

# Analysis of The Effect of Quality Service and Marketing Relation on Customer Loyalty Through Customer Satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi

Tri Andari Ratna Widyastuti<sup>1\*</sup>

<sup>1</sup> Institut Ilmu Sosial dan Manajemen STIAMI, Jakarta, Indonesia

<sup>1</sup> audra\_ran@yahoo.co.id

\* corresponding author

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## ABSTRACT

*Companies engaged in services should be able to maintain a good reputation in the eyes of its customers. Good quality service and quality will tend to provide more satisfaction and trust to customers who use services at the company. Regardless of quality service, marketing relation, trust and customer satisfaction then do not expect the company can continue to maintain image in the eyes of customers. This research is aimed to analyze the influence of quality service and trust to customer satisfaction and to analyze the influence of customer satisfaction to customer loyalty.*

*This study uses multiple linear regression analysis and simple regression with SPSS program. The population used is customers who have used facial skin care services at Ratna Dwi Skin Care Metropolitan Mall Bekasi. While the sample used as many as 100 people with sample selection techniques using accidental sampling.*

*The results show that there are positive and significant influence between quality service, marketing relation to customer loyalty, There are positive and significant influence between trust on customer satisfaction. There are positive and significant influence between satisfaction and marketing relationship to customer loyalty.*

## INTRODUCTION

In this competitive era of globalization, companies must be able to recognize the current and future needs and expectations and what consumers needs. Consumers as individuals in obtaining or buying goods have gone through processes or stages in advance such as getting information either through advertisements or references from other people until finally the decision to buy the product.

The purpose of service activities is to influence consumers to be willing to buy company's goods and services when they need them. It is very important for the company to understand "why" and "how" of the consumer's behavior so that the company can develop (products), determine prices, promote and distribute their products better. By studying consumer behavior, the company will recognize new opportunities that come from unfulfilled needs and then identify them for market segmentation.

The rapid development of the business world that cannot be separated from today's competition requires company to be creative and innovate in order to survive. One of the business world that has high competition is the business in the beauty sector. In addition to the large number of beauty businesses in Indonesia, competition in this business is getting higher, and with the many businesses emerging, it results in consumers have many choices to choose a beauty treatment place that provides the best service. The quality of service is the main point in this beauty service, if the service is provided to the maximum, of course it will affect the loyalty of a customer.

According to Kotler and Keller (2009: 143-144) quality is the best guarantee of customer loyalty, the company's strongest defense in the face of competition, and the only way to maintain growth and income. It is not easy to be the best, besides having to provide the best quality of service

there are also many factors of consumer's behavior patterns that are not easy to predict, especially in Indonesia which consists of various cultures, so that they have a variety of different behavior patterns.

Ratna Dewi Clinic Skin Care Metropolitan Mall Bekasi is the only beauty clinic that strives to fulfill consumer needs for treatment. Started in November 1998, I established Ratna Dewi Skin Care Clinic, which came from a desire to provide services in the field of healthy skin care and without side effects. The concept developed by Ratna Dewi Skin Care is skin treatment is safe, and treated by skin and beauty specialists ([www.ratnadewiclinic.com](http://www.ratnadewiclinic.com)).

Under the banner of PT Dian Cipta Mandiri, I set up Ratna Dewi Skin Care outlets to meet the needs of consumers in carrying out beauty treatments at Ratna Dewi Skin Care. Currently, Ratna Dewi Skin Care Clinic already has well-known branches in several cities such as Solo, Yogya, Bekasi & Jakarta. The number of outlets that have been opened by Ratna Dewi Skin Care shows that the public's interest in treatment (*skin care*) is also quite a lot. However, there is a fluctuation in the number of visitors each month which indicates certain factors that influence consumer purchasing decisions. Therefore, I am interested in conducting this research to see what factors influence consumers to do beauty treatment in Ratna Dewi Skin Care. The price offered by Ratna Dewi Skin Care can be categorized as quite affordable compared to the prices offered by other competitors such as Natasha Skin Care, Erha Clinic. Affordable treatment price is one of the attractions for consumers to choose Ratna Dewi Skin Care compared to other beauty clinics.

Quality Service is also an aspect that must be considered, besides that service marketing relevance will be very influential if customers are satisfied with the services provided of course it will have a positive psychological impact, which may have an impact on loyalty to the company that provide this satisfaction. If the customer has a feeling of satisfaction with the services provided, marketing relevance has been implemented in the company which can be ensured that the customer will become a loyal and trusting and will not turn out to other services.

The significance of customer loyalty is closely related to the continuity of the company and to the strong growth of the company in the future. Therefore, in order to the company to be able to maintain a stable level of profit at a time when business competition is so sharp, the strategy used with try hard to maintain existing customers is more important than expand market size with attract potential customers. Along with the increasing number of facial skin care clinics, Ratna Dewi Skin Care Clinic customers have high satisfaction with the services provided,

This is in accordance with the statement of Lupiyoadi (2006) that one of the main factors that must be considered by the company in increasing customer satisfaction is service quality. To assess quality service, marketing experts such as Parasuraman, Zeithaml, Berry (Tjiptono, 2007) have proposed 5 factors used in assessing quality services are *tangible, reliability, responsiveness, assurance, empathy*.

Customer satisfaction is also an aspect that must be considered, if the customer is satisfied with the service provided, of course, it will have a positive psychological impact, which may have an impact on loyalty to the company that provides that satisfaction. If the customer is satisfied with the services provided, it is certain that the customer will become a loyal customer and will not turn to other services. The significance of customer loyalty is closely related to the continuity of the company and to the strong growth of the company in the future. Therefore, in order to the company to be able to maintain a stable profit level when business competition is so sharp, the strategy used by trying to retain existing customers is more important than expanding market size by attracting potential consumers (Fornell, 1992; Ahmad and Buttle, 2002).

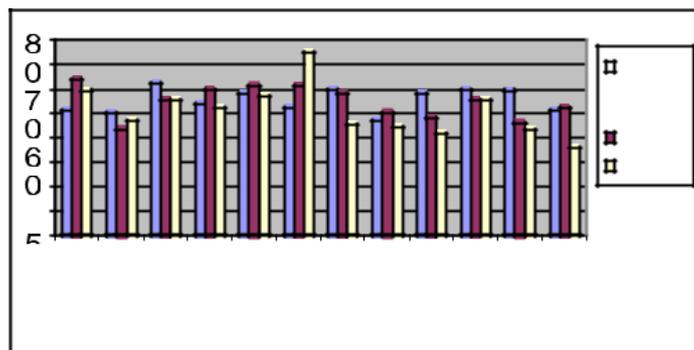
Along with the increasing number of facial skin care clinics, the customers of Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi have high satisfaction with the services provided, however, the number of customers at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi during the last three years has decreased the number of customers or patients.

**Table 1.** The Number of Customers of Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi in 2014-2016

Month	2014	2015	2016
January	51	64	59
February	50	43	47
March	62	55	55
April	54	60	52
May	58	61	57
June	52	61	75
July	60	58	45
August	47	50	44
September	58	48	42
October	60	55	55
November	59	46	43
December	51	52	36
<b>Total</b>	<b>662</b>	<b>653</b>	<b>610</b>

Source: Ratna Dewi Skin Care Clinic 2016

Furthermore, the data on the number of customers of Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi in 2014-2016 is in graphic form.



Based on table 1.1 above, it can be seen that in the last four years the Ratna Dewi Skin Care Clinic has experienced an increase and a decrease in the number of customers, so the decrease in the number of Ratna Dewi Skin Care Clinic customers can be assumed that some customers have moved to use the clinic's services.

To increase customers loyalty, Ratna Dewi Skin Care Clinic offers services that are different from other facial skin care clinics, and continues to innovate to create quality services that customers looking for to win the market.

The product offered by Ratna Dewi Skin Care is skin care with a safe concept in use of long-term care creams, while the context offered is treatment with safe treatments, and consultation with a dermatologist. In terms of infrastructure, Ratna Dewi Skin Care uses high technology in treatments such as ultrasound, LED, radiofrequency, RPL, IPL and others. Here is a discount or special offer as an attraction.

Good service is also an important key in the success of a business or company. Service quality is the level of good or bad condition of the offerings provided by service companies in order to satisfy consumers with provide or deliver services that exceed consumer expectations. So, the consumer's assessment of service quality is a reflection of evaluative perceptions of the services it receives at a certain time. The services offered by Ratna Dewi Skin Care include dermatologist consultation

service, service in many various kinds of treatments and service to purchase body and face care medicines or creams.

Based on the initial survey conducted by, the author at Ratna Dewi Skin Care Clinic to increase customer loyalty, Ratna Dewi Skin Care Clinic offers services that are different from other facial skincare clinics, and will continue to innovate to create quality services that customers are looking for in order to win in the market.

Ratna Dewi Skin Care Clinic offers a new concept that integrates aesthetics with provide anti-aging care in every service we offer so that it can prevent the aging process from an early age. At Ratna Dewi Skin Care Clinic, customers will be offered with aesthetic integration that relies on the expertise of all staff ranging from receptionists, beauty therapists and a team of doctors who are experts in serve with the ability, skills and positive attitude of Ratna Dewi Skin Care.

However, the author sees that there are still many customer complaints to the services provided by Ratna Dewi Skin Care. This can be seen from the decline in the number of customers who come to Ratna Dewi Skin Care Clinic (Table 1.1).

### **Research Purposes**

The research purposes expected in this study are as:

1. To analyze the effect of service quality on customer satisfaction.
2. To analyze the effect of marketing relevance on satisfaction.
3. Analyze the effect of service quality and marketing relevance on customer satisfaction
4. Analyze the effect of satisfaction on customer loyalty

### **METHOD**

The method used in this research is descriptive research method of quantitative analysis with a survey approach. The type of data used is primary data. In preparing this thesis, the data collection methods used by the author are : Library Research and Field Research.

The population in this study were customers who had used facial skin care services at Ratna Dewi Skin Care & Beauty Clinic. During 3 months, from January to March 2017, there were 200 people. In this study, customers selected as respondents were customers who had purchased products at Ratna Dewi Skin Care & Beauty Clinic. The number of samples used was 200 respondents.

This method of analysis is carried out on data obtained by the answers to the questionnaire and is used to analyze data in the form of numbers and calculations using statistical methods. For that purpose, the SPSS analysis program will be used.

### **RESULTS AND DISCUSSION**

#### **Overview of Research Objects**

Ratna Dewi Skin Care Clinic is a beauty clinic that strives to meet consumer needs for beauty care. Where this skin beauty care center combines the latest technology in skin care, has a professional power because the beauticians on duty are based on the Health Nurse School (SPK) and Skin Specialist doctors as consultants as well as skin care products that have BPOM Republic of Indonesia permission. (BPOM RI).

#### **RESEARCH RESULT**

In discussing this data, the authors describe the results of the questionnaire data that has been distributed to respondents using the help of the SPSS version 20 program, with the following description:

##### **Analysis of the Effect of Quality Service on Customer Satisfaction**

###### **a. Analysis of the coefficient of determination**

Analysis of the coefficient of determination is an analysis used to determine how much contribution (influence) of quality service to Customer Satisfaction.

**Tabel 2. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 <sup>a</sup>	.555	.550	4.681

a. Predictors: (Constant), Quality of service

From the results of SPSS version 20 data processing in the table above, by looking at the R Square value of 0.555, it can be seen that the coefficient of determination (KD) =  $R^2 \times 100\%$ , namely  $0.555 \times 100\% = 55.5\%$ . This means that the effect of quality service on customer satisfaction is 55.5% and the other 44.5% is influenced by other variables.

### b. Regression Coefficient Analysis

Regression coefficient analysis is an analysis to analyze the effect of quality service on customer satisfaction.

**Tabel 3. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.982	2.795		2.498	.014
1 Quality service	.799	.072	.745	11.055	.000

a. Dependent Variable: Customer Satisfaction

From the results of SPSS version 20 data processing in the table above, it can be seen that the regression equation is  $Y = 6.982 + 0.799 X_1$ , means that if service quality is eliminated (for example  $X_1 = 0$ ), then Customer Satisfaction is only 6.982. As for service quality, if it is improved, there will be changed in Customer Satisfaction of 0.799.

### c. Hypothesis T-test

Hypothesis test T-test is a test used to determine the meaning of the effect of service quality on customer satisfaction. From the results of SPSS version 20 data processing in the table above, it is known that  $t \text{ count} = 11.055$ . By using  $\alpha = 5\%$  ( $n - k$ ) it is known that the  $t$  table value is  $5\%$  ( $100 - 2$ ) = 1.661. So it can be concluded that  $t$  is greater than  $t$  table or  $11.055 > 1.661$  or  $H_0$  is rejected and  $H_a$  is accepted. This means that service quality has a significant positive effect on customer satisfaction.

## Analysis of Marketing Relation Effect on Customer Satisfaction

### a. Analysis of the coefficient of determination

Analysis of the coefficient of determination is an analysis used to determine how many contributions (influences) of Marketing Relation to Customer Satisfaction.

**Tabel 4. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 <sup>a</sup>	.632	.628	4.256

a. Predictors: (Constant), Marketing Relation

From the results of SPSS version 20 data processing in the table above, by looking at the R Square value of 0.632, it can be seen that the coefficient of determination (KD) =  $R^2 \times 100\%$ , namely  $0.632 \times 100\% = 63.2\%$ . This means that the influence of Marketing Relation to Customer Satisfaction is 63.2% and the remaining 36.8% is influenced by other variables.

**b. Regression Coefficient Analysis**

Regression coefficient analysis is an analysis to analyze the effect of Marketing Relation to Customer Satisfaction.

**Tabel 5. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.150	2.146		4.729	.000
Marketing Relation	.753	.058	.795	12.974	.000

a. Dependent Variable: Customer satisfaction

From the results of SPSS version 20 data processing in the table above, it can be seen that the regression equation is  $Y = 10,150 + 0.753 X_2$ , meaning that if Marketing Relation is eliminated (for example  $X_2 = 0$ ), then Customer Satisfaction is only 10,150. Whereas for Marketing Relation, if it is improved, there will be a change in Customer Satisfaction of 0.753.

**c. Hypothesis T-test**

Hypothesis test T-test is a test used to determine the significance of the influence of Marketing Relation on Customer Satisfaction. From the results of SPSS version 20 data process in the table above, it is known that t count = 12.974. By using = 5% (n-k) it is known that the t table value is 5%  $(100 - 2) = 1.661$ . So, it can be concluded that t is greater than t table or  $10,150 > 1,661$  or  $H_0$  is rejected and  $H_a$  is accepted. This means that Marketing Relation has a significant positive effect on Customer Satisfaction.

**Analysis of the Influence of Service Quality and Marketing Relation to Customer Satisfaction**

**a. Multiple Determination Coefficient Analysis**

- Multiple determination coefficient analysis is an analysis used to determine how many influences the quality of service and marketing coefficient together on customer satisfaction.

**Tabel 6. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 <sup>a</sup>	.712	.706	3.783

a. Predictors: (Constant), Marketing relevance, quality of service

From the results of SPSS version 20 data processing in the table above, by looking at the R square value of 0.712, it can be seen that the coefficient of determination (KD) =  $R^2 \times 100\%$ , namely  $0.712 \times 100\% = 71.2\%$ . It can be concluded that the magnitude of the influence of service quality and marketing coherence together on customer satisfaction is 71.2% and remain 28.8% is influenced by other variables.

#### b. Multiple Regression Coefficient Analysis

Multiple regression coefficient analysis is a method to analyze the effect of service quality and marketing coefficient together on customer satisfaction.

**Tabel 7. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.341	2.313		1.444	.152
Quality 1 Service	.411	.079	.383	5.203	.000
Marketing Relation	.508	.070	.537	7.283	.000

a. Dependent Variable: Customer satisfaction

From the results of SPSS version 20 data process in the table above, it can be seen that the regression equation is  $Y = 3.341 + 0.411 X_1 + 0.508 X_2$ , means that if service quality and marketing harmony are eliminated (for example  $X_1, X_2 = 0$ ), then Customer Satisfaction is only 3.341. But if the quality of service increases, there will be changes in Customer Satisfaction of 0.411 and if Marketing Relation increases, there will be changes in Customer Satisfaction of 0.508. So it can be concluded that service quality and marketing relevance really affect customer satisfaction.

#### c. Hypothesis F-test

The influence of all independent variables on customer satisfaction has a significant value. It means that service quality and marketing relevance greatly affect customer satisfaction.

**Tabel 8. ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3436.614	2	1718.307	120.081	.000 <sup>b</sup>
Residual	1388.026	97	14.310		
Total	4824.640	99			

a. Dependent Variable: Customer satisfaction  
b. Predictors: (Constant), Marketing relevance, Quality of service

From the results of SPSS version 20 data processing in the table above, it is known that F count = 120.081. When compared with the F table value using a probability of 0.5, it is known that the value of F table = 0.05 (k-1). (n-k) = 0.05 (3-1). (100-3) = 3.090. Then it can be seen that F count is greater than F table or  $120.081 > 3.090$  or  $H_0$  is rejected and  $H_a$  is accepted. This means that service quality and marketing relevance simultaneously affect customer satisfaction.

### Analysis of the Influence of Customer Satisfaction on Customer Loyalty

#### a. Analysis of the coefficient of determination

Analysis of the coefficient of determination is an analysis used to determine how much contribution (influence) customer satisfaction has on customer loyalty.

**Tabel 9. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 <sup>a</sup>	.501	.496	4.663

a. Predictors: (Constant), Customer satisfaction

From the results of SPSS version 20 data processing in the table above, by looking at the R Square value of 0.501, it can be seen that the coefficient of determination (KD) =  $R^2 \times 100\%$ , namely  $0.501 \times 100\% = 50.1\%$ . This means that the effect of Customer Satisfaction on Customer Loyalty is 50.1% and the remaining 49.9% is influenced by other variables.

**b. Regression Coefficient Analysis** Regression coefficient analysis is an analysis to analyze the effect of Customer Satisfaction on Customer Loyalty.

**Tabel 10. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.	2.556		4.94	.00

1	647			8	0
Customer	.66			9.91	.00
Satisfaction	5	.067	.708	3	0

a. Dependent Variable: Consumer Loyalty

From the results of SPSS version 20 data processing in the table above, it can be seen that the regression equation is  $Z = 12.647 + 0.665 Y$ , meaning that if Customer Satisfaction is eliminated (for example  $Y = 0$ ), then Customer Loyalty is only 12.647. As for Customer Satisfaction, if it is increased, there will be a change in Customer Loyalty of 0.665.

### c. Hypothesis T-test

Hypothesis test T-test is a test used to determine the meaning of the effect of customer satisfaction on customer loyalty. From the results of SPSS version 20 data processing in the table above, it is known that  $t \text{ count} = 9.913$ . By using  $\alpha = 5\%$  ( $n-k$ ) it is known that the  $t$  value is  $5\%$  ( $100 - 2$ ) = 1.661. So it can be concluded that  $t \text{ count}$  is greater than  $t \text{ table}$  or  $9.913 > 1.661$  or  $H_0$  is rejected and  $H_a$  is accepted. This means that customer satisfaction has a significant positive effect on customer loyalty.

## DISCUSSION

Based on the results of the first hypothesis testing, it can be concluded that there is a significant influence between service quality and customer satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi. This is evidenced by  $H_0$  rejected and  $H_a$  accepted or  $t \text{ count}$  greater than  $t \text{ table}$  ( $11.055 > 1.661$ ). From the information above, it can be interpreted that the conditions at the time of the study were that service quality had an effect on customer satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi. In this case it supports the research entitled "The Effect of Service Quality on Customer Loyalty through Satisfaction, Commitment, Satisfaction at Bank Central Asia Tbk Jahroni (2009)". By the multiple regression method with the results of the study (1) There is no direct influence between service quality variables on customer loyalty (2) There is an indirect effect between service quality variables on customer loyalty through satisfaction. (3) There is an indirect effect between service quality variables on customer loyalty and through commitment (4) There is an indirect effect between service quality variables on customer loyalty through satisfaction.

From the results of the second hypothesis testing, it can be concluded that there is a significant influence between marketing relevance and customer satisfaction at the Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi. This is evidenced by the fact that  $H_0$  is rejected and  $H_a$  is accepted or  $t \text{ count}$  is greater than  $t \text{ table}$  ( $10,150 > 1,661$ ). From the information above, it can be interpreted that the condition at the time of the study was that marketing relationship had an effect on customer satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi.

The results of this study are in line with previous research conducted by Saiful Amin and Hary Sulaksono in their journal entitled The Effect of Marketing Communication and Customer Relation on Customer Loyalty at Bank Rakyat Indonesia Jember with the results of the research that 1. Marketing communication partially affects customer responses; 2. Customer relationship variable partially affects customer response; 3. Marketing communication variables and customer relationship simultaneously affect customer response.

Based on the results of the third hypothesis testing, it can be concluded that there is a significant influence between service quality and marketing relationship with customers satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi. This is evidenced by the fact that  $H_0$  is rejected and  $H_a$  is accepted or  $f \text{ count}$  is greater than  $f \text{ table}$  ( $120.081 > 3.090$ ). From the information above, it can be interpreted that the conditions at the time of the study were that service quality and marketing relevance had an effect on customer satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi.

The results of the above research are in accordance with the research entitled The Effect of Service Quality and Satisfaction on Customer Satisfaction (Case Study of Kospin Jasa Wonosobo

Branch Customers) Ahmad Guspul (2014) using the multiple regression method with the results. There is an effect of service quality on customer satisfaction, there is an effect of customer satisfaction. to customer satisfaction.

From the results of the fourth hypothesis testing, it can be concluded that there is a significant influence between customer satisfaction and customer loyalty at the Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi. This is evidenced by the fact that  $H_0$  is rejected and  $H_a$  is accepted or  $t$  count is greater than  $t$  table ( $9.913 > 1.661$ ). From the information above, it can be interpreted that the condition at the time of the study was that marketing relationship had an effect on customer satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi. In this case it supports the research that has been done previously by Muhammad Bahrudin Siti Zuhro with a journal entitled The Effect of Customer Satisfaction and Satisfaction on Customer Loyalty with the result that to build high customer loyalty requires customer satisfaction and high customers satisfaction. However, there are several variables that must be considered for the variable customer satisfaction, the item tends to continue to buy, the item satisfaction variable, the capacity to install various applications and items from camera shots and clear video, and the item customer loyalty variable shows immunity to pull from competitors has a value that is below the average must be considered by companies.

## CONCLUSION

1. From the results of the research that have done and from the results of hypothesis testing, they show that there are positive and significant influences between quality service and Customer Satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi.
2. From the results of the research that have done and from the results of hypothesis testing, they shows that there are positive and significant influences between Marketing Relation and Customer Satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi.
3. From the results of the research that have done and from the results of hypothesis testing, they show that there are positive and significant influences between Quality Service and Marketing Coherence together on customer satisfaction at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi
4. From the results of the research that has been done and from the results of hypothesis testing, they show that there are positive and significant influences between Customer Satisfaction and Customer Loyalty at Ratna Dewi Skin Care Clinic Metropolitan Mall Bekasi.

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