



Influence of store atmosphere price and service quality on consumer loyalty of Mie Gacoan Cikarang

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ABSTRACT

Business people certainly expect loyalty from their customers to the business they have. Convenience when carrying out activities in the store, be it for eating, shopping, or interacting, is a consideration for consumers to choose where they want to spend their time. Another aspect that is considered by consumers to make repeat transactions is cheap and affordable prices. The better the quality of service, the higher customer satisfaction will be achieved, which means that profits will also increase. This research uses Quantitative method. The measurement method used in this study is Accidental Sampling where the sample to be taken is 100 respondents. The data collection method is to conduct a literature study by collecting journal articles and books that are relevant to this research. In addition, it also provides a list of questions (questionnaire) related to the observed variables. The data analysis method in this study used statistical tools, namely SPSS software version 25 and Microsoft Excel 2016. The results of this study indicate that store atmosphere has a partial effect on consumer loyalty with evidence that the t-count X1 is $-0.068 < 1.984$ and the sign value is $0.946 > 0.05$. Price has a partial effect on consumer loyalty with evidence that the t-count X2 is $2.291 > 1.984$ and the sign value is $0.024 < 0.05$. Service quality has a partial effect on customer loyalty with evidence that the t-count X3 is $7.366 > 1.984$ and the sign value is $0.00 < 0.05$.

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INTRODUCTION

Loyalty can be interpreted as a person's commitment to a product/service. It is known that to create consumer loyalty requires a lot of time and must go through a process and experience. Business people certainly expect loyalty from their customers to the business they have. Customer loyalty is loyalty to a particular company or product that arises on the basis of self-awareness without coercion over a long period of time. Smith, et al (2002) in (Ayuwardani et al., 2021) explained that "customer loyalty is deeply held customer commitment to re-subscribe or make repeat purchases.

There are several aspects that can increase visitor loyalty to the store, for example a comfortable store atmosphere. (Arnipianti, 2021) suggests that a store atmosphere is the creation of

a store atmosphere through visuals, arrangement, light, music and aroma which can create a comfortable buying environment so that it can influence consumer perceptions and emotions to make purchases. Convenience when carrying out activities in the store, be it for eating, shopping, or interacting, is a consideration for consumers to choose where they want to spend their time.

While making purchases, consumers certainly expect pleasant feedback from good service quality staff. Consumer satisfaction can be achieved through good service so that if consumers continue to get satisfaction in making transactions at a store, over time consumer loyalty will arise for that store. This of course will greatly benefit the store because from this loyalty visitors can become marketing actors indirectly.

(Korowa et al., 2018) price is the amount of money charged for a product or the amount of value exchanged by consumers for the benefits of owning or using the product, Affordable prices which is also a reference for consumers to give loyalty to an existing business. The price of an item or service is the amount of money paid by consumers in the hope of receiving benefits in return for the goods or services. The price of a product will provide its own value for consumers (Nasution, 2019)

(Jonathan, 2018) argue that customer loyalty is a customer who is loyal to a particular brand or brand who tends to be attached to a brand or brand and will buy the same product again even though many other alternatives are available.

According to (Purnama et al., 2022) Store atmosphere plays a role as one of the factors that determine consumer comfort and makes consumers want to continue to be in the store. Indirectly Store atmosphere can stimulate consumers in making purchases.

According to (Chandra & Santoso, 2021) Service quality increases customer satisfaction, thereby encouraging customer loyalty and ultimately increasing company profits.

Culinary developments in Indonesia are one of the attractions for entrepreneurs to open fast food businesses (restaurants). Increasingly advanced technology and a variety of creativity as well as innovation make these culinary business actors have to compete in maintaining their business. Business people in the food and beverage sector must pay more attention to several aspects in updating and innovating their stores to attract visitors while maintaining their business. Maintaining customer loyalty is quite difficult and provides a big responsibility. Companies must consistently improve the quality of their business so that customers remain loyal. Customers are assets and spearheads in the business world, so it is very important to make consumers or customers loyal through the satisfaction that consumers get (Bali, 2022), This study aims to determine how much influence the store atmosphere, price, and service quality have on consumer loyalty. Research conducted by J. Fadhillah Thoyeb, Robin Jonathan, and Suyatin in 2018. Get the conclusion that Store Atmosphere has a significant effect on Consumer Loyalty. Aditya Eka Wibowo's research in 2020. It was concluded that price has a negative and insignificant effect on consumer loyalty. Research by Nurmin Arianto and Yulia Krismania Nirwana in 2021. It was concluded that service quality has no effect on loyalty.

RESEARCH METHOD

Type of Research

This research uses Quantitative method. According to (Sunyoto, 2016) in (GAMAL THABRONI, 2022) page, quantitative research is an absolute number, so that it can be structured and makes it easier to read data, and makes it easier for researchers to make an understanding. The measurement method used in this study is Accidental Sampling where the sample to be taken is 100 respondents.

Data Analysis Technique

The data collection method is to conduct a literature study by collecting journal articles and books that are relevant to this research. In addition, it also provides a list of questions (questionnaire)

related to the observed variables. Based on the data obtained from the answers to the respondent's questionnaire, then the data will be analyzed. This data analysis process intends to present data in a simpler way so that it is easy to understand. In this study, statistical tools were used, namely SPSS software version 25 and Microsoft Excel 2016

Classic Assumption Test

The classical assumption test was carried out with the aim of knowing that the multiple linear regression model in this study could be said to be a good model (Anwar Hidayat, n.d.), therefore classic assumption tests were carried out such as the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Multiple Linear Regression Analysis

(Ningsih & Dukalang, 2019) Multiple regression was carried out in order to find out the conclusion between the relationship between the independent variables and the dependent variable.

Hypothesis Testing

(Mufarrikhoh, 2019) The hypothesis is a statement about the population whose validity needs to be proven, the results of testing the hypothesis there are only 2 possibilities, namely the hypothesis is accepted or rejected. The method that can be used to find out is the t test which is used to determine the effect partially. The t test is a test conducted to determine whether or not there is a partial effect between the independent variables on the dependent variable (Suicy & Harjanti, 2021).

Determination Coefficient Test

Used to determine how big the percentage of influence between the independent variables on the dependent variable. The value of the coefficient of determination is between zero and one. A small value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2009) in (Nurdiana, 2018)

RESULTS AND DISCUSSIONS

Data Description

The measurement method used in this study refers to the opinion of (Kusumawati & Hayuningtias, 2022) regarding Accidental Sampling which is a sampling technique based on coincidence, that is, any consumer who accidentally meets a researcher can be used as a sample, if viewed as a coincidence. found it suitable as a data source. In this study the sample to be taken is 100 respondents. Questionnaire as a data collection tool is to obtain data that is in accordance with the research objectives to be carried out (Anggraini et al., 2022). The questionnaire contains 32 statements which are divided into 4 variables.

Characteristic of Respondents

The characteristics of the respondents in this study were divided into 4 categories which included gender, age, type of work, education, and Income.

Gender

The following are the results of the characteristic of respondents based on gender

Gender Characteristics

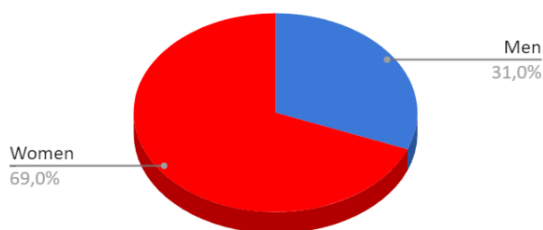


Figure 1. Gender of respondents

Based on gender characteristics in figure 1, it can be seen that the percentage of male respondents is 31% and the number of female respondents is 69%.

Age

The following are the results of the characteristic of respondents based on Age.

Age Characteristics

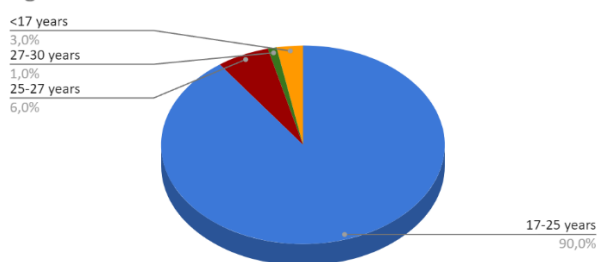


Figure 2. Age of respondents

Based on the age characteristics in Figure 2, it can be seen that the percentage of respondents aged <17 years is 3%, the percentage of respondents aged 17-25 years is 90%, the percentage of respondents aged 25-27 is 6%, and the percentage of respondents aged 27-30 years by 1%.

Type of Jobs

The following are the results of the characteristic of respondents based on type of jobs.

Jobs Characteristics

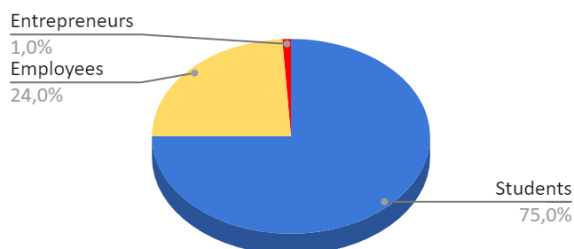


Figure 3. Type of jobs of respondents

Based on the characteristics of the jobs in Figure 3, it is known that the percentage of respondents with student jobs is 75%, the percentage of respondents with employee jobs is 24%, and the percentage of respondents with entrepreneur jobs is 1%.

Incomes

The following are the results of the characteristic of respondents based on type of works.

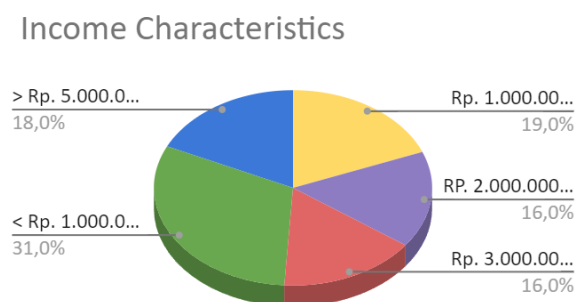


Figure 4. Income of Respondents

Based on the characteristics of the incomes in Figure 4, it is known that the percentage of respondents with incomes <Rp.1.000.000 is 31%, the percentage of respondents with incomes Rp.1.000.000 – Rp.2.000.000 is 19%, the percentage of respondents with incomes Rp.2.000.000 – Rp.3.000.000 is 16%, the percentage of respondents with incomes Rp.3.000.000 – Rp.5.000.000 is 16%, and the percentage of respondents with incomes >Rp.5.000.000 is 18%.

Instruments Data Test

Data instrument testing is needed to find out that the variables studied have a function as a means of proof including validity tests and reliability tests (Noor Wahyuni, 2014).

Validity test

Validity indicates whether the research results can be accepted with certain criteria (Wahyudi et al., 2020). In this study the method used to test validity was to correlate the questions with the total score. The significant test was carried out by comparing the calculated r value with the r value in the table using the formula $df = n - 2$ ($\alpha = 0.05$). If the calculated r value is greater than the r table value then it is declared invalid. Conversely, if the calculated r value is smaller than the r table value, then it is declared valid. To obtain r tables, it is carried out according to the formula, namely $df = n - 2$ ($\alpha = 0.05$); $100 - 2; 0.05 = 0.196$.

Reliability Tests

Based on (Janna & Herianto, 2021) the Cronbach Alpha coefficient where the specified limit value is 0.6. So later on, the calculation results in SPSS if the Cronbach Alpha value is more than 0.6 then it is declared Reliable. This means that if repeated tests are carried out on the data again, the value will remain consistent or stable from time to time. Based on the results of the reliability test on each variable, the Cronbach Alpha value is > 0.6 , namely 0.841, 0.865, 0.945, and 0.888. This shows that all of the statement items in the questionnaire are declared RELIABLE.

Classic Assumption Test

Normality Test

The normality test was carried out with the aim of knowing whether in the regression model, the independent and dependent variables have a normal distribution or not. In this study the normality test can be seen from the Kolmogorov Smirnov output using the exact approach. By default, IBM SPSS calculates p -values using an asymptotic approach. In the asymptotic approach, the p -value is estimated based on the assumption that the data provided is large enough (sufficiently large sample

size). however, when the data is small (small sample), unbalanced and poorly distributed (poorly distributed or patternless), the asymptotic method will produce unreliable or inaccurate results(Mehta & Patel, n.d.). So, in this situation, the solution uses the exact approach. the p value calculated with the exact approach will produce an accurate p-value

Table 1. Normality test result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.00792592
Most Extreme Differences	Absolute	.092
	Positive	.072
	Negative	-.092
Test Statistic		.092
Asymp. Sig. (2-tailed)		.035 ^c
Exact Sig. (2-tailed)		.338
Point Probability		.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on table 1, it shows that the Exact Sign value is 0.338 > 0.05, so the residual value can be said to be normally distributed. So, it can be concluded that the data from the Store Atmosphere (X1), Price (X2), and Service Quality (X3) variables on Customer Loyalty (Y) in this study are normally distributed.

Multicollinearity Test

Multicollinearity test is a condition where there is a perfect or close linear relationship between the independent variables in the regression model (MARDIATMOKO, 2020). Multicollinearity test can be seen from the VIF value and Tolerance value. Where the VIF value is determined by a limit of 10.00, therefore the VIF data value in the table must be more than 10.00. The tolerance value also has a limit value of 0.100, therefore the results of the tolerance value in the data must be more than 0.100. If the data meets these requirements, it can be said that the multicollinearity test passes. Following are the output of multicollinearity test:

Table 2. Multicollinearity test result

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	2.018	1.961		1.029	.306		
	TotalX1	-.006	.084	-.006	-.068	.946	.517	1.934
	TotalX2	.188	.082	.204	2.291	.024	.568	1.762
	TotalX3	.378	.051	.629	7.366	.000	.618	1.618

- a. Dependent Variable: totally

Based on the results of Table 2, the Tolerance values of X1, X2, X3 are 0.517; 0.568; 0.618 > 0.100 and VIF is 1.934; 1,762; 1.618 < 10.00. So it is concluded that between the Independent Variables there are no symptoms of Multicollinearity.

Heteroscedasticity Test

(Nanincova, 2019) The heteroscedasticity test was carried out to find out whether there are deviations in the model due to variance disturbances that differ from one observation to another.

Methods that can be used to test heteroscedasticity include the Glejser Test and by looking at the Scatterplot output. The Glejser test is carried out by regressing between the independent variables and their residual absolute values, if the significance value is more than 0.5, it can be determined that there is no heteroscedasticity problem. Following are the result of heteroscedasticity output:

Table 3. Heteroscedasticity test Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.183	1.321		1.652	.102
	TotalX1	-.017	.057	-.043	-.304	.762
	TotalX2	.044	.055	.107	.797	.427
	TotalX3	-.021	.035	-.078	-.607	.545

a. Dependent Variable: ABS_Res

Based on the results of Table 3, it shows that the significant value of the variables X1, X2, and X3 is 0.762; 0.427; 0.545 > 0.05, then all variables in the study did not contain symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple regression was carried out in order to find out the conclusion between the relationship between the independent variables and the dependent variable. The formula for the multiple regression equation is known as follows: $Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$. Following are the results of multiple linear regression output:

Table 4. Multiple linear regression test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.018	1.961		1.029	.306
	TotalX1	-.006	.084	-.006	-.068	.946
	TotalX2	.188	.082	.204	2.291	.024
	TotalX3	.378	.051	.629	7.366	.000

a. Dependent Variable: TotalY

Based on Table 4, the result produces numbers that will be entered into the multiple linear regression formula, namely $Y = 2.018 - 0.006X_1 + 0.188X_2 + 0.378X_3$

Partial Hypothesis test

The t test was conducted to determine whether or not there is a partial effect between the independent variables on the dependent variable. the t table value is $df = n - k - 1$ then $df = 96$ then the t table value is 1.984.

then conclusion is obtained as follows:

Table 5. Partial hypothesis test result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	2.018	1.961		1.029	.306
	TotalX1	-.006	.084	-.006	-.068	.946
	TotalX2	.188	.082	.204	2.291	.024
	TotalX3	.378	.051	.629	7.366	.000

a. Dependent Variable: TotalY

Determination Coefficient Test

The Coefficient of Determination test is used to find out how much the percentage of influence between the independent variables on the dependent variable is. The value of the coefficient of determination is between zero and one. A small value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. The value of the coefficient of determination (Adjusted R Square) or R^2 is between zero and 1 if R^2 is close to 1, meaning that the influence of the independent variable on the dependent variable is strong. The following is the result of processing the determination coefficient test:

Table 6. Determination coefficient test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.553	3.05456

a. Predictors: (Constant), TotalX3, TotalX2, TotalX1

Based on Table 6, it is known that the R^2 value is $0.553 = 55.3\%$ or close to 1. It can be concluded that the effect of the independent variables (X1, X2, and X3) on the dependent variable (Y) is 55.3%.

The results of this study indicate that store atmosphere has a partial effect on consumer loyalty, this is contrary to research conducted by J. Fadhillah Thoyeb, Robin Jonathan, and Suyatin in 2018 concluded that store atmosphere has a significant effect on consumer loyalty. Price has a partial effect on consumer loyalty, this is contrary to research conducted by Aditya Eka Wibowo's 2020 study which concluded that price has a negative and insignificant effect on consumer loyalty. Service quality has a partial effect on customer loyalty, this is contrary to the research by Nurmin Arianto and Yulia Krismania Nirwana in 2021 which concluded that service quality has no effect on loyalty.

CONCLUSION

Based on the theory and results of data processing and hypothesis testing conducted in the study of the Effect of Store Atmosphere, Price, and Service Quality on Consumer Loyalty of Mie Gacoan Cikarang, the conclusions for this study were obtained as follows: The Store Atmosphere variable (X1) has a negative and insignificant effect on Consumer Loyalty (Y). Supported from the results of hypothesis testing that has been done. This shows that the Store Atmosphere does not play an active role in customer loyalty at Mie Gacoan Cikarang. The first hypothesis was not proven and was rejected. The results of this study are the same as the research conducted (Risqy & Basuki, n.d.) where Store Atmosphere has a negative and not significant effect on consumer loyalty. Price Variable (X2) has a positive and significant influence on Consumer Loyalty (Y). Supported from the results of hypothesis testing that has been done. This shows that Price plays an active role in Consumer Loyalty of Mie Gacoan Cikarang. The second hypothesis is proven and accepted. The results of this study

support the research conducted (Tulloch & Utama, 2020) suggesting that price partially has a positive and significant effect on consumer loyalty. Service Quality Variable (X3) has a positive and significant influence on Consumer Loyalty (Y). Supported from the test results of hypothesis testing that has been done. This shows that Service Quality plays an active role in Consumer Loyalty of Mie Gacoan Cikarang. The third hypothesis is proven and accepted. The results of this study support the research conducted (Budiantoro, 2022) the research concluded that service and product quality have an effect on promotion, service quality has a direct effect on consumer loyalty. Mie Gacoan must pay attention to the store atmosphere, price, and quality of service in order to get even more customer loyalty, because the development of the f&b business in the current era is growing rapidly, so gaining customer trust makes the company get a good image through word of mouth from loyal customers. This of course will be very beneficial for the company because it can provide indirect profits.

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