



# Exploring factors influencing customer loyalty at Kemuning Polije Resto, Jember District

Dewi Kurniawati<sup>1</sup>, Oktanita Jaya Anggraeni<sup>2,\*</sup>, R. Abdoel Djamali<sup>3</sup>, Naning Retnowati<sup>4</sup>, Rizal Perlambang CNAWP<sup>5</sup>

<sup>1, 2, 3, 4, 5</sup> Agribusiness Management Department  
Politeknik Negeri Jember, Indonesia

\*Corresponding email: [oktanita@polije.ac.id](mailto:oktanita@polije.ac.id)

## Abstract

Customer loyalty is vital for competitiveness in the restaurant industry, especially in local contexts where customer preferences vary. This study investigates the effects of Customer Relationship Management (CRM), service quality, and product quality on customer loyalty at Resto Kemuning Polije, Jember. A quantitative approach was used, collecting survey data from 150 regular customers. Multiple linear regression, along with t-tests and F-tests, assessed the data's validity, reliability, and significance. Results show that CRM, service quality, and product quality positively and significantly influence customer loyalty. Product quality has the strongest impact, followed by service quality and CRM. The model's adjusted  $R^2$  value of 0.782 indicates that 78.2% of the variation in customer loyalty is explained by these factors. This underscores the importance of maintaining high product standards, delivering excellent service, and employing effective CRM strategies. The study provides insights into the synergy between CRM, service quality, and product quality, offering practical recommendations for restaurant managers. These include prioritising consistent product quality, personalised customer engagement, and staff training. Future research should examine additional factors like pricing and marketing strategies to deepen understanding. This study contributes to the literature on customer loyalty, emphasising the integration of quality and relationship management for sustainable retention.

**Keywords:** *Customer loyalty, Product quality, service quality, Customer Relationship Management*

---

|| Received: 15/11/2024 || Accepted: 27/12/2024 || Published: 31/12/2024

## 1. Introduction

Customer loyalty is one of the main indicators of success in the service business sector, especially in the restaurant industry. Restaurants not only function as food providers but



also as a means of social interaction and customer experience, making customer loyalty a strategic component in maintaining long-term competitiveness (Kotler & Keller, 2019).

In recent decades, the development of the culinary industry in Indonesia has been increasingly rapid, especially with the increasing consumer preference for superior service quality and customer experience. Research shows that a company's success in building customer loyalty is not only influenced by the quality of the products offered, but also by effective customer relationship management and consistent service quality (Woen & Santoso, 2021; Yuliani et al., 2024). Therefore, studying the factors that influence customer loyalty is important in facing the dynamics of increasingly fierce business competition. In the context of Indonesian food, restaurants face the challenge of maintaining their customer base amidst the increasing number of competitors and changing consumer preferences. Modern consumers not only demand high-quality products, but also expect responsive service and an overall satisfying experience (Rizaldi & Hardini, 2019). On the other hand, the implementation of a holistic customer relationship management strategy allows companies not only to increase customer satisfaction but also to strengthen emotional relationships and brand loyalty (Kotler & Keller, 2019). Previous research has revealed that the implementation of integrated customer relationship management, accompanied by high-quality services and products that match customer preferences, can significantly increase customer loyalty, especially in the service sector (Hussein, 2018).

However, although many companies have realised the importance of customer relationship management, service quality, and product quality, not all have succeeded in utilising these factors optimally. The main problems that often occur at the Kemuning Polije restaurant are the lack of consistency in service, low customer engagement through customer relationship management programs, and products that do not meet expectations. As a result, customer loyalty becomes vulnerable to the influence of competitors who can offer higher value. To face this challenge, common solutions often used by the Kemuning Polije restaurant include increasing staff training for service quality, improving customer relationship management, and product innovation that is relevant to consumer preferences.

Literature studies show that customer loyalty can be achieved through an integrated approach involving improving service quality and good customer relationship management (Al-Gasawneh et al., 2021). This approach not only ensures that customers feel valued but also creates a lasting positive impression. In addition, continuous product development in accordance with market trends is also an important element in maintaining customer loyalty (Khan et al., 2021). This solution provides an initial overview of the importance of combining customer relationship management, service quality, and product quality in building long-term relationships with customers. Specifically, research by (Rajagukguk et al. (2024) shows that well-implemented



customer relationship management can significantly increase customer loyalty. Customer relationship management not only functions to manage customer interactions but also to utilize customer data in designing more personalized marketing strategies. In addition, consistent service quality has also been shown to improve customer experience and satisfaction which ultimately drives their loyalty (Sambo et al., 2022). In the context of restaurants, service quality involves responsiveness, reliability, and the ability of staff to understand customer needs individually.

In addition, product quality also plays an important role in influencing customer loyalty. High-quality products, as exemplified in (Malik et al. (2024) study on fast food restaurants, are able to meet or even exceed consumer expectations. This is supported by Yuliani et al. (2024), who found that product quality tailored to local preferences can strengthen the emotional connection between customers and brands. In the study, restaurants that were able to present products according to local market preferences, such as Gudeg Lumintu in Jember, showed a higher level of customer loyalty. Although there are various studies that discuss the relationship between Customer Relationship Management, service quality, and product quality on customer loyalty, research gaps are still found, especially in the context of local restaurants in Indonesia. Most previous studies have focused more on large-scale businesses such as fast-food restaurants or minimarkets (Woen & Santoso, 2021; Rizaldi & Hardini, 2019). More specific research on local restaurants serving regional markets with unique customer characteristics is still very limited. Therefore, this study aims to fill the gap by exploring the influence of customer relationship management, service quality, and product quality on customer loyalty at Resto Kemuning Polije in Jember Regency. The main objective of this study is to analyse and measure the influence of customer relationship management, service quality, and product quality on customer loyalty at Resto Kemuning Polije. This study offers novelty by combining the three variables in the context of local restaurants, which has not been widely explored in previous literature. In addition, this study provides practical insights for local restaurant managers in developing more effective strategies to increase customer loyalty. Thus, this study not only contributes to the development of theory but also provides practical benefits for the local restaurant industry in Indonesia.

## **2. Literature review**

Previous studies have discussed in depth the relationship between Customer Relationship Management, service quality, and product quality on customer loyalty. Customer Relationship Management acts as a bridge connecting customers with the company through personal and strategic interactions, which ultimately strengthens loyalty (Khan et al., 2021). Service and product quality, on the other hand, create value that is directly felt by customers and is the main basis for creating a positive experience (Yuliani et al., 2024).



Dananjoyo & Udin, (2023) in their research, found that service and product quality work synergistically to increase customer satisfaction, which then has an impact on their loyalty. This study also shows that Customer Relationship Management strengthens this relationship by providing data and insights that enable companies to meet customer needs more effectively. Another study by (Alkufahy et al., 2023) confirmed that the combination of effective Customer Relationship Management with superior service and product quality can create sustainable customer relationships.

The interaction between Customer Relationship Management, service quality, and product quality in building customer loyalty has been widely explored in previous literature. The combination of these three elements provides a holistic approach to increasing customer loyalty. According to Rajagukguk et al. (2024), CRM functions as a platform that integrates customer information to improve service quality and ensure that the products offered are relevant to consumer needs. (Feliks et al. (2014) further explained that superior service and product quality can maximise the effectiveness of Customer Relationship Management in retaining customers. This approach not only increases customer satisfaction but also strengthens their emotional attachment to the brand, which ultimately creates ongoing loyalty. Although many studies have discussed the factors that influence customer loyalty, most studies focus on large-scale industries or fast-food restaurants (Woen & Santoso, 2021). Research that discusses the context of local restaurants with unique customer characteristics is still very limited. In addition, few studies have explored how these three factors—customer Customer Relationship Management, service quality, and product quality—consequently influence customer loyalty in the local restaurant sector, such as Resto Kemuning Polije in Jember Regency. This gap indicates the need for more in-depth and specific research to understand the dynamics of the relationship between these factors in a more local context and relevant to the Indonesian market. This is important to provide practical insights for restaurant owners in designing effective strategies to increase customer loyalty.

### 3. Method

This study uses a quantitative approach with a causal design. The causal design aims to identify the causal relationship between the independent variables (Customer Relationship Management, service quality, and product quality) with the dependent variable (customer loyalty). The survey method is used to collect primary data through closed questionnaires distributed to respondents, namely customers of Resto Kemuning Polije.

The population of this study is all customers of Resto Kemuning Polije who have enjoyed the services and products of the restaurant. Customers who are the target population have direct experience in interacting with Customer Relationship Management, service quality, and product quality provided, so they are relevant to



measure loyalty. The research sample was taken using the purposive sampling method. The criteria for respondents include customers who have visited Resto Kemuning Polije at least twice in the last six months, which reflects the initial loyalty of customers. Respondents are at least 18 years old to ensure the ability to provide accurate and relevant answers. The minimum sample size is calculated using the Slovin formula, with a tolerance level of error of 5%. Based on the number of Resto Kemuning Polije customers, the sample was determined to be 150 respondents.

The data in this study were collected using a structured questionnaire designed to measure the research variables. Each research variable is measured using indicators that have been adjusted to previous literature. Customer Relationship Management is measured based on indicators such as personalisation, customer data management, and loyalty programs (Rizaldi & Hardini, 2019). Service quality is assessed based on five dimensions of Servqual, namely reliability, responsiveness, assurance, empathy, and physical evidence (Yuliani et al., 2024). Meanwhile, product quality is measured based on durability, aesthetics, and product suitability to local customer preferences (Sambo et al., 2022). Customer loyalty variables include commitment to make repeat purchases and recommendations to others (Chikazhe et al., 2021). Before data analysis, validity and reliability tests were carried out on the research instruments to ensure the accuracy and consistency of the measuring instrument. Validity tests are used to assess the extent to which the questionnaire can measure the intended indicators. Validity was tested using the Pearson Product-Moment correlation technique, where the questions are considered valid if the correlation coefficient value is greater than the critical value at a significance level of 5% (Sugiyono, 2018). Meanwhile, the reliability test was carried out using the Cronbach's Alpha coefficient, with the criteria that the instrument is declared reliable if the Cronbach's Alpha value is greater than 0.7. Data analysis was carried out in several stages. First, descriptive analysis was used to provide an overview of the characteristics of respondents and the distribution of research data. Furthermore, multiple linear regression analysis was used to test the effect of Customer Relationship Management, service quality, and product quality on customer loyalty. Multiple linear regression was chosen because it allows simultaneous analysis of the effect of independent variables on the dependent variable. The regression model used was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Notes:

- Y : Customer Loyalty (dependent)
- X<sub>1</sub> : Customer Relationship Management
- X<sub>2</sub> : Service Quality
- X<sub>3</sub> : Product Quality
- $\beta_0$  : Constanta
- $\beta_1, \beta_2, \beta_3$  : Regression coefficient of each independent variable



- $\epsilon$  : Error term

To test partial significance, a t-test is used on each regression coefficient, with the null hypothesis stating that the independent variable has no significant effect on the dependent variable. The t-value is compared with the t-table at a significance level of 5%. In addition, the F test is used to test the simultaneous significance of all independent variables on customer loyalty. The null hypothesis in the F test states that all independent variables together have no significant effect on the dependent variable. The data processing process is carried out using statistical software, such as SPSS, to facilitate the calculation and interpretation of the results. With this method, the study is expected to provide valid and reliable findings regarding the effect of Customer Relationship Management, service quality, and product quality on customer loyalty at Resto Kemuning Polije. The results of this analysis are also expected to provide practical and theoretical contributions in improving customer management in the restaurant sector.

## 4. Findings and discussion

### 4.1 Descriptive Analysis

Frequency of visits is an early indicator of customer loyalty levels. Data shows that the majority of respondents have a high frequency of visits, with 55% of customers visiting the restaurant more than three times a month. As many as 30% of customers visit the restaurant one to two times a month, while the remaining 15% are new customers who have only visited the restaurant once.

These results indicate a loyal customer base for Resto Kemuning. The high frequency of visits can be caused by the quality of products and services that meet customer expectations, as stated by (Kotler & Keller, 2019) that consistent experiences can strengthen repurchase intentions. In addition, the existence of a loyalty program through CRM can also encourage customer repeat visits (Rizaldi & Hardini, 2019). The age characteristics of respondents show a fairly diverse distribution. The majority of respondents are in the age range of 25–34 years (40%), followed by the age group of 35–44 years (35%), and 18–24 years (20%). The remaining 5% are respondents aged over 45 years.

The dominant age group of 25–34 years reflects the main target market of restaurants, namely the younger generation who tend to eat out frequently. According to (Woen & Santoso (2021), this age group is more responsive to service quality and product innovation than older age groups. Meanwhile, customers over the age of 45 may have different preferences influenced by other factors, such as health needs and more traditional eating habits. Customer preferences for products show that 70% of respondents stated that food taste was the main factor influencing their satisfaction. As many as 20% of customers considered attractive food presentation as a priority, while the





remaining 10% considered the freshness of the ingredients as the most important aspect. These results support the findings of Yuliani et al., (2024), which emphasise the importance of product quality, especially taste, in building customer loyalty in the culinary industry. In the context of Resto Kemuning Polije, customers tend to choose food with a taste that suits local preferences, reflecting the importance of product innovation that targets local market needs.

## 4.2 Validity Test

Validity is the main requirement to ensure that the research instrument actually measures what it should measure. In this study, all questionnaire items have a significant correlation value to the total score of each variable, with an  $r$ -count value  $> 0.30$ , which meets the validity criteria (Sugiyono, 2018). For example, in the Customer Relationship Management variable, indicator X1.3 has a correlation value of 0.827, indicating a strong relationship between the item and the Customer Relationship Management concept being measured. Good validity ensures that the data obtained from respondents can be used for further analysis. With confirmed instrument validity, the results of this study can be trusted in measuring the relationship between Customer Relationship Management, service quality, product quality, and customer loyalty.

**Table 1.** *Validity Test*

Variable	Question Items	r-calculate	r-correlation	Description
Customer Relationship Management (CRM) ( $X_1$ )	X <sub>1.1</sub>	0,765	0,30	Valid
	X <sub>1.2</sub>	0,782		Valid
	X <sub>1.3</sub>	0,827		Valid
Service Quality ( $X_2$ )	X <sub>2.1</sub>	0,829		Valid
	X <sub>2.2</sub>	0,950		Valid
	X <sub>2.3</sub>	0,635		Valid
Product Quality ( $X_3$ )	X <sub>3.1</sub>	0,897		Valid
	X <sub>3.2</sub>	0,757		Valid
	X <sub>3.3</sub>	0,925		Valid
Customer Loyalty (Y)	Y <sub>1.1</sub>	0,890		Valid
	Y <sub>1.2</sub>	0,808		Valid
	Y <sub>1.3</sub>	0,625		Valid

Source: *Processed Primary Data (2024)*

## 4.3 Reliability Test

Reliability indicates the consistency of measurement results if the questionnaire is used repeatedly. In this study, the Cronbach's Alpha value of 0.789 indicates that the instrument has high reliability, exceeding the minimum threshold of 0.60 (Sugiyono,



2018). This reliability ensures that the data obtained is consistent and reliable for regression analysis.

**Table 2. Reliability Statistics**

Cronbach's Alpha	N of Items
.789	12

Source: Processed Primary Data (2024)

#### 4.4 Multiple linear regression analysis

Multiple linear regression analysis was conducted to assess the contribution of each independent variable Customer Relationship Management, service quality, and product quality to customer loyalty. Based on the independent variables used in this study: customer relationship management, service quality, and product quality, the multiple linear regression equation can be written as follows:

$$Y = 0.675 + 0.354X_1 + 0.289X_2 + 0.412X_3 + e$$

This equation shows that every one unit increase in CRM, service quality, or product quality will increase customer loyalty with coefficients of 0.354, 0.289, and 0.412, respectively, assuming other variables are constant.

The largest regression coefficient for the product quality variable (0.412) indicates that this factor has the strongest influence on customer loyalty compared to other variables. This finding indicates that product quality is the main element in building customer satisfaction and loyalty at Resto Kemuning Polije. This is supported by the study of Sambo et al. (2022), which highlights that product quality is the main element in building customer satisfaction and loyalty in the restaurant sector.

#### 4.5. Results of Determination Coefficient Analysis

**Table 3. Results of Determination Coefficient**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 <sup>a</sup>	.784	.782	2.02556

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Relationship Management, service quality, product quality

The Adjusted R Square value of 0.782 indicates that 78.2% of the variation in customer loyalty can be explained by CRM, service quality, and product quality in this model. The remaining 21.8% is influenced by other factors not included in the model,





such as price, restaurant atmosphere, or customer personal preferences. The high level of explanation of the model indicates that the three independent variables have a significant contribution in explaining customer loyalty. However, the unexplained variance (21.8%) indicates that further research is needed to explore additional factors that may influence customer loyalty, such as brand image or promotion (Rizaldi & Hardini, 2019).

#### 4.6. F Test

**Table 4.** *F Test Results*  
ANOVA <sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2504,505	2	1252,253	305,213	,000 <sup>b</sup>
	Residual	689,284	148	4,103		
	Total	3193,789	150			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), *Customer Relationship Management*, service quality, quality product

The F test is used to measure the simultaneous influence of independent variables on the dependent variable. The results of the F test show a value of  $F = 305.213$  with a significance level of  $p < 0.05$ . Thus, the null hypothesis ( $H_0$ ) which states that CRM, service quality, and product quality do not have a simultaneous influence on customer loyalty, is rejected. This means that the three independent variables together have a significant influence on customer loyalty.

These results are consistent with previous studies Feliks et al., (2014) which emphasise that the combination of CRM strategy, good service quality, and high-quality products is very important to create customer loyalty in the culinary sector.

#### 4.7. T-test

Customer Relationship Management has a significant effect on customer loyalty with a significance value of  $p < 0.05$  ( $t = 6.552$ ). These results indicate that effective CRM strategies, such as personalizing services or providing incentives through loyalty programs, can strengthen customer relationships with restaurants (Rajagukguk et al., 2024). Service quality has the highest t value ( $t = 14.444$ ), indicating a very large influence on customer loyalty. This is in line with research by Agarwal & Dhingra, (2023), which states that friendly, fast, and reliable service creates a positive experience that encourages customers to remain loyal. Product quality has a significant effect on customer loyalty of ( $t = 3.409$ ). Consistency in taste, presentation, and freshness of food are key factors in building loyalty, as concluded by (Sambo et al., 2022). In the context



of Resto Kemuning Polije, customers tend to be more loyal when the product quality exceeds their expectations.

**Table 5. *t*-Test Results**

Coefficients <sup>a</sup>

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,887	,859		4,525	,000
	CRM	,264	,040	,302	6,552	,000
	Quality of Service	,648	,045	,665	14,444	,000
	Product Quality	,484	,142	,442	3,409	,000

a. Dependent Variable: Service Quality

### **The influence of *Customer Relationship Management* on customer loyalty**

Customer Relationship Management plays a significant role in creating customer loyalty, as indicated by the coefficient values  $B=0.354$  and  $t=6.552$ . CRM programs designed to understand individual customer needs can create deep emotional connections. For example, collecting customer data to offer birthday discounts or special promotions can improve the overall customer experience (Kotler & Keller, 2019).

### **The influence of service quality on customer loyalty**

Service quality is a dominant factor in influencing customer loyalty, with a value of  $t = 14.444$ . In the restaurant industry, customers expect service that is not only fast but also friendly and personal (Alkufahy et al., 2023). This study confirms that high-quality service, such as responsiveness to complaints and friendliness of staff, are the main reasons customers return to restaurants.

### **The influence of product quality on customer loyalty**

Product quality is the main factor that determines the customer's initial impression of the restaurant. With a coefficient of  $B = 0.412$ , this variable shows that consistent and innovative product quality can increase customer loyalty. Customers at Resto Kemuning Polije, for example, stated that the taste of food that suits local preferences is the reason they keep coming back.

The results of this study provide strategic implications for the management of Resto Kemuning Polije, namely that effective CRM can develop a personalised and relevant customer loyalty program. Service Improvement can provide training to staff to improve responsiveness and friendliness. Product innovation can maintain product quality standards and innovate according to local market preferences. By focusing on these three elements, Resto Kemuning Polije can strengthen their position in the market and increase customer loyalty.



## 5. Conclusion

This study aims to analyse the influence of Customer Relationship Management (CRM), service quality, and product quality on customer loyalty at Resto Kemuning Polije, Jember Regency. The results of the analysis show that the three independent variables have a significant influence, both simultaneously and partially, on customer loyalty. Product quality was found to be the most dominant factor in influencing customer loyalty, followed by service quality and CRM. This finding confirms the importance of a holistic approach that integrates elements of customer relationships, service experience, and product quality in building customer loyalty in the restaurant industry.

One of the main findings of this study is the high value of the regression coefficient for product quality, which indicates that customers highly value the consistency and taste of products that are in accordance with local preferences. In addition, service quality that includes staff friendliness, speed of service, and the ability to handle customer complaints also contributes significantly to customer loyalty. The effectiveness of CRM, such as loyalty programs and personal communication, provides an additional influence in strengthening customer relationships with restaurants. Overall, this research model can explain 78.2% of the variation in customer loyalty, while the rest is influenced by other factors outside the scope of this study.

This study makes a significant contribution to the literature on marketing management, especially in the context of local restaurants. This study confirms that product quality, service quality, and CRM are not just separate independent variables but complement each other in creating a satisfying customer experience. This finding is consistent with previous literature that emphasises the importance of an integrated approach in building customer loyalty. In addition, this study also provides practical implications for local restaurant managers to focus on product innovation, staff training, and better customer relationship management.

Although the results of this study provide significant insights, there is still room for further research. One limitation of this study is that it focuses on three main variables without considering other factors that may be influential, such as price, restaurant atmosphere, or brand image. Future research can expand this model by adding these variables to provide a more comprehensive picture. In addition, comparative studies involving other restaurants of different scales or locations can provide additional insights into the generalisability of these findings. Thus, this study not only contributes to the development of theory but also provides a basis for practical innovation in customer loyalty management in the restaurant industry.



## References

- Agarwal, R., & Dhingra, S. (2023). Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, 9(4). <https://doi.org/10.1016/j.heliyon.2023.e15177>
- Al-Gasawneh, J. A., Anuar, M. M., Dacko-Pikiewicz, Z., & Saputra, J. (2021). The impact of customer relationship management dimensions on service quality. *Polish Journal of Management Studies*, 23(2), 24–41. <https://doi.org/10.17512/pjms.2021.23.2.02>
- Alkufahy, A. M., Al-Alshare, F., Qawasmeh, F. M., Aljawarneh, N. M., & Almaslmani, R. (2023). The mediating role of the perceived value on the relationships between customer satisfaction, customer loyalty and e-marketing. *International Journal of Data and Network Science*, 7(2), 891–900. <https://doi.org/10.5267/j.ijdns.2022.12.022>
- Chikazhe, L., Makanyeza, C., & Chigunhah, B. (2021). Understanding mediators and moderators of the effect of customer satisfaction on loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1922127>
- Dananjoyo, R., & Udin, U. (2023). The Effect of Sustainable Brand Equity on Customer Satisfaction and Customer Loyalty Using Customer Trust as Mediation Variable. *International Journal of Sustainable Development and Planning*, 18(7), 2281–2291. <https://doi.org/10.18280/ijstdp.180733>
- Feliks, A., Binsar, K. P., & Panjaitan, H. (2014a). Analysis of Customer Loyalty through Total Quality Service, Customer Relationship Management and Customer Satisfaction. *International Journal of Evaluation and Research in Education (IJERE)*, 3(3), 142–151.
- Feliks, A., Binsar, K. P., & Panjaitan, H. (2014b). Analysis of Customer Loyalty through Total Quality Service, Customer Relationship Management and Customer Satisfaction. *International Journal of Evaluation and Research in Education (IJERE)*, 3(3), 142–151.
- Hussein, A. S. (2018). Effects of brand experience on brand loyalty in Indonesian casual dining restaurant: Roles of customer satisfaction and brand of origin. *Tourism and Hospitality Management*, 24(1), 119–132. <https://doi.org/10.20867/thm.24.1.4>
- Khan, R., Jainani, K., Santosh Bagale, G., Pio Leonardo Cavaliere, L., Sundram, S., Bagale, G., Kalyan Chakravarthi, M., Regin, R., Suman Rajest, D., Professor, A., Professor, A., & Management, G. (2021). The Impact Of Customer Relationship Management On Customer Satisfaction And Retention: The Mediation Of Service Quality. *Turkish Journal of Physiotherapy and Rehabilitation*, 32(3). [www.turkjphysiotherrehabil.org22107](http://www.turkjphysiotherrehabil.org22107)
- Kotler, P., & Keller, L. K. (2019). *Manajemen Pemasaran* (Edisi ke 13). Erlangga.
- Malik, M., Zhengmeng, C., Hussain, M., & Hussain, S. (2024). Exploring Customer Retention Dynamics: A Comparative Investigation of Factors Affecting Customer Retention in the Banking Sector Using Mediation-Moderation Approach. *Heliyon*, e36919. <https://doi.org/10.1016/j.heliyon.2024.e36919>
- Rajagukguk, W., Samosir, O. B., Rajagukguk, J., & Rajagukguk, H. E. (2024a). Service quality and supply chain value on customer loyalty: The role of customer



- relationship management. *Uncertain Supply Chain Management*, 12(2), 955–964.  
<https://doi.org/10.5267/j.uscm.2023.12.012>
- Rajagukguk, W., Samosir, O. B., Rajagukguk, J., & Rajagukguk, H. E. (2024b). Service quality and supply chain value on customer loyalty: The role of customer relationship management. *Uncertain Supply Chain Management*, 12(2), 955–964.  
<https://doi.org/10.5267/j.uscm.2023.12.012>
- Rizaldi, M. L., & Hardini, R. (2019). Pengaruh Kualitas Pelayanan, Brand Image dan Customer Relationship Management Terhadap Loyalitas Pelanggan Indomaret Kelurahan Padurenan, Bekasi Timur. *Oikonomia: Jurnal Manajemen*, 14(2).  
<https://doi.org/10.47313/oikonomia.v14i2.522>
- Sambo, E., Sunday, U. I., Mary, A. M., & John, F. (2022). Impact of Product Quality on Customer Satisfaction and Loyalty. *Nigerian Academy of Management Journal*, 17(2), 145–155.
- Sugiyono. (2018). *Statistik Non Parametris untuk Penelitian (Baru)* (2nd ed). Alfabeta.
- Woen, N. G., & Santoso, S. (2021). Pengaruh Kualitas Layanan, Kualitas Produk, Promosi, dan Harga Normal terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(2), 146.  
<https://doi.org/10.30588/jmp.v10i2.712>
- Yuliani, D., Suharyatik, S., Aisyah, S., Tjahjono, T., & Qomariah, N. (2024). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Loyalitas Pelanggan Gudeg Lumintu Jember. *Jurnal Mahasiswa Entrepreneurship (JME)*, 3(1), 48.  
<https://doi.org/10.36841/jme.v3i1.4158>