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The Influence of the Distribution Process and Customer Satisfaction on Customer Loyalty (Case Study of the Cakung Distribution Center on Courier Company)

Nofrisel Nofrisel¹, Sekar Widyastuti Pratiwi², Astry Salsyabila Zaira³, Nita Ayu Putriani³

¹Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

²Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

³Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, astrysalsya10@gmail.com

⁴Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

Corresponding Author: astrysalsya10@gmail.com³

Abstract: This study aims to analyze the effect of the distribution process and customer satisfaction on customer loyalty on express companies. With a deeper understanding of customer loyalty theory, this study seeks to measure customer loyalty levels and determine their position on the loyalty scale. The approach used in this study is a quantitative approach, which will provide statistically quantifiable data. With the help of the PLS analysis tool, this study is expected to have valid results on the effect of independent variables, namely distribution process (X1) and customer satisfaction (X2), on dependent variables, namely customer loyalty (Y). The results of this study are expected to provide practical recommendations and for company management to improve distribution quality and customer satisfaction.

Keyword: Distribution Process, Customer Satisfaction, Customer Loyalty, Logistics Industry.

INTRODUCTION

One of the essential components of the supply chain that ensures the smooth transfer of products and services from producers to final customers is logistics. Sukendar (2018) Managing and regulating the movement of commodities, energy, information, and other resources, such as people, services, and products, from production locations to markets with the goal of maximising the use of capital is known as logistics. It is both an art and a science. (Alacsel, 2024). Because efficient logistics management guarantees that things arrive on schedule and in good shape, it may boost consumer loyalty. The capacity of a corporation to optimise its logistical operations is a key differentiator in retaining and growing client loyalty in the face of intense commercial rivalry.

Distribution is an important aspect of an expedition company's operations, especially in ensuring that goods reach customers on time and in good condition. Along with the high growth of the E-Commerce business, there is a great need for reliable freight forwarding services at an affordable cost to support the growth of E-Commerce in Indonesia (Wijaya & Rizani, 2022). Courier Company, through its Cakung Distribution Center, has a big challenge in this regard.

A good distribution process includes not only fast delivery but also service accuracy and reliability. Therefore, it is important to examine how this distribution process affects customer loyalty. The expedition company also plays a role in improving the economy, especially for small and medium entrepreneurs in carrying out the delivery of their products so that they can be more easily consumed or used by the public (Adjie & Pratiwi, 2020).

Customer satisfaction refers to how customers assess the performance of a product or service they received in comparison to their expectations of that product or service (Novia et al., 2020). Courier Company, customer satisfaction depends on meeting expectations regarding speed, accuracy, and condition of goods. Customer loyalty is measured through their satisfaction and perception of the distribution process. Courier Company focuses on improving services to exceed consumer expectations.

Based on data from the Indonesian E-Commerce Consumer Behavior Report by Kredivo Group in 2020, 85% of e-commerce transactions currently come from consumers aged 18-35 years. The predominance of Generation Z and Millennials can be attributed to their upbringing in an era of internet technology advancements, making them well-acquainted with digital purchasing and payment systems. APJII research indicates that internet users are largely from the younger generation; internet penetration among 15–19-year-olds is 91%, followed by 20–24-year-olds at 88.5%-, and 25–29-year-olds at 82.7%. Additionally, the Financial Services Authority (OJK) reports that the younger generation, aged 18-35, exhibits a relatively higher level of financial literacy and inclusion compared to other age groups (Kredivo, 2020).

Based on reviews from customers, goods delivery services by courier companies often face various obstacles, such as delays, damage, or loss of goods during the delivery process. These obstacles can have a significant impact on customer loyalty, especially when shipped goods arrive later than the promised time, are physically damaged, or are lost. In the context of online buying and selling transactions, customers rely heavily on the accuracy of receipt numbers to track their goods. However, delays often occur, especially during periods with high shipping volumes, such as holidays or big discounts. Accumulation of goods in expedition warehouses and lack of synchronization between administration and sorting also contribute to this problem. Customer loyalty in courier companies must be maintained by improving internal communications, utilizing integrated systems, and training staff to ensure data alignment and minimizing errors in the delivery process. Ensuring goods arrive on time and in good condition is very important in building and maintaining customer trust and loyalty (Desri et al., 2024).

Courier companies must continue to implement strategies that focus on improving customer experience to build customer loyalty. Some of the steps that can be taken include increasing delivery speed, training employees for better service, and utilizing technology to monitor and optimize the distribution process. Loyalty programs, special discounts, and incentives for loyal customers can also play a big role in retaining customers. Currently, Courier Company has implemented several initiatives to improve customer satisfaction and loyalty, such as the implementation of a real-time tracking system, responsive customer service, and various attractive promotions. However, the company needs to continue evaluating and improving these processes to face stiff competition and meet evolving customer expectations. By focusing on improving distribution and customer satisfaction, Courier Company can create a loyal and sustainable customer base.

The purpose of this study is to investigate the relationship between customer loyalty and a courier company's distribution procedure and customer happiness. The objective is to provide suggestions for improving customer satisfaction and distribution procedures in order to increase client loyalty. The research attempts to validate the impact of the distribution process (X1) and customer satisfaction (X2) on customer loyalty by employing a quantitative methodology and SEM-PLS 4.0 data analysis.

Literature review

1. Distribution Process

In general, distribution means a process that shows the distribution of goods from producers to consumers (buyers) (Chotimah, 2020). The distribution process is a series of activities that involve the transportation, storage, and delivery of products from producers to end consumers. This process aims to ensure that products are available at the right place and time at an efficient cost, and in good condition. The distribution process is a crucial component of supply chain management that encompasses various functions and strategies to ensure products reach end consumers efficiently and effectively. In the distribution process, it is crucial to prioritize customer satisfaction, as it plays a significant role in determining the success of product sales. (Aprilianda et al., 2020).

Distribution functions, which include transportation, warehousing, inventory management, and order processing, must be integrated efficiently. Distribution channels, which involve agents, distributors, wholesalers, and retailers, must also be carefully selected and managed. A good understanding of distribution theories and concepts can help companies optimize their distribution processes, reduce costs, and increase customer satisfaction.

According to Edi Winata (2017), there are several distribution indicators in the form of frequency of purchase (DP1), ease of access (DP2), timeliness (DP3), quantity adequacy (DP4) (Setiyowati & Ernawati, 2020).

2. Customer Satisfaction

Customer satisfaction is a gauge that businesses use to gain feedback from customers, both positive and negative. If the customer is satisfied, they will give the product or service high marks and become devoted customers (Lorenzi & Sudjiman, 2023). Kotler and Keller (2002) define a service as any action that is provided to another party that is essentially intangible and has no bearing on ownership. Perceived and anticipated services have an impact on the quality of services (Sasongko, 2021).

Customer satisfaction is essential to customer value creation because it benefits the business. Specifically, when a business's relationship with its customers is positive, it creates a solid foundation for customer satisfaction and encourages positive word-of-mouth recommendations that benefit the business by piquing customers' interest in purchasing products or using services.

According to Tjiptono (2014) indicators that can measure customer satisfaction are in the form of conformity to expectations (CS1), interest in visiting again (CS2), and willingness to recommend (CS3) (Syifa & Khansa, 2020).

3. Customer Loyalty

Loyalty is the resolute determination of a customer to make another purchase of a good or service in the future, regardless of any marketing initiatives or tactics that may influence their choice (Garcia et al., 2020). According to Cristopher and Lauren (in Sasongko, 2021) define loyalty as a customer's long-term dedication to a business, demonstrated by their regular use and purchase of the goods and services offered by the firm, as well as their ready recommendation of them to others. It demonstrates the customer's steadfast desire to consistently remain with a specific brand.

Consumer loyalty is an effort by consumers to remain loyal to a product based on awareness, perceived quality, satisfaction, and a strong sense of pride, which is then followed by repeat purchases (Sasongko, 2021). From this perspective, loyalty is more about the behavior of decision-makers who consistently choose to purchase goods or services from a particular company. (Junior et al., 2019).

According to Kotler & Keller (2016) indicators of customer loyalty in the form of Repeat, namely loyalty to product purchases (LC1), Retention, namely resistance to negative influences on the company (LC2), Referalls, namely referring to total company resistance (LC3) (Widyaningrum, 2020).

4. Conceptual Framework and Hypotheses

The impact of customer satisfaction and the distribution procedure on customer loyalty at Courier Company expeditions is examined using a quantitative methodology in this study. This article's conceptual framework is based on the issue formulation, pertinent research, and debate, as seen in Figure 1.

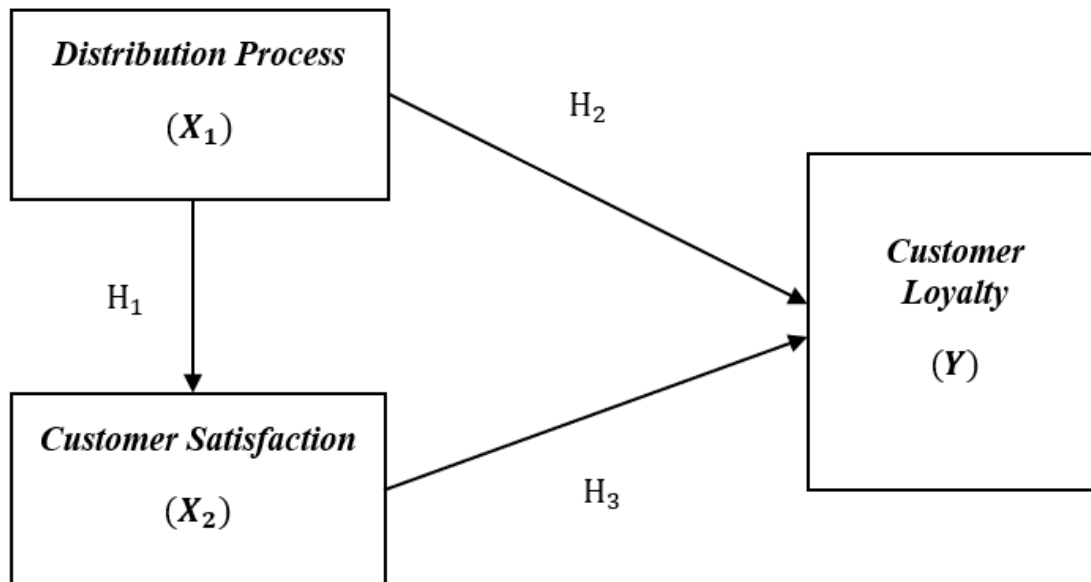


Figure 1. Conceptual Framework

Based on Figure 1, it can be concluded that the first hypothesis (H1) suggests that the distribution process variable (X1) has a positive and significant impact on customer satisfaction (X2). The second hypothesis (H2) proposes that the distribution process variable (X1) also has a positive and significant effect on customer loyalty (Y). Furthermore, the third hypothesis (H3) posits that the customer satisfaction variable (X2) positively and significantly influences customer loyalty (Y).

METHOD

This research primarily aims to assess the impact of the distribution process and customer satisfaction on customer loyalty at the Cakung Distribution Center of a courier company. To achieve this, a quantitative approach is employed in the study. Sugiyono (2022) explains that the quantitative approach is a method grounded in tangible data and is used when conducting research involving samples and populations (Listiani, 2023). The sample is part of the number and characteristics possessed by the population. The sample is representative of the population's size and makeup. In this study, users of the Courier Company made up the sample.

The population of this research is Courier Company users who have used the service more than once. They were chosen because they have more experience, so they can provide a more accurate assessment of satisfaction and loyalty. Repeated experience is expected to make respondents more objective in assessing delivery performance. This population will provide relevant data to reveal the factors that influence customer loyalty to Courier Company. The population is considered unknown because there are no exact data or details on the total number of users who have used the Courier Company service more than once. Additionally, this information may not be publicly available, making it difficult to know the exact number. Since the exact population size is unknown, the sample size was determined using Cochran's formula (Sugiyono, 2019):

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

where:

n = Total Sample

Z = Z-value in the normal distribution for a 5% confidence level, with a value of 1,96

p = Probability of success (50%) = 0,5

q = Probability of failure (50%) = 0,5

e = Margin of Error (10%)

Based on the calculations, the sample size of 96.04 was rounded up to 97 respondents in order to maximise the study's effectiveness. The survey that was utilised to gather data had a 5-point Likert scale. The questionnaire was divided into four sections: enquiries about customer happiness, customer loyalty, the distribution process, and demographic information. In this study, customer satisfaction (X2) and the distribution process (X1) are the independent factors, while customer loyalty (Y) is the dependent variable.

Using the Smart PLS version 4.0 program as a data analysis tool, a quantitative technique was used to conduct the analysis in this study. The distribution method and customer happiness are thought to positively impact customer loyalty. This is the hypothesis that is being investigated. It is anticipated that the analysis's findings would offer guidance on how these factors affect services as well as useful suggestions for Courier Company management.

RESULTS AND DISCUSSION

Respondent Profile

Respondents have to be above 15 and have utilised Courier Company at least twice in order to be included in the study. There were 41 males (42.3%) and 56 women (57.7%) according to gender. According to the study, women are more likely to utilise Courier Company because of the wide range of skincare and fashion items available. Men tend to find other online sites more appealing since they concentrate on selling gadgets, automobiles, and electronics that appeal more to them. Consequently, it follows that a significant portion of Shopee's online shoppers will select Shopee Express for delivery.

Based on occupation, students totaled 4 respondents (4%), college students totaled 46 respondents (46%), employees totaled 21 respondents (21%), civil servants totaled 11 respondents (11%), entrepreneurs totaled 8 respondents (8%), and others totaled 7 respondents (7%). From this data, it can be seen that college students use online shopping platforms more often. This shows that generation Z dominates e-commerce users, showing their strong preference for digital shopping compared to previous generations. This dominance reflects changes in consumption patterns which are increasingly shifting towards technology, where the convenience, speed and accessibility offered by e-commerce are very suited to the needs and lifestyles of the younger generation.

Validity and Reliability

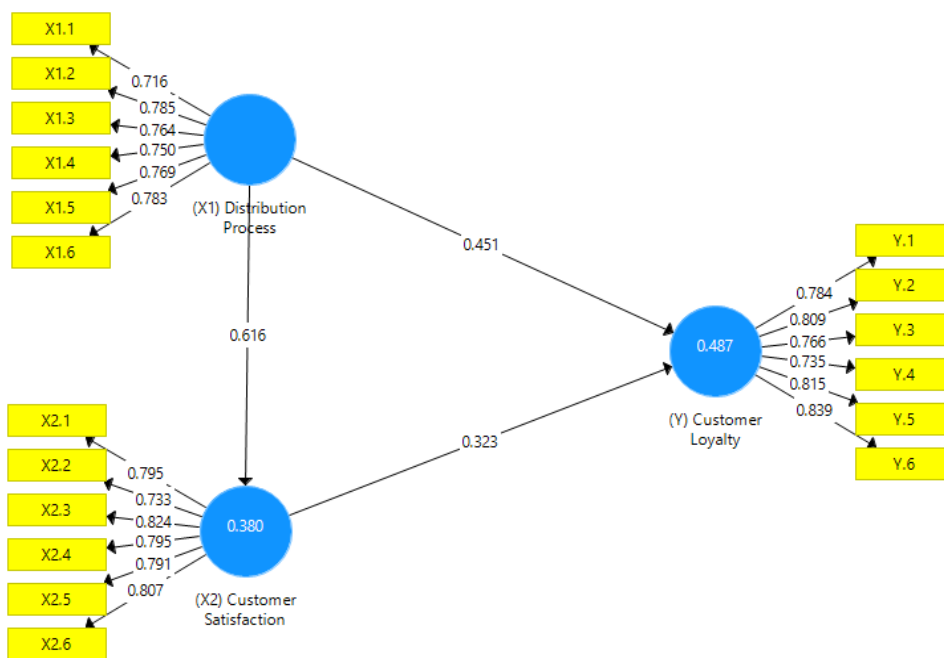


Figure 2. PLS Algorithm

The results in Figure 2 show that the statement indicators for the service quality and brand trust factors in customer satisfaction to gain customer loyalty already have values greater than > 0.70 , indicating that the convergent validity requirements have been met. Other techniques can also ensure convergent and discriminative validity values. One such approach is to test the Average Variance Extracted (AVE) of each indicator, where values > 0.50 indicate a good model.

1. Validity Test

A validity test verifies that the measuring tool or instrument actually measures the things that it is intended to measure.

Table 1. Validity Test

Variable	Distribution Process (X1)	Customer Satisfaction (X2)	Customer Loyalty (Y)	Result
X1.1	0,716			Valid
X1.2	0,785			Valid
X1.3	0,764			Valid
X1.4	0,750			Valid
X1.5	0,769			Valid
X1.6	0,783			Valid
X2.1		0,795		Valid
X2.2		0,733		Valid
X2.3		0,824		Valid
X2.4		0,795		Valid
X2.5		0,791		Valid
X2.6		0,807		Valid
Y.1			0,784	Valid
Y.2			0,809	Valid
Y.3			0,766	Valid
Y.4			0,735	Valid
Y.5			0,815	Valid
Y.6			0,839	Valid

2. Reliability Test

To ascertain if a variable is trustworthy or dependable, a reliability test is carried out.

Table 2. Reliability Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Result
Distribution Process (X1)	0,856	0,861	0,892	0,580	Reliable
Customer Satisfaction (X2)	0,880	0,883	0,909	0,626	Reliable
Customer Loyalty (Y)	0,882	0,890	0,910	0,628	Reliable

Based on the results of the validity and reliability tests, all indicators used in this study are valid, with factor load results > 0.5. All variables in this test are reliable by obtaining Cronbach alpha > 0.70 and AVE > 0.5.

The Goodness of Fit Test

Table 3. R Square

Variable	R Square	R Square Adjusted	Result
Customer Satisfaction (X2)	0,380	0,373	Moderate
Customer Loyalty (Y)	0,487	0,477	Moderate

Table 3 shows that the Customer Satisfaction variable has an R-Square value of 0.380, or 38%. This indicates that the Distribution Process variable and other model components account for 38% of the variation in Customer Satisfaction. Three courier users were interviewed for this study by researchers. This business and see that consumers choose to use this courier service due to the affordable costs, frequent discounts, and prompt delivery of items to the customer. The remaining 62% are influenced by additional factors not included in this study. The R-Square value of 0.487, or 48.7%, indicates that the distribution process and customer satisfaction account for 48.7% of the variance in the customer loyalty variable. The remaining 51.3% are influenced by additional factors not examined in this study. The R-square values are classified as follows. According to Chin (1998), the R-square values are categorized as follows: 0.67 represents a strong relationship, 0.33 indicates a moderate relationship, and 0.19 denotes a weak relationship. (Sulistyo et al., 2021).

Hypotheses Test

Table 4. Path coefficient and T-values

Path	Original Sample (O)	T Statistics	P Values	Result
Distribution Process → Customer Satisfaction	0,616	6,530	0,000	Accepted
Distribution Process → Customer Loyalty	0,451	4,396	0,000	Accepted
Customer Satisfaction → Customer Loyalty	0,323	2,780	0,006	Accepted

T-statistics and T-table values are used in this study to test hypotheses. The hypothesis is accepted if the calculated T-statistic value is higher than the T-table value. To evaluate the study hypothesis, Table 4 may be used to offer the following details:

1. Impact of the Distribution Process on Customer Satisfaction

The findings of the statistical testing on the estimated positive influence of the distribution process on customer satisfaction at the Courier Company show that the p-value (0.000) < 0.05 and the T-statistic value (6.530) > T-table value (1.985). This is consistent with the findings of Nurwulandar and Maharani's research from 2021, which show that customer happiness is greatly impacted by the distribution process. These results support the conclusion that H1 is

acceptable since the distribution procedure at the Courier Company significantly and favourably affects customer satisfaction. Timeliness is the most influential factor in the distribution process because timely deliveries increase customer trust and satisfaction. Ease of access also has a significant impact, as it makes it easier for customers to order and track products. Purchase frequency is quite influential, showing that reliable distribution services encourage repeat purchases. Quantity adequacy has less influence, as customers are more focused on the quality of service rather than the quantity received. This proves that effective distribution raises customer satisfaction and influences decisions to buy in a favourable way. (Nurwulandari & Maharani, 2021).

2. Impact of the Distribution Process on Customer Loyalty

The estimated positive influence of the distribution process on customer satisfaction at Courier Company is statistically tested, and the findings show that the p-value ($0.000 < 0.05$) and the T-statistic value ($4.396 > T\text{-table } (1.985)$). This is consistent with study by Wardoyo and Saryadi (2020), which demonstrates that consumer loyalty is greatly impacted by the distribution process. These results support the acceptance of hypothesis H2, which suggests that customer satisfaction at Courier Company is positively and significantly impacted by service quality. Frequency of purchase has the greatest impact on customer loyalty, as frequent purchases indicate trust and satisfaction. Timeliness is also highly influential, as consistently on-time delivery strengthens customer trust. Ease of access plays a significant role, but its effect is less compared to purchase frequency and timeliness. Quantity adequacy is important, but as long as customer needs are met, its impact on loyalty is relatively smaller. This research also emphasises how a corporation may increase customer satisfaction and brand loyalty by delivering items at the appropriate time and location (Wardoyo & Saryadi, 2020).

3. Impact of Customer Satisfaction on Customer Loyalty

The T-statistic value ($2.780 > T\text{-table } (1.985)$) and p value ($0.006 < 0.05$) are the findings of statistical testing on the estimated value of the positive influence of customer satisfaction on customer loyalty at Courier Company. Prihandani and Tjahjaningsih's research from 2022 claims that customer loyalty is impacted by customer satisfaction. These findings support the acceptance of hypothesis H3, which holds that customer happiness at Courier Company significantly and favourably affects customer loyalty. It should be mentioned that this study shows that by enhancing the Good Distribution Process, Customer Satisfaction affects Customer Loyalty. Conformity to expectations has the greatest influence on customer loyalty, as services that meet or exceed expectations increase satisfaction and commitment to the brand. Willingness to recommend is also important, indicating that satisfied customers are likely to recommend the service, which supports long-term loyalty. Interest in visiting again has less impact, as customers may return due to necessity rather than satisfaction. Overall, conformity to explanation is the main factor, followed by Willingness to recommend, while interest to visiting again has a smaller effect on customer loyalty. According to the study's findings, customers are more likely to remain loyal to a brand when they are satisfied, as they are more likely to remember the services they use and are aware that a distribution process can fulfil their needs and lead to satisfaction (Prihandani & Tjahjaningsih, 2022).

CONCLUSION

The analysis is conducted by demonstrating the hypothesis of the issues mentioned regarding the variables that affect customer loyalty to service quality and the Courier Company brand, based on the outcomes of the debate. According to hypothesis 1 (H1), customer happiness is significantly impacted by the distribution method, the researcher has concluded. The study's findings suggest that even distribution increases customer satisfaction and will influence more people's decisions to buy (Nurwulandari & Maharani, 2021). Customer loyalty is significantly impacted by the distribution process, which is the subject of the second hypothesis (H2). The study's findings suggest that customers would pick their adventures more

carefully because, if a business can satisfy them with their offerings at the appropriate time and location, they will become loyal customers or brand loyal. Customer loyalty is greatly impacted by the third hypothesis (H3), which is about customer happiness. The study's findings show that higher levels of customer satisfaction are associated with higher levels of customer loyalty because customers are more likely to recall the services they use and are aware that a distribution mechanism may satisfy demands (Prihandani & Tjahjaningsih, 2022).

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