



DOI: <https://doi.org/10.38035/dijdbm.v6i1.3871>  
<https://creativecommons.org/licenses/by/4.0/>

## The Role of Corporate Social Responsibility, Sales Promotion, and Service Quality Programs on Marketing Performance Mediated by Customer Satisfaction

Yehezkiel Lamora Lumban Tobing<sup>1</sup>, Aldina Shiratina<sup>2</sup>

<sup>1</sup>Universitas Mercubuana, Jakarta, Indonesia, email. [yehezkiellamora@gmail.com](mailto:yehezkiellamora@gmail.com)

<sup>2</sup>Universitas Mercubuana, Jakarta, Indonesia, email. [aldina.shiratina@mercubuana.ac.id](mailto:aldina.shiratina@mercubuana.ac.id)

Corresponding Author: [yehezkiellamora@gmail.com](mailto:yehezkiellamora@gmail.com)<sup>1</sup>

**Abstract:** This study aims to observe the relationship between CSR programs, sales promotions and service quality on marketing performance mediated by customer satisfaction on Adem Sari Chingku RTD products, which takes a case study in Bogor City. The data analysis method used descriptive and inferential statistics using Partial Least Square (PLS). Analysis used is test of validity, reliability test and coefficient of determination. This study found that CSR has a positive and significant effect on marketing performance, sales promotion has a positive and significant effect on marketing performance, service quality has a positive and significant effect on marketing performance. Customer satisfaction mediates the effect of CSR on marketing performance, customer satisfaction mediates the effect of sales promotion on marketing performance, customer satisfaction mediates the effect of service quality on marketing performance.

**Keyword:** Marketing Performance, Customer Satisfaction, Service Quality, Sales Promotion, Corporate Social Responsibility.

### INTRODUCTION

In accordance with the modern era that is fast, practical and economical, the use of herbal medicine that is usually done in traditional science is slowly being abandoned and switching to herbal medicines and drinks that have been produced and are available in the market. This allows people to choose these products because the process is more practical and the price is affordable.

The demand for herbal medicines creates business opportunities for companies to produce products that can relieve internal heat quickly and practically. One of the health drink products that is useful for relieving internal heat is a product from the Enesis Group company, namely Adem Sari Chingku, which is packaged in cans in RTD (ready to drink) format. Adem Sari RTD is made from juice, herbs, high vitamin C, honey and a combination of other natural ingredients, which are processed with modern technology that can prevent, relieve and refresh internal heat at any time so that the body remains fit and healthy (Enesis, 2023). Previously,

Enesis Group had successfully produced Adem Sari powder solution products in sachet packaging which became the market leader in refreshing solutions.

However, the success of Adem Sari sachets has not been followed by Adem Sari Chingku RTD, as seen from the Adem Sari brand not being a market leader and its national market share tending to decline after the pandemic in the last 3 years. In the last few years, Adem Sari Chingku RTD has failed to achieve its national growth target. In 2021, Adem Sari Chingku did not experience any growth at all. In 2022, Adem Sari Chingku experienced a decline of 0.7% compared to the previous year. In 2023, Adem Sari Chingku RTD again experienced a decline in sales of 1.2%. This is an anomaly because the company has carried out various marketing strategies such as CSR activities, sales promotions, and maintaining service quality in order to provide customer satisfaction to improve Marketing Performance.

Service quality, Price and Promotion have a significant influence on customer loyalty, thus increasing sales as one of the indicators of Marketing Performance (Wibawa, 2014). The Service Quality variable has a positive influence on Customer Satisfaction. These results indicate that the better the Service Quality, the better Customer Satisfaction will be (Karmila and Barlian, 2023). Service quality has a direct positive and significant effect on customer satisfaction and customer loyalty. Customer satisfaction has a direct positive and significant effect on customer loyalty (Novianti, 2018). Several previous studies have examined CSR, sales promotion, service quality, customer satisfaction, and marketing performance: (Serrano et al., 2017), (Amanah, 2015), (Sinollah, 2019), (Nida Salma Fahriani & Intan Rike Febriyanti, 2022), (Mousa, 2024).

The results of the study show that CSR activities, sales promotion, and service quality have a significant positive direct effect on marketing performance and a significant positive effect on marketing performance through the mediation of customer satisfaction.

## METHOD

This study uses quantitative research methods. Quantitative research methods are used to research a particular population or sample, random sampling techniques, data collection using research instruments, quantitative or statistical data analysis with the aim of testing the established hypothesis (Sugiyono, 2018). In the design of causal relationship research, there are independent variables (variables that influence) and dependent variables (variables that are influenced). The method of data collection through surveys conducted by researchers with the following characteristics: (1) information is obtained from a group of customers; (2) information obtained from a group of customers is a sample, and (3) information is obtained by asking and several questions. Through the survey, information collected from respondents using questionnaires for all variables, namely Corporate Social Responsibility, Sales Promotion, Service Quality, Customer satisfaction, and Marketing Performance.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study was the outlets (customers) of Enesis distributors in Bogor (Sugiyono, 2017). The population of Enesis distributor customers in the city of Bogor is very large, therefore this study requires a research sample. A sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). Researchers use samples because the large population does not allow for a survey to be conducted on the entire population due to limited time, energy and costs incurred. The population in this study were outlet owners registered as customers of the Enesis Group distributor in Bogor, which amounted to 2586 outlets. In determining the number of samples, researchers used the Krejcie and Morgan table. Based on the Krejcie and Morgan table, the number of samples that will be respondents in this research questionnaire is 335 outlets.

**Tabel 1. Krejcie and Morgan Table**

Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)
130	97	650	242	9000	368
140	103	700	248	10000	370

Source: Sricbd

This study uses primary data collected through questionnaires and survey methods. Multiple choice questions and Likert scales (1 to 5) are answered by respondents. The study uses the SEM PLS analysis method by conducting validity tests, reliability tests, outer models and inner models by conducting determination tests and hypothesis tests.

## RESULTS AND DISCUSSION

Validity and Reliability Test. A good loading factor should be above 0.60 to ensure adequate convergent validity. If there is an indicator with a loading factor below 0.60, the indicator is considered not to meet the criteria and will be removed from the model. The results of the AVE value for each variable produce a value above 0.5 indicating that this model has a good discriminant legitimacy value. The composite reliability test aims to measure the internal consistency of the instrument in a research model. The expected value must be more than 0.60 to indicate good internal consistency. If all latent variable values have a composite reliability  $\geq 0.70$ , this indicates that the construct has good reliability, and the questionnaire used in this study is considered consistent.

**Table 2. Test Result Validity and Reliability**

Variable	Indicator	Outer Loading	AVE	CR
CSR	X1.1	0.911	0.684	0.761
	X1.2	0.686		
	X1.3	0.868		
Sales Promotion	X2.1	0.862	0.782	0.907
	X2.2	0.896		
	X2.3	0.866		
	X2.4	0.912		
Service Quality	X3.1	0.884	0.696	0.885
	X3.2	0.881		
	X3.3	0.885		
	X3.4	0.896		
	X3.5	0.68		
	Z1	0.87	0.679	0.842

Variable	Indicator	Outer Loading	AVE	CR
Customer satisfaction	Z2	0.853	0.721	0.806
	Z3	0.786		
	Z4	0.784		
Marketing Performance	Y1	0.822		
	Y2	0.83		
	Y3	0.894		

Source: Research Data

Hypothesis Test. CSR has a positive effect on Customer Satisfaction with a coefficient of 0.002 and a t-statistic value of 3.192. The table above shows that a p-value of  $0.002 > 0.05$  is obtained with a significance level of 5%. The original sample value (estimate) is 0.159, which means that there is a positive effect of CSR of 15.9% on Customer Satisfaction. This means that the hypothesis stating that there is a positive and significant effect on Customer Satisfaction is accepted.

CSR has a positive effect on Marketing Performance with a coefficient of 0.001 and a t-statistic value of 3.195. The table above shows that a p-value of  $0.002 > 0.05$  with a significance level of 5% is obtained. The original sample value (estimate) is 0.131, which means that there is a positive effect of CSR of 13.1% on Marketing Performance. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance is accepted.

Sales Promotion has a positive effect on Customer Satisfaction with a coefficient of 0.001 and a t-statistic value of 4.458. The table above shows that the p-value is  $0.000 > 0.05$  with a significance level of 5%. The original sample value (estimate) is 0.251, which means that there is a positive effect of Sales Promotion of 25.1% on Customer Satisfaction. This means that the hypothesis stating that there is a positive and significant effect on Customer Satisfaction is accepted.

Sales Promotion has a positive effect on Marketing Performance with a coefficient of 0.000 and a t-statistic value of 4.521. The table above shows that a p-value of  $0.000 > 0.05$  is obtained with a significance level of 5%. The original sample value (estimate) is 0.208, which means that there is a positive effect of Sales Promotion of 20.8% on Marketing Performance. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance is accepted.

Service Quality has a positive effect on Customer Satisfaction with a coefficient of 0.000 and a t-statistic value of 15.381. The table above shows that a p-value of  $0.000 > 0.05$  is obtained with a significance level of 5%. The original sample value (estimate) is 0.553, which means that there is a positive effect of Service Quality of 55.3% on Customer Satisfaction. This means that the hypothesis stating that there is a positive and significant effect on Customer Satisfaction is accepted.

Service Quality has a positive effect on Marketing Performance with a coefficient of 0.000 and a t-statistic value of 13.334. The table above shows that a p-value of  $0.000 > 0.05$  is obtained with a significance level of 5%. The original sample value (estimate) is 0.457, which means that there is a positive effect of Service Quality of 45.7% on Marketing Performance. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance is accepted.

Customer Satisfaction has a positive effect on Marketing Performance with a coefficient of 0.000 and a t-statistic value of 45.071. The table above shows that a p-value of  $0.000 > 0.05$  is obtained with a significance level of 5%. The original sample value (estimate) is 0.827, which means that there is a positive effect of Customer Satisfaction of 82.7% on Marketing Performance. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance is accepted.

CSR has a positive effect on Marketing Performance through Customer Satisfaction with a coefficient of 0.001 and a t-statistic value of 3.195. The table above shows that a p-value of  $0.001 > 0.05$  is obtained with a significance level of 5%. The original sample value (estimate) is 0.131, which means that there is a positive effect of CSR of 13.1% on Marketing Performance through Customer Satisfaction. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance through Customer Satisfaction is accepted.

Sales Promotion has a positive effect on Marketing Performance through Customer Satisfaction with a coefficient of 0.001 and a t-statistic value of 4.521. The table above shows that a p-value of  $0.000 > 0.05$  with a significance level of 5% is obtained. The original sample value (estimate) is 0.208, which means that there is a positive effect of Sales Promotion of 20.8% on Marketing Performance through Customer Satisfaction. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance through Customer Satisfaction is accepted.

Service Quality has a positive effect on Marketing Performance through Customer Satisfaction with a coefficient of 0.001 and a t-statistic value of 13,334. The table above shows that a p-value of  $0.000 > 0.05$  with a significance level of 5% is obtained. The original sample value (estimate) is 0.457, which means that there is a positive effect of Service Quality of 45.7% on Marketing Performance through Customer Satisfaction. This means that the hypothesis stating that there is a positive and significant effect on Marketing Performance through Customer Satisfaction is accepted.

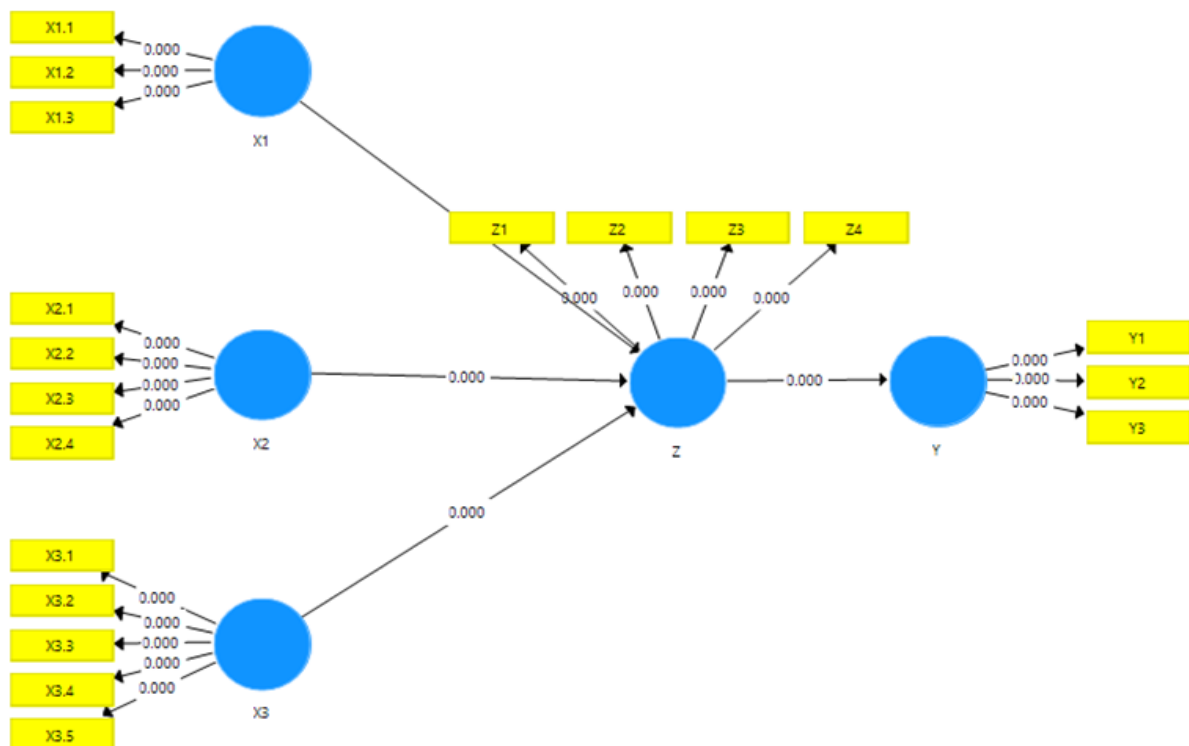


Figure 1. Bootstrapping Test

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 -> Z	0.159	0.156	0.050	3.192	0.002
X1 -> Y	0.131	0.129	0.041	3.195	0.001
X2 -> Z	0.251	0.255	0.056	4.458	0.000
X2 -> Y	0.208	0.211	0.046	4.521	0.000
X3 -> Z	0.553	0.552	0.036	15.381	0.000



	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X3 -> Y	0.457	0.456	0.034	13.334	0.000
Z -> Y	0.827	0.827	0.018	45.071	0.000
X1 -> Z -> Y	0.131	0.129	0.041	3.195	0.001
X2 -> Z -> Y	0.208	0.211	0.046	4.521	0.000
X3 -> Z -> Y	0.457	0.456	0.034	13.334	0.000

Source: Research Data

### 1. The Effect of CSR on Customer Satisfaction

The results of the hypothesis testing show that there is a positive and significant influence on CSR towards Customer Satisfaction. This shows that the strategy carried out by Enesis Group by actively providing products in the form of Healthy Kits and sample products in Corporate Social Responsibility activities has a positive and significant influence on Customer Satisfaction. This shows that the outlets that are customers of the Adem Sari Chingku distributor are happy and can accept this activity to support the needs and welfare of their stores.

The results of this research are supported by (Hossain, 2023), (Santika 2023), (Saputra, 2015) who state that CSR has a positive effect on Customer Satisfaction. The effect of CSR on Customer Satisfaction has an important role in building and fostering relationships with consumers because CSR activities can show the company's caring attitude towards customers and their environment, including increasing the welfare of customers so that customers feel satisfied with the products they usually buy.

### 2. The Effect of CSR on Marketing Performance

The results of the study indicate that there is a significant positive influence between CSR on Marketing Performance directly. This shows that the strategy carried out by Enesis Group by actively providing products in the form of Healthy Kits and sample products in Corporate Social Responsibility activities has a positive and significant influence on Marketing Performance. This shows that this activity can generate sales growth, distribution levels and increase the market share of Adem Sari Chingku because the outlet feels that this activity can support their welfare and generate long-term profit.

The results of this research are supported by (Serrano, 2017), (Tantowi, 2013) who state that CSR practices have a positive effect on Marketing Performance.

### 3. The Effect of Sales Promotion on Customer Satisfaction

This study reveals that Sales Promotion has a positive and significant influence on Customer Satisfaction. Enesis Group in this study has carried out promotional activities with a fairly high frequency (often), the quality of the promotion given is quite high and the promotion is carried out at the right time according to customers. However, it is very unfortunate that the sales promotion given by Enesis Group is still not in accordance with customer expectations because the survey produced a low value for the suitability of expectations for the sales promotion given.

The results of this research are supported by (Nasution & Shaputra, 2022), (Suwandi, 2020), (Mayasari, 2019), who state that Sales Promotion is one of the variables that has a significant positive effect on Customer Satisfaction.

### 4. The Effect of Sales Promotion on Marketing Performance

This study supports the hypothesis that states that Sales Promotion is one of the significant positive variable factors in determining the success of Marketing Performance. Enesis Group in this study has carried out promotional activities with a fairly high frequency (often), the quality of the promotion given is quite high and the promotion is carried out at the

right time. However, the sales promotion given by the company has not been in accordance with the expectations of the shop owners as customers. This is useless if the promotion has been carried out frequently but has not been in accordance with the shop's expectations which results in the shop not being interested in making transactions to take Adem Sari Chingku which causes a decrease in Marketing Performance.

The results of this research are supported by (Hayati, 2021), (Salindeho, 2018) who state that Sales Promotion has a significant positive effect on Marketing Performance.

### **5. The Effect of Service Quality on Customer Satisfaction**

In this study, Service Quality has a high and positive influence on customer satisfaction so that according to researchers this variable is one of the important variables in boosting the company's marketing performance. Enesis Group and its distributors really maintain the quality of service starting from the service provided by the sales and delivery teams which get the highest results. This means that the distributor's entrepreneurial attitude and communication skills can have a positive impact on the satisfaction of outlets that are Adem Sari Chingku customers.

The results of this research are supported by (Herokholiqi and Cahyana, 2018), (Mega and Bela, 2021) who state that service quality has a significant positive effect on customer satisfaction. The results of their study show that service quality has an effect on customer satisfaction.

### **6. The Effect of Service Quality on Marketing Performance**

In this study, Service Quality has a fairly large and positive influence on Marketing Performance. With a total influence reaching 45.7% on Marketing Performance, this variable is an important variable in boosting the marketing performance of the company. Having a good relationship with customers can maintain long-term business continuity because customers already know each other well and of course it will be easier for customers to make withdrawal transactions to parties they trust. If customers find it easier to make withdrawal transactions, this will automatically increase Marketing Performance, especially in increasing sales and distribution in the surrounding environment because many customers make withdrawals.

The results of this research are supported by (Al-Gasawneh, 2022), (Budiarti, 2024) who state that the better the quality of service provided by the company, the better the marketing performance that will be produced from quality service.

### **7. The Effect of Customer Satisfaction on Marketing Performance**

Customer Satisfaction has a positive and significant influence on Marketing Performance. The influence of customer satisfaction is very large, reaching 82.7% in this study. This makes customer satisfaction one of the important variables that can be used as a mediation to boost a company's marketing performance. The three independent variables such as CSR, Sales Promotion, and Service Quality have a positive and significant influence directly on Customer Satisfaction, so to boost and strengthen Customer Satisfaction, companies are highly recommended to implement a strategy by including these three variables which can then improve marketing performance. Based on the survey results, the price set at Adem Sari Chingku is one of the problems that causes a decrease in Marketing Performance as seen from the low survey results for the price. To form and set this price, the company must be careful because in developing countries like Indonesia, the price is an important factor that can be considered in determining purchasing decisions which then affect Marketing Performance.

The results of this research are supported by (Lagonah, 2022), (Lestari, 2023), (Susanto, 2017) who state that customer satisfaction as an intervening variable has an effect on marketing performance in distributors.

### **8. The Influence of CSR on Marketing Performance mediated by Customer Satisfaction**

Customer Satisfaction is the existence of welfare values obtained by the store, long-term benefits and also short-term benefits. With the positive things that can be obtained by the store, it can encourage the store to have a desire to make transactions to take Adem Sari Chingku because they feel that CSR activities are always active in giving them benefits. This is what makes CSR activities able to increase Marketing Performance through Customer Satisfaction.

Looking at previous research conducted by Rodriguez Serrano (2017) in a journal entitled "Corporate Social Responsibility (CSR) And Marketing Performance: Role Of Commitment To The Customer Relationship: An Extended Abstract" states that CSR requires mediation such as customer relationships or customer satisfaction in its influence on Marketing Performance.

### **9. The Influence of Sales Promotion on Marketing Performance mediated by Customer Satisfaction**

Sales Promotion is an important variable in improving marketing performance, especially increasing sales growth. This is evidenced by the influence of sales promotion on customer satisfaction. Based on a survey, sales promotion including frequency, promotion quality, promotion period and suitability of promotion expectations has been proven to contribute to increasing customer satisfaction. This means that customers are always enthusiastic about taking advantage of sales promotions in Adem Sari Chingku product retrieval transactions. However, it should be noted that the survey results state that sales promotions are still not in accordance with outlet expectations. This is one of the reasons for the decline in Adem Sari Chingku's marketing performance in recent years. The company can evaluate and survey customers on sales promotions that have been carried out in order to improve Marketing Performance in the future.

The results of this research are supported by (Nasution and Syahputra, 2022), (Suwandi, 2020), (Mayasari, 2019) who state that Sales Promotion has a positive and significant influence on Marketing Performance through the customer satisfaction variable.

### **10. The Influence of Service Quality on Marketing Performance mediated by Customer Satisfaction**

Service Quality is one of the variables that has a positive influence on customer satisfaction and also on Marketing Performance. In fact, customer satisfaction should always be the main priority in building long-term business relationships. Enesis Group pays great attention to customer satisfaction because based on field surveys, customers are satisfied with the communication skills of the sales team, have confidence in the distributor, the distributor's willingness to improve service quality, the accuracy of the right orders and the quality of the service has been proven.

The results of this research are supported by (Benz Susanto, 2017), (Christian, 2020), who state that Service Quality has a significant and positive influence on Marketing Performance through Customer Satisfaction.

## **CONCLUSION**

1. Corporate Social Responsibility (CSR) has a positive and significant effect on Customer Satisfaction. This shows that CSR activities are one of the factors in increasing customer satisfaction directly.
2. Corporate Social Responsibility (CSR) has a positive and significant effect on Marketing Performance. This shows that CSR activities are one of the factors in increasing marketing performance directly.
3. Sales Promotion has a positive and significant effect on Customer Satisfaction. This shows that Sales Promotion can directly increase Customer Satisfaction



4. Sales Promotion has a positive and significant effect on Marketing Performance. This shows that Sales Promotion can directly increase Marketing Performance.
5. Service Quality has a positive and significant effect on Customer Satisfaction. This shows that if the company provides good service quality, it can directly increase Customer Satisfaction.
6. Service Quality has a positive and significant effect on Marketing Performance. This shows that if the company provides good service quality, it can directly increase Marketing Performance.
7. Customer Satisfaction has a positive and significant effect on Marketing Performance. This shows that if customers feel satisfied, it will directly increase Marketing Performance.
8. Corporate Social Responsibility (CSR) has a positive and significant effect on Marketing Performance through Customer Satisfaction. This shows that the company carries out CSR activities which can then affect Customer Satisfaction which has an impact on increasing Marketing Performance.
9. Sales Promotion has a positive and significant effect on Marketing Performance through Customer Satisfaction. This shows that the company is actively carrying out Sales Promotion, it will directly affect Customer Satisfaction which will have an impact on increasing Marketing Performance.
10. Service Quality has a positive and significant effect on Marketing Performance through Customer Satisfaction. This shows that the company provides good service quality so that this directly affects Customer Satisfaction which has an impact on increasing Marketing Performance.

## REFERENCE

- Albakri, T & Hadi, A. (2014). The impact on the customer relationship marketing performance management (Analytical study on a sample of Jordanian commercial banks). *magazine of college Administration&Economics for economic & administration & financial studies*, 6(4).
- Alma, Buchari. (2018). *Manajemen Pemasaran Dan Pemasaran Jasa* (Edisi Revi). Bandung: Alfabeta.
- Bambang Sudaryana, D. E. A., et al. (2022). *Metodologi penelitian kuantitatif*. Deepublish.
- Dharmesta dan Handoko. (2011). *Strategi Menaklukkan Pasar Riset Ekuistis dan Perilaku Merk*. Jakarta: Gramedia
- Drohan, R.; Lynch, P.; Foley, A. (2009). Utilising the resource-based view (RBV) to enhance CRM practices in Irish Hotels. *Manag. Sci.* 19, 150–151.
- Endarwita, E. (2013). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan dan Loyalitas Nasabah Tabungan Bank Bri Cabang Simpang Empat. *Jurnal Apresiasi Ekonomi*, 1(3), 167-180.
- Gao, Y. (2010). Measuring marketing performance: a review and a framework. *The Marketing Review*, 10(1), 25-40.
- Ghozali, I & Latan, H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Semarang: Universitas Diponegoro.
- Homburg, C., Grozdanovic, M., & Klarmann, M. (2007). Responsiveness to customers and competitors: the role of affective and cognitive organizational systems. *Journal of Marketing*, 71(3), 18-38.
- Karmila, M., & Barlian, B. (2023). Pengaruh Citra Merek, Kualitas Layanan, Dan Harga Terhadap Kepuasan Pelanggan (Survei Pada Pelanggan Distributor Consumer Goods Di Tasikmalaya). *Jurnal Cakrawala Ilmiah*, 2(8), 3311-3332.
- Kotler, P. (2016). *Manajemen Pemasaran*. Edisi ke-13, Jilid 1. Terjemahan: Bob Sabran. Jakarta: Erlangga.

- Kotler, P & Keller, K.L. (2012). *Marketing Manajemen*, 14th Edition. New Jersey: Pearson Education, Inc
- Kotler, P & Lee, N. (2005). *Corporate Social Responsibility*. John Wiley & Sons Inc
- Kotler, P & Armstrong, G. (2014). *Principles Of Marketing* (Penerjemah: Bob Sabran; Edisi 12). Jakarta: Erlangga.
- Kotler, P & Keller, K.L. (2010). *Manajemen Pemasaran*. Jilid 1, Edisi Ketiga belas. Jakarta: Erlangga
- Lestari, R. (2024). Digital marketing, persepsi harga, kepuasan pelanggan dan dampaknya terhadap kinerja pemasaran laundry. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, 10(1), 151-157.
- Manoppo, F. (2013). Kualitas Pelayanan, Dan Servicescape Pengaruhnya Terhadap Kepuasan Konsumen Pada Hotel Gran Puri Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(4).
- Martensen, A., & Grønholdt, L. (2006). Internal marketing: A study of employee loyalty, its determinants and consequences. *Innovative Marketing*, 2(4), 92-116.
- Mongkaren, S. (2013). Fasilitas Dan Kualitas Pelayanan Pengaruhnya Terhadap Kepuasan Pengguna Jasa Rumah Sakit Advent Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(4).
- Novianti, N., Endri, E., & Darlius, D. (2018). Kepuasan Pelanggan Memediasi Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Loyalitas Pelanggan. *MIX: Jurnal Ilmiah Manajemen*, 8(1), 90-108.
- Putri, Kadek Indri Novita Sari, and I. Nyoman Nurcaya. *Pengaruh Dimensi Kualitas Pelayanan Jasa Terhadap Kepuasan Pelanggan D&I Skin Centre Denpasar*. Diss. Udayana University, 2013.
- Rizan. M. (2005). Hubungan Kepemimpinan Transaksional dan transformasional Dengan Komitmen Organisasional Dalam Menciptakan Kepuasan Kerja Dan Kualitas Pelayanan Karyawan Gugus Depan Serta Pengaruhnya Terhadap Kepuasan Dan Loyalitas Konsumen. *Disertasi Ilmu Ekonomi-Manajemen Universitas Padjadjaran*. Bandung.
- Rumokoy, F., Lopian, J., & Talumewo, C. D. (2016). Strategi Pasar Sebagai Pemediasi Antara Lingkungan Pemasaran Dengan Kinerja Pemasaran Pada Pt. Bpr Prisma Dana Amurang. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(1), 3005.
- Sanclemente-Téllez, J. C. (2017). Marketing and Corporate Social Responsibility (CSR). Moving between broadening the concept of marketing and social factors as a marketing strategy. *Spanish journal of marketing-ESIC*, 21, 4-25.
- Sarvaiya, H., & Wu, M. (2014). An integrated approach for corporate social responsibility and corporate sustainability. *Asian Social Science*, 10(17), 57.
- Sovani. (2016). Pengaruh Penerapan Corporate Social Responsibility Terhadap Citra Merek, Kepercayaan dan Loyalitas Merek. *Published by Universitas Brawijaya Malang*.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
- Suharyani, K., Nuridja, I. M., & Haris, I. A. (2015). Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Produk Minuman Teh Botol Sosro Pada Mahasiswa Jurusan Pendidikan Ekonomi Undiksha 2015. *Jurnal Pendidikan Ekonomi Undiksha*, 5(1).
- Supardi, Yusril, M., Zamri, A.T., Ulul Azmi Ak. (2021). Promotion Mix Analysis and Its Effect On The Marketing Performance Of Small and Medium Enterprises in Kampar District. *STIE Bangkinang Vol. XV No.01 Juli 2021*
- Sutopoyudo. (2009). Pengaruh Penerapan Corporate Social Responsibility (CSR) terhadap Profitabilitas Perusahaan. Sutopoyudo's (www.wordpress.com) diakses pada tanggal 25 Maret 2024 Weblog

- Tian, Z., Wang, R., & Yang, W. (2011). Consumer responses to corporate social responsibility (CSR) in China. *Journal of business ethics*, 101, 197-212.
- Wibawa, P. T., Farida, N., & Listyorini, S. (2014). Pengaruh kualitas pelayanan, harga dan promosi terhadap Loyalitas pelanggan melalui kepuasan pelanggan PT. Matahari Silverindo Jaya Semarang. *Jurnal Ilmu Administrasi Bisnis*, 3(4), 185-190.
- ZARWIN, Z. (2020). *Analisis Ekuitas Merek Terhadap Keputusan Pembelian Produk Adem Sari Sachet (Studi Kasus PT. Enesis Indonesia di Palembang)* (Doctoral dissertation, Universitas Mercu Buana Jakarta).