

# The Influence of Product Quality, Customer Bonding and Customer Satisfaction on Customer Loyalty (Case Study on Customers of Vira Hijab Bengkalis)

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**Abstract.** *This study aims to analyze the influence of product quality, customer bonding and customer satisfaction on customer loyalty at Vira Hijab Bengkalis. This study uses a quantitative method using a non-probability sampling method with purposive sampling. The sample in this study was 100 respondents, data processing used the IBM SPSS version 26 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F tests, and the coefficient of determination (R<sup>2</sup>). The results of this study indicate that: 1) product quality has a positive and significant effect on customer loyalty at Vira Hijab Bengkalis, 2) customer bonding has a positive and significant effect on customer loyalty at Vira Hijab Bengkalis, 3) customer satisfaction has a positive and significant effect on customer loyalty at Vira Hijab Bengkalis, 4) the coefficient of determination (R<sup>2</sup>) is 0.573. This means that product quality, customer bonding and customer satisfaction effect customer loyalty at Vira Hijab Bengkalis by 57.3% while the remaining 42.7% is influenced by other variables not examined in this study.*

**Keywords:** *Product Quality, Customer Bonding, Customer Satisfaction, Customer Loyalty*

**Abstrak.** Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, ikatan pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan pada Vira Hijab Bengkalis. Penelitian ini menggunakan metode kuantitatif dengan menggunakan metode non probability sampling dengan purposive sampling. Sampel dalam penelitian ini sebanyak 100 responden, pengolahan data menggunakan aplikasi IBM SPSS versi 26 dengan pengujian analisis regresi linier berganda yang meliputi uji validitas, uji reliabilitas, uji T, uji F, dan koefisien determinasi (R<sup>2</sup>). Hasil penelitian ini menunjukkan bahwa: 1) kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada Vira Hijab Bengkalis, 2) ikatan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada Vira Hijab Bengkalis, 3) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada Vira Hijab Bengkalis, 4) nilai koefisien determinasi (R<sup>2</sup>) sebesar 0,573. Hal ini berarti kualitas produk, ikatan pelanggan dan kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan pada Vira Hijab Bengkalis sebesar 57,3% sedangkan sisanya sebesar 42,7% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

**Kata kunci:** Kualitas Produk, Ikatan Pelanggan, Kepuasan Pelanggan, Kesetiaan Pelanggan

## INTRODUCTION

The development of the hijab industry in the current era is very rapid. Indonesian people are increasingly interested in hijab which is part of Muslim women's fashion and this interest continues to increase day by day. Hijab has become a symbol of identity and trust for many Muslim women. This makes hijab fashion increasingly in demand by customers. The hijab fashion industry has grown rapidly in recent years and has given birth to many well-known

brands in the fashion world. The market offers everything from simple hijab to intricate and beautiful designs.

In Indonesia's current economic conditions that are increasingly advanced, people's needs are starting to increase. With this, competition in the hijab business is getting tighter in promoting and marketing its products. In responding to conditions like this, companies must have a strategy that can create customer loyalty. Loyalty is the main key for companies to succeed, not only in the short term, but also in the long term. Customer loyalty is one of the things that is very important in facing the very tight competitive conditions of the business industry. Getting loyal customers is one of the goals of every entrepreneur, because loyalty can ensure the survival of the company in the long run. This is the main reason for companies to attract and retain their customers. Customer loyalty means that customers are willing to invest in loyalty to businesses that can provide advantages over competitors (Ismanto, 2020).

Product quality is a very important factor that affects consumer loyalty to a particular brand or company. Producing high-quality products helps companies build a good reputation and win consumer trust. One of the main values that customers expect from manufacturers is the highest product quality. Product quality is how to describe the product can provide something that can satisfy consumers. Kotler and Keller (2017) state that product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes.

Another factor that can affect customer loyalty is customer bonding. Customer bonding encompasses all the interactions and relationships built between a company and a customer over the life cycle of a product or service. When companies can build strong bonds with customers, they tend to remain loyal and even recommend the company's products or services to others. According to Hasan (2014: 96), Customer bonding is a strategy to create customer loyalty to products and companies by building or maintaining customer trust. From the customer's point of view, Customer Bonding is a consideration in the process of choosing a company or product to buy. Meanwhile, from the marketer's point of view, Customer Bonding is a long-term strategy in strengthening and inspiring every element of the marketing mix.

The next factor that affects customer loyalty is customer satisfaction. Customer satisfaction can be a key factor in influencing customer loyalty. According to Peter and Olson (2016) costumers satisfaction is the most decisive concept in marketing thinking and costumer research. In theory, costumers who are satisfied with a product, service, or brand are likely to

continue to buy it and tell others about it. If dissatisfied, costumers are likely to change products or brands and complain to goods manufacturers, retailers, and other costumers.

Bengkalis City is one of the cities where the majority of the population is Muslim. To be able to meet consumer needs for hijab, a number of hijab businesses have sprung up in the Bengkalis area, one of which is Vira Hijab. Sales made by Vira Hijab are carried out online and offline. Online sales are carried out using the WhatsApp and Instagram applications. To sell offline, this company does it by opening a shop located on Jl. Teuku Umar, No.72, Bengkalis, Riau. Vira Hijab's sales activities are supported by continuous promotion through the Instagram application so that it is widely known and in demand by consumers ranging from teenagers to mothers. Like other businesses, Vira Hijab also experiences intense competition both in physical stores and online. Due to the tight competition, Vira Hijab must continue to innovate in terms of products and customer service in order to compete.

Based on the background above, the author are interested in conducting research with the title “The Influence of Product quality, Customer Bonding and Customer Satisfaction on Customer Loyalty (Case Study on Customers of Vira Hijab Bengkalis)”.

## **LITERATURE REVIEW**

There are several general theories in this study, according to Gultom 2017 in Arif & Syahputri (2021) Product quality is something that is offered in a product to consumers for consumption and provides benefits to these consumers. Customer Bonding according to Umar 2013: 40 in Gustini et al. (2022) is a system that takes the initiative to maintain relationships with customers or prospective customers. According to Arianty et al. 2016 in Arif & Syahputri (2021) Customer satisfaction is a feeling that is felt by consumers after feeling between what he has received and the expectations he wants. Customers will feel satisfied if the value provided by the product or service can satisfy customers in a long time. Based on Kotler and Keller 2016: 164 in Nurhayani et al. (2023) Customer loyalty is a deeply held commitment to buy and support a preferred product or service again in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch.

In this study, it cannot be separated from the results of previous research that has been conducted as a comparison and study, including research conducted by Flavianus Yoga Tridandy Chandra et al. (2021) with the research title “The Effect of Service Quality, Disconfirmation, Customer Satisfaction on Customer Loyalty on Naavagreen Beauty Clinic

services in Yogyakarta”. The results showed that there was a positive effect of service quality, Disconfirmation, Satisfaction on customer loyalty on Naavagreen Beauty Clinic services in Yogyakarta.

Based on previous research conducted by Sri Gustini et al. (2022) with the research title "The Effect of Costumer Bonding on Consumer Loyalty at Kedai Remaja Sekayu". The results of this study are the influence of costumer bonding on consumer loyalty at Kedai Remaja Sekayu. The effect is positive, which means that if costumer bonding is increased, consumer loyalty will also increase. The relationship between costumer bonding and customer loyalty at Kedai Remaja Sekayu shows a moderate relationship ( $R = 0.567$ ). The coefficient of determination or R square number is 321 which means that 32.1% of costumer bonding variables affect customer loyalty at Kedai Remaja Sekayu.

From this study there are four hypothesis, namely, H1 Product Quality has a positive and significant influence on customer loyalty, H2 Customer Bonding has a positive and significant influence on customer loyalty, H3 Customer Satisfaction has a positive and significant influence on customer loyalty, and H4 Product Quality, Customer Bonding, and customer satisfaction simultaneously significant influence on customer loyalty.

## **RESEARCH METHOD**

The type of research used in this study is the type of associative research. The data used in this study are qualitative and quantitative. Source data of this study namely primary and second-ary. The population of this study are all customers of the Vira Hijab Bengkalis. In this study, the popula-tion size is unknown. If the exact number of populations is not known, then the calculation of the number of samples can use the Cochrab formula (Sugiyono, 2019).

$$n = \frac{Z^2 pq}{e^2}$$

Information:

n = Number of samples needed

Z = Normal curve for deviation 5% = 1.96

P = 50% chance of correct = 0.5

q = 50% chance of lag = 0.5

e = Sampling error rate = 5%

$$n = \frac{(1.96)^2(0,5)(0,5)}{(0,5)^2} = 96 \text{ Person}$$

From the calculation results obtained a minimum sample size of 96 people. To get better population data results, the number of samples taken is 100 people.

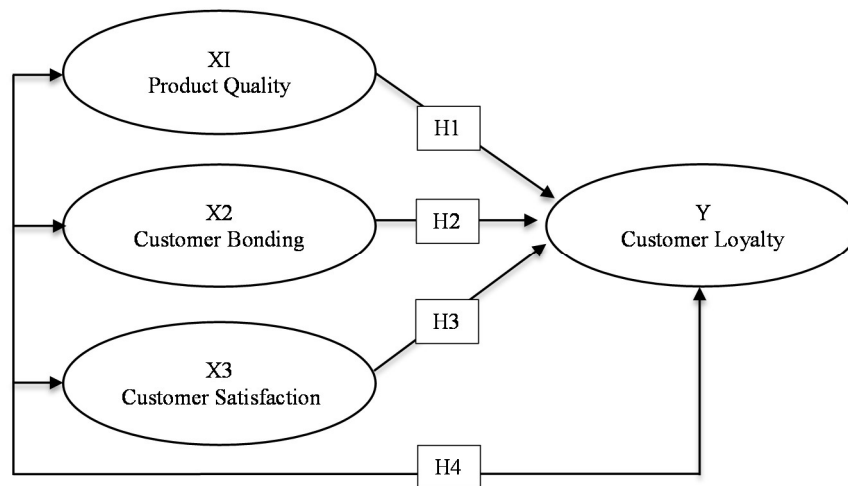
According to Sugiyono (2019), the Sampling Technique is a sampling technique. This study uses non-probability sampling. This is because the sampling technique does not provide equal opportunities for each element (member) of the population to be selected as a member of the sample. The type of sampling used is purposive sampling. Purposive sampling is a sampling technique with certain considerations. The characteristics of the sample in this study were customers of Vira Hijab Bengkalis.

The measurement scale used in this study is the Likert Scale. The likert scale is a measurement scale used to regulate attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, social phenomena have been specifically determined, here in after referred to as research variables (Sugiyono, 2019).

According to Indriin (2019), the SPSS program was used to test this validity. The testing technique that is often used by researchers to test validity is using multiple correlations. This study uses IBM SPSS version 26. According to Sugiyono (2018: 220) an instrument is declared reliable if the reliability coefficient is at least 0.6. If the measuring instrument has a Cronbach Alpha value <0.6 then the measuring instrument is not reliable.

Based on the formulation of the problem, the authors formulate the following hypothesis:

- H1: Product Quality has a positive and significant influence on customer loyalty.
- H2: Customer Bonding has a positive and significant influence on customer loyalty.
- H3: Customer Satisfaction has a positive and significant influence on customer loyalty
- H4: Product Quality, Customer Bonding, and customer satisfaction simultaneously significant influence on customer loyalty.



**Figure 1 Research Model**  
Source: Processed Data, 2023

## RESULTS AND DISCUSSION

This research was conducted in Bengkalis city. The object of research this research is Customers of Vira Hijab Bengkalis. The classic assumption test used consists of a data normality test using the P-Plot test in the form of a diagonal line or holographic graph showing a normal distribution pattern, thus, the regression model fulfills the normality assumption. Based on the multicollinearity test results, all variables have a tolerance value above 0.10 and a VIF value <10. Thus, it can be concluded that the regression model in this study does not occur Multicollinearity between independent variables. Based on the Heteroscedasticity Test using the Scatterplot Graph shows that there is no clear pattern, as well as points that spread evenly below and above or around the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model in this study. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. Based on the results of the autocorrelation test, it is known that  $DU < DW < 4-DU$ . Thus, it can be concluded that there is no autocorrelation in the regression model in this study.

Table1. Result of t Test

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.781	1.093		1.630	0.106		
	Product Quality	0.156	0.058	0.258	2.678	0.009	0.480	2.082
	Customer Bonding	0.263	0.072	0.314	3.670	0.000	0.608	1.645

Customer Satisfaction	0.165	0.051	0.309	3.238	0.002	0.489	2.044
a. Dependent Variable: Customer Loyalty							

Source: Processed Data 2023 SPSS 26

Based on table 1 test the influence of the product quality variable on customer loyalty (H1). From the calculation it can be seen that the product quality is significant ( $X1$ )  $0.009 < 0.05$ , and the value of  $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-3-1) = (0.025; 96)) 1.98498$ . This means that the value of  $t_{count}$  is greater than  $t_{table}$  ( $2.678 > 1.98498$ ), however  $H0$  is rejected and  $H1$  is accepted. So the hypothesis which states that there is an effect of product quality on customer loyalty is partially accepted.

The Influence of the variable consumer bonding on customer loyalty (H2). The consumer bonding variable ( $X2$ ) has a positive and significant effect on customer loyalty. This can be seen from the significance of consumer bonding ( $X2$ )  $0.000 < 0.05$ , and the value of  $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-3-1) = (0.025; 96)) 1.98498$ . This means that the value of  $t_{count}$  is greater than  $t_{table}$  ( $3.670 > 1.98498$ ), then  $H0$  is rejected and  $H2$  is accepted, in order the hypothesis which states that there is an effect of customer bonding on customer loyalty is partially accepted.

Test the influence of the variable consumer satisfaction on customer loyalty (H3). The consumer satisfaction variable ( $X3$ ) has a positive and significant effect on customer loyalty. This can be seen from the significance of consumer satisfaction ( $X3$ )  $0.002 < 0.05$ , and the value of  $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-3-1) = (0.025; 96)) 1.98498$ . This means that the value of  $t_{count}$  is greater than  $t_{table}$  ( $3.238 > 1.98498$ ), then  $H0$  is rejected and  $H3$  is accepted, in order the hypothesis which states that there is an effect of customer satisfaction on customer loyalty is partially accepted.

Based on table, it shows that the multiple linear regression equation. Multiple linear regression analysis was performed by setting the equation  $Y = a + b1X1 + b2X2 + b3X3 + e$ . The results of the calculation of the value are as follows:

$$Y = 1.781 + 0.156 X1 + 0.263 X2 + 0.165 X3 + e$$

The regression equation means the following, the constant value of 1.781 means that if there is no change in the variable of product quality, customer bonding and customer satisfaction (the value of  $X1$ ,  $X2$ , and  $X3$  is 0) then the customer loyalty is 1.781%. The regression coefficient value of product quality ( $X1$ ) is 0.156, meaning that if the product quality variable ( $X1$ ) increases by 1 level, assuming that the customer bonding variable ( $X2$ ), customer

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satisfaction variable (X3) and constant (a) is 0 (zero), then customer loyalty increases by 15.6%. This shows that the product quality variable has a positive effect on customer loyalty. The higher the quality of service provided, the higher the level of customer loyalty. The regression coefficient value of customer bonding (X2) is 0.263, meaning that if the customer bonding variable (X2) increases by 1 level, assuming that the product quality variable (X1), customer satisfaction variable (X2) and constant (a) is 0 (zero), then customer loyalty increases by 26.3%. This shows that the customer bonding variable has a positive effect on customer loyalty. The higher the customer bonding provided, the higher the level of customer loyalty. The regression coefficient for customer satisfaction (X3) is 0.165, meaning that if the variable customer satisfaction (X3) increases by 1 level with the assumption that the service quality variable (X1), customer bonding (X2) and constant (a) is 0 (zero), then customer loyalty increases by 16.5%. This shows that the variable of consumer satisfaction has a positive effect on customer loyalty. The better the satisfaction given to consumers, the higher the level of customer loyalty.

Table 2. Result of F Test

ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84.934	3	28.311	42.933	.000 <sup>b</sup>
	Residual	63.306	96	.659		
	Total	148.240	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Satisfaction, Customer Bonding, Product Quality						

Source: Processed Data 2023 SPSS 26

Based on the test results in the table above, it can be seen that the  $F_{count}$  value is 42,933 with a  $F_{table}$  value of 2.70 however  $F_{count} > F_{table}$  or  $42,933 > 2.70$ , and a significant level of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_4$  is accepted, it can be concluded that the product quality variable (X1), customer bonding (X2) and customer satisfaction (X3) simultaneously have a significant effect on customer loyalty (Y).

Table 3. Coefficient of Determination(R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 <sup>a</sup>	.573	.560	.812
a. Predictors: (Constant), Customer Satisfaction, Customer Bonding, Product Quality				

Source: Processed Data 2023 SPSS 26

The magnitude of the influence between product quality variables (X1) , customer bonding (X2) and customer satisfaction (X3) on customer loyalty (Y) simultaneously can be



seen from the magnitude of the correlation between product quality variables, customer bonding and customer satisfaction with the square (R Square) of the customer loyalty variable. The coefficient of determination is defined as the square of the correlation coefficient squared and then multiplied by 100%. Based on the results of the R Square value of 0.573, which means that the product quality, customer bonding and customer satisfaction variables can affect the customer loyalty variable by 57,3% and the remaining 42,7% is explained by other variables that affect customer loyalty outside of this study.

## **CONCLUSIONS AND SUGGESTIONS**

Test the influence of Product Quality variable (X1) on Customer Loyalty at Vira Hijab Bengkulu, the conclusion H1 is accepted and Ho is rejected. This means that the product quality variable partially has a positive and significant effect on the Customer Loyalty at Vira Hijab Bengkulu. The influence of Customer Bonding variable (X2) on Customer Loyalty at Vira Hijab Bengkulu, then the conclusion is H2 accepted and Ho is rejected. This means that partially the customer bonding variable has a positive and significant effect on the Customer Loyalty at Vira Hijab Bengkulu, Test the influence of Customer Satisfaction variables (X3) on the Customer Loyalty at Vira Hijab Bengkulu, then the conclusion is H3 is accepted and Ho is rejected. This means that the customer satisfaction variable has a positive and significant effect on the the Customer Loyalty at Vira Hijab Bengkulu. Product quality, customer bonding and customer satisfaction variables simultaneously have a significant effect on purchasing decisions, so H4 is accepted and Ho is rejected. From the results of the regression analysis, the R Square value is of 57.3% is a value that can explain the customer loyalty of the three variables, namely product quality, customer bonding and customer satisfaction and the remaining 42.7% is explained by other variables that effect customer loyalty outside of this study.

Researchers provide several suggestions, Vira Hijab Bengkulu must pay more attention to the quality of products that will be given to consumers and pay attention to what kind of products consumers want, besides that, it also provides various promotional programs to increase product attractiveness, such as special discounts for certain purchases, bundling packages, or customer loyalty programs. It is also important to maintain good communication with customers, listen to their input and responses to products. To create customer bonding, Vira Hijab Bengkulu can involve customers in the product development process or listen to

customer stories about the experience of using the product so that it can strengthen emotional bonds. In addition, providing friendly, responsive, and personalized customer service can also increase customer bonding. Vira Hijab Bengkalis needs to focus on efforts to increase customer satisfaction. Because of this, satisfied customers are likely to return to using Vira Hijab products and are more likely to recommend them to others. Vira Hijab Bengkalis should combine their efforts in improving product quality, strengthening bonds with customers, and improving customer satisfaction holistically.

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