



Increase customer loyalty by customer bonding and customer relationship management

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ABSTRACT

This look at goals to analyze the impact of patron bonding and patron courting management on customer loyalty via consumer delight on Lifebuoy brand soap products. Today's an increasing number of fierce sales opposition can be expected by using Unilever as a producer of Lifebuoy tub cleaning soap via enforcing consumer relationship control as a way to win the competition. The company also applies client bonding as a shape of bonding between customers and the company. This studies is a quantitative studies the use of number one facts. Using a couple of regression analysis method, records collection by way of the use of a questionnaire. Samples have been taken as many as a hundred respondents with an age extra than or identical to 17 years and are customers of Lifebuoy soap. The results confirmed that Customer Bonding (X1) has a positive and enormous impact on Customer Satisfaction (Z), Customer Relationship Marketing (X2) has a fantastic and large impact on Customer Satisfaction (Z), Customer Satisfaction (Z) has a high-quality and full-size effect on Customer loyalty (Y), Customer Satisfaction (Z) is able to mediate the connection between Customer Bonding (X1) and Customer Loyalty variables, Customer Satisfaction (Z) is able to mediate the connection between Customer Relationship Marketing (X2) variables and Customer Loyalty.

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INTRODUCTION

Companies as producers of merchandise must have a method in order that the goods they produce can be well acquired by the marketplace, generate income that preserve to increase from yr to yr, can nonetheless exist within the market, provide pleasure to clients and may continue to be competitive. Companies have to be able to recognize what customers need at this time. Every product in order to be marketed have to be capable of meet the desires and dreams of consumers so that purchasers will sense happy the use of the product. Consumer pleasure will make purchases extra often, willing to pay extra and at the identical time can create patron loyalty in order that purchasers do no longer transfer to different manufacturers(Aufi, 2021). In addition, agencies should also carry out diverse styles of improvements to deal with purchaser goals and adapt to cutting-edge needs.

One of the advertising and marketing techniques implemented by means of the company to be able to create consumer loyalty is a system of binding and maintaining customer accept as true with so that a collectively useful courting may be created between the organisation and its consumers (customer bonding). This system makes a speciality of consumers, supplying delight to consumers by using imparting what is wanted with the aid of clients a good way to create customer loyalty that is needed by way of corporations which will continue to exist inside the midst of increasingly more fierce competition.(Cakici et al., 2019)

The Lifebuoy antiseptic hand washing soap product produced by using PT Unilever Indonesia Tbk (UNVR) is one in every of the goods that implements a client bonding system to bind consumers to create patron loyalty on the way to win the opposition amid the tight sales of antiseptic hand washing soap products available on the market. Based on the information acquired from the Top Brand Index Phase 1 from 2017-2022, it is able to be seen that the percentage of sales of Lifebuoy cleaning soap merchandise has fluctuated. This suggests that the manufacturer of Lifebuoy tub cleaning soap ought to perform numerous strategic systems so that you can be able to compete with similar products which can be its competition. The patron bonding performed by way of the Lifebuoy logo of bathtub cleaning soap is a business enterprise effort to expand relationships that have been nicely installed and collectively useful (Susiyani, 2017).The following is the Top Brand Index statistics.

Consumer loyalty is also sought to achieve Lifebuoy bath soap with the aid of the use of client dating advertising (CRM) which also pursuits to maximise earnings and start long-term relationships with clients. Customer relationship advertising (CRM) is the overall system of identifying, attracting, differentiating, keeping clients by combining assets within the company to create patron price (Untari & Fajariana, 2018). Using a sturdy CRM device and a commercial enterprise approach that helps such an technique will help a business reach accomplishing its goals. CRM allows groups to hold consumer databases so they can construct both direct and long-term relationships.(Kusman, 2021)

Lifebuoy has become a part of the Indonesian circle of relatives and continually innovates in order that it could usually provide the pleasant cleaning solutions. Since 2008 Lifebuoy has continuously taught the importance of washing hands with cleaning soap. During the Covid-19 pandemic, Lifebuoy dispensed its products to public centers along with hospitals and groups in want and distributed them independently or through commercial enterprise companions with diverse reputable institutions in Indonesia. Lifebuoy additionally produces and publishes academic equipment that emphasize the significance of preserving cleanliness and fitness inside the shape of public carrier advertisements. Referring to the current trend of folks who like to apply social media inclusive of TikTok, Lifebuoy is keeping the Lifebuoy TikTok Challenge to remind humans of the importance of retaining cleanliness. Everything that has been completed is Lifebuoy's effort in knowing purchaser dating advertising and marketing (CRM).(Sulistyan & Paramita, 2021)

RESEARCH METHOD

Customer bonding is a gadget where marketers try and build and hold agree with from consumers in order that each parties will believe every other and excessive patron loyalty may be created (Zola et al., 2022).The manner of patron bonding approach is focused on patron loyalty, organizations that appear sincere through a medium and consumer studies the use of products or services that meet or maybe exceed expectancies (Cresswell & Creswell, 2018).

Customer relationship advertising (CRM)

Customer relationship advertising and marketing (CRM) is a system of building a dating between a organization and customers through growing purchaser disfaction (customer pride) (Haryandika & Santra, 2021). This principle about purchaser dating advertising (CRM) suggests that establishing and creating exact relationships with clients will create long-time period commitment

from customers and preserve to end up customer loyalty. Customer relationship advertising and marketing (CRM) is a agency's attempt to hold customers from competing agencies in order that repeat purchases occur so that the long-term dating among the agency and its clients is maintained (Rosita & Busaini, 2022)

Customer Satisfaction

Customer delight (client pride) is obtained through consumers after comparing perceived product performance and expectations and feeling satisfied or upset (Basuki, 2019). Measuring client delight is from enjoyable the client's achievements. Markers of consumer pride include gratifying purchaser expectancies for the product bought, client attitudes in assessing the first-rate of products, recommending to others what's obtained from a product (Rahayu & Susanti, 2022). Customer pleasure is an overview of the mental situations that are acquired when emotions are excessive with beside the point expectancies and are accelerated by way of the introduction of a sense approximately consumers who have already got experience buying and the use of a product (Carmelia et al, 2022). Customer delight could be very dependent on the impressions and expectancies of consumers that is one measure to peer the reach of a enterprise (Kejora, et all, 2022).

Customer Loyalty

Customer loyalty is one of the keys to a organization's fulfillment which requires the organisation's cognizance on know-how consumer dreams and growing brought fee for a services or products so that consumers will make purchases on an ongoing foundation and now not switch to different merchandise or brands. (Agyei et al., 2020) Customer loyalty is an act related to the brand of a product, including contract renewal for the destiny. Loyal clients are consumers who're very glad with a product or service so that they have the passion to introduce it to everyone they realize (Bintarto, et all, 2021). Customer loyalty may be formed thru an emotional connection, that is evidence of emotions that flip a repeat buy into a bond. If purchasers do now not feel a bond with the product emblem, characteristics will not be shaped in a courting. Relationships with customers ought to be developed and maintained in order that they preserve nicely.

Types of studies

A quantitative technique is used in this observe, the usage of statistical information to provide solutions to questions. (Fadhil & Mahani, 2018) The helping statistics for this observe are number one statistics acquired through distributing questionnaires to customers of Lifebuoy hand washing cleaning soap the usage of quota sampling, particularly determining the individual of customers who've used Lifebuoy hand washing cleaning soap products. The populace in this take a look at had been all customers who had bought Lifebuoy hand washing soap. The sample is a part of the population, specifically having bought Lifebuoy hand washing soap, elderly 17 years and over with a minimal education of excessive school.

The sampling method was deliberately according with the requirements set through the researchers and the sampling in this look at became having purchased Lifebuoy hand washing cleaning soap, aged extra than 17 years with a minimal schooling of high college. A sampling technique this is grouped consistent with person to achieve a hard and fast quota (Sugiyonon, 2010). The sampling quota on this look at become one hundred humans. The sampling approach is by means of threat, this is, everybody who is determined by means of threat with the researcher can be used as a sample if it matches the facts source.

Variable Operational Definitions

Customer bonding is a system inside a agency that is used to keep the best relations which have been developed among the business enterprise and its consumers so that it will win the opposition (Yasa, 2020). From a customer angle Customer bonding is a attention for figuring out

shopping choices for a product or service, whereas from a marketer's attitude purchaser bonding is a protracted-term application to reinforce and offer thoughts for every object within the advertising and marketing mix. (Zola et al., 2022).

Customer bonding may be measured the use of indicators in step with (Kusman, 2021) particularly, awareness bonding, identity bonding, relationship bonding, community bonding, and advocacy Bonding. Customer dating advertising and marketing (CRM) is a way of handling every purchaser's records and imposing techniques to satisfy patron goals as a way to maximize customer loyalty (Ibrahim et al., 2021). Customer dating marketing (CRM) is measured using signs in keeping with Felix, et al, (2021) are: (a) Continuity marketing which is a application to growth lengthy-term consumer loyalty. (b) One to at least one advertising, specifically person packages to fulfill purchaser needs and pleasure. (c) Partnering program is a provider to customers through organising a cooperative relationship among marketers and other businesses. Customer satisfaction is a sense of happiness or disappointment felt by means of consumers due to a evaluation of product performance towards their expectancies (Halim, et all, 2022). Disappointment will stand up whilst the consequences received are not as anticipated. Customer Satisfaction is measured in line with signs according to Khkmana, (2021) are: (a) Conformity with expectancies, (b) Intention to repurchase, (c) Willingness to suggest. Customer loyalty is a dedication by purchasers to make purchases and prioritize products or services constantly for you to subsequently lead to repeated purchases of the identical product even though it is prompted through competing products or due to situational elements (Sabaru, et all, 2022). Customer Loyalty is measured the usage of indicators consistent with Sapanang & Maupa, (2022), specifically: (a) Make repeat purchases, (b) Referring to others, (c) Immunity to competition' products.

Data collection

Data collection to obtain the statistics needed within the observe became carried out via distributing questionnaires to respondents. Respondents' solutions have been measured with a Likert scale, specifically rankings with numbers 5,4,3,2 and 1 so that the attitudes, opinions and responses of respondents might be recognised. (Iskender, 2023)

Hypothesis

Research by Ginting, (2022) states that customer bonding has a advantageous and sizeable effect on purchaser pride at Dopamine Cafe Medan where cafe managers can build and hold accept as true with from customers so as to lead to client delight. Research by using (Sanggaria, et all, 2022) concluded that consumer bonding had a tremendous and significant effect on customer delight at Natasha Skincare Malang department. This can be interpreted that by means of growing consumer bonding, Natasha Scincare's patron satisfaction may also boom. From the effects of the preceding studies above, Hypothesis 1 is proposed, specifically:

H1: client bonding has a nice and full-size impact on patron satisfaction

Research via (Prasetio et al., 2021) concluded that client courting advertising and marketing has a high quality and big impact on client satisfaction for MSME customers in the Pakistani market wherein patron agree with about the agency's popularity is very depending on purchaser satisfaction. Likewise research by (Sholeh et al., 2021) which concluded that there was a sizeable have an impact on of purchaser relationship marketing on client delight at PT. Ritra Cargo Indonesia Denpasar Branch in which purchaser pleasure can be expanded by using enhancing the patron courting marketing approach. From the effects of previous research, it is able to be proposed Hypothesis 2, specifically:

H2: customer relationship advertising and marketing has a wonderful and big effect on consumer satisfaction

Research with the aid of (McMullan et al., 2021) concluded that purchaser satisfaction is a variable that makes a enormous contribution to Martabak Hokky Kawanua patron loyalty. Research

by way of (Santikayasa & Santika, 2018) also concluded that consumer loyalty is influenced by using consumer pride in Iphone logo phone users within the City of Yogyakarta, wherein patron pride is acquired by using increasing the fee of a product, reducing costs without lowering pleasant and getting rid of boundaries to purchases product. Similar conclusions also are determined in studies with the aid of (Rohani et al., 2021) which states that customer satisfaction has an instantaneous effect on customer loyalty at Warung Bebek Jay a Antika in which if clients feel glad then loyalty will be shaped so that client pride must stay high and accelerated so that purchasers will make repeat purchases. From the results of preceding research, it can be proposed Hypothesis 3, particularly:

H3: purchaser pride has a wonderful and enormous impact on consumer loyalty.

Research with the aid (Ati & Setiawan, 2020) that there was a wonderful impact of the purchaser bonding approach on consumer loyalty for PT products. Adam Syariah Bank Bengkulu City Branch, which means that that the better the consumer bonding approach, the better the patron loyalty of PT. Adam Sharia Bank Bengkulu City Branch. Likewise studies via (Ramadhan et al., 2021) which concluded that consumer bonding has a vast impact on client loyalty at PT. Surya Inti Putra Pahlawan Probolinggo which indicates that the better customer bonding that is built can boom consumer loyalty on this enterprise area. From the effects of previous research, it could be proposed Hypothesis 3, specifically:

H4: purchaser bonding has a superb and considerable impact on patron loyalty through purchaser pride

Research with the aid of (Student et al., 2021) concluded that there is a high-quality and large impact of purchaser dating advertising on customer loyalty at Tivoli Club House Sidoarjo where customers experience that Trivoli Club House employees and management can meet their desires in order that consumers always make bigger their membership at Trivoli. Likewise with the results of research by (Pratama, 2021) which concluded that consumer relationship marketing has a massive impact value on consumer loyalty on the Gemilang Muara Bulian Hotel because customer relationship marketing specializes in keeping, retaining and developing customer strengths to maintain right relationships on an ongoing foundation. From the outcomes of previous studies, it may be proposed Hypothesis 5, specifically:

H5: patron dating marketing has a positive and huge impact on customer loyalty through purchaser satisfaction.

RESULTS AND DISCUSSIONS

Validity test

Validity states a measure that shows the level of validity of a valid device will have high validity and vice versa. Determination of whether or not a device is valid is seen from the comparison between r arithmetic and r table. If r count $>$ r table it means that all the questions in the questionnaire are valid, so if r count, r table then it is concluded that the questions in the questionnaire are not valid, the Product Moment Validity Test shows that r count is greater than r table, so all questions in the questionnaire are valid.

Reliability Test

This reliability test is intended to ensure that all the questions in the questionnaire can be trusted as a tool for collecting data and so that the level of consistency of the questionnaire used in this study can be known for its reliability and can be used to measure research variables repeatedly. If the value of Cornbach's alpha < 0.6 then the questionnaire is said to be reliable or consistent, while if the value of Cornbach's alpha is > 0.6 then the questionnaire is said to be unreliable or inconsistent. From the results of the Product Moment Validity Test in Table 2, it can be shown that all variables, namely Customer Bonding, Customer Relationship Marketing (CRM), Customer Satisfaction and Customer Loyalty, have a Cornbach's alpha value > 0.6 so that it can be concluded that all items in the research variables are reliable.

Research result

Classical Assumption Test, Kolmogorof Smirnof Test One Sample Normality Test. To find out whether the data in the study are normally distributed or not. If the Asymp sig value is > 0.05 , the regression is stated as an assumption of normality.

Multicollinearity Test

To test whether a correlation is found between the independent variables. A good regression model should not have a correlation between the independent variables. Whether there is multicollinearity can be seen from the Tolerance and VIF values in the linear regression results. The calculation results show a tolerance of more than 0.10 and the VIF value of all variables below 10 so that it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

To test whether the regression model has the same variance from one residual observation to another. Heteroscedasticity does not occur in a good regression model. Testing with the Glejser test regresses the independent variables to the absolute residual value. Heteroscedasticity occurs when the significance error value is less than 0.05 on the independent variable and heteroscedasticity will not occur if the significance error value is greater than 0.05. It is known that the independent variable has a significant error rate of more than 0.05 so that it is said that there is no heteroscedasticity. (Restu, 2021)

Multiple Linear Regression Analysis

To test the existence of a mediating variable between the independent variables and the dependent variable

a. Model 1 Regression Test

To test the effect of the Customer Bonding (X1) and Customer Relationship Marketing (X2) variables on the Customer Satisfaction (Z) variable. The regression equation based on is: $Z = 0.757 + 0.661 X1 + 0.400 X2 + e$

b. Model 2 Regression Test

To analyze the effect of independent variables namely Customer Bonding (X1) and Customer Relationship Marketing (X2) on Customer Loyalty (Y). The regression equation based on is: $Y = 7.460 + 0.329 X1 + 0.219 X2 + 0.204 Z + e$

Goodness of Fit Test (Hypothesis Test)

Statistical Test t

To test the effect of independent variables on the dependent variable individually. $t_{table} = 1.985$. It is obtained: First Hypothesis Test (H1), Customer Bonding (X1) has a t count of $5.090 > t_{table}$ of 1.985 with a significance value of t count of $0.000 < \alpha = 0.05$ in a positive direction, so that Customer Bonding has a positive and significant effect on Customer Satisfaction, then H1 is accepted.

Second Hypothesis Test (H2), Customer Relationship Marketing (X2) has a t count of $3.795 > t_{table}$ of 1.985 with a significance t count of $0.000 < \alpha = 0.05$ in a positive direction, so that Customer Relationship Marketing has a positive and significant effect on Customer Satisfaction, then H2 is accepted. The results of the regression t -test analysis of model 1 are obtained:

Third Hypothesis Test (H3), Customer Satisfaction (Z) has a t count value of $2.621 > t_{table}$ of 1.985 with a t count significance value of $0.10 < \alpha = 0.05$ with a significant positive direction towards customer loyalty, then H3 is accepted.

Coefficient of Determination (R Square)

To find out the percentage contribution of the independent variable's influence jointly on the dependent variable. It shows the value of Adjusted R^2 Regression Model 1 is 0.632 which shows the variable Customer Relationship Marketing, Customer Bonding is able to contribute 63.2% to the variable customer satisfaction. The remaining 36.8% is influenced by other factors not examined in this study. The Adjusted R^2 value is 0.617 indicating that the variables Customer Bonding, Customer Relationship Marketing, Customer Satisfaction contribute 61.7% to the Customer Loyalty variable, while the remaining 38.3% is influenced by other factors.

Sobel Test

To find out whether the intervening variables are able to mediate the independent variables and the dependent variables. Fourth Hypothesis Test (H4) presents the value of $z = 0.02$, which means $0.02 < 0.050$, with a significance of 5% so it is proven that Customer Satisfaction (Z) is able to mediate the relationship between Customer Bonding (X1) and Customer Loyalty, so that H4 is accepted. Fifth Hypothesis Test (H5) presents the value of $z = 0.031$ which means $0.031 < 0.050$, with a significance of 5% so it is proven that Customer Satisfaction (Z) is able to mediate the relationship between Customer Relationship Marketing (X2) and Customer Loyalty, so that H5 is accepted.

Discussion

A. Effect of Customer Bonding (X1) on Customer Satisfaction (Z)

Data analysis produces $t_{depend} = 5.090$, $t_{desk} = 1.985$ with a importance cost of t_{count} 0.000 and a wonderful direction in order that t be counted is greater than t_{desk} with a t rely significance smaller than $\alpha = 0.05$ (one tail) and has a direction fine. It can be concluded that Customer Bonding (X1) has a positive and giant effect on Customer Satisfaction (Z) for clients of Lifebuoy hand washing soap in order that hypothesis 1 (H1) is established.

B. Effect of Customer Relationship Marketing (X2) on Customer Satisfaction (Z)

Data evaluation produces $t_{count\ number} = 3.795$, $t_{table} = 1.985$ with a importance value of $t_{remember}$ 0.000 and a fantastic path so that t rely is more than t_{table} with a t_{depend} significance smaller than $\alpha = 0.05$ (one tail) and has a path advantageous. It can be concluded that Customer Relationship Marketing (X2) has a advantageous and huge effect on Customer Satisfaction (Z) for purchasers of Lifebuoy hand washing soap in order that speculation 2 (H2) is regular.

C. Effect of Customer Satisfaction (Z) on customer loyalty (Y)

Data evaluation produces $t_{remember} = 2.621$, $t_{desk} = 1.985$ with a importance price of t rely zero.000 and a fine path in order that t be counted is extra than t_{table} with a t rely importance smaller than $\alpha = 0.05$ (one tail) and has a direction effective. It may be concluded that Customer Satisfaction (Z) has a effective and sizeable effect on Customer loyalty (Y) for purchasers of Lifebuoy hand washing soap in order that hypothesis 3 (H3) is ordinary.

D. Effect of Customer Bonding (X1) on Customer Loyalty (Y) thru Customer Satisfaction (Z)

The results of the Sobel test calculation show a z cost of 0.02, that's < 0.050 with a significance of 5%. So it's miles demonstrated that Customer Satisfaction (Z) is able to mediate the relationship among Customer Bonding (X1) and Customer Loyalty (Y) variables for customers of Lifebuoy hand washing soap. Thus the fourth hypothesis (H4) is widely wide-spread.

E. The have an effect on of Customer Relationship Marketing (X2) on Customer Loyalty (Y) via Customer Satisfaction (Z)

The results of the sobelt test (Solimun & Fernandes, 2018) calculation display a z fee of 0.031, which is < 0.050 with a significance of 5%. So it is established that Customer Satisfaction (Z) is capable of mediate the relationship between Customer Relationship Marketing (X2) and Customer Loyalty (Y) variables for customers of Lifebuoy hand washing cleaning soap. Thus the 5th hypothesis (H5) is well-known.

CONCLUSION

The Customer Bonding variable (X1) has a tremendous influence on Customer Satisfaction (Z). If there is an boom of one% inside the Customer Bonding variable, then Customer Satisfaction will growth by sixty six.1% if the Customer Bonding variable is believed to be steady. The variable Customer Relationship Marketing (X2) has a tremendous have an effect on on Customer Satisfaction (Z). If there is an boom of one% in the Customer Bonding variable, then Customer Satisfaction will boom by way of 40% if the Customer Relationship Marketing variable is thought to be consistent. If the variables Customer Bonding, Customer Relationship Marketing and Customer Satisfaction are identical to 0 then Customer Loyalty will increase by means of 7.460%. The Customer Satisfaction variable has a tremendous affect on increasing Customer Loyalty. If there may be an growth of 1% in the variable Customer Satisfaction, then Customer Loyalty may also increase via 20.4 percent if Customer Bonding and Customer Relationship Marketing are assumed to be steady. The Customer Satisfaction Variable is able to mediate the Customer Bonding Variable to Customer Loyalty with the results of calculating the z value on the Sobel test of $0.02 < 0.050$ and a significance of 5%. The Customer Satisfaction variable is able to mediate the Customer Relationship Marketing Variable to Customer Loyalty with the results of calculating the z value on the Sobel test of $0.031 < 0.050$ and a importance of 5%. Based on the results of the research and discussion, it can be concluded that according to the formulation of the problem, partially customer relationship marketing and customer bonding have a variety of influences from the direct influence of these two variables to have a direct positive effect on customer loyalty meaning if the higher the Customer relationship marketing, and the customer bonding is applied, then customer loyalty will increase. Vice versa if the Customer relationship marketing, and customer bonding that is applied the lower, the loyalty Customers will also decrease. This means with the existence of Customer relationship marketing, and optimal customer bonding, customer loyalty will be created by itself. Based on the results of research and discussion can be drawn conclusions in accordance with formulation of the problem that partially Customer relationship marketing, and customer bonding has a variety of influences from the direct influence of the two variables that have a positive effect directly on Customer loyalty. It has meaning if the higher the Customer relationship marketing, and the customer bonding is applied, then customer loyalty will increase. Vice versa if the Customer relationship marketing, and customer bonding that is applied the lower, the loyalty Customers will also decrease. This means with the existence of Customer relationship marketing, and optimal customer bonding, customer loyalty will be created by itself.

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