

Influence of Marketing Mix to Customer Loyalty in Sari Anggrek Store

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Abstract

This study aims to find the effect of 7P marketing mix on customer loyalty on Sari Anggrek Bookstore in Padang city. This type of research is Expost-Facto, the study population is the customer of Sari Anggrek bookstore. The purposive sampling technique of sampling is used. The sample amounted to 384 people. Primary data is collected through questionnaires using a Likert scale model that has been tested for validity and reliability. The data analysis technique used is Multiple Regression Analysis. The results of the research are: 1) there is a positive and significant effect of the product on customer loyalty. 2) there is a positive and significant price effect on customer loyalty. 3) there is a positive and significant influence of place / location on customer loyalty. 4) there is a positive and significant influence on promotion of customer loyalty. 5) there is a positive and significant influence of people / employees on customer loyalty. 6) there is a positive and significant effect of physical evidence on customer loyalty. 7) there is a positive and significant influence on the process of customer loyalty. The results of the analysis show that the value of R² (R-Square) is 0.801, this means the magnitude of the influence of the product, price, place / location, promotion, person / employee, physical evidence and the process of customer loyalty Sari Anggrek bookstore is 80.1% and the remaining 19.9% is influenced by other variables not included in the research model.

Keywords : *Customer Loyalty, Marketing Mix, Product, Price, Place, Promotion, People, Physical Evidence, Process.*

Introduction

The development of business activities in the city of Padang is moving rapidly. One of the effects of the rapid business world is that businesses are competing for markets. The existing competition phenomenon has made entrepreneurs aware of the needs and desires of their customers. Technology development is currently affecting the development of online bookstores that do not have buildings and bookstores in other forms. Increasingly tight competition, especially competition from similar companies, makes Sari Anggrek bookstores increasingly demanded to move faster in attracting customers. So that the Sari Anggrek bookstore that implements the concept of marketing needs to examine consumer behavior and factors that influence customer loyalty.

According to Hurriyati, (2010: 129) customer loyalty as a customer commitment persists deeply to re-subscribe or repeat product and service purchases consistently in the future, although the influence of marketing situations and efforts has the potential to cause behavior change. So loyalty can be interpreted as a loyalty, this loyalty arises without coercion, but arises from one's own consciousness. Therefore, efforts made to create customer satisfaction must be in accordance with customer needs so that customer loyalty is created.

Based on the sales data of the last three years obtained from Sari Anggrek bookstore shows that the sales chart fluctuated, the graph moved from 2014 with sales at IDR. 1,590,040,000, - up in 2015 at IDR. 2,423,609,813, -, but then decreased in 2016 at IDR. 2,024,615,525. This indicates the occurrence of instability or uncertainty about customer loyalty to Sari Anggrek bookstore.

Based on the data from 2014 to 2016, the data on the development of the sales of the Sari Anggrek book in Padang City are shown in table 1 below:

Table 1. Sales data of Sari Anggrek bookstore

Month	Sales (%)		
	2014	2015	2016
1	10,1	7,5	8,32
2	9,24	6,97	7,51
3	9,88	7,53	8,27
4	7,24	7,25	7,99
5	7,21	7,62	8,68
6	7,78	8,06	7,81
7	7	11,56	9,37
8	8,49	12,14	8,43
9	9,34	8,38	8,85
10	7,94	7,96	8,51
11	7,51	7,16	8,16
12	8,26	7,88	8,11
Total	1.590.040.000	2.423.609.813	2.024.615.525

Source: Sari Anggrek Bookstore Sales Data 2014, 2015, 2016.

In its operations the Sari Anggrek bookstore still has several challenges to achieve increasingly complex customer loyalty, namely that there are still several book titles that are not yet available in the store, the price of books offered compared to online purchases is still quite high, lack of incessant promotions made by the shop, service from salespeople who are still not ready to help visitors search for the title of the book they are looking for, then the layout or layout of the book is less attractive, making some visitors bored and bored to linger looking for the reading books they want to buy.

Zeitaml and Bitner, (2001: 21) in Hurriyati, (2010: 129) proposed the concept of traditional marketing mix consisting of 4P, namely Product, Price, Place and Promotion. For marketing services, an expanded marketing mix for service is needed by adding elements of non traditional marketing mix, namely people (people), physical evidence and process so that they become 7 elements (7P). It is clear that the activity of marketing a product is influenced by the interaction of the seven marketing mix variables above.

Several empirical studies of the marketing mix and loyalty have yielded that, the marketing mix has a positive influence on loyalty as evidenced from Sylvia Tjan's (2015) research stating that 7Ps from Marketing Mix has proven to have a significant impact on customer loyalty from Plaza Indonesia. However, only products, locations, promotions and physical evidence have proven to have significant individual impact on customer loyalty from Plaza Indonesia. Whereas the research of Raymond and Daniel, (2015) showed that the simultaneous mix of marketing had a significant influence on customer loyalty mediated by customer satisfaction. However, only one element of the marketing mix where the product is not significant to Blackberry Indonesia customer loyalty.

Furthermore, research conducted by Foster (2010) shows that the greatest influence is the product, price, and place variables but on the physical evidence, process and human resources variables have a weak influence. Similarly, the research by Johannes et al (2009), Thusyanthi (2011), Haryanti (2010), Haryoso (2009), Suwarni (2011), Sudarsono (2009), and Farida (2012) raised marketing mix, customer satisfaction, and loyalty. Consumers as variables in their research also get almost the same results, but what distinguishes them is the most dominant variable affecting the marketing mix variables that are used and examined to explain their effect on satisfaction and loyalty.

The whole description above shows that there is a relationship between customer loyalty and the marketing mix so that researchers formulate the problem of this research are: (1).How far the product influence the customer loyalty of Sari Anggrek? (2).How far is the price effect on the customer loyalty of the Sari Anggrek? (3).How far is the influence of place/ location on customer loyalty of Sari Anggrek? (4).How far is the promotion effect on customer loyalty of Sari Anggrek? (5).How far is the influence of people/ employees on the customer loyalty of Sari Anggrek? (6).How far does the

physical evidence influence the customer loyalty of Sari Anggrek? (7). How far does the process affect the customer loyalty of Sari Anggrek?

Oliver (1997) and Kotler & Keller (2009) define loyalty as "deeply held by the customer, a commitment to re-buy or to re-patronize a preferred product or service in the future, thus causing repetitive same-brand or same brand-set purchasing." According to Oliver (1999), and Foster, (2008:174) consumer loyalty is a deep commitment to repurchase or subscribe to a product or service consistently for the future, and not be affected by the existing environment or existing efforts, or marketing efforts carried out, as well as other things that have the potential to move customers to competing companies.

Whereas according to Lovelock and Lourent (2005: 133) in a business context, the term loyalty has been used to describe the willingness of customers to continue to subscribe to a company in the long run, by buying and using goods and services repeatedly and better exclusively, and voluntarily recommend the company's products to friends and colleagues. And that is precisely the meaning that loyal customers can give a company a continuous source of income over a period of years. However, this loyalty cannot be ascertained just like that.

This was also conveyed by Griffin (2005: 4) Loyalty is defined as non random purchase expressed over time decision making unit, it can be explained that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services selected company.

Loyalty will continue only as long as the customer feels that he receives a better value (including higher quality in relation to price) than can be obtained by switching to another service provider. If the first company does something that disappoints the customer or if a competitor starts offering a much better value, the risk is that the customer will cross (Lovelock and Lourent, 2005:133)

From the definition of loyalty theory, it can be concluded that loyalty is the loyalty of customers of the Sari Anggrek bookstore to continue subscribe to Sari Anggrek bookstores in the long run by using goods and services repeatedly, and voluntarily recommend the use of Sari Anggrek products to customers and other communities around them. To get customer loyalty, companies must strive optimally, and create more value for customers when compared with the value they get from other bookstore companies.

Griffin (2005; 31) found that loyal customers are people who: 1). Make repeat purchases regularly. 2). Buy between these products and services. 3). Referring to others. 4). Shows immunity to pull from competitors.

The marketing mix was put forward by Zeithaml and Bitner (2001:18) in Ratih Haryanti (2008:47) "The marketing mix defined as the elements of an organization controls that can be used to satisfy or communicate with customers. These elements appear as core decisions variables in any marketing text or marketing text or marketing plan. While Kotler (2009:15) put forward the concept of marketing mix is the set of marketing tools that the firm uses to pursue its marketing of objective in the target market. It can be said that the marketing mix is a set of marketing tools that can be used by companies to achieve their marketing objectives in the target market.

Then, Zeithaml and Bitner (2001:21) Ratih Haryanti (2008:47) proposed the concept of traditional marketing mix consisting of 4P, namely Product, Price, Place and Promotion. For marketing services, an expanded marketing mix for service is needed by adding elements of non traditional marketing mix, namely people (people), physical evidence and process (process) to become 7 elements (7P). The elements of each marketing mix can be described as follows:

Products, according to Kotler and Armstrong (2006: 223) Product as anything that can be offered to the market for attention, acquisition, use, or consumption and that might satisfy a want or need. Products are all things that can be offered by producers to be considered, requested, searched, bought, used, or consumed by the market as meeting the needs or desires of the relevant market, whether in the form of goods or services.

Price, is the amount of money the customer must pay to get the product (Kotler and Armstrong, 2006: 62). While Kotler (2009: 92) adds that the price is the amount of money that consumers pay to buy products or replace things belonging to the product. From the definition of price can be

concluded that the price is the amount of money needed to get a number of combinations of goods or services and services.

Place, according to Kotler and Armstrong (2006:55) place is a Place includes company activities that make product available to target consumers. Places include company activities that make products available to target customers. Dan Hurriyati (2010:55) added that place manufacturing products are defined as distribution channels, while for service industry products, place is defined as a place of service.

Promotion, according to Kotler and Armstrong (2006:38) defines promotion, the activities to communicate the merits of the product and supply to customers to buy.

Employees, or these people play an active role and can have a positive influence on purchasing decisions, as suggested by Kotler (2009), the more positive the performance given to consumers, the better the impact in making purchasing decisions. The elements contained in people according to Kotler (2009) include elements in it including leaders and staff, customers, competitors.

Physical evidence, according to Lovelock and Wright (2005:248) companies through marketers use three ways in managing strategic physical evidence, namely: 1).An attention-creating medium. Service companies differentiate with competitors and make physical facilities as attractive as possible to capture customers from their target markets. 2).As a message-creating medium. Use symbols or cues to communicate intensively to the audience regarding the quality specificity of the service product. 3).An effect-creating medium. Colored, patterned, sound and design uniforms to create something else from the service product offered.

The process, according to Payne (2000:189) the processes by which services are created and delivered to customers are the main factors in the marketing mix, because customers will often perceive the service delivery system as part of the service itself. The process regarding activities to drive company activities meets customer needs. For this reason, all work activities are processes involving procedures, schedules, task mechanisms, activities and routines. The process elements that are understood by the customer and in accordance with what is promised will also determine customer satisfaction.

Based on the above theoretical studies, the following conceptual framework can be formulated:

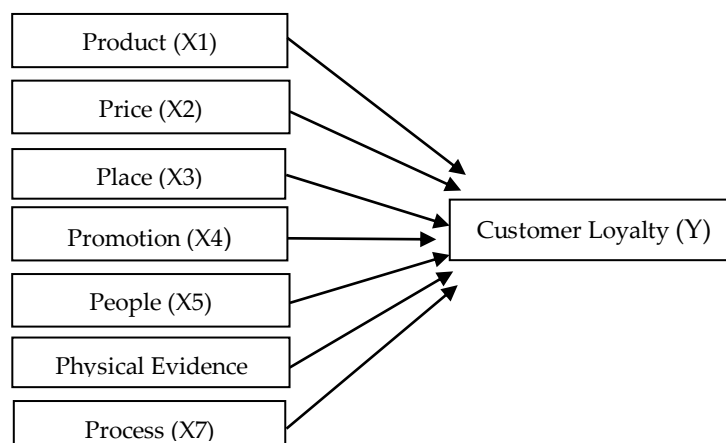


Figure 1 Relationship Between Concepts

Methods

This research includes quantitative research. The population in this study were customers of Sari Anggrek stores. Determination of sample size in this study using the Slovin formula. The number of samples in this study were 384 people. The sampling technique used is proportional simple random sampling technique. The type and source of data in this study uses primary data and secondary data. Data collection techniques in this study were carried out through questionnaires and documentation. This research instrument is using a questionnaire with a Likert scale. Before the questionnaire is used, the validity and reliability tests are first tested. From the test of the validity and reliability of a total of 46 statements submitted, 2 invalid statements, it must be issued. Furthermore, data analysis

techniques in this study used multiple linear regression analysis and then tested the t test hypothesis and significant ($\alpha=0.05$).

Table 2 Research Instruments by Indicators

No	Variables	Indicator	Source
1.	Loyalty (Y)	Making repeat purchases	Griffin (2005)
		Use every type of product	
		Recommend to others	
		Immunity to competitors	
2.	Products (X ₁)	Various froms of products	Kotler and Amstrong (2006)
		Sari Anggrek bookstore service	
3.	Price (X ₂)	Affordability of book price	Stanton (2001)
		Book price competition	
		Book price suitability with benefits	
4.	Place (X ₃)	Location is easy to reach	Kotler and Keller (2008)
		Easy transportation access	
		Safe environment	
5.	Promotion (X ₄)	Advertising	Kotler and Keller (2008)
		Sales promotion	
6.	People/ Employee (X ₅)	Friendliness	Zeithaml and Bitner (2001)
		Courtesy of Employee	
		Responsiveness of Employee	
		Apperance of Employee	
7.	Physical Evidence (X ₆)	Building of Sari Anggrek Bookstore	Johannes (2006)
		Sari Anggrek Bookstore equipment	
8.	Process (X ₇)	The Process of purchasing	Zeithaml and Bitner (2001)
		Payment process	

Results and Discussion

Before using path analysis, prerequisite tests were carried out namely normality test, multicollonality test and heteroscedasticity test. From the normality test, the result is that the data is normally distributed. Then from the multicollority test, the results showed that there was no multicollonality test. Then from the heteroscedastic capacity test also fulfills the assumption of heteroscedasticity test. From these results, it is eligible to use multiple regression analysis. The results of multiple regression analysis can be seen in table 3 below:

Table 3 Results of Regression Analysis

Dependent variable	Free variable	Regression coefficient	t count	sig	Ket
Customer Loyalty (Y)	Constants (a)	-,486	-	-	-
	Product	0.397	6,640	0.00 0	Sig
	Price	0.168	3,328	0.0 01	Sig
	The place	0.429	7,894	0.0 00	Sig
	Promotion	0.149	6,118	0.00 0	Sig
	Person	0.341	5,341	0.0 00	Sig
	Physical facilities	0.198	4,234	0.0 00	Sig
	Process	-0.121	-2,544	0.0 11	Sig
	F count = 221,303 F Sig. = 0,000 R Square = 0, 805				

Source: Processed primary data, 2018

From the results of multiple linear regression analysis as seen in table 3, it can be seen that the regression coefficient value of each research variable, namely the regression variable of the product variable (b_1) is 0.397, the regression coefficient of the price variable (b_2) is 0.168 and the regression variable is the place variable (b_3) is 0.429, promotion variable (b_4) is 0.149, regression coefficient of variable person (b_5) is 0.341 and regression coefficient variable Physical evidence (b_6) is 0.198, process variable regression coefficient (b_7) is -0.121 and constant value (α) is equal -0.846.

Furthermore, the regression coefficient value of each variable can be written into the multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

$$Y = -0,846 + 0,397X_1 + 0,168 X_2 + 0,439 X_3 + 0,149 X_4 + 0,341 X_5 + 0,198 X_6 + -0,121X_7 + e$$

Based on the regression equation generated, it can be interpreted as follows: 1).Constant value (a) equal to -0.448 indicates the value of customer loyalty variables without being influenced by product variables, prices, places, promotions, people, physical evidence and process. 2).Product variable regression coefficient value of 0.397 with a positive sign indicating that if the product variable value has increased by one unit will increase the customer loyalty variable value by 0.397 in each one, assuming other variables are constant. 3).Price variable regression coefficient value of 0.168 with a positive sign indicating that if the value of the price variable has increased by one unit will increase the customer loyalty variable value by 0.168 in each one, assuming other variables are constant. 4).The regression coefficient value of the place variable is 0.429 with a positive sign indicating that if the value of the place variable experiences an increase of one unit will decrease the customer loyalty variable value by 0.429 in each one, assuming other variables are constant. 5).The regression coefficient value of the promotional variable is 0.149 with a positive sign indicating that if the value of the promotion variable experiences an increase of one unit will increase the value of the customer loyalty variable by 0.149 in each one, assuming other variables are constant. 6).The value of the person variable regression coefficient is 0.341 with a positive sign indicating that if the value of the variable person experiences an increase of one unit will increase the value of the customer loyalty variable by 0.341 in each one, assuming other variables are constant. 7).Value of regression coefficient variable Physical evidence of 0.198 with a positive sign indicating that if the value of the variable Physical Evidence has increased by one unit will increase the value of customer loyalty variables by 0.198 in each one, assuming other variables are constant. 8).Regression coefficient value of the process variable of -0.121 with a negative sign indicates that if the value of the process variable has increased by one unit will increase the value of the customer loyalty variable of -0.121 in each one, assuming other variables are constant. 9).Based on the results of data analysis it is known that the value of R^2 (R-Square) is equal to 0.805, this means the amount of product influence, price and place of customer loyalty in Sari Anggrek Bookstore is 80.5% and the remaining 19.5% is influenced by other variables that are not included in this research model.

Effect of Products on Sari Anggrek Customer Loyalty

Based on the results of the research product has a significant positive effect on customer loyalty Sari Anggrek as evidenced by the results of the product variable regression coefficient value of 0.397 with a positive sign indicating that if the product variable value has increased by one unit will increase the value of customer loyalty variables by 0.397 in each one. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.000<0.05$). This means that the product has a significant positive effect on the loyalty of Sari Anggrek customers. This study was supported by descriptive analysis which obtained information that the average score of the product variable was 4.20 with a TCR of 84%. This shows that the product variables are in the Good category.

Price Influence on Sari Anggrek customer loyalty

Based on the results of testing the second hypothesis, it is known that the price has a significant positive effect on the loyalty of Sari Anggrek customers as evidenced by the price variable regression coefficient of 0.3168 with a significance value of 0.001. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.045<0.05$). The

average price variable is 3.63 with a TCR of 72.52%. This indicates that the price variable in the category is quite good. Thus it can be said that customers feel the price is in accordance with the benefits felt in Sari Anggrek.

The Influence of Points on Sari Anggrek customer loyalty

Analysis carried out Based on the results of testing the third hypothesis it is known that the place has a significant positive effect on customer loyalty in Sari Anggrek as evidenced by the results of regression analysis of 0.429 with a positive sign indicating that if the value of the place variable has increased by one unit will increase the value of the variable customer loyalty by 0.429 in each unit the results of the analysis obtained a significance value of 0.000. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.000<0.05$). This means that there is a significant positive influence on the place of customer loyalty at Sari Anggrek. Customer loyalty is evidenced by the average place variable score of 4.03 with a TCR of 80.52%. This indicates that the place variable is in the Good (B) category. Thus it can be said that customers feel the place or location of Sari Anggrek is good.

Effect of Promotion on Sari Anggrek customer loyalty

Based on the results of the study that the promotion has a significant positive effect on customer loyalty in Sari Anggrek which is proven by the results The regression coefficient value of the promotional variable is 0.149 with a positive sign indicating if the value of the promotion variable has increased by one unit will increase the value of customer loyalty variable of 0.149 in each one . Based on the results of the data analysis it is known that the regression coefficient value of the promotion variable is 0.149 with a significance value of 0.000. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.000<0.05$). This means that promotion has a significant positive effect on customer loyalty at Sari Anggrek.

Effect of People/Employees on Sari Anggrek customer loyalty

Based on the results of testing the fifth hypothesis, it is known that People/Employees have a significant positive effect on the loyalty of Sari Anggrek customers as evidenced by the regression coefficient of People/Employee variable is 0.341 with a significance value of 0.000. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.000<0.05$). The average score of People/Employee variable is 4.01 with TCR of 80.15%. This indicates that the People/Employee variable is in the Good category. Thus it can be said that the customer feels that the People/employee is in accordance with the benefits felt in Sari Anggrek.

Effect of physical evidence on customer loyalty of Sari Anggrek

Analysis done Based on the results of testing the sixth hypothesis is known that physical evidence has a significant positive effect on customer loyalty Sari Anggrek as evidenced by the results of regression analysis of 0.198 (+) indicates that if the value of the physical evidence variable increases by one unit will increase the value of customer loyalty variables 0.198 in each one whose results obtained a significance value of 0.000. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.000<0.05$). This means that there is a significant positive effect of physical evidence on the loyalty of Sari Anggrek customers. Customer loyalty with an average score of the place variable is 3.72 with a TCR of 74.41%. This indicates that the place variable is in a fairly good category (B). Thus it can be said that customers feel that the Sari Anggrek physical evidence is good.

The influence of the process on the customer loyalty of Sari Anggrek

Based on the results of the research process has a significant positive effect on customer loyalty Sari Anggrek, which is evidenced by the results Regression coefficient value process variable of 0.397 (+) indicates that if the value of the process variable has increased by one unit will increase the value of customer loyalty variables of -0.121 in each the unit. Based on the results of data analysis it is known that the regression coefficient of the process variable is equal to -0.121 with a significance value of 0.011. If the significance value is compared with alpha ($\alpha=0.05$) then it is evident that the significance value is smaller than alpha ($0.011<0.05$). This means that the process has a significant negative effect on customer loyalty at Sari Anggrek.

Conclusion

Based on the results of the analysis and discussion of the results of research conducted between the causes variables on the effect variables and between one other cause variable on customer loyalty at Sari Anggrek bookstore. Then it is concluded as follows: 1).Products have a significant positive effect on customer loyalty, the more appropriate Products for customers, the more customers will make purchases at Sari Anggrek. 2).The price has a significant positive effect on customer loyalty, the more appropriate the price for customers, the more customers will make purchases at Sari Anggrek. 3).The place has a significant positive effect on customer loyalty, the more appropriate place for customers, the more customers will make purchases at Sari Anggrek. 4).Promotion has a significant positive effect on customer loyalty, the more appropriate promotions for customers will be more customers make purchases at Sari Anggrek. 5).People / employees have a significant positive effect on customer loyalty, the more appropriate people / employees for customers, the more customers will make purchases at Sari Anggrek. 6).Physical evidence has a significant positive effect on customer loyalty, the more appropriate the physical evidence for customers, the more customers will make purchases at Sari Anggrek 7).The process has a significant positive effect on customer loyalty, the more appropriate the process for customers, the more customers will do purchase at Sari Anggrek.

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