



AT AMINDA SKIN CARE'S MAKASSAR BRANCH, THE IMPACT OF CUSTOMER EXPERIENCE, BRAND AWARENESS, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY

Muhammad Islah Idrus

Politeknik Negeri Ujung Pandang

mishlahidrus@poliupg.ac.id

Syamsu Rijal

Universitas Negeri Makassar

syamsurijalasnur@unm.ac.id

Muh. Ihsan Said Ahmad

Universitas Negeri Makassar

m.ihsansaid@unm.ac.id

ABSTRACT. *The aim of this study was to evaluate brand awareness, customer happiness, and customer experience in relation to consumer loyalty to Aminda Skin Care at the Makassar Branch. The population of the study consists of Aminda Skin Care customers. The sample for the study consisted of 96 individuals, and information was gathered using a questionnaire. The data are analysed using SPSS 20 after the hypothesis is tested using multiple linear regression analysis. The results of this study indicate that customer experience has little impact on loyalty. Brand recognition and customer satisfaction have a significant impact on consumer loyalty.*

Keywords: *Customers Experiences, Brands Awareness, Customers Satisfaction, Customers Loyalty*

INTRODUCTION

Skin care is now crucial for everybody who desires healthy skin. Everyone should take good care of their skin because modern women's lifestyles place a high value on aesthetics. Consumers must still keep their looks to appear lovely and well-groomed. Customers who operate in air-conditioned spaces must take good care of their skin on a regular basis. Clean and well-groomed faces are important, as is having self-confidence, to use pleased consumers. Finally, this gives the beauty sector a chance to expand and thrive in terms of commercial skincare or skin maintenance. Body and facial care can be provided through the broad category of beauty. There are many different beauty products available today, and with the advancement of technology, cosmetics businesses have begun to introduce new, packed, medicine-shaped

items that consumers wear on a regular basis. In order for beauty products to be accepted by the market and consumers in general, more and more businesses in the sector of beauty are now competing to build customer satisfaction through the use of beauty clinics.

Hospital beauty the promotion of media To use sell buy so that customers can experience, brand awareness Additionally, satisfied customers will become more devoted ones. Once a customer has used a product once and is satisfied with it, they will use it again. Something that takes work to use, manufacture, and maintain When a customer is satisfied, they provide the consumer with good service. National industry beauty increased by 20%, or four times, compared to domestic development trading in 2017. progress Which go on This encouraged by domestic market's height appeal Export and customer loyalty both result from the customer experience, which involves both subjective experience with a brand and consumer behaviour (Kelvin and Adiwijaya 2018). Experienced customer care or face maintenance at Aminda Skin Care will always protect healthy skin. One of the suggested beauty treatment facilities for women is Aminda Skins treatment. What advantages come with receiving care at Aminda Skin Care? Every client attending Aminda Skin Care for treatment is necessary to talk with a doctor so that the doctor can identify their skin type and use the most appropriate serum or cream. Many discounts are offered to customers when performing facials.

Consumers' capacity to distinguish a brand from a product is known as brand awareness (Chusniartiningsih and Andjarwati, 2019). Study Bashir (2021) makes the supposition that customers who feel confident about their future purchase will order further goods from the business are inadvertently aiding marketing through word of mouth. Customer loyalty will result from Aminda Skin Care's ability to satisfy them. client satisfaction manifests itself in the form of client loyalty. According to research by Yola and Main (2021), there is a correlation between brand awareness and brand trust. The findings of the study by Andjarwati and Chusniartiningsih (2018) also indicate a relationship between brand awareness and brand trust.

Along with brand awareness, consumer satisfaction and loyalty are linked. Customer pleasure has been linked to an increase in customer loyalty in a number of earlier studies (Pangestika and Hidayati 2020). Customer satisfaction, according to Nurhidayati and Yuliantari (2018), is a sensation that a consumer has after eating a product that results in typical pleasure, or the opposite. Because of this, consumer pleasure is a crucial component of building brand loyalty.

Customer loyalty is a vital factor in economic success, according to major studies. Loyalty results from customer happiness with products that exceed consumer expectations. Wardhana (2019) asserts that customer loyalty is a firm commitment on their part to repurchase a specific item. According to Armayanti (2019), loyalty is a commitment that a customer firmly holds in order to purchase or support a product, good goods, or service in the near future, despite being influenced by external circumstances and marketing efforts that may lead a customer to switch.

The purpose of this study is to determine how customer happiness, brand awareness, and customer experience affect customer loyalty. Research findings may help customers of Aminda Skins Care. To date, we can observe how customer experience and brand awareness can lead to satisfied customers, who then become loyal customers.

I'm interested in researching Skins Care Aminda with the title "Experience Customer, Awareness Brand, And Satisfaction Customer to Customer loyalty on Aminda Skins Care" because of the issues mentioned above.

STUDY LITERATURE AND DEVELOPMENT HYPOTHESIS

1. Experience Customer

Experience customers offer customers memories, and happy memories can help businesses succeed and potential customers by encouraging them to tell others about their positive experiences with a product and so become more interested in using it (Wardhana 2019). Aminda Skin Care provides customers with face treatment or care that results in skin that is always healthy. One of the suggested women's beauty salons is Aminda Skin Care. Lestari (2017) asserts that customer experience may be observed from two factors: treatments, methods for nurses with face skin problems, and suggested, customers who have used skin care. Indicators of customer experience, as stated by Kristanto and Adiwijaya (2018) are:

1. Competence
2. Confessional client
3. personalization
4. Problem-solving

2. Awareness Brand

According to Chusniartiningsih and Andjarwati (2019), the definition of awareness brand is "ability customer For marks a brand that is part of a product." A consumer with a need to buy might be considered one of the fundamental components of brand equity (Baishir, 2021). Can enhance decision purchase because of the brand's ability to become a customer's interest in making a purchase, and can do so with serious consideration due to a high level of awareness. According to (Pangestika and Hidayati 2020), the following is an indicator of brand awareness:

1. Memory product
2. Brand perception
3. The decision-maker
4. Consumption

3. Satisfaction Customer

According to the premise that satisfied customers would keep making repeat purchases and be open to using various products or services from the business, they will also aid in marketing efforts by spreading the word (Gusmita 2021). Service comparison: high calibre When a buyer's expectations are not met, whether they are actual or expected, there is dissatisfaction. The customer is extremely delighted when the expected consumer is happy and the service quality exceeds expectations (Armayanti 2019). According to Nurhidayati and Yuliantari (2018), customer satisfaction after using a product or service and general consumer attitude are indicators of how well a firm can satisfy its customers' requirements. Gusmita (2021) identifies three factors as customer satisfaction indicators:

1. Fulfilment of customer expectations;
2. Consistent use of products; and
3. Quality of services.
4. Loyalty

4. Loyalty Customer

Consumer happiness leads to the acquisition of consumer loyalty. loyalty, neither a good

nor a service This has an influence on businesses in that devoted customers are more likely to repurchase the brand's goods (Wardhan 2019). Customer loyalty indicator, as determined by Yola and Main (2021), which is:

1. Do not repurchase;
2. Tell others;
3. Do not aim to reject
4. Discussing Positive Things

5. Hypothesis

1. A suspicious client experience There is no direct effect on Aminda Skins Care's devoted customers at the Makassar branch.
2. Brand awareness is suspected to have its own favourable influence on devoted customers of Aminda Skins Care at the Makassar branch.
3. Aminda Skins Care at the Makassar branch received great feedback from satisfied customers who believed they had a hand in it.

METHOD STUDY

The consumer who maintains and utilises the product Aminda Skins Care is the demographic that was used in this study, and it is not restricted to that location. sample size used in the study This sample of 96. 2019 Armayanti explains If the number of respondents is uncertain, the sample is calculated directly from the 96 respondents, since the 96 respondents constitute a sizable portion of the population. Non-probability sampling with purposive sampling is the research method used, and the responder must agree to the requirements established by the researchers. Customers with members cards or Aminda Skin Care users are the sample requirements for this study. data analysis performed using IBM SPSS Statistics 25. Prior to assessing the hypothesis, an instrument test is performed. Next, the conventional test assumptions of normality, multicollinearity, and heteroscedasticity are carried out.

RESULTS STUDY AND DISCUSSION

1. Analysis Descriptive

After testing This was used to view the minimum, maximum, mean, and standard deviation of each variable's score. Additionally, the results are as follows:

Table 4.1. Results Descriptive analysis Statistics

descriptive Statistics					
	N	Minimum	Maximum	Means	std. Deviation
Customer_Experience	96	4	20	16.84	2,407
Brand_Awareness	96	4	20	16.80	2,551
Customer satisfaction	96	4	20	16.55	2,772
Customer loyalty	96	4	20	16.38	2,647
Valid N (listwise)	96				

Source: Data Primary processed, 2023

Customer experience is measured on a scale of zero to twenty, with a minimum of four points and a maximum of twenty. The mean score is one point, and the standard deviation is two thousand four hundred seven. Brand awareness was measured with a minimum score of 4 and a maximum score of 20, with a mean value of 1.68, indicating that the entire parameter is within a fairly narrow range (1.00-1.80), with a standard deviation of 2.551. All customer happiness metrics are in the range of 1.00 to 1.80 with very low requirements, and the customer satisfaction score ranged from 4 to 20, with a mean of 1.66. and a 2,772 standard deviation. Because the total average point of customer loyalty is included in the extremely low category with a standard deviation of 2.647, it ranged from 4 to 20 with a mean of 1.63.

2. Test Heteroscedasticity

Table 4.3. Results Test Heteroscedasticity

Model	Sig.
(Constant)	,000
TOTAL_X1	,215
TOTAL_X2	,722
TOTAL_X3	,804

Source: Data Primary processed, 2021

Based on the results of the data processing, it can be said that there was no occurrence of heteroscedasticity in the results of the significance of the independent variable, which showed a significance score of the standardised score of 0.05.

3. Test Regression linear Double

Table 4.4. Results Regression Test linear Double

Model	Unstandardized CoefficientsB
(Constant)	1.396
Experience Customers	.225
Awareness Brand	.255
Satisfaction Customer	,417

Source: Data Primary processed, 2023

The similarities table B contains the following information on acquisition regression linear double: $Y=1.396+0.225X_1 +0.255X_2 +0.417X_3 +e$

1. The positive mark constant () on the table in the show is 1,396. Customer loyalty to skin care Aminda Makassar Branch is 1,396 if experience, brand awareness, and customer satisfaction are all zero in this show.
2. The regression X1 mark coefficient is 0.225. It implies that improving customer experience variables can boost customer loyalty. If a customer's experience goes up by 1, their loyalty goes up by 0.225.
3. The X2 brand awareness regression coefficient value is 0.255. It implies that factors that raise brand awareness might boost client loyalty. Loyalty customers can increase by as much as 0.255 with 1 enhancement to brand awareness.
4. The regression coefficient X3 has a value of 0.417. This implies that as the number of variables increases, so too can client loyalty. Customer loyalty will rise by 0.417 times if customer satisfaction rises by a factor of 1.

4. Test t

This t-test is excellent for evaluating customer happiness, brand recognition, and the impact on customer loyalty.

Table 4.5. Test results Q

Model	Q	Sig
(Constant)	1,287	,201
Experience Customer	1,722	.088
Awareness Brand	2,278	.025
Satisfaction Customer	4,277	,000

Source: Data Primer Treated, 2023

Experienced client Customer loyalty is unaffected. Is known to have a score Sig of 0.088 > 0.05 with a point t count of 1,722 1984. H1 was thus dismissed, indicating that there were no influential or devoted experience customers. With a Sig score of 0.025 to 0.05 and a t score of 2,278 to 1,984, brand awareness has a significant impact on consumer loyalty. We can therefore conclude that H2 proved, which indicates that brand awareness influences customer loyalty. Customer loyalty is impacted by customer satisfaction. The t-count score is 4.277 > 1.984 and the Sig value is known to be 0.000 0.05. Consequently, it may be said that H3 is supported, indicating that customer happiness has an impact on customer loyalty.

5. Test Coefficient Determination (R)

Adjusted R-square analysis yields a coefficient of determination score of 0.679. Therefore, customer experience happiness, brand recognition, and customer loyalty have a combined 67.9% influence. the remaining 32.1% have influences on variables outside the research's purview.

DISCUSSION

1. Influence Experience Customer To Loyalty Customer

Results of the study indicate that considerable customer loyalty is not impacted by customer experience. This is due to the fact that it is based on experience customers, there are Aminda Skin Care products, and the acne variant is unable to manage skin that is acne with Good, so that matter That Not yet capable build loyalty from customers to products from Aminda Skin Care, this is evidenced in results data questionnaire, which means experience customers have no impact on loyalty Amin's customer Skin Care.

2. Influence Awareness Brand To Loyalty Customer

The findings of earlier research by Pangestika and Hidayati (2020) are studied. This indicator's varied fulfilment suggests that Eagle Glue's brand recognition has the highest possible impact on customer loyalty. Four indicators make up the awareness of this brand:

recall, introduction, buying decision, and consumption. Customers who are aware of a brand and are already familiar with it are more likely to purchase it and use it. This is more beneficial for raising brand awareness by providing high-quality services and generous discounts to customers.

3. Influence Satisfaction Customer To Loyalty Customer

The findings of the study demonstrate how customer loyalty is impacted by customer pleasure. because users of the product can feel satisfied. Customers' needs may be met, which demonstrates that customer satisfaction has an impact on customer loyalty for Aminda Skin Care.

Results of the prior research carried out by Gusmita (2021) The degree of customer satisfaction has an effect on how loyal the consumer is, hence customer satisfaction is important. Customer satisfaction is measured by four factors: loyalty, continued usage of the product, high-quality services, and fulfilment of customer expectations. Changing consumer attitudes about customer loyalty is difficult when it comes to customer pleasure. Customers are pleased with the service provided by Aminda Skins Care since it can meet their needs and there is no hesitation to use or return the goods. Customer loyalty and immunity are related. Customers won't see other products with the expectation that they will be able to achieve their highest expectations by using other, comparable goods or services. Customers are not reluctant to speak highly of or promote a high-quality service or product to others. In this situation, it is still important to maintain and enhance a high standard of customer service.

CONCLUSION, LIMITATIONS, AND SUGGESTION

Customer experience does not significantly affect customer loyalty, while brand awareness significantly affects customer loyalty and customer satisfaction significantly influences customer loyalty, according to research results on customer experience, brand awareness, and customer loyalty at Aminda Skin Care. There are a number of restrictions with this study, including the fact that the questionnaire was only distributed via Google, making it impossible for researchers to provide a comprehensive explanation of each answered question.

Following are a few recommendations based on research on Aminda Skin Care's

customer loyalty:

1. The Makassar branch's skincare goods can increase brand recognition among clients and encourage them to think of Aminda Skin Care first when selecting skincare products.
2. Aminda Skin Care at the Makassar branch can continue to provide customers with services and goods that are of high quality, without ever letting them down, and by always making them feel at ease and confident in doing so.

It is crucial to increase product quality, so Aminda Skin Care must pay attention to the right consumer requirements. Customers who already feel good about themselves should be able to support that feeling.

LIST REFERENCES

- Alfiah, A., Suhendar, A., & Yusuf, M. (2023). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, 6(1), 492-503.
- Andjarwati, A. L., dan E. Chusniartiningsih. 2018. Pengaruh Kesadaran Merek dan Citra Merek terhadap Loyalitas Pelanggan (Studi pada Pelanggan Teh Pucuk Harum Wilayah Surabaya Utara). *Jurnal Minds: Manajemen Ide dan Inspirasi* 5 (2): 189.
- Armayanti, A. S. 2019. Analisis Kualitas Produk, Kualitas Pelayanan dan Citra Merek Pada Kepuasan Pelanggan di Klinik Kecantikan dan Pengaruhnya Terhadap Loyalitas Pelanggan. *E-Proceeding of Management* 6 (1): 131–138.
- Arta, D. N. C., Leuhery, F., Abubakar, H., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah Perusahaan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 162-168.
- Atmaja, D. S., Zaroni, A. N., & Yusuf, M. (2023). Actualization Of Performance Management Models For The Development Of Human Resources Quality, Economic Potential, And Financial Governance Policy In Indonesia Ministry Of Education. *Multicultural Education*, 9(01), 1-15.
- Atra, D. N. C., Yeti, Y., Rahayu, B., & Yusuf, M. (2022). EFFECT OF COMPETENCE AND COMPENSATION ON EMPLOYEE PERFORMANCE. *Journal of Innovation Research and Knowledge*, 2(6), 2477-2482
- Baidun, A., Prananta, R., Harahap, M. A. K., & Yusuf, M. (2022). Effect Of Customer Satisfaction, Marketing Mix, And Price In Astana Anyar Market Bandung. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Baisyir, F. 2021. Pengaruh Kesadaran Merek Terhadap Kepercayaan Merek Dan Dampaknya Terhadap Loyalitas Konsumen Hand Body Lotion. *Jurnal Apresiasi Ekonomi* 9 (2): 191–201.
- Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia–Food & Beverage

- Sector. *Enrichment: Journal of Management*, 12(5), 3873-3881.
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). The Impact Of Goods Product Pricing Strategies On Consumer Purchasing Power: A Review Of The Literature. *Jurnal Ekonomi*, 11(03), 1115-1120.
- Chusniartiningsih, E., dan A. L. Andjarwati. 2019. Pengaruh Kesadaran Merek dan Citra Merek terhadap Loyalitas Pelanggan dengan Kepercayaan Merek sebagai Variabel Intervening. *Jurnal Ilmu Manajemen* 7 (1): 85–95.
- Dacholfany, M. I., Khataybeh, A. M., Lewaherilla, N. C., Yusuf, M., Sihombing, H. B. M., & Chang, M. L. (2022). APPLICATION OF THE BALANCED SCORE CARD CONCEPT AS A HUMAN RESOURCE PERFORMANCE MEASUREMENT TOOL AT THE MINISTRY OF HIGHER EDUCATION IN INDONESIA. *MULTICULTURAL EDUCATION*, 8(04), 1-13
- dr. GabriAminda Florencia. 2022. Jerawat Muncul Berulang di Daggu, Ini Sebabnya. *halodoc.com*.
- Ernayani, R., Fauzan, R., Yusuf, M., & Tahirs, J. P. (2022). The Influence of Sales And Operational Costs on Net Income in Cirebon Printing Companies. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2).
- Fachrurazi, F., Zarkasi, Z., Maulida, S., Hanis, R., & Yusuf, M. (2022). INCREASING MICRO SMALL MEDIUM ENTERPRISES ACTIVITY ENTREPRENEURIAL CAPACITY IN THE FIELD OF DIGITAL MARKETING. *Jurnal Ekonomi*, 11(03), 1653-1660.
- Fasiha, F., Yusuf, M., Sihombing, H. B. M., Mujahidin, M., & Chenini, R. (2022). The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets. *Ikonomika: Jurnal Ekonomi dan Bisnis Islam*, 7(2), 177-192.
- Gusmita, R. B. 2021. Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Dengan Keterlibatan Konsumen Sebagai Variabel Mediasi. *Jurnal Aplikasi Teknologi Pangan* 4 (1): 1–2.
- Hanis, R., & Yusuf, M. (2022, December). Applying A Swot Analysis Approach To A Sharia Marketing Perspective At Alunicorn Shops In Bandung. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 653-670).
- Haribowo, R., Moridu, I., Rafid, M., Kamar, K., & Yusuf, M. (2022). COMPARATIVE ANALYSIS OF INDONESIAN HOUSEHOLD CONSUMPTION EXPENDITURE 2018-2021. *Journal of Innovation Research and Knowledge*, 2(6), 2497-2504.
- Herdianti, H., Arta, D. N. C., Yusuf, M., Sutrisno, S., & Suyatno, A. (2022). Pengaruh Penerapan Sistem Keadilan Distributif dan Keadilan Interaksional terhadap Kepuasan Kerja Pegawai Perusahaan: Literature Review. *Jurnal Mirai Management*, 7(2), 523-530.
- Heryadi, D. Y., Fachrurazi, F., Nurcholifah, I., & Yusuf, M. (2023). During the Covid-19 Pandemic, Marketing Strategy Analysis for Crispy MSMEs" MA ICIH". *Jurnal Publikasi Ilmu Manajemen*, 2(1), 184-201.
- Ilham, I., Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., & Yusuf, M. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.
- Investor Daily. 2018. Industri Kosmetik Nasional Tumbuh 20%. *kemenperin.go.id*.
- Kelvin, dan M. Adiwijaya. 2018. Pengaruh Kualitas, Harga, Dan Pengalaman Pelanggan Terhadap Loyalitas Pelanggan Pada Rumah Makan Leko. *Jurnal Agora* 6

(1): 1–10.

- Ismunandar, I., Andriani, N. Y., Hanis, R., Hamzah, R., & Yusuf, M. (2023). GRAND PREANGER BANDUNG EFFECTIVE MARKETING COMMUNICATION STRATEGY IN THE STAYCATION PROGRAM. *Jurnal Ekonomi*, 12(01), 48-53.
- Istikomah, I., Saputra, G. W., & Yusuf, M. (2022). Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. *Journal of Applied Management and Business Administration*, 1(1), 21-27
- Kaharuddin, K., & Yusuf, M. (2022, December). The Impact of Liquidity Risk Optimization on the Stability of Islamic Commercial Banks in Indonesia. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 671-688).
- Kristanto, dan M. Adiwijaya. 2018. Pengaruh Kualitas, Harga, Dan Pengalaman Pelanggan Terhadap Loyalitas Pelanggan Pada Rumah Makan Leko. *Jurnal Agora* 6 (1): 1–10.
- Kurhayadi, K., Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia. *Riwayat: Educational Journal of History and Humanities*, 5(2), 381-385.
- Kurniawan, A., Yusuf, M., Manueke, B., Norvadewi, N., & Nurriqli, A. (2022). In Tokopedia Applications, The Effect Of Electronic Word Of Mouth And Digital Payment On Buying Intention.
- Lestari, N. F. 2017. Pengaruh Pengalaman Pelanggan, Kualitas Pelayanan, Dan Nilai Pelanggan Terhadap Loyalitas Pelanggan (2004): 6–25.
- Mujahidin, M., Yusuf, M., Ardianto, R., Sutaguna, I. N. T., & Sampe, F. (2022). The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia). *Technium Social Sciences Journal*, 38, 312-323.
- Norvadewi, N., Sampe, F., Ardianto, R., & Yusuf, M. (2023). The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 336-351.
- Nugroho, A. P., Norvadewi, N., Wulansari, M., Akbarina, F., & Yusuf, M. (2023). DIGITAL ENTREPRENEURSHIP STRATEGY IN ONLINE BUSINESS COMPANIES IN WEST JAVA. *Transformasi: Journal of Economics and Business Management*, 3(2), 01-12.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.
- Nurhidayati, dan K. Yuliantari. 2018. Analisis Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada Fish Streat Cabang Tebet. *Widya Cipta II* (1): 69–75.
- Pandiangan, S. M. T., Octiva, C. S., Yusuf, M., Suryani, S., & Sesario, R. (2022). THE ROLE OF DIGITAL MARKETING IN INCREASING SALES TURNOVER FOR MICRO, SMALL, AND MEDIUM ENTERPRISES. *Jurnal Pengabdian Mandiri*, 1(12), 2601-2606.
- Pangestika, E. L., dan R. Hidayati. 2020a. Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Konsumen Produk Pasta Gigi Pepsodent Pada Mahasiswa Universitas Diponegoro , Semarang). *Diponegoro Journal Of Management* 9 (1999):

1-14.

- Pudjowati, J., Cakranegara, P. A., Pesik, I. M., Yusuf, M., & Sutaguna, I. N. T. (2021). The Influence Of Employee Competence And Leadership On The Organizational Commitment Of Perumda Pasar Juara Employees. *Jurnal Darma Agung*, 30(2), 606-613.
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.
- Sampe, F., Haryono, A., Pakiding, D. L., Norvadewi, N., & Yusuf, M. Y. (2022). Analysis Of Typical Capabilities And Entrepreneurial Orientation Against Competitive Advantage In Bandung Traditional Foods Msmes.
- Saputro, R. H., Anggoro, T., Muslim, S., Wardani, I. U., Fatmawati, E., Yusuf, M., ... & Yusuf, M. A. (2023). Gaining Millennial and Generation Z Vote: Social Media Optimization by Islamic Political Parties. *resmilitaris*, 13(1), 323-336.
- Sudirjo, F., Ratnawati, R., Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE. *Journal of Management and Creative Business*, 1(2), 156-181.
- Sutaguna, I. N. T., Rijal, S., Razali, G., & Yusuf, M. (2023). Micro, Small, and Medium Enterprises' Digital Marketing Strategy in Cimekar Village, Bandung Regency. *Brilliant International Journal Of Management And Tourism*, 3(1), 184-197.
- Sinta, N. N. 2021. Pengaruh Kualitas Produk, Persepsi Harga Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Aminda Skincare Cabang Makassar.
- Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto, I., & Rahayu, S. (2022). The Influence of Taste and Price on Consumer Satisfaction. *Quantitative Economics and Management Studies*, 3(6), 998-1007.
- Siregar, N., Nursyamsi, S. E., Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182-198.
- Soukotta, A., Sampe, F., Putri, P. A. N., Cakranegara, P. A., & Yusuf, M. (2022). FINANCIAL LITERACY AND SAVINGS BEHAVIOR FEMALE ENTREPRENEURS IN KIARAONDONG MARKET, BANDUNG CITY. *Jurnal Darma Agung*, 30(2), 652-662.
- Soukotta, A., Yusuf, M., Zarkasi, Z., & Efendi, E. (2023). Corporate Actions, Earning Volatility, And Exchange Rate Influence On Stock Price Stability. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 197-214.
- Sucipto, B., Yusuf, M., & Mulyati, Y. (2022). Performance, Macro Economic Factors, And Company Characteristics In Indonesia Consumer Goods Company. *Riwayat: Educational Journal of History and Humanities*, 5(2), 392-398.
- Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdwiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(2), 110-126.
- Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). Hanan Catering's Instagram

- promotions, pricing, and menu variety influence consumer purchasing decisions in Bandung. *International Journal of Economics and Management Research*, 2(1), 76-87.
- Sutaguna, I. N. T., Sampe, F., Dima, A. F., Pakiding, D. L., & Yusuf, M. (2022). Compensation and Work Discipline's Effects on Employee Achievement at Perumda Pasar Juara. *YUME: Journal of Management*, 5(3), 408-428.
- Sutaguna, I. N. T., Yusuf, M., Ardianto, R., & Wartono, P. (2023). The Effect Of Competence, Work Experience, Work Environment, And Work Discipline On Employee Performance. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 367-381.
- Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 3476-3482.
- Sutrisno, S., Panggalo, L., Asir, M., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Mitigasi Resiko dan Prosedur Penyelamatan pada Sistem Per kreditan Rakyat. *COSTING: Journal of Economic, Business and Accounting*, 6(2), 1154-1167
- Wowling, S. A. S., Yusuf, M., Gampu, S., & Sahala, J. (2022). PRODUCT QUALITY AND PRICING INFLUENCE ON THE BRAND REPUTATION OF LOCO COFFEE FAST FOOD PRODUCTS. *Jurnal Darma Agung*, 30(2), 541-548.
- Wardhana, E. 2019. Pengaruh Nilai Utilitarian, Nilai Hedonis, Pengalaman Pelanggan, Kepercayaan Merek Terhadap Loyalitas Pelanggan Sonny Vaio. *Jurnal Ekonomi dan Industri* 20 (2).
- Yani, D., Yusuf, M., Rosmawati, E., & Apriani, Z. (2022). Branding Brand Image Strategy Study Through Digital Marketing Overview on MSMEs: Sanggabua Coffee (KoSa) in Mekarbuana Village, Karawang. *International Journal of Economics and Management Research*, 1(3), 183-193.
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2022). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.
- Yusuf, M., Haryono, A., Hafid, H., Salim, N. A., & Efendi, M. (2022). Analysis Of Competence, Leadership Style, And Compensation In The Bandung City Pasar Bermartabat. *Jurnal Darma Agung*, 30(1), 524-2.
- Yusuf, M., & Matiin, N. (2022). ANALYSIS OF THE EFFECT OF THE MARKETING MIX ON PURCHASING DECISIONS. *International Journal of Economics and Management Research*, 1(3), 177-182.
- Yusuf, M., Saiyed, R., & Sahala, J. (2022, December). Swot Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 573-588).
- Yusuf, M., Sutrisno, S., Putri, P. A. N., Asir, M., & Cakranegara, P. A. (2022). Prospek Penggunaan E-Commerce Terhadap Profitabilitas Dan Kemudahan Pelayanan Konsumen: Literature Review. *Jurnal Darma Agung*, 30(1), 786-801.
- Yola, E., dan L. Utama. 2021a. Pengaruh Kesadaran Merek, Nilai Produk Dan Keunikan Merek Terhadap Loyalitas Merek Uniqlo Di Batam. *Jurnal Manajerial Dan Kewirausahaan* 3 (2): 353.