



## THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION INTERVENING VARIABLES AT ONLINE TRAVEL AGENT (OTA) AGODA (SURVEY ON AGODA USERS)

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### ABSTRACT

*Service quality is one way to meet customer needs and desires as well as the accuracy of delivery and realize customer expectations. By achieving customer satisfaction, customer loyalty can be created. The aim of this research is to find out directly whether service quality has a significant effect on customer loyalty through intervening customer satisfaction. The number of samples in this research was 105 samples. The sampling technique in this research was a non-probability sampling technique by determining respondents using purposive sampling with the conditional characteristics of customers who had used Agoda. And distribution of questionnaires is done online using Google Form. Measurements from the questionnaire were carried out using a Likert scale and data analysis techniques to measure the research variables used SPSS 23 software. The results of this research show that service quality has a significant effect on customer satisfaction (1). Service quality has a significant effect on customer loyalty (2). Customer satisfaction has a significant effect on customer loyalty (3). Service quality has a significant effect on customer loyalty through intervening customer satisfaction (4). Therefore, it is necessary to maintain the quality of service to customers so that customers remain loyal and feel satisfied with the products offered.*

**Keywords:** Service quality, Customer loyalty, Customer satisfaction

## INTRODUCTION

In the business world, paying attention to customers has become a mandatory thing to do. One way to pay attention is to provide quality, excellent service. Quality service is a comparison between a hope customer and a company that fulfills the need of a desire customer. With perception, the customer expects performance-based services like accuracy, delivery, and quality service. So quality service must always be a priority carried out by the company.

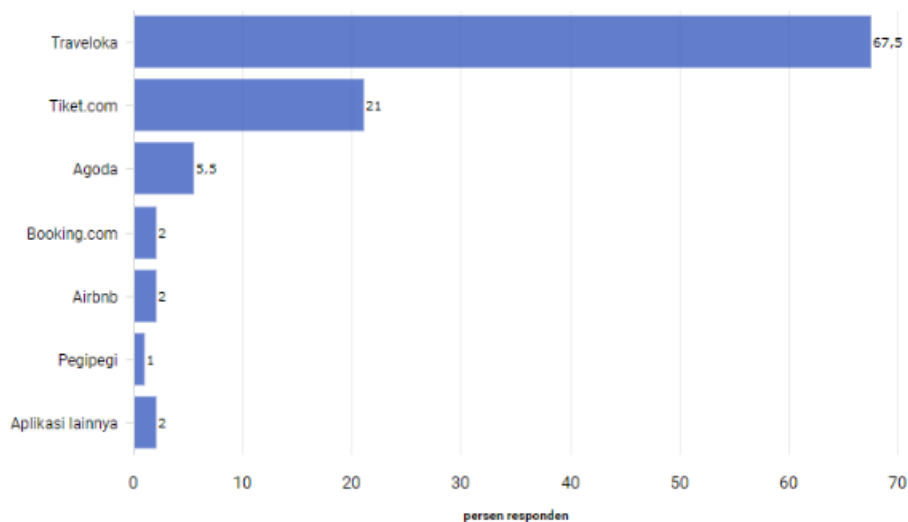
It is very important for provider service. To give quality service to customers. According to (Manri, 2021), quality service is tightly connected with the ability of a company to give the right service, willingness and ability of employees to help customers fulfill their needs, and confidence in the company, which creates a sense of security for customers, especially in industry service. Customer satisfaction can be influenced by the services provided.

Satisfaction with customers is important for the company to maintain. Satisfaction customers are considered capable of increasing the reputation of the company, creating loyal customers, and improving productivity among customers. In the midst of tight competition, the company sued for always putting forward customer satisfaction. According to (Halim, 2021), customer satisfaction is considered an evaluation of the actual performance of services perceived after service or consumption and should be in accordance with what is expected.

Customer satisfaction has a high impact on customer loyalty. Because customers feel satisfied with their products and services, they will accept returns (repeat orders).

Customer loyalty is one of the most important goals that the company should be able to achieve. Loyal customers can, of course, increase a company's profit. Even customers will help the company promote products or existing services because of their trust in the company. Loyalty customer is a commitment customer to the company to buy a return product or service, although in some situations potential marketing may cause them to switch (Kotler & Keller, 2015). For that, it is very important for the company to be capable of creating loyalty customers and retaining loyalty customers.

The development of the world of technology is becoming more widespread, as well as creeping into a variety of aspects, including e-commerce development. In Indonesia, there are lots of different types of e-commerce. One of them is an e-commerce site that focuses on OTA (online *travel agents*). Online Travel Agent (OTA) is the most effective communication tool that helps travelers get access to properties like ticket planes and hotels throughout the world. Indonesia also has a number of online travel agent names, such as Traveloka.com, Booking.com, Pergi-pegicom, Tiket.com, Agoda.com, and others.



**Figure 1. Online Travel Agent (OTA) data**

According to the Top Brand Index (2022), Traveloka. com data rate was 67.5% as the most popular OTA. Tiket.com is positioned second, with interest use as high as IDR 21% and Agoda.com at 5.5% usage. And continued, there are many online travel agent (OTA) applications whose users are below 5%. Look at the data obtained above, then see There is a different percentage rate of distances. Become Lots of attention is a must for Agoda.com to attract interesting customers. There's a lot to be noticed, like competition prices, promotions carried out, and service that must be improved. So, researchers are interested. study about quality service to loyalty customers through intervening variable satisfaction customers on Agoda's Online Travel Agent (OTA) (Survey of Agoda users).

## RESEARCH METHODS

Study This method is quantitative. Study This type of quantitative data is shaped data, or a number calculated quantitatively (Sugiyono, 2016). Objective study This is to see quality service to loyalty customers through intervening variable satisfaction customers on Agoda's Online Travel Agent (OTA) (Survey of Agoda users).

Population in research This is all ever customer using Agoda. In determining the amount of samples that do not have a known amount, the population can be calculated from the amount indicator with a variable. Then multiply by at least 5 (Hair et al, 2010). So determination samples in research are:

$$\begin{aligned}
 \text{Sample} &= (\text{amount indicator} + \text{amount} \\
 &\quad \text{variable}) \times 7 \\
 &= (12+3) \times 7 \\
 &= 105 \text{ respondents}
 \end{aligned}$$

Retrieval technique samples in research This is non-probability. Sampling with determination respondents using purposive sampling with characteristics condition is ever customer use Agoda at least 2 times or more. Deployment questionnaires are done online using Google *Forms*. Measurement from the questionnaire was done with a Likert scale. Data analysis techniques for measure variables study This is using SPSS 23 software, with method entry results from operationalization variables that will be tested (Ghozali, 2021).

Testing hypothesis in study This is:

- 1) Coefficient Test Determination ( $R^2$ ), Increasingly small mark coefficient determination, This means influence variable independent (X) against variable dependent (Y) increases weak. On the other hand, if mark coefficient determination the more approach number 1, then influence variable independent to variable dependent the more strong.
- 2) Simultaneous Test (F Test), F Test or coefficient test regression used for know is in a way simultaneous variable independent influential significant to variable dependent. The criteria evaluation hypothesis in this F test is:
  - a.  $H_0$  Accepted if:  $F_{count} < F_{table}$
  - b.  $H_a$  Accepted if:  $F_{count} > F_{table}$
- 3) The partial test (t test), t test, or coefficient test regression in a way Partial used for know is in a way Partial variable independent influential in a way significant or no to variable dependent. The criteria evaluation hypothesis in this t test is:
  - a.  $H_0$  Accepted if:  $t\text{-count} < t\text{-table}$
  - b.  $H_a$  Accepted if:  $t\text{-count} > t\text{-table}$

As for the indicators used, the ones used to measure quality service (X1) are reliability, responsiveness, assurance, empathy, and tangibles. (Kotler & Keller, 2015). Indicators for measuring loyalty customers (Y1) are rebuy, retention, and referra (Rusdarti, 2004), and indicators that measure satisfaction customers (Z) are system complaints and suggestions, ghost shopping, lost customer analysis, and survey satisfaction customers (Kotler & Keller, 2015). As for framework thinking in the study, this is in image 2 below:



**Figure 2. Framework of Thought**  
Source: Prepared by the author, 2023

Hypothesis study, This is as following:

- H1: Customer Satisfaction is Influenced by Quality Service
- H2: Customer loyalty is influenced and influenced by quality service.
- H3: Satisfaction customers are influential and significant to loyalty customers.
- H4: Through intervening satisfaction, quality service is influential and significant to customer loyalty.

## RESULTS AND DISCUSSION

### Analysis Descriptive Based on Characteristics Respondent

Amount of respondents to the research A total of 105 people were taken via Google Docs. Amount characteristics based on type gender are listed in Table 1. Below this, it was concluded that men dominate more in matters of service application. Hotel bookings from Agoda amounted to 58 people, with percentages amounting to 55.2% of the total number of respondents. And girls, as many as 47 people, or 44.8% of the total respondents in the study.

Amount characteristics based on age are shown in Table 1 below. This can be concluded from the fact that most respondents who use the service application for hotel bookings from Agoda are young, that is, between the ages

of 19 and 30 years old, totaling 52 people, and percentages amounting to 49.5% of the total number of respondents. And followed aged 31–40 years, with a total of 40 people from the total respondents in the research.

Amount characteristics based on education are shown in Table 1 below. This can be concluded that most respondents who use the service application to book hotels from Agoda are among SMA and SMK education, namely 71 people, with percentages amounting to 67.6% of the total respondents. And respondents who have bachelor's and master's degrees, a total of 13 people, with a percentage of 12.4% of the total respondents in research, for more in full, see Table 1. Characteristics respondents study under this.

**Table 1. Characteristics respondents study**

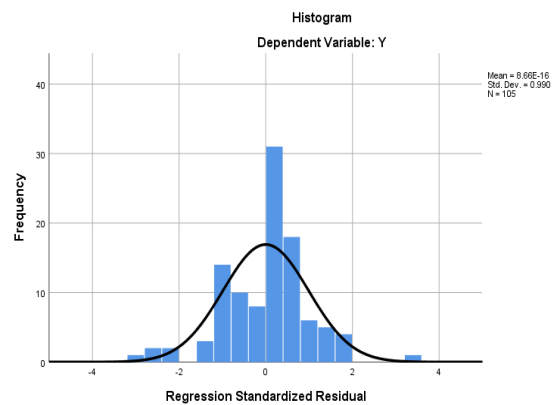
Keterangan	Frequency	Percent	Valid Percent
<b>Gender</b>			
Man	58	55.2	55.2
Woman	47	44.8	44.8
<b>Total</b>	<b>105</b>	<b>100.0</b>	<b>100.0</b>
<b>Age</b>			
19-30	52	49.5	49.5
31-40	40	38.1	38.1
41-49	11	10.5	10.5
50 >	2	1.9	1.9
<b>TOTAL</b>	<b>105</b>	<b>100</b>	<b>100</b>
<b>Education</b>			
S1-S2	13	12.4	12.4
D-III	10	9.5	9.5
SMA/SMK	71	67.6	67.6
SMP	7	6.61	11.4
SD	4	3.8	3.8
<b>TOTAL</b>	<b>105</b>	<b>100</b>	<b>100</b>

Source: Data processed by the author, 2023

**Normality test**

A normality test is carried out to determine the distribution of data, whether it is in the form of a normal distribution or not. In this research, the normality test was carried out by analyzing histogram graphs,

normal P-Plot analysis, and the Kolmogorov-Smirnov test.



**Figure 1 . Histogram Graph**  
Source: Research Results, 202 3 (Processed Data)

**Testing Hypothesis**

**Multiple Linear Regression Test**

**Table 2. Analysis Results Multiple Linear Regression**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	4.950	.948		5.221	.000
	Service Quality (X)	.342	.048	.577	7.174	.000

a. Dependent Variable: Customer satisfaction (Z)

Source: Research Results, 202 3 (Processed Data)

Based on Table 2, which is known in *Unstandardized Coefficeints* part a, equality multiple linear regression is obtained with the formula following:

$$Y = \alpha + b_1 X + e$$

$$Y = 4.950 + 0.342 X + e$$

Based on the equation above, it can be outlined as follows:

1. Constant ( $\alpha$ ) = 4.950 shows mark constant; if mark variable free (X), namely: quality service (X), and satisfaction customer (Z), namely: training value is 0, then satisfaction customer is: fixed worth amounting to 4,950
2. The coefficient X ( $b_1$ ) = 0.342 shows that variable quality service (X) is influential to satisfaction customer (Z) of 0.342. Meaning: every

enhancement mark quality service (X) is 1 unit, then mark satisfaction customer will increase amounting to 34.2%.

**Table 3. Analysis Results Multiple Linear Regression**

Model		Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)	.678	1.479		.459	.648
	Service Quality (X)	.246	.081	.261	3.039	.003
	Customer satisfaction (Z)	.829	.137	.521	6.066	.000

Dependent Variable: Customer loyalty (Y)

Source: Research Results, 2023 (Processed Data)

Based on Table 3. is known in *Unstandardized Coefficients* part a is obtained equality multiple linear regression that is: with formula following this:

$$Y = \alpha + b_1 X_1 + b_2 Z_2 + e$$

$$Y = 0.678 + 0.246X + 0.829Z + e$$

Based on the equation above, it can be outlined as follows:

- The coefficient X ( $b_1$ ) = 0.246 shows that variable loyalty customers (X) are influential on loyalty customers (Y) of 0.246. Meaning: every enhancement mark quality service (X) is 1 unit, then mark loyalty customer will increase by 24.6%.
- The coefficient Z ( $b_2$ ) = 0.829 shows that satisfaction customers (Z) are influential on loyalty customers (Y) (0.829). Meaning: every enhancement mark satisfaction customer (Z) is 1 unit, then mark loyalty customer will increase amounting to 82.9%.

**Test by Partial (t Test)**

The t test was used. For know, there is or is not influence on each variable free to variable bound with a level of significance of 5%. The condition for partial tests is as follows:

- If mark  $t_{count} > t_{table}$ , then variable-free in a way, partial influential significant to variable bound.

- If mark  $t_{count} < t_{table}$ , then variable free in a way, Partial is not influential to variable bound.

The calculated t value, which is obtained, will be compared to the mark t table. The formula look for t table is  $Df = n - k$  (n = number sample and k = number variable overall), namely = 105 - 3 = 102. So,  $t_{table} = 1.983$ . Test results in a way Partial can be seen in the table below:

**Table 5. Partial Test Results (t Test)**

Model		Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)	.678	1.479		.459	.648
	Service Quality (X)	.246	.081	.261	3.039	.003
	Customer satisfaction (Z)	.829	.137	.521	6.066	.000

a. Dependent Variable: Customer loyalty (Y)

Source: Research Results, 2023 (Processed Data)

Based on Table 5. above can explained :

- Quality service (X), From the result of the partial test calculations, quality service obtained a mark  $t_{count} > t_{table}$  (3,039 > 1,983) with a level of significance of 0.003 < 0.05. This matter can be concluded that quality service is influential, positive, and significant to customer loyalty. So the proposed hypothesis is that quality service is influential on loyalty. Quality of service (X) is influential and significant to customer loyalty (H<sub>2</sub> accepted).
- Satisfaction customers, From the results of the partial test calculations, the customer obtained a mark  $t_{count} > t_{table}$  (6,066 > 1,983) with a level of significance of 0.000 < 0.05. This matter can be concluded that decision customer has a positive influence on loyalty customer. So the proposed hypothesis, which is that satisfaction customer influence is significant to loyalty customer acceptance (H<sub>3</sub> accepted),

### Test by Simultaneous (F Test)

F test is used for show is variable free in a way together have influence to variable bound. Condition for simultaneous testing is as following:

1. If mark  $F_{\text{count}} > F_{\text{table}}$ , then variable free in a way simultaneous influential significant to variable bound.
2. If mark  $F_{\text{count}} < F_{\text{table}}$ , then variable free in a way simultaneous No influential to variable bound.

Test result in a way simultaneous can seen in the table following :

**Table 6. Simultaneous Test Results (F Test)**

Model	ANOVA <sup>a</sup>					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	251.463	2	125.732	50.471	.00
	Residual	254.099	102	2.491		
	Total	505.562	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X, Z

Source: Data processed by the author , 2023

Based on Table 6 above, the mark  $F_{\text{count}}$  amounts to 50.47 and the value is significant at 0.000. Furthermore, the  $F_{\text{count}}$  obtained \_ will be compared to the  $F_{\text{table}}$ . Formula look for  $F_{\text{table}}$  is (n = number of samples and k = total number of variables) that is so obtained If  $F_{\text{table}} = 3.085$ , then the result is  $F_{\text{count}} > F_{\text{table}}$  ( $50.471 > 3.085$ ). That is, quality variables and service influence are significant to loyalty customers through intervening satisfaction customers ( $H_4$  accepted).

### Coefficient Determination (Adjusted R Square)

Coefficient test determination ( $R^2$ ) can be used to predict how much of a big contribution influences variable free to variable bound. A small  $R^2$  value means the ability of variables free to explain variable bounds is very limited; on the contrary, if the  $R^2$  value is large, variables free can explain almost all information for predicting variable bounds. This study employs the adjusted R square. The

coefficient test result determination ( $R^2$ ) can be seen in the table below:

**Table 7. Coefficient Test Results Determinant ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 <sup>a</sup>	.510	.601	.97984

a. Predictors: (Constant), Z, X

b. Dependent Variable: Y

Source: Data processed by the author , 2023

Based on the table above, we obtained a mark *adjusted R square* coefficient determination of 0.601. This result concludes that ability variable quality and service are influentially significant to loyalty customers through intervening satisfaction customers amounting to 0.601 or 60.1%, and the remainder, 39.9%, is explained by variables that were not researched in the study.

### Discussion

#### 1. The influence of service quality has a significant effect on customer satisfaction.

Based on the results of the research that has been done, we can conclude that quality service is influential, positive, and significant to customer satisfaction. That matter can be seen from the results of the partial test calculations and the quality of service obtained (mark  $t_{\text{count}} > t_{\text{table}}$  ( $7,174 > 1,983$ ) with level significance  $0.000 < 0.05$ ). So that has been proven in a way that partial quality service is influential, positive, and significant to the satisfaction of customers of Agoda Online Travel Agent (OTA) users. Quality and good service can have a big impact on customer satisfaction because satisfied customers can increase sales and business performance (Ni Made & Ni Ketut, 2015). Research result in line with (Safavi & Hawignyo, 2021), the

objective of organizational quality service is to increase customer satisfaction, which can lead to loyal customers because customer satisfaction is important for the company. One way for the company, That Alone, to satisfy its customers is to improve its service quality. Customer satisfaction and quality service are important factors to consider when striving to improve a company's overall performance.

**2. The influence of service quality has a significant effect on customer loyalty.**

Based on the results of the research that has been done, we have obtained results that quality service is influential, positive, and significant to customer loyalty. That matter can be seen in the partial test results obtained: mark  $t_{count} > t_{table}$ , or  $3,039 > 1,983$ . Besides that, you can look at the significant value of  $0.003 < 0.05$ , which is proven in a way. Partial quality service is influential positive, and significant to the loyalty of customers who use Online Travel Agent (OTA) Agoda. Research conducted by, also (Karita, et al., 2015), states that customer satisfaction can influence quality product loyalty. Role owned mediation increases customer satisfaction in a way. There is no direct influence of quality products on customer loyalty. Loyalty is influenced by the quality of services provided by the company to consumers. Quality service will have a positive effect on maintaining customers, and from that, you can conclude that quality service is influential on loyalty (I Gede, et al., 2020).

**3. The influence of customer satisfaction has a significant effect on customer loyalty.**

Satisfaction is influential, positive, and significant for loyal employees.

This can be proven with a mark  $F_{count} > F_{table}$  that is  $6,066 > 1,983$  and value significance to the research. This is equal to  $0.000 < 0.05$ . In this matter, it can be concluded that the decision of the customer has a positive influence on the loyalty of the customer. So the proposed hypothesis is that satisfaction customers are influential and significant to loyalty customers. Customer satisfaction is key to increasing the performance of a company. When a customer is satisfied, then consumer No will move to other places; in other words, he will be loyal and not reluctant to use services that have satisfied him (Gultom, et al., 2020). As well as research conducted by (Rizqi, 2022), satisfaction customers are influential, positive, and significant to loyalty customers. Necessity guard loyalty customer in maintaining customer in a way continuously, because in the world of *marketing* or marketing that customer is something special that has to be guarded his loyalty.

**4. The influence of service quality has a significant effect on customer loyalty through intervening customer satisfaction.**

Based on the findings of the research, we discovered that simultaneous quality service is influential and significant to customer loyalty via the intervening variable satisfaction. That matter can be seen in the simultaneous test results obtained:  $F_{count} > F_{table}$  or  $50.471 > 3.085$ . Besides that, you can look at the significant value of  $0.000 < 0.05$ , which is proven in a way that simultaneous variable quality service is influential and significant to loyalty customers through intervening variable satisfaction customers on Agoda's Online Travel Agent (OTA) users. The coefficient test results determination also obtained results of 0.601, which is significant ability



variable quality service through variable intervening satisfaction customer can explain loyalty customer amounting to 0.601 or 60.1%, the remainder 39.1% is explained by variables that are not researched in study. Study This is in line with a study previously done (Sanosra, et al., 2022), which found that quality service is influential and significant to customer loyalty through intervening satisfaction. This good impression, along with quality service, will give satisfaction to customers and enable them to be loyal and true to a company.

## CONCLUSIONS AND SUGGESTION

### Conclusion

Based on results and Discussion on in study This can concluded that:

1. Quality service (X), From the result of the partial test calculations, quality service obtained a mark  $t_{\text{count}} > t_{\text{table}}$  (7,174 > 1,983) with a level of significance of  $0.000 < 0.05$ . It can be concluded that quality service is influential, positive, and significant to customer satisfaction. So the proposed hypothesis that quality service influences customer satisfaction is significant.
2. Quality service, From the results of the partial test calculations, quality service obtained a mark  $t_{\text{count}} > t_{\text{table}}$  (3,039 > 1,983) with a level of significance of  $0.003 < 0.05$ . This matter can be concluded that quality service is influential, positive, and significant to customer loyalty. So the proposed hypothesis is that the development career is influential on loyalty. Quality service (X) is influential and significant for customer loyalty.
3. Satisfaction customers, From the results of the partial test calculations, the customer obtained a  $t_{\text{count}} > t_{\text{table}}$

(6,066 > 1,983) with a level of significance of  $0.000 < 0.05$ . It can be concluded from this that decision customers have a positive influence on loyalty customers. So the proposed hypothesis is that satisfaction customers are influential and significant to loyalty customers.

4. Quality Quality variables, such as service, have an impact on customer loyalty through intervening satisfaction. The results show that  $F_{\text{count}} > F_{\text{table}}$  (50.47 > 3.085). Besides that, you can look at the significant value of  $0.000 < 0.05$ , which is proven in a way that simultaneous variable quality service is influential and significant to loyalty customers through intervening variable satisfaction customers on Agoda's Online Travel Agent (OTA) users.

### Suggestion

Satisfaction customers need guarded by business people to maintain customer loyalty. As expected in research, this is new knowledge that can be applied by entrepreneurs to increase satisfaction and create loyalty among customers. For study next, you can increase results by studying this with more samples. Again, study the scope of different research and use variables in the research. This will connect other variables that can influence customer satisfaction and loyalty.

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