

**ANALYSIS OF TOTAL QUALITY MANAGEMENT IN DETERMINATION
BUSINESS *DONAT BU SULASTRI* IN KEPANJENKIDUL DISTRICT**

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ABSTRACT

This research was conducted with the aim to determine the effect of Retail Service, Marketing Mix, Product Quality, Word of Mouth on Consumer Satisfaction and Loyalty and Total Quality Management as an intervening variable. The respondents in this study were consumers who had bought at least two donut products at the *IKM Donut Bu Sulastr*i, Kepanjenkidul Village, Kepanjenkidul District, Blitar City. The respondents in this study were 100 people. The method used in this research is the Mix Method and the data is processed using SmartPLS. The research results that refer to 11 hypotheses submitted by researchers get positive or significant results and are weak or rejected. The results of this study are expected to be able to connect the theoretical implications and managerial implications for the company with the findings of the innovations and the strategy implications explained in the closing chapter in the concluding sub-section.

Kata Kunci: *Retail Service, Marketing Mix, Product Quality, Word Of Mouth, Satisfaction and Loyalty*

1. INTRODUCTION

The challenge of empowering the people's economy, especially retail businesses, is to increase consumer loyalty in order to increase consumer satisfaction, as well as to diversify and differentiate their products in the inner and outer city markets. In order for the work run well, this effort requires the synergy of regional governments, the business community, the community and retailers themselves to unite their potential resources in the future empowerment of retail.

Based on data from the Department of Industry and Trade Blitar City (2018) the number of donut industries that have brands are more than 10 business units. Donut producers are competing to meet the desires of consumers. The availability of various donut brands offered by producers on the market with varying tastes, packaging, sizes and prices, it aims to make people choose donut products which suits the tastes and desires of consumers.

To maintain business continuity, the data develops and survives; a company's business needs to implement a good strategy. The company is expected to apply the marketing mix as a process of building and maintaining relationships between *IKM Donat Bu Sulastr*i Kepanjenkidul Village, Kepanjenkidul District, Blitar City with consumers. Marketing mix is a set of marketing tools used by companies to achieve marketing objectives in the target market continuously. In general, this marketing mix is used by marketers as a tool to get the responses desired by companies from their target markets for products offered by these companies or to create purchases of company products (Kotler, 2016). Another factor that is no less important and must also be considered in a company is product quality. Where according to Kotler and Armstrong (2016), product quality needs to be considered because product quality is used to find out the characteristic of goods and services that have the ability to fulfill needs, product quality itself is an understanding of the combined durability, reliability, accuracy, ease maintenance and other attributes of a product.

The following table below is a consumer assumption based on pre-research observations in the field.

Table.1 Assumption of Pre-research

NO	ASSUMPTION	POSITIF		NEGATIF	
		Σ	%	Σ	%
1.	Is there a promotion for every minimum purchase on <i>IKM Donat Bu Sulastri</i>	39	78%	11	22%
2.	Whether <i>IKM Donat Bu Sulastri</i> have a distinctive taste and aroma	43	86%	7	14%
3.	Whether the products offered at <i>IKM Donat Bu Sulastri</i> vary	45	90%	5	10%
4.	Whether the price on <i>IKM Donat Bu Sulastri</i> is affordable	43	86%	7	14%
5.	Whether to buy products repeatedly <i>IKM Donat Bu Sulastri</i>	37	74%	13	26%

Based on the pre-research assumptions table above, it can be concluded that all variables both Marketing Mix, Retail Service, Product Quality, Word of Mouth, Satisfaction and Loyalty at *IKM Donat Bu Sulastri* Kepanjenkidul Village, Kepanjenkidul District, Blitar City can be classified good. So the researcher interested in conducting research activities on the marketing mix, Retail Service, Product Quality, Word of Mouth on Satisfaction and Loyalty.

The purpose of this research is to achieve a goal to find out customer loyalty and satisfaction at *IKM Donat Bu Sulastri* Kepanjenkidul Village, Kepanjenkidul District, Blitar City from the influence of the variable Retail Service, Marketing Mix, Product Quality and Word of Mouth.

The hypotheses in this study are:

- H1 : Marketing mix has an effect on *Retail Service*.
- H2 : Marketing mix has an effect on satisfaction.
- H3 : Product quality has an effect on satisfaction.
- H4 : Product quality has an effect on *Word Of Mouth*.
- H5 : *Word Of Mouth* has an effect on satisfaction.
- H6 : *Retail Service* has an effect on satisfaction.
- H7 : *Retail Service* has an effect on loyalty.
- H8 : *Word Of Mouth* has an effect on satisfaction
- H9 : Satisfaction has an effect on loyalty.

2. RESEARCH METHOD

This research was conducted at Jl. Sedap Malam No. 09 Blitar City. This research uses primary data, sources of data based on the information obtained from the first hand by researchers. Primary data in this research are the first party, namely individuals as consumers as research samples.

The population is the whole of the subject / object of research that have certain qualities or characteristics or is not the same or which means that the whole individual is determined by the researcher to be learned and drawn become conclusions Arikunto (2008).

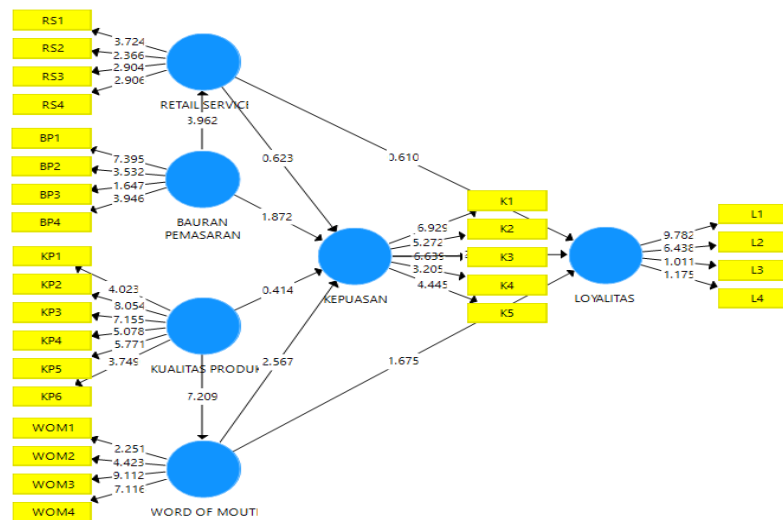
The sample is a part of or represents the population researched, as for the number of samples in this research were 100 people. The sample was selected using a sampling technique, the technique used is the Simple Random Sampling Technique, which is a sampling technique that is carried out randomly so that it can provide equal opportunities to each individual to be used as a representative sample.

Table Operational Variable

Variable and Source	Indicator	Basic Theory	Empirical Source
Retail Service (X1)	Product Availability	Levy dan Weitz (2004: 6)	Tommy Setiawan Ruslim (2013)
	Product Variations		
	Cheap Price		
	Quality		
Marketing Mix(X2)	Product	Rambat Lupiyoadi 2013	Aep Nurbani, dkk (2019)
	Price	Philip Kotler (2010)	
	Promotion		
	Location		
Product Quality (X3)	Performance	Tjiptono (2012)	Moch Fikri AR (2016)
	Aesthetics		
	Uniqueness		
	Suitability Level		
	Reliability		
	Durability		
Word Of Mouth (X4)	Trust in the other person	Rangkuti (2009)	
	Attractiveness of the other person		
	Honesty of the other person		
	Interlocutor's expertise		
Satisfaction (Y1)	Product Quality Satisfaction	Wilkie (1994)	Rudy Hartono (2018)
	Servis Quality Satisfaction	Tjiptono (2012)	
Variable and Source	Indicator	Basic Theory	Empirical Source
	Emotion		
	Customer Satisfaction		
	Cost Satisfaction and Convenience		
Loyalty (Y2)	Buy regularly	Jill Griffin (2005)	Moh. Rizal, dkk (2019)
	Buy product lines		
	Recommend to others		
	Shows immunity to the pull of other competitors		

3. DISCUSSION AND RESULT

1. Bootstrapping Result



2. Direct Influence

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
BP -> K	0.027	0.037	0.050	0.536	0.592
BP -> L	0.148	0.173	0.095	1.561	0.119
BP -> RS					
K -> L					
KP -> K	0.197	0.196	0.078	2.510	0.012
KP -> L	0.232	0.237	0.091	2.551	0.011
KP-> WOM					
RS -> K					
RS -> L	0.028	0.036	0.048	0.591	0.554
WOM-> K					
WOM-> L	0.142	0.134	0.076	1.862	0.063

Source: Processed by Smart PLS 3.0

From the data which has shown in the table above, the results of the calculation of PLS (Partial Least Square) which states the direct effect between variables. The calculation results can be said it has a direct effect if the p-value <0.05 and it can be said there is no direct effect if the p-value > 0.05.

Based on table 4.20 it can be stated as follows:

- 1) Based on the calculation results above, the Marketing Mix variable does not have a significant effect on variables from the authority, with a value of p-value $0.592 > 0.05$ and T-OSTEER value of 0.536.
- 2) Based on the calculation results above, the Marketing Mix variable does not have a significant effect on the variable of Loyalty, with a p-value of $0.119 > 0.05$ and an OSTEER T value of 1.561.

- 3) Based on the calculation above the Product Quality variable has a significant effect on the variable of Satisfaction, with a p-value of 0.012 <0.05 and an OSTEER T value of 2.510.
- 4) Based on the calculation above the Product Quality variable significantly influences the variable of Loyalty with a value that is p-value 0.011 <0.05 and OSTEER T value of 2.551.
- 5) Based on the calculation results above, the Retail Service variable does not significantly influence the variable of Loyalty with a value that is p-value 0.554 > 0.05 and T OSTEER value of 0.591.
- 6) Based on the calculation results above, the Word of Mouth variable does not significantly influence the variable of Loyalty with a value of p-value 0.063 > 0.05 and T OSTEER value of 1.862.

3. Indirect Influence

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
BP -> RS -> K	0.027	0.037	0.050	0.536	0.592
KP -> WOM -> K	0.197	0.196	0.078	2.510	0.012
BP -> K -> L	0.106	0.107	0.070	1.514	0.131
KP -> K -> L	0.022	0.025	0.054	0.407	0.684
RS -> K -> L	0.028	0.036	0.048	0.591	0.554
BP -> RS -> K -> L	0.010	0.014	0.019	0.534	0.594
WOM -> K -> L	0.142	0.134	0.076	1.862	0.063
KP -> WOM -> K -> L	0.077	0.074	0.043	1.765	0.078
BP -> RS -> L	0.032	0.052	0.064	0.501	0.616
KP -> WOM -> L	0.133	0.138	0.082	1.621	0.106

Source: Processed by Smart PLS 3.0

The table above has shown the results of PLS calculation which states about the indirect effect between variables. In the results of the table it is said that there is an indirect effect if the p-value <0.05 and it can be said there is no indirect effect if the p-value > 0.05. Based on table 4.23 it can be stated as follows:

- 1) Based on the calculation above, the Marketing Mix variable indirectly has no significant effect on the Satisfaction variable, in terms of the value with a p-value of 0.592 > 0.05 and the value of the OSTERR Statistics is 0.536.
- 2) Based on the calculation above, the Product Quality variable indirectly has a significant effect on the Satisfaction variable in terms of its value with the p-value of 0.012 <0.05 and the OSTERR T value of 2.510.
- 3) Based on the calculation above, the Marketing Mix variable indirectly does not have a significant effect on the Loyalty variable in terms of its value with p-value of 0.131 > 0.05 and the value of the OSTERR Statistics of 1.514.
- 4) Based on the calculation above, the Product Quality variable indirectly does not have a significant effect on the Loyalty variable in terms of its value with a p-value of 0.684 > 0.05 and a T value of OSTERR Statistics of 0.407.
- 5) Based on the calculation above, the Retail Service variable indirectly does not have a significant effect on the Loyalty variable in terms of its value with a p-value of 0.554 > 0.05 and a T value of OSTERR Statistics of 0.591

- 6) Based on the calculation above, the Marketing Mix variable indirectly does not have a significant effect on the Loyalty variable in terms of its value with the p-value $0.594 > 0.05$ and the value of the OSTERR Statistics of 0.534.
- 7) Based on the calculation above, the Word of Mouth variable indirectly has no significant effect on the Loyalty variable in terms of its value with the p-value of $0.063 > 0.05$ and the value of the OSTERR Statistics of 1.862.
- 8) Based on the calculation above, the Product Quality variable indirectly has no significant effect on the Loyalty variable in terms of its value with the p-value of $0.078 > 0.05$ and the T value of OSTERR Statistics of 1.765.
- 9) Based on the calculation above, the Marketing Mix variable indirectly has no significant effect on the Loyalty variable in terms of its value with a p-value of $0.616 > 0.05$ and the value of the OSTERR Statistics of 0.501.
- 10) Based on the calculation above, the Product Quality variable indirectly does not have a significant effect on the Loyalty variable in terms of its value with a p-value of $0.106 > 0.05$ and a T value of OSTERR Statistics of 1.621.

4. Total Influence

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
BP ->K	0.300	0.312	0.253	2.964	0.050
BP ->L	0.148	0.173	0.095	1.561	0.119
BP ->RS	0.364	0.407	0.092	3.962	0.000
K -> L	0.389	0.375	0.141	2.762	0.006
KP -> K	0.253	0.273	0.146	1.739	0.083
KP -> L	0.232	0.237	0.091	2.551	0.011
KP -> WOM	0.540	0.560	0.075	7.209	0.000
RS -> K	0.073	0.093	0.117	0.623	0.534
RS -> L	0.116	0.156	0.142	0.816	0.415
WOM -> K	0.365	0.355	0.142	2.567	0.011
WOM -> L	0.389	0.382	0.132	2.947	0.003

Source: Processed by Smart PLS 3.0

Based on the table above, it can be stated as follows:

- 1) Based on the results of data analysis using Smart PLS 3.0 as in table 4.25 where Original Sample (O) is the path coefficient of the Total Marketing Mix Variable does not significantly influence the Satisfaction variable with a p-value of $0.050 > 0.05$.
- 2) Based on the calculation table above, it can be stated that the total Marketing Mix variable does not have a significant effect on the Loyalty variable in terms of its value, with the p-value of $0.119 > 0.05$.
- 3) Based on the calculation table above, it can be stated that the total Marketing Mix variable has a significant effect on the Retail Service variable in terms of the value, with p-value $0,000 < 0.05$.
- 4) Based on the calculation table above it can be stated that the Total Satisfaction variable has a significant effect on the Loyalty variable in terms of its value with the p-value $0.006 < 0.05$.

- 5) Based on the calculation table above it can be stated that the total Product Quality variable has no significant effect on the Satisfaction variable in terms of its value with a p-value of $0.083 > 0.05$.
- 6) Based on the calculation table above it can be stated that the total Product Quality variable has a significant effect on the Loyalty variable in terms of its value with a p-value of $0.011 < 0.05$.
- 7) Based on the calculation table above, it can be stated that the total Product Quality variable has a significant effect on the Word of Mout variable in terms of the value of p-value $0.000 < 0.05$.
- 8) Based on the calculation table above it can be stated that the total Retail Service variable has no significant effect on the Satisfaction variable in terms of its value with a p-value of $0.534 > 0.05$.
- 9) Based on the calculation table above it can be stated that the total Retail Service variable has no significant effect on the Loyalty variable in terms of the value with p-value $0.415 > 0.05$.
- 10) Based on the calculation table above it can be stated that the Word of Mouth variable in total has a significant effect on the satisfaction variable in terms of its value with the p-value of $0.011 < 0.05$.
- 11) Based on the calculation table above, it can be stated that the Word of Mouth variable in total has a significant effect on the Loyalty variable in terms of the value of p-value $0.003 < 0.05$.

5. Path Coefficient

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
BP ->K	0.273	0.276	0.146	1.872	0.062
BP ->RS	0.364	0.407	0.092	3.962	0.000
K ->L	0.389	0.375	0.141	2.762	0.006
KP -> K	0.057	0.077	0.137	0.414	0.679
KP -> WOM	0.540	0.560	0.075	7.209	0.000
RS -> K	0.073	0.093	0.117	0.623	0.534
RS -> L	0.088	0.120	0.144	0.610	0.542
WOM -> K	0.365	0.355	0.142	2.567	0.011
WOM -> L	0.247	0.249	0.147	1.675	0.095

Hypothesis Analysis

- 1) The Effect of Retail Service on Satisfaction (Hypothesis 1)

Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.073 and T Statistics ($|O / STERR|$) to show the significance of influence is 0.623 smaller than t table 1.684 (t statistics > t table). So it can be stated that Hypothesis 1 is not proven, which means that Retail Service has no effect on consumer satisfaction.

- 2) The Effect of Retail Service on Loyalty (Hypothesis 2)

Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.088 and T Statistics ($|O / STERR|$) to show the significance of influence is 0.610 smaller than t table 1.684 (t statistics > t table). So, it

can be stated that Hypothesis 2 is not proven, that is, Retail Service has no effect on consumer loyalty.

- 3) The Effect of Marketing Mix on Satisfaction (Hypothesis 3)
Based on the results of data analysis using SmartPLS 3.0 above the Original Sample (O) is a path coefficient of 0.273 and T Statistics ($|O / STERR|$) to show the significance of influence is 1.872 greater than t table 1.684 (t statistics > t table). So, it can be stated that Hypothesis 3 is proven, that is the Marketing Mix affects consumer satisfaction
- 4) The Effect of Marketing Mix on Retail Service (Hypothesis 4)
Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.364 and T Statistics ($|O / STERR|$) to show the significance of influence is 3,962 greater than t table 1,684 (t statistics > t table). So, it can be stated that Hypothesis 4 is proven, that is the Marketing Mix influences the Consumer Retail Service.
- 5) The Effect of Product Quality on Marketing Mix (Hypothesis 5)
Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.057 and T Statistics ($|O / STERR|$) to show the significance of influence is 0.414 smaller than t table 1.684 (t statistics > t table). So, it can be stated that Hypothesis 5 is not proven, namely Product Quality does not affect consumer satisfaction.
- 6) The Effect of Product Quality on Word of Mouth (Hypothesis 6)
Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.540 and T Statistics ($|O / STERR|$) to show the significance of the effect of 7.209 is greater than t table 1.684 (t statistics > t table). So, it can be stated that Hypothesis 6 is proven, namely Product Quality influences the Word of Mouth of consumers.
- 7) The Influence of the Lord of Mouth on Satisfaction (Hypothesis 7)
Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.365 and T Statistics ($|O / STERR|$) to show the significance of influence is 2.567 greater than t table 1.684 (t statistics > t table). So, it can be stated that Hypothesis 7 is proven, namely Word of Mouth influences consumer satisfaction.
- 8) The Effect of Word of Mouth on Loyalty (Hypothesis 8)
Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient of 0.247 and T Statistics ($|O / STERR|$) to show the significance of influence is 1.675 smaller than t table 1.684 (t statistics > t table). So, it can be stated that Hypothesis 8 is not proven, namely Word of Mouth has no effect on consumer loyalty.
- 9) Pengaruh Kepuasan Terhadap Loyalitas (Hipotesa 9)
Berdasarkan hasil analisis data yang sudah dilakukan di atas dengan menggunakan Smart PLS 3.0 dimana Original Sample (O) merupakan koefisien jalur yaitu 0.389 dan T Statistics ($|O/STERR|$) untuk menunjukkan signifikansi pengaruh yaitu 2.762 lebih besar dari t tabel 1,684 (t statistik > t tabel). Sehingga dengan demikian dapat dinyatakan bahwa Hipotesis 9 terbukti, yaitu Kepuasan konsumen berpengaruh terhadap loyalitas konsumen

10) Effect of Satisfaction on Loyalty (Hypothesis 9)

Based on the results of data analysis using Smart PLS 3.0 above the Original Sample (O) is a path coefficient that is 0.389 and T Statistics ($|O / STERR|$) to show the significance of influence which is 2.762 greater than t table 1.684 (t statistics > t table). So, it can be stated that Hypothesis 9 is proven, that is, Consumer Satisfaction influences consumer loyalty

Summary of the Result of Hypothesis

Influence	Coefficient of Influence	t-statistic	p-value	Note
<i>Retail Service (X1)→Satisfaction (Y1)</i>	0.117	0.623	0.534	Low Influence
<i>Retail Service (X1)→Loyalty (Y2)</i>	0.144	0.610	0.542	Low Influence
So there is no significant effect either directly or indirectly on the <i>Retail Service variable (X1)</i> on the Satisfaction Variable (Y1) and Loyalty Variable (Y2)				
Marketing Mix (X2)→Satisfaction (Y1)	0.146	1.872	0.062	Significant Effect
Marketing Mix (X2)→ <i>Retail Service (X1)</i>	0.092	3.962	0.000	Significant Effect
So there is a significant positive effect of Marketing Mix Variable (X2) on <i>Retail Service Variable (X1)</i> , in addition there is a significant direct effect of Marketing Mix Variable (X2) on Satisfaction Variable (Y1)				
Product Quality (X3)→Satisfaction (Y1)	0.137	0.414	0.679	Low Effect
Product Quality (X3)→ <i>Word Of Mouth (X4)</i>	0.075	7.209	0.000	Significant Effect
So there is a significant positive effect of Product Quality Variable (X3) on <i>Word Of Mouth Variable (X4)</i> , but there is no significant indirect effect of Quality Product Variable (X3) on Satisfaction Variable (Y1)				
<i>Word Of Mouth (X4)→Satisfaction (Y1)</i>	0.142	2.567	0.011	Significant Effect
<i>Word Of Mouth (X4)→Loyalty (Y2)</i>	0.147	1.675	0.095	Low Effect
So there is a significant positive effect of <i>Word Of Mouth Variable (X4)</i> terhadap variable Kepuasan (Y1), but there is no significant indirect effect of <i>Word Of Mouth Variable (X4)</i> on Loyalty Variable (Y2)				
Satisfaction (Y1)→Loyalty (Y2)	0.141	2.762	0.006	Significant Effect
So there is a significant positive effect of Loyalty Variable (Y1) on Loyalty Variable (Y2)				

4. CONCLUSION

From the discussion above, it can be concluded as follows:

1. Retail Service for Satisfaction with an influence coefficient of 0.117, t-statistic of 0.623, p-value of 0.534 stated weak or rejected.
2. Retail Service on Loyalty with a coefficient of influence of 0.144, t-statistics of 0.610, p-value of 0.542 stated weak or rejected.
3. Marketing Mix for Satisfaction with influence coefficient value of 0.146, t-statistic of 1.872, p-value of 0.062 stated significant or accepted.
4. Marketing Mix on Retail Service with an influence coefficient of 0.092, t-statistic of 3.962, p-value of 0.0 stated significant or accepted.
5. Product Quality on Satisfaction with an influence coefficient value of 0.137, t-statistic of 0.414, p-value of 0.679 stated weak or rejected.
6. Product Quality on Word of Mouth with the coefficient of influence value of 0.075, t-statistic of 7.209, p-value of 0.000 stated significant or accepted.
7. Word of Mouth on Satisfaction with the influence coefficient value of 0.142, t-statistic of 2.567, p-value of 0.011 stated significant or accepted.
8. Word of Mouth on Loyalty with an influence coefficient of 0.147, t-statistic of 1.675, p-value of 0.095 stated weak or rejected
9. Satisfaction with Loyalty with an influence coefficient of 0.141, t-statistic of 2.762, p-value of 0.006 stated significant or accepted.
10. In this research, there are innovative findings found by researchers, namely: Word of Mouth. It occurs because it is easy to communicate or order via digital networks. Product quality to multiply topping variants. When consumers are satisfied with the quality of the product and the price offered and the loyalty which is created because all expectations and desires of consumers are fulfilled that is satisfaction created.
11. Formulation of implication strategies for *IKM Donat Bu Sulastri*, namely establishing partnerships with online motorcycle taxi (ojek online) or courier and adding topping variants or adding other donuts products.

5. SUGESTION

1. For *IKM Bu Sulastri* Kepanjenkidul Village, Kepanjenkidul District Blitar City in order to improve product quality, service quality and add partners with online motorcycle taxis (ojek online) to facilitate and maintain consumer buying interest.
2. For further research, it is expected that research can be carried out on other matters that can affect the satisfaction and loyalty of consumers of *IKM Bu Sulastri* Kepanjenkidul Village, Kepanjenkidul District Blitar City

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