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THE IMPACT OF BRAND IMAGE, SALES PROMOTION, SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND ITS IMPLICATIONS ON CUSTOMER LOYALTY AT X DEPARTMENT STORE KOTA KASABLANKA JAKARTA

Adityo Jati Prabowo[1], Arifin Sitio[2]
[1] Mercu Buana University, Jakarta, Indonesia, adityo.jepe@gmail.com
[2] Mercu Buana University, Jakarta, Indonesia

Corresponding Author: Adityo Jati Prabowo

Abstract: *This research had goal to discover those impact from Brand Image, Sales Promotion, Service Quality on Customer Loyalty with Customer Satisfaction as intervening variable which occured at X Department Store Kota Kasablanka Jakarta. The number of respondents was 100 respondents which obtained by simple random sampling technique. This research used path analysis with assist of IBM SPSS Statistics version 25 program. The results had shown that brand image, sales promotion, service quality had significant positive impact on customer loyalty by customer satisfaction as intervening variable at X Department Store in Kota Kasablanka Jakarta.*

Keywords: *Brand Image, Sales Promotion, Service Quality, Customer Satisfaction, Customer Loyalty.*

INTRODUCTION

In the business/trade world that faced with intense and sharp competition among economic actors, beside that the business world did not always survive in compete with times that change rapidly and also with growth fast of innovation. Retail is one of the fields that engaged in economic trading which collects those various kinds of goods from so many sources, buys in large quantities and sells in small quantities.

According to the Central Statistics Agency (BPS), Indonesia's economy in the third quarter of 2019 was grew of 5.02 percent (year on year), and according to Indonesian Retail Entrepreneurs Association (Aprindo), retail transactions in 2019 were estimated to increase by double digits for the first time in five years. (2014 s / d 2019). The total value of the transaction topped Rp. 258 trillion. Other than that ,by Aprindo's prediction which told that until 2019 there will be an increase in retail transaction records, this has proven positive by the results from sales report of PT. X. There had store located in Jakarta which had experienced a significant YoY growth compared to other stores that located in Jakarta.

The increase ratio in one of these stores was up to 7.30% in first year and 9.10% in second year compared to the average growth of other stores in Jakarta which is only 3.03% in first year and 3.43% in second year. From the author's observations based on processed data result, the KK shops had experienced a significant increase in sales compared to other stores which located in Jakarta. This makes the author want to know further whether there has difference which makes visitors from the KK shop was capable to earned significant sales so the ratio from comparison ratio had increased significantly to other stores in Jakarta.

Table 1. Sales Increase Ratio from PT. X in Jakarta 2017-2019

Store Name	Year	
	2017-2018	2018-2019
PM	2.10%	1.40%
PS	3.20%	4.20%
KG	2.00%	3.40%
KK	7.30%	9.10%
CP	2.10%	1.20%
EP	1.50%	1.30%

Based on these pre-research result, it was known that in department store there were several factors that affects the customer satisfaction and loyalty, such as brand image, sales promotion, and service quality. Relate to these matter, the authors put this problem as research with title "The Impact of Brand Image, Sales Promotion, Service Quality towards Customer Satisfaction and its Implications on Customer Loyalty at X Department Store Kota Kasablanka Jakarta".

LITERATURE REVIEW
Brand Image

According to Kotler and Armstrong (2014:286) brand image is the perception and belief which held by consumers, as reflected with associations stored in consumer's minds. The shaped from positive brand image will attract the targeted buyers to buy a particular brand and keep them to coming back. (Rath & Bay, 2015:28).

Sales Promotion

According to Simamora in Ali, et al (2018) promotion is any form of communication used to inform, persuade or remind people about products that produced by organizations, individuals, or households. Kotler and Armstrong (2014: 396) has explained that sales promotion is a short-term impulse to encourage the purchase or sale of a product or service. While Kotler and Keller (2016:519) was explained if the sales promotion is a main material from marketing campaign that consist of gathered incentive tools.

Service Quality

According to Yazid in Kurniawan, et al (2020) customer satisfaction is the absence of difference between the expectations that owned mind and the performance which actually received. Furthermore, Kotler and Armstrong in Gunawan and Prasetyo (2020) said that

customers form expectations about the value and satisfaction that would be provided from various market offerings and buy based on these expectations.

Customer Loyalty

According to Kotler and Keller in Tiasanty and Sitip (2019), loyalty was defined as a strong commitment to buy or subscribe to certain products or services in the future. Furthermore, based on Griffin in Tiasanty and Sitip (2019), loyal customers would have these characteristics, such as making regular repurchase, buying between product / service lines, referring to others and having immunity to attract the other products / services.

Theoretical Framework

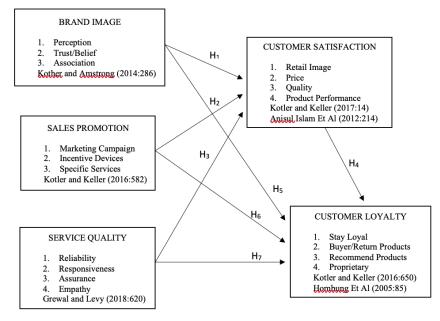The theoretical framework in these research could be explained as follows:

Figure 1.Theoretical Framework

Hypothesis

Based on these theoretical framework which stated above, the following hypothesis could be taken such as:

1) It is suspected that there had positive and significant influence from brand image on customer satisfaction.
2) It is suspected that there had positive and significant impact of sales promotion on customer satisfaction.
3) It is suspected that there had positive and significant impact from service quality on customer satisfaction.
4) It is suspected that there had positive and significant impact of customer satisfaction on customer loyalty.
5) It is suspected that there had positive and significant influence from brand image on customer loyalty by customer satisfaction as an intervening variable.

6) It is suspected that there had positive and significant impact from sales promotion on customer loyalty by customer satisfaction as an intervening variable.

7) It is suspected that there had positive and significant impact of service quality on customer loyalty with customer satisfaction as an intervening variable.

RESEARH METHODS

The method used in this research was descriptive analysis method with quantitative approach which aims to systematically and factually describe the facts that the relationships between the variables which investigated by collecting data, processing, analyzing, and interpreting the data in statistical hypothesis test. The variables used in this research were Brand Image (X1), Sales Promotion (X2), Service Quality (X3), Customer Satisfaction (Y) and Customer Loyalty (Z). In these research the population is all customers who shop at X Department Stor Kota Kasablanka Jakarta. According to Frankel and Wallen (1993: 92), the minimum sample size is suggested for: (1) 100 descriptive research; (2) 50 correlational research (3) The comparative causal research was 30 / group (4) The experimental research was 30/15 per group. In according to the research design, which is descriptive analysis with quantitative approach, the number of respondents which taken as a sample was 100 customers from population. Thus the sampling technique used was simple random sampling method. This research used path analysis with assist of IBM SPSS Statistics version 25 program to examined these hypothesis.

RESULT AND DISCUSSION
Respondent Characteristics

Based on characteristics from 100 respondents who are customers of the X Department Store Kota Kasablanka Jakarta, it could be describe that the majority of customers were women (60%) aged between 31-40 years (47%) who had Bachelor education (45%) and have jobs as private employees (25%)which earned between IDR 10,000,001-IDR 15,000,000 (40%). So it could be concluded that the customers from X Department Store Kota Kasablanka Jakarta were career women who have a high fashion sense and want to look attractive to support them in their daily activities.

Validity and Reliability Test

Based on these validity test, it was known that all research indicators had rcount value > r table (0.196), then it could be concluded that all indicators in these variables from brand image, sales promotion, service quality, customer satisfaction and customer loyalty were declared valid.

Table 2. Validity Test Results

No.	$r_{count} X_1$	Info	$r_{count} X_2$	Info	$r_{count} X_3$	Info	$r_{count} Y$	Info	$r_{count} Z$	Info
1	0.854	Valid	0.972	Valid	0.967	Valid	0.821	Valid	0.809	Valid
2	0.842	Valid	0.957	Valid	0.958	Valid	0.870	Valid	0.983	Valid
3	0.864	Valid	0.980	Valid	0.891	Valid	0.822	Valid	0.983	Valid
4					0.960	Valid	0.800	Valid	0.986	Valid
5					0.885	Valid			0.986	Valid

Based on these reliability test result, it was known that all the variables which tested (brand image, sales promotion, service quality, customer satisfaction and customer loyalty) were reliable because all variables had Cronbanch's Alpha value > 0.60.

Table 3. Reliability Test Results

Variable	Cronbanch's Alpha	Conclusion
Brand Image	0.813	Reliable
Sales Promotion	0.968	Reliable
Service Quality	0.960	Reliable
Customer Satisfaction	0.847	Reliable
Customer Loyalty	0.974	Reliable

Classic Assumption Test

Based on these normality test results it could be said that these data was normally distributed. This because the Asymp Sig. value (2-tailed) of 0.200 or greater than 0.05.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.57523160
Most Extreme Differences	Absolute	.062
	Positive	.033
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on these multicollinearity test results, it could be described that the tolerance value < 1, and VIF value < 10. This shows that the independent / free variables in this research were not correlated or there has no correlation between these independent variables, so the model did not contain multicolonierity.

Table 5. Multicollinearal Test Results

Variable	Tolerance	VIF	Conclusion
Brand Image	0,789	1,268	There had no multicollinearity
Sales Promotion	0,783	1,277	There had no multicollinearity
Service Quality	0,438	2,285	There had no multicollinearity
Customer Satisfaction	0,470	2,128	There had no multicollinearity

Based on these heteroscedasticity test results by scatterplot diagram, it could be seen that the dots spread randomly and spread either above or below the 0 (zero) number on the Y axis then it could be said if there had no heteroscedasticity in these regression model.
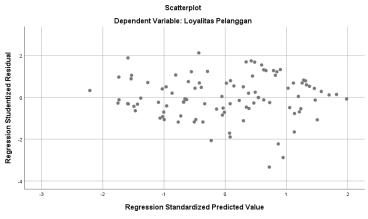
Scatterplot
Dependent Variable: Loyalitas Pelanggan

Figure 2. Heteroscedasticity Test Results

Hypothesis Examination

Based on these hypothesis test result, it was known that the t value from brand image variable was 0.726 < the t-table which specified with Sig. > 0.05, so it could be said that brand image had no impact on customer satisfaction. The t-value from sales promotion variable was 0.911 < the t-table which specified with Sig. > 0.05, so it could be said that sales promotions had no impact on customer satisfaction. The t-value from service quality variable was 8.291 > t-table which specified and Sig. < 0.05, so it can be said that service quality had positive and significant influence on customer satisfaction.

Table 6.Regression Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.373	2.172		6.618	.000
	Brand Image	.071	.098	.057	.726	.470
	Sales Promotion	.081	.089	.072	.911	.365
	Service Quality	.366	.044	.669	8.291	.000

a. Dependent Variable: Customer Satisfaction

Based on these hypothesis test result, it was known that the t value from brand image variable was 3.128 > the t-table which specified with Sig. < 0.05, so it can be said that brand image had positive and significant impact on customer loyalty. The t-value in sales promotion variable was 3.123 > t-table which specified with Sig. value < 0.05, so it could be said that sales promotions had positive and significant impact on customer loyalty. The t-value from service quality variable was 3.141 > the t-table which specified with Sig. < 0.05, so it could be said that service quality had positive and significant impact on customer loyalty. The t-value from customer satisfaction variable was 3.121 > t-table which specified by Sig. value < 0.05, so it could be concluded that customer satisfaction had positive and significant impact on customer loyalty.

Table 7. Regression Model 2

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-16.889	4.886		-3.457	.001
	Brand Image	.574	.184	.221	3.128	.002
	Sales Promotion	.522	.167	.222	3.123	.002
	Service Quality	.339	.108	.298	3.141	.002
	Customer Satisfaction	.594	.190	.286	3.121	.002

a. Dependent Variable: Customer Loyalty

The first regression analysis was to find out the strength from the relations between independent variable (independent) to mediating variable (intervening). The second regression analysis was to discover those strength from independent variable to dependent variable.
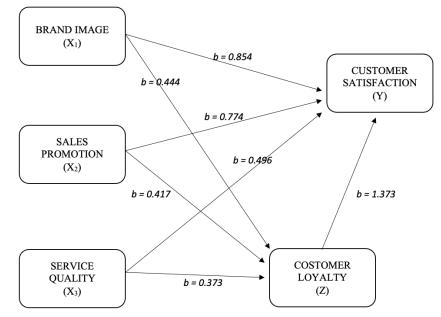

Figure 3. The Interpretation of Path Analysis

Analysis of Indirect Effect and Total Effect

1) Analysis related to those influence from brand image on customer loyalty through customer satisfaction. The indirect effect of brand image on customer loyalty through customer satisfaction was 0.071 x 0.594 = 0.042 with total effect was 1,428.
2) Analysis related to those influence from sales promotions to customer loyalty through customer satisfaction. The indirect effect of sales promotions on customer loyalty through customer satisfaction was 0.081 x 0.594 = 0.0481 with total effect of 1.296.
3) Analysis related to those influence from service quality on customer loyalty through customer satisfaction. The indirect effect of sales promotions on customer loyalty through customer satisfaction was 0.366 x 0.594 = 0.2174 with total effect of 0.835.

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Table 8. Analysis of Indirect Effect and Total Effect

No.	Variable	Direct	Indirect	Total
1	Brand Image	0.574	0.071 x 0.594 = 0.0421	1.428
2	Sales Promotion	0.522	0.081 x 0.594 = 0.0481	1.296
3	Service Quality	0.339	0.366 x 0.594 = 0.2174	0.835

Analysis of Correlation Between Dimension

As for these results based on this research are:

Table 9. Dimension Correlation Matrix on Customer Satisfaction

X Variable	Dimension	Y Variable			
		Retail Image (Y.1)	Price (Y.2)	Quality (Y.3)	Brand Image (Y.4)
Brand Image (X1)	Perception (X1.1)	.221*	.243*	.248*	.141
	Trust (X1.2)	.315**	.426**	.378**	.279**
	Association (X1.3)	.234*	.213*	.224*	.114
Sales Promotion (X2)	Sales Campaign (X2.1)	.341**	.362**	.390**	.179**
	Incentive Tools (X2.2)	.258**	.314**	.333**	.099**
	Certain Services (X2.3)	.357**	.357**	.382**	.168**
Service Quality (X3)	Reliability (X3.1)	.641**	.577**	.570**	.631**
	Responsiveness (X3.2)	.622**	.554**	.552**	.629**
	Assurance (X3.3)	.573**	.389**	.437**	.542**
	Empathy (X3.4)	.628**	.563**	.553**	.614**
	Tangibles (X3.5)	.578**	.414**	.457**	.558**

1) From the analysis between these dimensions above, it could be concluded that the dimensions from brand image variable to the dimensions of customer satisfaction variable with the highest value was occured between trust (X1.2) on price (Y.2) with coefficient value of 0.426 meaning that it has moderate relationship.

2) From the analysis between the dimensions above, it can be concluded that the dimensions from sales promotion variable to dimensions of customer satisfaction variable who has the highest value was between marketing campaign (X2.1) on quality (Y.2) with coefficient value of 0.390 meaning that it has weak relationship.

3) From the analysis between the dimensions above, it could be concluded that dimensions from service quality variable to dimensions from customer satisfaction variable who has dominant influence was reliable dimension (X3.1) on Retail Image (Y.1) with coefficient value of 0.641 meaning that it has strong relationship.

Table 10. Dimension Correlation Matrix on Customer Loyalty

X Variable	Dimension	Z Variable				
		Remain Loyal (Z.1)	Repurchase the product (Z.2)	Recommending Product (Z.3)	Willingness to pay more (Z.4)	Owner Right (Z.5)
Brand Image (X1)	Perception (X1.1)	.384**	.469**	.452**	.465**	.465**
	Trust (X1.2)	.344**	.467**	.460**	.474**	.474**
	Association (X1.3)	.262**	.410**	.395**	.413**	.413**
Sales Promotion (X2)	Sales Campaign (X2.1)	.376**	.524**	.523**	.540**	.540**
	Incentive Tools (X2.2)	.337**	.464**	.479**	.508**	.508**
	Certain Services (X2.3)	.369**	.511**	.510**	.524**	.524**
Service Quality (X3)	Reliability (X3.1)	.593**	.672**	.692**	.657**	.657**
	Responsiveness (X3.2)	.602**	.676**	.691**	.653**	.653**
	Assurance (X3.3)	.546**	.571**	.555**	.530**	.530**
	Empathy (X3.4)	.600**	.673**	.690**	.652**	.652**
	Tangibles (X3.5)	.506**	.551**	.526**	.505**	.505**
Customer Satisfaction (Y)	Retail Image (Y.1)	.476**	.559**	.562**	.522**	.522**
	Price (Y.2)	.372**	.572**	.616**	.576**	.576**
	Quality (Y.3)	.478**	.555**	.599**	.575**	.575**
	Product Performance (Y.2)	.428**	.463**	.489**	.437**	.437**

1) From these relationship analysis between the dimensions above, it could be concluded that the dimensions from brand image variable on dimensions from customer loyalty variable which has highest value was the dimension of trust (X1.2) towards willingness to pay more (Z.4) with coefficient value of 0.474 meaning that it has fair connection.

2) From these relationship analysis between the dimensions above, it can be concluded that dimensions of sales promotion dimensions on customer loyalty dimensions which has the highest value was marketing campaign dimension (X2.1) towards willingness to pay more (Z.4) with coefficient value of 0.540 that means it has fair connection.

3) From the analysis of these relationship between the dimensions above, it could be concluded that the dimensions from service quality variable to the dimensions of customer loyalty variable who has dominant value was reliability (X3.1) towards recommending products (Z.3) with coefficient value of 0.692 which means that it has strong relationship.

4) From the analysis from these relationship between dimensions above, it could be concluded that the dimensions from customer satisfaction variable towards dimensions of customer loyalty variable who has highest value was the dimension of reliability (Y.2) against recommending products (Z.3) with coefficient value of 0.616 which means that it has strong relationship.

Discussion

Based on these research results, brand image had an impact on customer satisfaction. Kotler and Keller (2016:303) were explained that brand image could be describe the extrinsic nature of goods and services, including how brands try to meet the psychological or social needs of customers. According to Hawkin and Mothersbaugh (2010: 342) brand image refers to the schematic memory of a brand. It contains with target market's interpretation of attributes, benefits, usage situations, users and characteristics from producers/marketers. The results from this research were in line with prior research by Gedalia and Hartono (2015) which told that brand image had significant impact on customer satisfaction.

Based on these research results, its known that sales promotions had an impact towards customer satisfaction. Kotler and Keller (2016:519) which stated that sales promotion is a main material of marketing campaigns, consisting of a collection of incentive tools, mostly short-term, designed to stimulate the faster or greater purchase of particular product or service by

consumers or commerce. The results of this research were in line with prior research by Ali, et al (2018) which told that sales promotion had significant influence on customer satisfaction.

Based on these research results, it was known that service quality had an impact towards customer satisfaction. According to Grewal and Levy (2012:422), good service quality will results in satisfied and loyal customers. According to Kotler and Keller (2016:157), the impact from service quality could be describe as higher the quality level, the higher level of customer satisfaction. The results of this study are in line with previous research conducted by Kurniawan, et al (2020), Gunawan and Prasetyo (2020) that sales promotion had significant impact on customer satisfaction.

Based on these research results its known that customer satisfaction had influence on customer loyalty. According to Kotler and Keller (2016:478) marketing communication activities contribute to brand equity and drive sales in many ways: by creating brand awareness, build a brand images in consumer memories, generating positive brand judgments or feelings and strengthening the consumer loyalty. The results from this research were in line with prior research by Tiasanty and Sitio (2019) which told that customer satisfaction had significant impact towards customer loyalty.

The results showed that brand image had positive and significant impact on customer loyalty with customer satisfaction as an intervening variable. Customer satisfaction is an overall assessment from consumption experience. This had positive evaluation after consumption behavior. This may be an evaluation of either the consumption process or the outcome from consumption. The results from this research were in line with prior research by Kurniawati, et al (2014) which defined that brand image had significant impact on customer loyalty with customer satisfaction as an intervening variable.

The results showed that sales promotion had positive and significant impact on customer loyalty with customer satisfaction as an intervening variable. According to Kotler and Keller (2016:774) sellers use incentive-type promotions to attract new users, to reward loyal customers and increase the rate of occasional (rare) user repurchases. The results were in line with prior research by Tjahjaningsih (2013) which defined that sales promotion had significant impact on customer loyalty with customer satisfaction as intervening variable.

The results showed that service quality had positive and significant influence on customer loyalty with customer satisfaction as an intervening variable. According to Kotler and Keller (2016:157) the influence from service quality like the higher quality level, the higher level of customer satisfaction will achieved. According to Grewal and Levy (2012:422) good service quality will results in satisfied and loyal customers. These results were in line with prior research by Prayoga, et al (2014) which defined that service quality had significant impact on customer loyalty with customer satisfaction as an intervening variable.

CONCLUSION AND SUGGESTION
Conclusion

Based on these research results, there has several conclusions from this research which could be drawn as follows:

1) Brand image had positive and significant impact towards customer satisfaction.
2) Sales promotion had positive and significant impact on customer satisfaction.
3) Service quality had positive and significant impact towards customer satisfaction.
4) These research results was indicated that customer satisfaction had positive and significant impact on customer loyalty.
5) These research results was indicated that brand image had positive and significant influence over customer loyalty.
6) The results showed that sales promotion had positive and significant impact on customer loyalty.
7) The results showed that service quality had positive and significant impact on customer loyalty.

Suggestion

Based on these research results and those several conclusions, here the suggestions that could be advise from this research such as:

1) Based on these research results, its known that the Association Dimension (X1.3) has the lowest average value compared to other dimensions in Brand Image Variable (X1). Therefore, the authors suggest that X Department Store need further improve on brand association with consumer habits, values and lifestyles related to fashion trends, so the consumers could relate with current fashion trend and would have a good memory towards X Department Store .
2) Based on these research results, its known that the Incentive tools Dimension (X2.2) has the lowest average value compared to other dimensions in Sales Promotion Variable (X2). Therefore, the authors were suggest that X Department Store need to provide more benefits for incentive tools, could be in form of shopping vouchers, purchase with purchases or spending points rewards on membership cards as of next purchase, consumers could use the incentive tools to get better benefits from X Department Store.

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