**Customer Loyalty Enhancement Strategy through Brand Trust, Marketing Communication Strategy, and Marketing Communication Strategy Diversity**

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**ABSTRACT**

This study aims to determine the effect of Brand Trust on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan, determine the effect of Marketing Communication Strategies on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan, determine the effect of Product Diversity on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan, determine the effect of Brand Trust, Marketing Communication Strategies and Product Diversity on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan. The population in this study are customers of PT. Jaya Abadi Chandra Kartika Medan totaling 137 respondents. The technique of determining the number of samples used in this study is Slovin formula and totaling 102 respondents. The results of the research analysis show that Brand Trust, Marketing Communication Strategies and Product Diversity partially have a positive and significant effect on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan. The results showed that Brand Trust, Marketing Communication Strategies and Product Diversity simultaneously have a positive and significant effect on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan. The results of this study are supported by the value of R square (R2) which means Brand Trust, Marketing Communication Strategies and Product Diversity have an effect on Customer Loyalty at PT. Jaya Abadi Chandra Kartika Medan. While the remaining is effected by other factors originating from outside this research model such as brand image, promotion, and location.

**Keywords:** Brand Trust, Marketing Communication, Product Diversity.

**INTRODUCTION**

Nowadays, the development of the plastic putty industry in Indonesia is getting more and more rapid. The growing world of property in Indonesia has contributed to the growing size of the existing plastic caulk industry and the emergence of new players in the plastic caulk industry. Plastic putty in addition to having an aesthetic function. Industrial development in Indonesia is increasing. The government has carried out development in all fields, both physical and non-physical. One of the forms of development is industrial development in Indonesia. Increased development in this sector is expected to provide foreign exchange for the country, increase employment and reduce dependence on other countries' products. However, in its development, almost all paint companies experience the same problems, including: inventory, increasingly diverse consumer color demand and the uncertainty of putty trends every year. These things force all plastic putty companies to think of a strategy to overcome these major problems.

The plastic putty industry in Medan has recently continued to develop in an integrated manner. The rapid development of the downstream industry and also the semi-finished materials industry so far, is the driver for the construction of upstream industries. In other words, the needs of raw materials or raw material providers in the industrial sector are interrelated. Therefore, the development of the chemical industry must be balanced between the upstream industry which is a provider of raw materials, and the downstream industry which will process these raw materials into products. The decline in customer loyalty of Syngloss brand plastic putty can be seen from the declining sales and the increasing level of complaints every month as well as the decrease in the number of the company's customers. The number of customers who complained to the company regarding customer disappointment in the company caused customers who did not make a repeat purchase, resulting in a decrease in sales of Syngloss brand plastic putty every year.

Personal selling dapat lebih efektif karena unsur-unsur pemasar sekaligus perusahaan dapat langsung mengetahui reaksi pelanggan dengan begitu cepat karena unsur-unsur pemasar dapat dilakukan dengan interaksi langsung, tetapi pesan yang diterima pelanggan perusahaan tidak konsisten karena perbedaan pengetahuan antar karyawan. Promosi penjualan menggunakan hadiah, parsel dan paket pembelian adalah upaya perusahaan yang bersifat media dan non media untuk merangsang coba-coba dari pelanggan, meningkatkan permintaan dari pelanggan, dan memperbaiki kinerja pemasaran dari penjualan, tetapi hadiah yang ditawarkan tidak dapat menarik perhatian dari pelanggan, seperti pulpen, jam dinding dan makanan ringan. Keberagaman produk merupakan suatu rancangan baru yang sangat berbeda dari pesaing untuk memberikan produk unggul di mata pelanggan. untuk memberikan perbedaan yang unggul dapat melalui bentuk, keistimewaan, kualitas kinerja, kualitas kesesuaian, daya tahan, keandalan, mudah diperbaiki, gaya, dan rancangan. Hasil diferensiasi produk memberikan kontribusi yang saling terkait dengan minat beli pelanggan.

**LITERATURE REVIEW**

**Sales**

According to Yuniarti (2015:241), Customer Loyalty is the amount of consumption and frequency of purchases made by a consumer towards a company. In measuring loyalty, the following attributes are needed: 1) Saying positive things about the company to others, 2) Recommending the company to others who ask for advice, 3) Considering that the company is the first choice in making a purchase of services, 4) Doing more business or buying with the company in the next few years.

**Brand Trust**

Menurut Priansa (2016:115), Kepercayaan merupakan pondasi dari bisnis. Menciptakan dan membangun kepercayaan konsumen merupakah salah satu faktor yang paling penting dalam menciptakan loyalitas konsumen. Strategi yang dilakukan oleh perusahaan dan pemasar dalam rangka membangun kepercayaan, yaitu: 1) Integritas, 2) Niat, 3) Kemampuan, 4) Hasil.

**Marketing Communication Strategy**

According to Yuniarti (2016:171), Marketing Communication is an important aspect in the overall marketing mission and determines the success of marketing. There are 6 dimensions of Marketing Communication Strategy, namely: 1) Message initiator (source), 2) Credibility, 3) Informal source credibility, 4) Formal source credibility, 5) Spokesperson and supporter credibility, 6) Message credibility.

**Product Disversity**

According to Dewi (2018:64), Product Diversity is a process of designing a set of differentiators or physical product attributes to differentiate products. Dimensions of product diversity include: 1) Width , 2) Depth , 3) Breadth , 4) Consistency.

The following is the research hypothesis test:

H 1 : It is suspected that there is an influence of Brand Trust on Sales at PT. Jaya Abadi Chandra Kartika Medan.

H 2 : It is suspected that there is an influence of Marketing Communication Strategyon Sales at PT. Jaya Abadi Chandra Kartika Medan.

H 3 : It is suspected that there is an influence of Product Diversityon Sales at PT. Jaya Abadi Chandra Kartika Medan.

H 4 : It is suspected that there is an influence of Brand Trust, Marketing Communication Strategy and Product Diversityon Sales at PT. Jaya Abadi Chandra Kartika Medan.

The theoretical framework in this study will explain the relationship between each variable which can be seen in the image below:

H4

Marketing Communication Strategy

(X2)

Product diversity

(X3)

(X2)

Brand Trust (X1)

H2

H1

H3

Customer loyalty

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

Kepemimpinan Diri (X1)

Motivasi Diri (X2)

Minat Berwirausaha (Y)

**Figure 1. Theoretical Framework**

**RESEARCH METHOD**

**Data Types**

This type of research is quantitative research where quantitative data is data in the form of numbers whose characteristics are always in numerical form such as income data, population, consumption levels, bank interest and so on.

**Population and Sample**

The population in this study amounted to 137 respondents . Based on the data from the population above which amounted to 137 respondents, the author narrowed the population by calculating the sample size using the Slovin technique. The sample in this study was 102 respondents.

**Data Collection Techniques**

To obtain relevant data in the study, it was conducted by means of interviews assisted by research instruments, namely questionnaires given to respondents, direct observation, and literature studies. The technique of collecting data through questionnaires was carried out by asking questions to parties related to the problem being studied. To assess the respondents' responses, the author used a *Likert scale.*

Operation Definition of Tesearch Variabel

The following is the operational definition of the variables that will be used, namely:

**Table 1. Operational Definition of Research Variables**

|  |  |
| --- | --- |
| **Variables** | **Indicator** |
| **Dependent Variable :** |
| Sales (Y) | 1. Say positive things about the company to others.
2. Recommend the company to others who ask for advice.
3. Doing more business or purchasing with the company in the next few years
 |
| **Independent Variables:** |
| Brand Trust (X 1 ) | 1. Integrity
2. Intention
3. Ability
4. Results
 |
| Marketing Communication Strategy (X 2 ) | * 1. Message initiator
	2. Credibility of informal sources
	3. Credibility of formal sources
 |
| Product Diversity (X 3 ) | 1. Wide
2. Extent
3. Consistency
 |

Data Analysis Techniques

The data analysis model used in this study is a multiple regression analysis model. Researchers use multiple linear regression because this model is useful for finding the influence between two or more independent variables on the existing dependent variables. The multiple regression equation model is:

*Y = a + b 1 X 1 + b 2 X 2 + b 3 X 3 + e*

Information:

Y = Sales

a = Constant

b 1- 3 = Regression coefficient of independent variables

X 1 = Brand Trust Variable

X 2 = Marketing Communication Strategy Variables

X 3 = Product Diversity Variable

e = Standard Error

**RESULTS**

**Respondent Characteristics**

Respondent description is a description of the unit of analysis/observation studied which includes the characteristics or profiles of respondents obtained from the results of processing questionnaire data. The results of data collection conducted on 108 customers from the company used as respondents obtained respondent characteristics based on gender with a dominant male respondent, and age with a dominant respondent 31 years - 40 years.

**Validity Test and Reliability Test**

The results of the Validity and Reliability tests will be presented in tables 2 and 3 as follows:

**Table 2. Validity Test Results**

|  |  |  |
| --- | --- | --- |
| **Variables** | **Statement** | **r count** |
| Brand Trust (X 1 ) | Statement – 1 | 0.510 |
| Statement – 2 | 0.718 |
| Statement – 3 | 0.783 |
| Statement – 4 | 0.615 |
| Statement – 5 | 0.795 |
| Statement – 6 | 0.482 |
| Statement – 7 | 0.799 |
| Statement – 8 | 0.814 |
| Marketing Communication Strategy (X 2 ) | Statement – 1 | 0.574 |
| Statement – 2 | 0.685 |
| Statement – 3 | 0.723 |
| Statement – 4 | 0.640 |
| Statement – 5 | 0.735 |
| Statement – 6 | 0.535 |
| Product Diversity (X 3 ) | Statement – 1 | 0.898 |
| Statement – 2 | 0.843 |
| Statement – 3 | 0.847 |
| Statement – 4 | 0.876 |
| Statement – 5 | 0.757 |
| Statement – 6 | 0.834 |
| Sales (Y) | Statement – 1 | 0.729 |
| Statement – 2 | 0.586 |
| Statement – 3 | 0.748 |
| Statement – 4 | 0.816 |
| Statement – 5 | 0.738 |
| Statement – 6 | 0.798 |

Source: Research Results, 2020 (Processed Data)

From the results of Table 2, the calculated r value for each statement item for each variable obtained is above the t table (0.361) so it can be said that the statement used is valid.

**Table 3. Reliability Test Results**

|  |  |  |
| --- | --- | --- |
| **Variables** | **Number of Items** | **Cronbach's Alpha** |
| Brand Trust (X 1 ) | 8 | 0, 812 |
| Marketing Communication Strategy (X 2 ) | 6 | 0, 678 |
| Marketing Communication Strategy (X 3 ) | 6 | 0.917 |
| Sales (Y) | 6 | 0, 825 |

Source: Research Results, 2020 (Processed Data)

Based on Table 3 obtained from each variable, it can be seen that Cronbach's alpha is above 0.6 so that all statements from each variable are declared reliable.

Customer loyalty

**Classical Assumption Test**

* + - 1. **Normality Test**

The normality test aims to test whether in the regression model the confounding variables or residuals have a normal distribution. There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests.

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**Figure 2. Histogram Graph**

Based on Figure 2 above, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, so the regression is considered to meet the normality assumption.

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**Figure 3. *Normal Probability Plot Graph***

Based on Figure 3 above, it can be seen that the points approach the diagonal line. This indicates that the data is normally distributed and meets the assumptions of normality testing.

**Table 4. Kolgomorov-Smirnov test**

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  | Unstandardized Residual |
| N | 102 |
| Normal Parameters a,,b | Mean | .0000000 |
| Std. Deviation | 2. 10987668 |
| Most Extreme Differences | Absolute | . 108 |
| Positive | . 061 |
| Negative | -. 108 |
| Kolmogorov-Smirnov Z | 1,091 |
| Asymp. Sig. (2-tailed) | . 185 |
| a. Test distribution is Normal. |
| b. Calculated from data. |

Based on Table 4 above, it can be seen that the results of the Kolmogorov-Smirnov normality test prove that the resulting significance level value is greater than 0.05, namely 0.185, so it can be concluded that the normality statistical test is classified as normally distributed.

* + - 1. **Multicollinearity Test**

The results for the multicollinearity test can be seen in the following table:

**Table 5. Multicollinearity Test**

**Coefficients a**

| Model | Collinearity Statistics |
| --- | --- |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| Brand Trust | .647 | 1,546 |
| Marketing Communication Strategy | .675 | 1,481 |
| Product Diversity | .627 | 1,595 |

1. Dependent Variable : Sales

Source: Research Results, 2020 (Processed Data)

Based on Table 5 above, it can be seen that the correlation value for the Brand Trust variable has a tolerance value (0.647 ) > 0.10 and a VIF value (1.546) < 10 , for the Marketing Communication Strategy variable it has a tolerance value (0.675 ) > 0.10 and a VIF value ( 1.481 ) < 10, and for the Product Diversity variable it has a tolerance value (0.627 ) > 0.10 and a VIF value (1.595) < 10. so it can be concluded that the variables Brand Trust, Marketing Communication Strategy and Product Diversity do not show any symptoms of multicollinearity.

1. **Heteroscedasticity Test**

The test results using the scatterplot graphic method can be seen in the image below:

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**Figure 4. *Scatterplot graph***

on Figure 4 above, it can be seen that the Scatterplot graph points are spread randomly and are spread above and below the number 0 on the Y axis without forming a particular pattern. This can be concluded that there is no heteroscedasticity.

**Multiple Linear Regression Analysis Results**

The results of the multiple linear regression analysis test can be seen in the following table:

**Table 6. Results of Multiple Linear Regression Analysis Test**

**Coefficients a**

| Model | Unstandardized Coefficients |
| --- | --- |
| B | Std. Error |
| 1 | (Constant) | .784 | 1.605 |
| Brand Trust | .275 | .048 |
| Marketing Communication Strategy | .395 | .078 |
| Product Diversity | .215 | .065 |

Dependent Variable : Sales

Source: Research Results, 2020 (Processed Data)

Based on Table 6 above, the multiple linear regression equation is obtained with the following formula: Sales = 0.784 + 0.275 Brand Trust + 0.395 Marketing Communication Strategy + 0, 215 Product Diversity + e where if the value of the independent variable (X 1 ) namely Brand Trust, variable (X 2 ) namely Marketing Communication Strategy and variable (X 3 ) namely Product Diversity is worth 0 then Sales are fixed at 0.784 . Every increase in the Brand Trust aspect (X 1 ) by 1 unit, Sales will increase by 0.275 . Every increase in the Marketing Communication Strategy aspect (X 2 ) by 1 unit, Sales will increase by 0.395 . Every increase in the Product Diversity aspect (X3 ) by 1 unit, then Sales will increase by 0.215.

**Hypothesis Testing Results**

* + - 1. **Partial Testing (t-Test)**

The results of partial hypothesis testing (t-test) can be seen in the table below as follows:

**Table 7. Partial Test**

**Coefficients a**

|  | t | Sig. |
| --- | --- | --- |
|
| 1 | (Constant) | .489 | .626 |
| Brand Trust | 5,754 | .000 |
| Marketing Communication Strategy | 5,091 | .000 |
| Product Diversity | 3.297 | .001 |

1. Dependent Variable: Sales

Source: Research Results, 2020 (Processed Data)

The Brand Trust variable (X1 ) has a calculated t value ( 5.754 ) > t table (1.984 ) with a significant level of 0.000 < 0.05, the Marketing Communication Strategy variable (X2 ) has a calculated t value ( 5.091 ) > t table (1.984 ) with a significant level of 0.000 <0.05 and the Product Diversity variable (X3 ) has a calculated t value ( 3.297 ) > t table (1.984 ) with a significant level of 0.001 < 0.05 so that it can be concluded that there is a significant positive influence partially between Brand Trust, Marketing Communication Strategy and Product Diversity on Sales at PT. Jaya Abadi Chandra Kartika Medan.

* + - 1. **Simultaneous Test (F- Test)**

simultaneous hypothesis testing (F-Test) can be seen in the table below as follows:

**Table 8. Simultaneous Test**

|  |
| --- |
| **ANOVA b** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 957,851 | 3 | 319,284 | 69,593 | .000 a |
| Residual | 449,610 | 98 | 4,588 |  |  |
| Total | 1407.461 | 101 |  |  |  |
| a. Predictors: (Constant), Product Diversity, Marketing Communication Strategy, Brand Trust |
| b. Dependent Variable: Sales |

Source: Research Results, 2020 (Processed Data)

Based on Table 8, it can be seen that the F count value ( 319.284 ) > F table ( 2.70 ) with a significance of 0.000 <0.05, so it is concluded that there is a significant and positive influence between Brand Trust, Marketing Communication Strategy and Product Diversity simultaneously on Sales at PT. Jaya Abadi Chandra Kartika Medan Medan.

* + - 1. **Coeffivient of Determination (R 2 )**

The results of the determination coefficient test (R2 ) can be seen in the table below as follows:

**Table 9. Determination Coefficient Test**

| **Model Summary b** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | . 825 a | . 681 | .671 | 2. 142 |
| a. Predictors: (Constant), Product Diversity, Marketing Communication Strategy, Brand Trust |
| b. Dependent Variable: Sales |

Source: Research Results, 2020 (Processed Data)

Based on Table 9 above, it can be seen that the R Square value (R2 ) or coefficient of determination obtained is 0.671, meaning that the Sales variable can be explained by the Brand Trust, Marketing Communication Strategy and Product Diversity variables. amounting to 67.1 % while the remaining 32.9 % is influenced by other factors originating from outside this research model.

**Discussion of Research Result**

**The Influence of Brand Trust on Sales**

Based on the results of partial hypothesis testing using the t-test, it is known that the Brand Trust variable has a positive and significant effect on Sales of PT. Jaya Abadi Chandra Kartika Medan.

The results of this study are in line with Mochamad Edris (2018) with the research title "The Influence of Brand Trust on Loyalty (Case Study on Rinso Brand Detergent in Kudus Regency)" which proves that Brand Trust has a positive and significant effect on Customer Loyalty.

**The Influence of Marketing Communication Strategi on Sales**

Based on the results of partial hypothesis testing using the t-test, it is known that the Marketing Communication Strategy variable has a positive and significant effect on Sales of PT. Jaya Abadi Chandra Kartika Medan.

 The results of this study are in line with Ruth Anugrah (2017) with the research title "The Influence of Integrated Marketing Communications and Corporate Image on Customer Loyalty at the Grand Zuri Hotel Pekanbaru" which proves that Communication Strategy has a positive and significant influence on Customer Loyalty.

* + - 1. **The Influence of Product Diversity on Sales**

Based on the results of partial hypothesis testing using the t-test, it is known that the Product Diversity variable has a positive and significant effect on Sales of PT. Jaya Abadi Chandra Kartika Medan.

The results of this study are in line with Zunita (2018) with the research title "Quality, Price and Product Diversity on Customer Loyalty at Lily Bakery Lamongan" which proves that Product Diversity has a positive and significant effect on Customer Loyalty.

1. **The Influence of Brand Trust, Marketing Communication Strategy and Product Diversity on Sales**

Based on the results of simultaneous hypothesis testing using the F-test, it is known that the variables Brand Trust, Marketing Communication Strategy and Product Diversity have a positive and significant effect on Sales of PT. Jaya Abadi Chandra Kartika Medan.

The results of this study are in line with Mochamad Edris (2018) with the research title "The Influence of Brand Trust on Loyalty (Case Study on Rinso Brand Detergent in Kudus Regency)" which proves that Brand Trust has a positive and significant effect on Customer Loyalty.

The results of this study are in line with Ruth Anugrah (2017) with the research title "The Influence of Integrated Marketing Communications and Corporate Image on Customer Loyalty at the Grand Zuri Pekanbaru Hotel" which proves that Communication Strategy has a positive and significant influence on Customer Loyalty .

The results of this study are in line with Zunita (2018) with the research title "Quality, Price and Product Diversity on Customer Loyalty at Lily Bakery Lamongan" which proves that Product Diversity has a positive and significant effect on Customer Loyalty.

**CONCLUSION**

**Conclusion**

Based on the research results and discussion, the author makes several conclusions as follows:

The results obtained from the multiple linear regression analysis are that if the value of Brand Trust (X1 ), Marketing Communication Strategy (X2 ) and Product Diversity (X3 ) has no value, then Sales are constant. Every increase in the Brand Trust aspect (X1 ) by one unit, Sales will be b1 . Every increase in the Marketing Communication Strategy aspect (X2 ) by one unit, Sales will increase by b2 . Every increase in the Product Diversity aspect ( X3 ) by one unit, Sales will increase by b3 .

- test results show that Brand Trust partially has a positive and significant influence on Sales at PT. Jaya Abadi Chandra Kartika Medan.

1. - test results show that the Marketing Communication Strategy partially has a positive and significant influence on Sales at PT. Jaya Abadi Chandra Kartika Medan.
2. - test show that Product Diversity partially has a positive and significant influence on Sales at PT. Jaya Abadi Chandra Kartika Medan
3. - Test show that Brand Trust, Marketing Communication Strategy and Product Diversity simultaneously have a positive and significant influence on Sales at PT. Jaya Abadi Chandra Kartika Medan.

For the coefficient of determination, it was found that Brand Trust, Marketing Communication Strategy and Product Diversity can explain the relationship with Sales at PT. Jaya Abadi Chandra Kartika Medan.

**Managerial Implications**

Based on the analysis that the author has conducted, the following implications can be obtained for the company:

PT. must pay more attention to Product Diversity (X 3 ) in improving Customer Loyalty (Y), because:

1. Lack of product diversity from the company, it is hoped that the company will maximize Product Diversity because increasing product diversity can reach wider customers, such as the quality of organic putty from teak wood dust .
2. The company cannot distribute some products to customers . It is expected that the company can make product delivery provisions so that PT. Jaya Abadi Chandra Kartika Customers can always say positive things about the company.

PT. Jaya Abadi Chandra Kartika must pay more attention to Communication Strategy (X 2 ) in improving Customer Loyalty (Y), because :

1. The company has employees with honest personalities, good character, and good responses and responses to every customer complaint .
2. PT. Jaya Abadi Chandra Kartika always provides opportunities and easy access for customers to provide criticism and suggestions, such as mailboxes and *call centers.*

PT. Jaya Abadi Chandra Kartika must maintain Brand Trust (X 1 ) in improving Customer Loyalty (Y), because :

1. It is expected that companies will always create good service so that customers are always comfortable and adapt to the company environment.
2. Communication Strategy of PT. Jaya Abadi Chandra Kartika such as, always contacting consumers for service improvement or enhancement, and having the skills to respond well to its customers through *customer service* and others.

**Academic Suggestion**

Suggestion that can be given to academics are:

* + - 1. Adding Research Variables

 For further researchers who wish to research or continue this research, it is recommended to continue this research by looking for other variables that influence Customer Loyalty.

* + - 1. Expansion of Geographic Coverage

 Furthermore, it is hoped that the following research will be able to expand its scope, for example research in several putty paint companies in Medan City.

* + - 1. Increasing the Number of Respondents

Due to time, energy and cost limitations, this study only took 102 respondents as samples.

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