

Original Research Article

CUSTOMER LOYALTY FROM THE PERSPECTIVE OF MARKETING MIX: A CASE STUDY

ABSTRACT

Aims: This study aims to determine the partial and simultaneous effects of marketing mix components, namely product, price, place, and promotion on customer loyalty and which variable has the dominant influence on customer loyalty at the café. The population in this study were all consumers of Makassar's Cafe, in this case, people who had bought and become consumers and were in Makassar, South Sulawesi.

Study design: Quantitative descriptive

Place and Duration of Study: from July to December 2022.

Methodology: The total sample in this research are 210 customers (78 male, 132 female, age range 15-35 years) during 2022 who made more than two purchases. Data collection uses a questionnaire and data processing uses SPSS application.

Results: The R-Square value is 0.752, this means that the ability of Product, Promotion, Place, and Price to explain the customer loyalty variable is 75.2% while the rest (100% - 75.2% = 24.8%) is explained by other variables that are not in this study.

Conclusion: Marketing Mix includes Product, Price, Place, and Promotion together have a positive and significant effect on customer loyalty. Although all independent variables affect customer loyalty, the product variable has the highest value compared to other variables.

Keywords: Marketing Mix, Product, Price, Place, Promotion, Customer Loyalty

1. INTRODUCTION

Regarding the economy in the current era of globalization, Indonesia is one of the developing countries that has a large enough and consumptive nature. In addition, Indonesia is a country with a potential market for marketing various types of products. The increasing population in Indonesia results in an increase in the need for food consumption that must be provided, food is one of the basic needs of humans, so the fulfillment and needs of food are absolute for humans for their survival.

Culinary growth in Indonesia has increased significantly from year to year. The culinary industry is currently growing very fertile (Kumar et al., 2019). There are several things that indicate this. This is at least seen from consumption patterns that have begun to shift to ready-to-eat food and drinks (BPS, 2013). Therefore, the culinary industry competition is growing rapidly at this time is the café and restaurant industry (Hidayat et al., 2020).

The development of restaurants and cafes today has been offered with various kinds of competition in all fields. Seeing these conditions, café and restaurant managers are increasingly required to act quickly and precisely so as not to lose the competition. Winning this competition can be done by displaying the best products and can meet consumer tastes that are always developing and changing, as well as with satisfying services (Satti et al., 2020). Companies are required to consider market customers who are increasingly focused on customer satisfaction which will ultimately have an impact on customer loyalty. Therefore, it can be said that marketing activities are needed by organizations and companies as the spearhead of their lives (Shabir et al., 2022).

Creating loyalty to customers for a trading business is not an easy thing to do, besides requiring a lot of time, it also costs a lot of money. Loyal customers are one of the expectations that the company wants to achieve, loyal customers are usually characterized by making repeated purchases and conveying positive things about the company to other parties (Ismail, 2013);(Sari et al., 2022). Most trading businesses do not want customers to only come once and then no longer come to their store, except for acceptable reasons (Sukmana et al., 2020). In marketing, there is a marketing strategy called the marketing mix which is considered one of the most potential strategic elements and has a role in influencing consumers and has a role in influencing consumers to buy a product or service offered by the company.

Based on the above discussion, in the context of marketing management, this study unfortunately finds that there is a lack of previous research to explain the influence of the marketing mix on customer loyalty in the restaurants and café industry. Therefore, in order to address gaps in research, such as lack of previous studies e.g., this study aimed to conduct a study focusing on the aforementioned marketing mix on customer loyalty in Boots Café Makassar, which are: contributes to the body of literature as a contribution of novelty from both a theoretical and managerial perspective.

2. LITERATURE REVIEW

2.1. MARKETING MIX CONCEPT

Marketing strategy is the marketing logic by which companies hope to create value for customers and can achieve profitable relationships with customers (Kotler & Armstrong, 2012). Marketing strategy is a plan that lays out the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in specific target markets.

Companies can use two or more marketing programs simultaneously, because each type of program such as advertising, sales promotion, personal selling, customer service, or product development has a different influence on demand. Therefore, a mechanism is needed that can coordinate marketing programs so that the programs are aligned and integrated synergistically. This mechanism is referred to as marketing strategy.

The marketing mix is a good marketing tool that includes product, pricing, place, and promotion combined to produce the desired response to the target market (Kotler & Armstrong, 2012). The marketing mix is a device or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of marketing strategies and positioning that is determined can run successfully (Lupiyoadi, 2013).

In the marketing mix to increase the number of product sales, it is necessary to implement a marketing strategy. According to four variables in marketing mix activities are products, distribution channels, prices, and promotions.

A product is something that can be offered to the market to get attention, so that the products sold will be bought, used, or consumed which can fulfill a consumer's wants or needs. A product is anything that can be offered to the market to meet consumer needs and desires (Sangadji, 2013). Products have an important meaning for the company because without a product, the company will not be able to do anything from its business. Consumers will buy a product if they find it suitable, therefore the product must be tailored to the wants or needs of the buyer so that product marketing is successful. In other words, making products are better oriented towards market desires or consumer tastes.

Price is a value expressed in units of currency. In other circumstances price is defined as the amount paid by the buyer. Price is the amount of money a customer must pay to obtain a product (Kotler & Armstrong, 2016). Price is a way for a seller to differentiate his offerings from competitors. Pricing can be considered as part of the goods differentiation function in marketing. In general, sellers have several objectives in setting production prices Price is the value of an item expressed in money (Alma, 2018). Based on the above opinion, it is concluded that price is the value, usually expressed in money, that must be sacrificed to be able to own, use, or consume a good and service in order to get satisfaction. So, it can be concluded that if the price is very high, ordinary consumers expect high quality, and their actual perception will be influenced by expectations. If the price is too high, the organization is perceived as not caring about the customer, or is considered to be committing fraud. Conversely, if the price is too low, the customer may doubt the organization's ability in terms of service quality.

Location, related to the delivery system, in services is a combination of location and satisfaction with distribution channels (Lupiyoadi, 2018). This relates to how services are delivered to consumers and where the strategic location is. Location means relating to where the company must be headquartered to carry out its operations or activities. In this case there are three types of interactions that affect location, including (1). Consumers come to service providers (companies); (2) Service providers come to consumers; and (3) Service providers and consumers do not meet directly but interact through certain means such as telephone, computer or mail.

Promotion is an effort from marketing in informing and influencing people or other parties so that they are interested in making transactions or exchanging the goods or services they market. Promotion is an activity that conveys product benefits and persuades customers to buy these products (Kotler & Armstrong, 2012). This definition can say that by holding promotional activities, producers can convey various information to consumers. Promotion can also help introduce consumers to a product to be able to choose which product they want through messages that persuade, remind, inform, and encourage consumers to buy the products offered.

2.2. CUSTOMER LOYALTY

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between performance or expected results. If consumers are satisfied with a product or service, they are more likely to make a purchase, and more willing to spread positive word of mouth. On the other hand, customer satisfaction is considered a major determining factor in repeat purchases. The greater the satisfaction experience, the greater

the profitability of consumers will revisit the same product provider (Hasan, 2013) and this will create customer loyalty.

Customer loyalty is the behavior associated with a product brand, including the possibility of renewing a brand contract in the future, how likely customers are to change their support for the brand, how likely customers are to want to improve the positive image of a product. If the product is unable to satisfy the customer, the customer will stop buying the brand or product and the customer expresses dissatisfaction directly to the company (Hasan, 2013). By understanding the level of customer loyalty, the company will be able to get a picture of the customer so that it can facilitate the feeling of designing the right marketing strategy and policy for the company.

Loyal consumers are people who make regular repeat purchases / between products, referring to others who show immunity to competing products (Giffin, 2012). Customer loyalty has eight stages (Giffin, 2012): (1) Suspects, (2) Prospect, (3) Disqualified Prospect, (4) First Time Customers, (5) Repeat Customers, (6) Client, (7) Advocates, and (8) Partner.

Customer loyalty as the strength of the relationship between an individual's relative attitude towards a unit (brand, service, store, or supplier) and repeat purchases (Selang, 2013). Customer loyalty emphasizes the sequence of purchases made by consumers such as the proportion and probability of purchase.

There are several indicators that can be used to assess a customer's loyalty (Haeruddin & Haeruddin, 2020) including: (1) Repurchase, when someone repurchases a product, this can indicate loyalty, (2) The habit of consuming the brand, someone who is used to using a brand will continue to buy the same product, (3) Always like the brand, brand loyalty can also be shown by liking a brand, (4) Keep choosing the brand, someone can continue to choose a brand even though they have other choices, (5) Believing that the brand is the best, considering a brand better than all other brands is also a sign of customer loyalty, (6) Recommend the brand to others, someone who is loyal to a brand and satisfied with its service products is very likely to offer the product to people around him.

3. RESULTS AND DISCUSSIONS

In this study the authors used a quantitative approach because the data collected in the questionnaire numbers. Based on this quantitative approach, researchers collect primary data through distributing questionnaires online to people or respondents who make purchases at Boots Café Makassar. To determine the number of samples used purposive sampling and obtaining 100 respondents.

The analytical techniques used are multivariate regression analysis. Through multiple regression analysis, it can be drawn that the contribution of the relationship is explained by the results of the hypothesis tests. The data used in this study was instrumentally tested, through tests for validity and reliability.

The variables examined in this article can be seen in Table 1.

Table 1. Dimension of the variables X and Y

Variable	Dimension	Symbol
Product (Kotler & Armstrong, 2009)	Brands	X1.1
	Packing	X1.2
	Product Quality	X1.3
Price (Kharis, 2010; Wright, 2005)	Affordability	X2.1
	Price Match with Product Quality	X2.2
	Price Conformity with Benefits	X2.3
	Price Competitiveness	X2.4
Place (Lopiyoadi, 2016)	Consumers come to the service provider or company	X3.1
	Service providers come to consumers	X3.2
	Service providers and consumers do not meet directly	X3.3
Promotion (Kotler & Armstrong, 2012)	Advertising	X4.1
	Sales promotion	X4.2
	Personal selling	X4.3
	Public relation	X4.5
Customer Loyalty (Tjiptono, 2022)	Repeat purchases	Y1.1
	Habit of consuming the products	Y1.2
	Always like the products	Y1.3
	Keep choosing products	Y1.4
	Convinced that the products are the best	Y1.5
	Recommend to others.	Y1.6

3.1. STATISTICAL TEST

3.1.1. Normality Test

The normal distribution will form one straight diagonal line and the data plotting will be compared with the diagonal line. If the data distribution is normal, then the line connecting the actual data will follow the diagonal line (Garengo et al., 2022). The Normal Q-Q Plot graph shows that the data follows and approaches the diagonal line. Therefore, it can be concluded that in this study the data distribution can be said to be normal.

The results of the Probability Plot graphical normality test using SPSS for the Customer Loyalty variable are shown in the graph below.

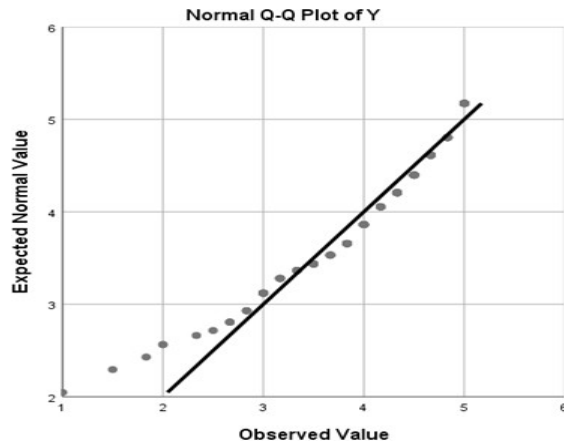


Figure 1. Normality Test

3.1.2. Heteroscedasticity Test

Based on Figure 2, it can be seen that the data (dots) does not form a clear pattern. The dots spread above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity problem in the regression model.

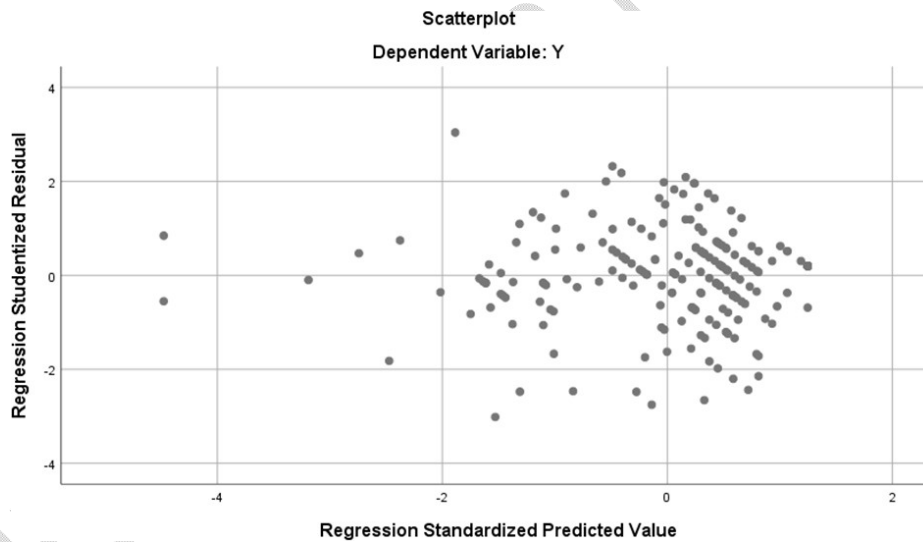


Figure 2. Heteroscedasticity Test

3.1.3. Multicollinearity Test

Table 2 shows that all independent variables have a tolerance value above 0.10. Looking at the VIF column, it can be seen that the VIF value for Products is 2.968; Price is 3.685; Place is 3.285; and Promotion is 4.421. Because the VIF value is less than 10, it can be concluded that there is no multicollinearity problem in the regression model.

Table 2. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1 (Product)	.337	2.968
	X2 (Price)	.271	3.685
	X3 (Place)	.304	3.285
	X4 (Promotion)	.226	4.421
a. Dependent Variable: Customer Loyalty			

3.2. Hypothesis Test

3.2.1. T Test

Based on the comparison of the t value with the t table, the results show that the effect of product on customer loyalty is significant. This is evidenced by the t value of the product variable (X1) of 4.482 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.000 less than $\alpha = 0.05$ ($0.000 < 0.05$) where 0.05 is the maximum significant level so that these results indicate that the product (X1) has a significant effect on customer loyalty.

Based on the comparison of the t value with the t table, the results show that the effect of price on customer loyalty is significant. This is evidenced by the t value of the price variable (X2) of 2.406 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.017 less than $\alpha = 0.05$ ($0.017 < 0.05$) where 0.05 is the maximum significant level so that these results indicate that price (X2) has a significant effect on customer loyalty.

Based on the comparison of the t value with the t table, the results show that the effect of place on customer loyalty is significant. This is evidenced by the t value of the place variable (X3) of 2.676 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.008 less than $\alpha = 0.05$ ($0.008 < 0.05$) where 0.05 is the maximum significant level so that these results indicate that place (X3) has a significant effect on customer loyalty.

Based on the comparison of the t value with the t table, the results show that the effect of promotion on customer loyalty is significant. This is evidenced by the t value of the promotion variable (X4) of 4.754 which is greater than the t table of 1.652. Meanwhile, for the regression coefficient value, it can be stated that its significance is 0.000 less than $\alpha = 0.05$ ($0.000 < 0.05$) where 0.05 is the maximum significant level so that these results indicate that promotion (X4) has a significant effect on customer loyalty.

Table 3. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.265	.157		1.694	.092
	X1 (Product)	.262	.058	.269	4.482	.000
	X2 (Price)	.156	.065	.161	2.406	.017
	X3 (Place)	.159	.060	.169	2.676	.008
	X4 (Promotion)	.355	.075	.348	4.754	.000
a. Dependent Variable: Customer Loyalty						

3.2.2. F Test

Based on table 4. it can be seen that the F test results show the value of F count = 155.350 which is greater than F table = 2.415 with a significance of 0.000 which is smaller than 0.05 so it can be concluded that the independent variables, namely Promotion, Product, Place, and Price, have a simultaneous effect on Customer Loyalty so that the proposed hypothesis is accepted.

Table 4. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.644	4	22.161	155.350	.000 ^b
	Residual	29.244	205	.143		
	Total	117.888	209			
a. Dependent Variable: Y						
b. Predictors: (Constant), X4, X1, X3, X2						

3.2.3. Analysis of the Coefficient of Determination (R-Square)

The R-Square value is 0.752, this means that the ability of Product, Promotion, Place, and Price to explain the customer loyalty variable is 75.2% while the rest (100% - 75.2% = 24.8%) is explained by other variables that are not in this research.

Table 5. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.752	.747	.37769
a. Predictors: (Constant), X4, X1, X3, X2				
b. Dependent Variable: Y				

3.3. DISCUSSIONS

The following is a discussion of hypotheses from the results of research that has been conducted and based on existing theories and previous research:

H1: That the marketing mix strategy consisting of product, price, distribution, and promotion has a positive and significant influence on Boots Café customer loyalty.

Effect of Product, Price, Place, and Promotion on Customer Loyalty

The results of the F test analysis together include product (X1), price (X2), place (X3), and promotion (X4) have an effect on customer loyalty (Y). This is indicated based on the results of the F test count with a value of 155.350 at a significant level of 0.000 less than 0.05. In accordance with H1 which suspects that the marketing mix strategy consisting of Product, Price, Place, and Promotion together has a positive and significant influence on Customer Loyalty. Thus, H1 is accepted. As for the interpretation, it states that the greater the product, price, place, and promotion felt by consumers towards Boots Café, the greater the consumer loyalty itself. This can be seen from Boots Café products has various types of varied and high quality products, prices that are adjusted to quality, has a location that is easily accessible to consumers because it is close to the urban center and good promotion in increasing loyalty. The test results support previous research by Tambajong (2013) that the marketing mix in this case the variables of product, price, place, and promotion together have a significant influence on the sales volume of Yamaha Motorbikes at PT. Sarana Niaga Megah Kerta Manado.

The Effect of Products on Customer Loyalty

From the data analysis, it is obtained that the product variable (X1) has a significant influence on customer loyalty because the significant level shown is smaller than 0.05, namely 0.000. In its interpretation, it states that the greater the product felt by consumers towards Boots Café products, it will greatly affect the customer loyalty. But if the product decreases, then customer loyalty will decrease so that Boots Café will experience a decrease in sales of a product. From the results of this interpretation, that the product has a positive and significant effect on customer loyalty which may be due to consumers who use Boots Café products considering that the price of this product is in accordance with the quality and can give a good impression, and feel that the product can be relied on. The test results support previous research by Hasrina (2017) that product variables have a positive and significant effect on decision to purchase a Toyota Yaris car at PT. Hadji Kalla Urip Sumiharjo Branch in Makassar City.

Price Effect on Customer Loyalty

From the data analysis, it is obtained that the price variable (X2) has a significant influence on purchasing decisions because the significant level shown is smaller than 0.05, namely 0.017. In its interpretation, it states that the more affordable the price felt by consumers for Boots Café products will greatly affect Boots Café customer loyalty. From the results of this interpretation, that price has a positive and significant effect on customer loyalty which may be due to the perspective of customers who are mostly students who have an income of less than IDR 1,000,000 per month, so they think that the price set by Boots Café is relatively affordable so that it affects customer loyalty. The test results support previous research by (Wantara & Tambrin, 2019) that price have a positive and significant effect on customer loyalty on Madura Batik.

The Effect of Place on Customer Loyalty

From the data analysis, it is obtained that the place variable (X3) has a significant influence on purchasing decisions because the significant level shown is smaller than 0.05, namely 0.008. The interpretation states that the weaker or stronger the influence of place, the more it will affect customer loyalty. From the results of this interpretation, that place has a positive and significant influence on customer loyalty which may be due to the fact that Boots Café is already in the consumer's place and in the center of the crowd. The test results support previous research by (Sudari et al., 2019) that place have a positive and significant effect on of food and beverage products SMEs in Malaysia.

The Effect of Promotion on Customer Loyalty

From the data analysis, it is obtained that the promotion variable (X4) has a significant influence on purchasing decisions because the significant level shown is less than 0.05, namely 0.000. In its interpretation, the greater the promotion that consumers feel for a product at Boots Café, the greater the influence on customer loyalty. From the results of this interpretation, that promotion has a positive and significant influence on purchasing decisions, this is because Boots Café provides interesting information through various media and has a good image so that consumers are interested in buying. The test results support previous research by Luthfi and Hapsari (2017) and (Khairawati, 2020)

H2: That the product variable has the most dominant influence on Boots Café customer loyalty.

Based on partial testing (t test) between product, price, place, and promotion variables, the t value of the product is 4.482; with a regression coefficient of 0.262; significance of 0.000. The t value of the price is 2.406; with a regression coefficient of 0.156; significance 0.017. The t value of place is 2.676; with a regression coefficient of 0.159; significance 0.008. The t value of promotion is 4.754; with a regression coefficient of 0.355; significance 0.000. This shows that the most dominant variable in this study is the promotion variable. Thus, H2 is rejected. Therefore, the management and implementation of Boots Café promotions must be improved in order to obtain increased customer loyalty. The test results support previous research by (Hanifaradiz & Satrio, 2016) that the promotion variable has the most dominant influence on Lifebuoy bath soap purchasing decisions in Surabaya.

4. CONCLUSION

As for the theoretical implication, this study suggests that, based on the results and discussions section of this paper, there is a significant effect and positive value both partially and simultaneously from the product, price, place, and promotion toward customer loyalty of Boots Café. Moreover, for practical implication, the result provided a guideline for business owner to maintain and increase the marketing mix to enhance customer loyalty. As a limitation, this research limited by the size of the sample, therefore, it suggested that for next researcher to explore more variables and sample for in depth result.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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