer loyalty has a positive and significant effect on repurchase decisions using the Halodoc application on consumers in the City field.

At the stage of testing the hypothesis, it is also known that the magnitude of the influence between customer satisfaction on repurchase decisions is 1,057, which is statistically proven with a P-value of 0.000. The data processing is carried out using an error rate of 0.05. The results obtained are shown from the t-

count value of 15,551 or the P-value of 0.000. Thus, the t-count value is $15,551 > t\text{-table } 1.96$ or the P value of 0.000 is far below 0.05. So the decision is H_0 is rejected and H_a is accepted, so it can be concluded that customer satisfaction has a positive and significant effect on repurchase decisions using the Halodoc application on consumers in Padang City.

In the hypothesis testing stage using the t-statistical test, it is known that the trust variable has a path coefficient of 0.203 to the repurchase decision, which is also statistically proven by the value oft-count is 4.178 and the P-value is 0.000. The data processing is carried out using an error rate of 0.05. The results obtained show the t-count value of $4.178 > t\text{-table } 1.97$ or the P-value of 0.000, far below 0.05. So the decision is that H_0 is rejected and H_a is accepted, so it can be concluded that trust has a positive and significant effect on repurchase decisions using the Halodoc application for consumers in Padang City.

4.5 Discussion

4.5.1 Influence of Customer Satisfaction on Repurchase Decision

Based on the results of testing the first hypothesis, it was found that customer satisfaction has a positive and significant effect on repurchase decision of consumers in Padang City in accessing services Hellodoc. This finding can be interpreted that the higher the satisfaction felt by the consumer, the higher the consumer's decision to return to access Halodoc services when they are needed again. Thus the first hypothesis (H_1) is accepted.

This finding is caused when consumers feel satisfaction in using the Halodoc application showing all their wishes or expectations that they hope can

be fulfilled, in this case Halodoc can provide useful information for service users, besides Halodoc is able to provide answers to a number of questions related to health posed. by users other than that Halodoc services can also be accessed at any time, know no time limit and are considered practical and very useful for the people in Padang City, therefore the decision of consumers in Padang City to continue to use Halodoc services when needed is getting higher.

The findings obtained at the stage of testing the first hypothesis are supported by theory Keller, (2016) Expressing the satisfaction felt in using a product will create a positive impression on the product, which will be a reason for consumers to decide to use the same product again when needed again. The findings obtained at the stage of testing the first hypothesis are also supported by the results of the study Zboja and Voorhees (2006) who also found that consumer satisfaction has a positive effect on repurchase decisions in using a brand. Consistent findings were also obtained by Shafiee and Bazargan (2018) who found that the higher the satisfaction felt by consumers in using a product brand, the stronger their decision to use the same product brand in the future, when the same need for product benefits reappears.

4.5.2 The Effect of Trust on Repurchase Decisions

Based on the results of testing the second hypothesis, it was found that trust has a positive and significant effect on consumer repurchase decisions in Padang City in using services Hellodoc. This finding can be interpreted as the higher the level of consumer confidence, the stronger the consumer's decision to return to access Halodoc services. Thus the second hypothesis (H2) is accepted.

This is because most consumers have found Halodoc's services to be very useful, and practical to access in dealing with various health problems. With the Halodoc service, most consumers think that there is no need to go to the doctor, or make them more efficient, proper health consultations and medical analysis encourage people to believe in continuing to access these services, therefore when public health is increasingly disturbed.

The results obtained at the stage of testing the first hypothesis are supported by the theory proposed by Wirtz and Lovelock, (2011) which express trust in a product brand is the main reason for consumers to decide to use the same product brand again when the need for product benefits reappears. Positive experiences in the past in using the product are the reasons that strengthen the consumer's decision to return to using the same product brand. A similar finding was obtained by Shafiee and Bazargan (2018) who express high trust in a brand will encourage a stronger decision to use the same product brand again, to ensure that the need for current product benefits can be immediately met. Furthermore, the same research results were also obtained by Miswanto and Angelia (2017) who found that trust had a positive and significant effect on repurchase decisions.

4.5.3 The Influence of Customer Loyalty on Repurchase Decisions

Based on the results of testing the third hypothesis, it was found that customer loyalty has a positive and significant effect on the repurchase decision of the people in Padang City to access Halodoc services again. These findings show that the higher the level of consumer loyalty, the stronger their decision to return to accessing Halodoc services. Thus the third hypothesis (H3) is accepted. This is

because most people feel that Halodoc has many benefits, namely being able to be a solution for the community to obtain health information and treatment methods to prevent disease risk. The procedure for accessing the service that is easy and at an affordable cost encourages people to really trust the service, so that they become routine to access the service.

The same finding is supported by the theory Lai, et al., (2009) which states that when consumers already have loyalty to a brand, their decision to continue using the same product brand will be higher, these consumers will ignore other brands that have the same benefits. The findings obtained are also supported by research conducted by Shafiee and Bazargan, (2018) revealed that someone who already has high loyalty to a brand will tend to make repeat purchases of a brand. The results of the same study are also supported by research Dölarslan, (2014) who found that someone who already has a strong commitment to a brand will tend to make the same decision to buy a brand they already trust.

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the description of the analysis and discussion of the results of hypothesis testing that have been discussed in the previous chapter. Therefore, several important conclusions are proposed which are the answers to the questions posed in this study, namely:

1. Customer satisfaction has a positive and significant effect on repurchase intention of consumers in Padang City in accessing Halodoc services.
2. Trust has a positive and significant effect on consumer repurchase decisions in Padang City in using Halodoc services.
3. Customer loyalty has a positive and significant effect on the repurchase decision of the people in Padang City to return to access Halodoc services.

5.2 Research Limitations

The researcher realizes that the current research still has a number of shortcomings caused by the limitations that the researcher has. Some of the limitations in question are:

1. Theoretically, satisfaction affects consumer trust in the brand, besides that satisfaction and trust will shape their loyalty to the brand so as to create a repurchase decision on the brand. Thus trust and loyalty can be intervening, or moderating variables.

2. There are still a number of variables that have not been used in this study which also affect repurchase decisions such as brand image, brand reputation and so on.

5.3 Suggestion

Based on the description of the conclusions and limitations of the study, several suggestions are proposed which of course can be useful for:

1. Halodoc service managers are expected to continue to improve service quality, in this case they must try to maintain the value of satisfaction felt by consumers by continuously improving the accuracy and accuracy of health information to consumers. This is very important to do because the satisfaction that is felt consistently or repeatedly will encourage continued improvement in reputation decisions, as well as help maintain the existence of the Halodoc website in the long term.
2. Halodoc service managers are also expected to continue to ensure the reliability and reliability of the information they convey to consumers, in this case Halodoc must use health workers to experienced doctors, with the increasing trust of consumers in health information services through the Halodoc website will encourage the emergence of decisions again in consumers to continue to use Halodoc services again when the need to obtain health information re-emerges.
3. The most important thing that must be done by the Halodoc website manager is to create loyalty for consumers through the accuracy and accuracy of health information delivered through the service. When a

consumer has a high loyalty to a product, their decision to continue using the same product brand will continue for a certain period of time.

4. Future researchers are expected to use a different research framework model from the current one, such as making the trust variable as a moderating variable that will strengthen its influence on consumer loyalty, besides that loyalty variable can also be a mediating variable which will also encourage increased repurchase decisions. It is important to try these suggestions to improve the accuracy of research results that will be obtained in the future.

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