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Model of Leadership, Customer Loyalty, Work Discipline to Company Performance as Empirical Study on Profit Organization: A literature Riview

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Abstract: The purpose of this paper is to determine the relationship between variables in the context of organizations with qualitative methods. This paper uses qualitative research methods by looking for paper literature related to the results or findings related to the variables in this paper, the findings obtained from the paper are proven in the profit organization in the implementation of the existing. Overall between variables where leadership with company performance or organizational performance exists in the findings of the paper from various literature found to support this paper and with the object of profit and non-profit organizations such as government organizations, insurance, schools, and others. The Work Discipline variable in the findings also has a positive influence on company performance or organizational performance, and finally customer loyalty in profit organizations as the object of research from existing literature also has a positive influence on company performance or organizational performance. So that this paper with a review of previous literature papers is proven even with minimal results.

Keyword: Leadership, Customer Loyalty, Work Discipline, Company Performance

INTRODUCTION

A leader who has a deep understanding of leadership values, customer loyalty, work discipline, and company performance, emerges as a figure who inspires his or her entire team. According to (Rihal, 2017) that leadership is at the core of change and growth within the company. The leader takes the initiative to guide his team wisely, provide a clear vision, and listen to their views. Through strong leadership, his team became more united, more productive, and able to achieve the company's goals. Throughout the process, the leader always prioritized customer loyalty (Fischer & Grunnet, 2021). They understand that customers are the company's valuable assets and that every action and decision needs to consider customer satisfaction. By focusing on quality service, companies can retain and gain more loyal customers (Kurdi et al., 2023).

Not only that, the leader also instills the value of discipline in his team. They teach the importance of a strong work ethic, punctuality, and consistency. This discipline creates an efficient and effective work environment, where each team member is accountable for their duties and responsibilities (Adam et al., 2020). As a result, the company's performance has improved. With a visionary leader, a customer-loyal team, and strong work discipline, the company achieved better results in terms of revenue, growth, and reputation. This is clear evidence of how the combination of leadership, customer loyalty, work discipline, and strong company performance can bring success to an organization. Leaders who understand and apply these values are key to achieving long-term success (Constantin & Drago, 2014; Mizani et al., 2018). As the company continued its journey under strong leadership and strongly held principles, a few things began to happen: First, the trust between the leader and team members was strengthened. The leader always supported the development and well-being of his team, creating an environment where innovative ideas and creativity were supported (Al-Safwani, 2021). Second, customer loyalty continues to grow. Customer satisfaction is a top priority, and companies routinely listen to customer feedback to improve their products and services (Sudiyono et al., 2022). By building strong relationships with customers, companies can maintain a stable market share and even increase growth (Shaker & Gad, 2019).

The work discipline instilled by the leader has also proved invaluable. Teams work efficiently, perform their duties meticulously, and maintain the quality of products and services (Boshomane & Naidoo, 2022). All of this has a positive impact on the company's productivity and operational efficiency, as well as on the company's image in the eyes of customers. The company's performance is improving year on year (Musonnafa et al., 2022). Revenues continued to grow, and the company began to pursue ambitious goals that may have previously seemed impossible. This success includes not only financial achievement, but also employee satisfaction, corporate sustainability, and positive contributions to the community and environment (Arslan, 2020).

Led by a leader who values the principles of leadership, customer loyalty, work discipline, and company performance, the company has undergone a remarkable transformation, a valuable lesson on how these principles can unite teams, build competitive advantage, and bring sustainable success to the company (Mokgwane & Omobonike, 2021). Every company, no matter how big or small, faces various obstacles and challenges. Some of the common challenges faced by companies include management and leadership issues, human resources, finance, competition, technological changes, customer loyalty, regulations and compliance, environmental and sustainability issues, demographic changes, and unexpected crises such as natural disasters or pandemics (Ong et al., 2021).

These above phenomena include organizational transformation motivated by effective leaders, increased customer loyalty, improved work discipline, and ultimately, overall company growth and success. Emphasis on gap identification and novelty is important to detail why the research is relevant and contributive in filling existing gaps and bringing innovation or positive change in the domain. The purpose of this paper is to determine the interrelationships between variables in an organizational context using qualitative methods.

Leadership

Leadership is a well-researched topic in academic literature. It pertains to an individual's capacity to inspire, motivate, and direct a collective of individuals toward a shared objective (Boshomane & Naidoo, 2022). Various methods and viewpoints exist when it comes to leadership, and numerous leadership approaches have been recognized. A few of the prevalent leadership styles consist of, Democratic leadership is a leadership approach where the leader fosters active involvement from group members to address issues and

establishes a consensus among them before making decisions (Bell, 2015). Authoritarian leadership is a leadership approach in which a leader assumes control over all decisions, issues directives, and delegates responsibilities without seeking input from the group's members (Marie, 2015).

According to (Klementyev, 2021) transactional leadership is a leadership approach where employees adhere to the leader's requests because they perceive that they will gain from their actions. Transformational leadership is a leadership approach where the leader motivates and encourages followers to work together towards a shared objective by crafting a vision and granting them the authority to realize it (Thoroughgood et al., 2018). Qualities associated with leadership, including qualities like personal integrity, optimism, proactivity, a broad business perspective, emotional intelligence, proficiency, systems thinking, and effective time management, have a favorable connection with the achievement of projects. In general, leadership plays a vital role in the success of an organization and can profoundly influence employee satisfaction, sustainability, and the positive influence on the surrounding community and environment.

Customer Loyalty

Customer loyalty denotes the extent to which customers are dedicated to a brand, product, or service and are eager to persist in their purchases from it. It comprises three key elements: trust, commitment, and the customer relationship. This concept of customer loyalty holds significance for businesses since it can result in enhanced profitability, customer retention, and favorable word-of-mouth promotion (Liu, 2015; Поправкина et al., 2016). Various elements affect customer loyalty, encompassing corporate social responsibility, eco-friendly consumption, the customer's overall experience, and the perceived value of the product or service. Furthermore, customer loyalty plays a substantial role in a company's profitability, and companies can gain advantages by introducing customer loyalty initiatives to retain their current customer pool and draw in additional loyal patrons (Saadat et al., 2018).

Customer loyalty is a vital element in achieving success in business, and companies can reap rewards by giving precedence to customer contentment and applying proficient tactics to preserve their customer base (Sudiyono et al., 2022).

Work Discipline

According to (Brekke, 2014) work discipline entails an individual's or a team's capacity to consistently and attentively approach their work. It encompasses following guidelines, adhering to regulations and protocols, and executing tasks with accuracy and effectiveness. Maintaining work discipline is crucial for reaching organizational objectives and attaining success. Insufficient work discipline can result in reduced productivity, subpar work quality, and failing to meet deadlines (Murodova, 2020). Research indicates that successful leadership, customer loyalty initiatives, and sustainable procedures can contribute to the cultivation of work discipline. Furthermore, businesses can gain advantages by giving importance to employee satisfaction, sustainability, and making a positive contribution to the local community and environment, all of which are key factors in achieving long-lasting success (Flannery & Bliss, 2018).

Work discipline pertains to the capability of an individual or a team to sustain a steady and concentrated method in their work. This entails following guidelines, complying with regulations and protocols, and accomplishing tasks with accuracy and effectiveness (Fan & Stevenson, 2018).

Company Performance

The performance of a company relates to the comprehensive achievement of its goals and aims. This can be assessed through diverse metrics, including financial results, customer contentment, employee involvement, and sustainability (Contini & Peruzzini, 2022). A company's performance is impacted by various elements, such as proficient leadership, customer loyalty, work discipline, and sustainable procedures. Companies can gain advantages by giving precedence to employee satisfaction, sustainability, and making a positive contribution to the local community and environment as means to attain long-lasting success (Sopko et al., 2018).

Businesses have the option to put in place performance management systems to assess and oversee their performance efficiently. In the broader context, the performance of a company is a vital element of business triumph and can be enhanced by implementing successful strategies and confronting diverse challenges (Bello-Pintado et al., 2019; Silva & de Pinho, 2020).

METHOD

This paper uses a qualitative research method by looking for paper literature related to the results or findings related to the variables in this paper, the findings obtained from the paper are proven in profit organizations in the existing implementation.

The narrative form in the results in this paper will be implementation related to the variables in this paper. The form of the literature table is as below:

Table 1. Article Name, Authors, Journal, Publisher, Years

No	Article Name & Author	Findings	Journal	Publisher	Years
1.	The relationship between enduring leadership and organizational performance (Mastrangelo et al., 2014)	There is a positive correlation between professional and personal leadership and employees' willingness to collaborate. Personal leadership acts as an intermediary factor in the impact of professional leadership on employees' willingness to collaborate, and in high-performing organizations, employees rated all study factors more favorably compared to those in low-performing organizations.	Leadership & Organization Development Journal Vol. 35 No. 7, 2014 pp. 590-604	Emerald Group Publishing Limited	2014
2.	The effect of ineffective leadership on individual and organizational performance in Jordanian institutions (Aboyassin & Abood, 2013)	The findings suggest that ineffective leadership, as assessed through four dimensions (absence of a shared strategic vision, ineffective leadership traits, adverse effects on labor relations, and ethical breaches), has a statistically significant influence on both individual and organizational performance in Jordanian institutions. Nevertheless, one dimension (ineffective leadership traits) did not exhibit a statistically significant impact on organizational performance in a sample of Jordanian institutions.	Competitiveness Review: An International Business Journal Vol. 23 No. 1, 2013 pp. 68-84	Emerald Group Publishing Limited	2013
3.	The Effect of Leadership on Organizational Performance	the random effect model analysis revealed that leadership has a moderate impact on organizational performance. Among the identified moderators, which include leadership	Leadership and Organizational Outcomes, Springer International Publishing	Springer International Publishing Switzerland	2015

	(Karada Ğ, 2015)	style/approach, sample group/sector, publication type, and publication year, it was determined that leadership style/approach and publication year served as moderator variables.	Switzerland		
4.	The effect of leadership and innovation on differentiation strategy and company performance (Semuel et al., 2017)	leadership influences hotel performance, whether through direct or indirect pathways involving innovation and differentiation as mediating factors. Leadership doesn't directly impact the differentiation strategy, but it does so indirectly through its effect on innovation.	Procedia - Social and Behavioral Sciences 237 (2017) 1152 – 1159	Elsevier Ltd	2017
5.	Effects of Leadership on Organizational Performance (Danışman et al., 2015)	We initiate by highlighting the connection between transformational leadership and organizational performance, delineate the consequences of leadership style on organizational performance, and conclude by presenting potential areas for future research	Economics and Education	http://www.ahorald.com	2018
6.	Influence of Customer Loyalty Program on Organizational Performance: a Case of Airline Industry (Vilkaite-Vaitone & Papsiene, 2016)	suggest that variances in loyalty programs make a difference. Airlines with a loyalty program can claim a larger number of passengers transported compared to those without one. Interestingly, there were no statistically significant associations identified between the presence of a loyalty program and the revenue or profit of airlines. Therefore, airlines should take these factors into account when deciding on long-term investments in customer loyalty programs.	Inzinerine Ekonomika-Engineering Economics, 2016, 27(1), 109–116	Palmira	2016
7.	The Effect of Social Media on Customer Loyalty and Company Performance of Insurance Industry (Delafrooz et al., 2017)	Results indicate that social media usage has a chain relation in the supply channel of Iran and Asia insurance companies and creation of this chain relation will make customers loyal to sale representatives of insurance companies and will improve representatives' performance and brand sale of Iran and Asia insurance companies.	International Journal of Economics and Financial Issues, 2017, 7(3), 254-264	www.econjournals.com	2017
8.	An explanatory and predictive PLS-SEM approach to the relationship between organizational culture, organizational performance and customer loyalty: The case of health clubs	The study found that there is a favorable correlation between organizational culture and both customer loyalty and organizational performance. The four primary dimensions of organizational culture that have an impact on this connection, in order of importance, are organizational presence, formalization, atmosphere, and service-equipment. Our model exhibits strong predictive capabilities for both the variables of	Journal of Hospitality and Tourism Technology Vol. 9 No. 3, 2018 pp. 438-454	Emerald Publishing Limited	2018

	interest.			
	(García-Fernández et al., 2018)			
9.	Impact of Customer Loyalty on Organizational Performance (Obafemi et al., 2023)	Moreover, the intention of customer loyalty serves as a strategy for company growth and a competitive advantage in the market. It is recommended, among other things, that management should integrate customer intention as a pivotal element in their strategy to attain organizational growth. Furthermore, given that attracting and retaining customers substantially contributes to the overall performance of the organization, management should ensure that they offer high-quality products and quality service delivery to their customers to minimize the risks of customers switching to competitors' products. Additionally, organizations should establish effective customer intention programs such as extended warranties, new brands, and acknowledgments to enhance their likelihood of retaining their valuable customers.	IIARD International Journal of Economics and Business Management E-ISSN 2489-0065 P-ISSN 2695-186X Vol 8. No. 5 2022	www.iiardjournals.org 2022
10.	THE EFFECT OF E-PERFORMANCE ON ORGANIZATIONAL PERFORMANCE MEDIATED BY EMPLOYEE PERFORMANCE, DISCIPLINE AND MOTIVATION : STUDY IN GOVERNMENT OF BANDA ACEH CITY (Lubis et al., 2020)	These results confirm the relevance of prior theories and the model's contribution to both the field of science and practical applications, particularly in the research subject, which is the Banda Aceh Secretariat. The uniqueness and novelty stem from the amalgamation of causality theories from earlier research and its application to a new context. The constraints are related to the study's scope and the number of variables involved.	International Journal of Business Management and Economic Review Vol. 3, No. 02; 2020	http://ijbmer.org/ 2020
11.	THE EFFECT OF PARTICIPATIVE LEADERSHIP, WORK DISCIPLINE, AND TRAINING ON EMPLOYEE PERFORMANCE AND ORGANIZATIONAL PERFORMANCE : STUDY AT BKPSDM PIDIE JAYA	Reinforces existing theories of causality and contributes to the scientific field with new premises. Its uniqueness in testing the model using PLS and incorporating theories of causality. Limitations related to the number of variables with one subject. This research model also provides a new perspective for practical stakeholders, especially for BKPSDM Pidie Jaya.	International Journal of Business Management and Economic Review Vol. 3, No. 01; 2020 ISSN: 2581-4664	http://ijbmer.org/ 2020

(Junaidi et al., 2020)	This research involved a sample of 40 individuals, selected through the census method, all of whom are civil servants.	International Journal of Scientific and Management Research Volume 5 Issue 12 (December) 2022 ISSN: 2581-6888 Page: 66-83	Amanxo	2022
12. The Effect of Work Discipline and Intrinsic Motivation on Work Productivity and Their Impact on Organizational Performance at the Manpower and Transmigration Department of Aceh Selatan District	The data was analyzed using Partial Least Square (PLS) with AMOS software. The results indicate that: 1. participative leadership has a significant effect on employee performance; 2. work discipline significantly influences employee performance; 3. training has a significant impact on employee performance; 4. participative leadership significantly affects organizational performance; 5. work discipline has a significant impact on organizational performance; 6. training significantly influences organizational performance, and 7. employee performance has a significant effect on organizational performance. These findings reinforce existing causality theories and contribute to the field of science with new premises. The novelty lies in the model testing using PLS and the amalgamation of causality theories. Limitations are related to the number of variables with a single subject. The research model also offers fresh perspectives for practical stakeholders, particularly for BKPSDM Pidie Jaya.			
(Syamsuar et al., 2022)				

RESULTS AND DISCUSSION

The description of the various existing literature above in relation to the variables used in this paper where dozens of papers are represented, the findings are based on the relationship between variables where the study of (Mastrangelo et al., 2014) in its results states that leadership has an influence on company performance or organizational company, similar to the results of research from (Aboyassin & Abood, 2013) ineffective leadership, as assessed through four dimensions (absence of a shared strategic vision, 2014), in its results state that leadership has an influence on company performance or organizational company, the same as the results of research from Aboyassin & Abood, 2013) ineffective leadership, as assessed through four dimensions (absence of a shared strategic vision, ineffective leadership traits, adverse effects on labor relations, and ethical breaches), has a statistically significant influence on both individual and organizational performance. the random effect model analysis revealed that leadership has a moderate impact on organizational performance. Among the identified moderators, which include leadership style/approach, sample group/sector, publication type, and publication year, it was determined that leadership style/approach and publication year served as moderator variables (Karada Ğ, 2015).

Overall between variables where leadership with company performance or organizational performance exists in the findings of the paper from various literature found to support this paper and with the object of profit and non-profit organizations such as government organizations, insurance, schools, and others. The Work Discipline variable in

the findings also has a positive influence on company performance or organizational performance, and finally customer loyalty in profit organizations as the object of research from existing literature also has a positive influence on company performance or organizational performance. So that this paper with a review of previous literature papers is proven even with minimal results.

CONCLUSION

The variables in this paper with the support of existing literature from the search findings, the relationship between variables has a positive influence on company performance or organizational performance, this paper strengthens and provides color as a contribution to thinking for profit and non-profit organizations even though it only uses qualitative methods.

For profit organizations with the literature in the paper, the findings can be used as a reference or balance in making references for organizational management management.

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