
The Effect of Service Quality and Promotion on Purchasing Decisions that Impact Consumer Loyalty in Using VIT Bottled Water Production by PT. Tirta Varia Intipratama in Bandung Region

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ABSTRACT

This study aims to determine the effect of service quality and promotion on purchasing decisions that have an impact on consumer loyalty in using VIT bottled water produced by PT Turta Varia Intipratama in the Bandung Region. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study show that service quality has a significant effect on purchasing decisions by 31.6%, hypothesis testing obtained a significance of 0.000 <0.05. Promotion has a significant effect on purchasing decisions by 46.6%, hypothesis testing obtained a significance of 0.000 <0.05. Service quality and promotion simultaneously have a significant effect on purchasing decisions by 51.9%, hypothesis testing obtained a significance of 0.000 <0.05. Purchase decisions have a significant effect on consumer loyalty by 31.2%, hypothesis testing obtained a significance of 0.000 <0.05.

Keywords: Service Quality, Promotion, Purchase Decision, Consumer Loyalty

INTRODUCTION

In the era of an increasingly modern world, the need for clean water is inherent in everyday life. Public awareness of the importance of using clean water is increasing and cannot be separated anymore in life. The high level of consumption and public concern for health has caused the need for clean water to become a top priority in their daily lives (Dorojati et al., 2016). Bottled drinking water is currently the main choice in meeting these primary needs (Monikayani et al., 2020), because most of the human body is water.

The need for drinking water continues to increase along with population growth. There are also increasing numbers of companies working on the Bottled Drinking Water (AMDK) business and are continuing to expand to expand the market network for their products. The community's need for drinking water is very high but the availability of water that is fit for drinking in terms of quality and guaranteed from a health perspective is increasingly difficult for the community to obtain at this time, especially in big

cities which cannot be separated from drinking water.

The bottled drinking water industry (AMDK) has emerged as the main beverage industry in almost all parts of the world (Mahesa & others, 2010). Initially, bottled water was a type of commercial drink in western Europe where consumption of bottled water had become a habit for the people there and now bottled water can be found even in remote areas of the world.

Bottled drinking water is currently one of the instant products circulating in the market that offers various advantages and benefits (Pattasang & Hadiguna, 2021). So that at this time many people prefer beverage products that are more natural because of the demands of needs, and besides that because of people's busy lives, they prefer instant products.

The Bottled Drinking Water (AMDK) industry is experiencing increasingly rapid development due to the consumption of bottled drinking water is increasing every year in Indonesia (Atmaja, 2013). This is due to population growth which is increasing along with the lifestyle of Indonesian

people who are increasingly modern and the level of needs is increasingly complex which causes people to choose something that is practical to fulfill their life needs. The growth of the bottled drinking water industry (AMDK) is not only played by large-scale companies (Marjoto, 2014), but performance growth does not include drinking water depot entrepreneurs who are mostly played by local actors (Kemenprin). Various brands of mineral water are widely known by the public, especially Aqua and Vit which are produced by PT Tirta Varia Intipratama.

PT Tirta Varia Intipratama is a company engaged in the distribution of bottled drinking water (AQUA and VIT) which has been established for 15 years, and has 14 Depots which are divided in the Jakarta, Tangerang and Banten areas. As well as having become a distributor company with international standards by obtaining an ISO 9001: 2008 certificate by SGS certification. Products that are distributed include Aqua, Vit, Mizone and Vit Levite. Aqua as one of the largest and first drinking water producers in Indonesia is still the market leader in the bottled drinking water business in Indonesia (AMDK). But even so (Setyawan et al., 2015) Aqua does not want its consumers to switch to other products. Therefore, the demand to always be the best must be an organizational commitment so that drinking water users remain loyal to always consume Aqua drinking water.

In order to reach consumers, there are many strategies that can be used in developing their products, namely by way of promotion. Promotion is one element of a company's marketing mix (Nurjaya et al., 2022). Promotion is also a one-way flow of information or persuasion designed to direct a person or organization to an action that creates an exchange in marketing. In promoting its products in the business world, one of the most important is the marketing strategy. Marketing strategy is the main weapon in running a business (Prihastuti et al., 2020). If the marketing strategy is successful, business activities as a whole can run smoothly according to the plans that have been designed. Not only that, in order to reach consumers, many production companies use strategies through

distributors or intermediaries who can distribute products from producers to retailers or consumers.

Apart from that, providing good service to consumers is certainly a factor to consider for those who decide, for example, to become loyal consumers. This indicates that product quality will make consumers loyal (Bali, 2022). Whereas (Trisnawan, 2014) Consumer loyalty is the willingness of consumers to continue to buy from a company in the long term and to recommend products to friends and colleagues, including references, wishes and future intentions. These things can be considered by business actors in order to be able to compete to attract the hearts of consumers. Consumer loyalty can be interpreted as consumer loyalty to a service or goods that he uses (Kurniasih, 2012). There are so many strategies that can be used in the business world, including promoting or influencing and attracting consumer interest and serving consumers well, which is the most important thing in a business that can be used so that consumers become loyal to the product.

Consumer loyalty can be said as a person who buys regularly and repeatedly (Widiaswara & Sutopo, 2017). Consumers are someone who continuously and repeatedly comes to the same place to satisfy their desires by having a product or getting a service and paying for the product or service.

Service quality or service quality is centered on efforts to fulfill consumer needs and desires and the accuracy of their delivery to balance consumer expectations (Prasastono & Pradapa, 2012). Service quality is an important factor to be re-examined because it is the basic thing that consumers need. Service quality is needed by providing and fulfilling facilities and responding according to consumer wishes. For this reason, service quality can also affect consumer loyalty (Wahyuni & Joesyiana, 2021). If the perceived service is as expected, then the service quality is perceived as good and satisfying. If the service received exceeds consumer expectations, then service quality is perceived as an ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad (Sondakh,

2015). Thus whether or not the quality of service depends on the ability of service providers to consistently meet consumer expectations.

In an effort to achieve consumer satisfaction so that they become loyal in purchasing, PT. Tirta Varia Intipratama Distributor in Bandung provides promotions so as to influence consumer loyalty. Promotion has a very important role for the development of a company (Ariyanto et al., 2020). With promotion, companies can communicate products to consumers, such as the advantages of products and benefits that can be known by consumers, so that promotion is an important aspect of marketing management to influence and attract consumers to sell products.

In recent years there has been a phenomenon of declining sales, so management needs to carry out various strategies to overcome these problems, such as improving service quality and making breakthroughs in promotions. This is what prompted the author to find out more about the influence of service quality and sales promotion of bottled drinking water (AQUA) products on consumer loyalty at PT Tirta Varia Intipratama in Bandung in an effort to retain consumers so they can make repeated purchases and consumers' willingness

to continue buying products from PT. Tirta Varia Intipratama.

Based on the explanation above, the authors are interested in conducting further research with the title "The Influence of Service Quality and Promotion on Consumer Purchase Decisions which Impact Consumer Loyalty Using VIT Bottled Water Production of PT Tirta Varia Intipratama in the Bandung Region".

METHODS

The type of research used is associative, where the aim is to find out the relationship between. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

The population in this study are consumers who use VIT bottled water produced by PT Turta Varia Intipratama in the Bandung Region, the exact number of which is not known. The sampling technique in this study was to use the ancient Rao formula, and after calculations were obtained a sample of 96 respondents. Thus the sample in this study amounted to 96 consumer respondents using VIT bottled water produced by PT Turta Varia Intipratama in the Bandung area.

RESULTS and DISCUSSION

Classic Assumption

Table 1. Kolmogorov-Smirnov Test Normality Results

	Tests of Normality					
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Purchase Decision (Y)	0.079	96	0.2	0.973	96	0.05

a. Lilliefors Significance Correction

Source: SPSS Version 25 Output Results

Based on the test results in the table above, a significance value of 0.170 is obtained, which is greater than the value $\alpha = 0.050$ or ($0.170 > 0.050$). Thus, the assumption of the distribution of equations in this test is normal.

Test Multicollinearity

The multicollinearity test is carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF) values. The test results are as follows:

Table 2. Multicollinearity Test Results with Collinearity Statistics

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients Betas	Collinearity Statistics	
	B	std. Error		tolerance	VIF
1	(Constant)	10.1	2,902		
	Service Quality (X1)	0.23	0.072	0.273	0.709 1.41

Promotion (X2)	0.53	0.085	0.535	0.709	1.41
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a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the tolerance value for each independent variable is $0.709 < 1.0$ and the Variance Inflation Factor (VIF) value is $1.411 < 10$, thus this regression model does not have multicollinearity.

Autocorrelation Test

The test was carried out using the Durbin-Watson test (DW test). The test results are as follows:

Table 3. Autocorrelation Test Results

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.720a	0.519	0.508	2,389	1853

a. Predictors: (Constant), Promotion (X2), Service Quality (X1)

b. Dependent Variable: Purchase Decision (Y)

The test results in the table above obtained a Durbin-Watson value of 1.846, this value is between the interval 1.550 – 2.460. Thus the regression model stated that there was no autocorrelation disorder.

Test Heteroscedasticity

Testing was carried out with the Glejser Test Model test tool. The test results are as follows:

Table 4. Heteroscedasticity Test Results with the Glejser Test Model

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
(Constant)	2,481	1672		1,483	0.14
1 Service Quality (X1)	-0.06	0.041	-0.177	-1.46	0.15
Promotion (X2)	0.045	0.049	0.112	0.922	0.36

a. Dependent Variables: RES2

The test results using the Glejser test, after testing it obtained a significance value of > 0.050 . Thus the regression model does not have heteroscedasticity disturbances.

In this test it is used to determine the minimum and maximum scores of the highest scores, rating scores and standard deviations of each variable. The results are as follows:

Analysis Descriptive

Table 5. Descriptive Statistics Analysis Results

Descriptive Statistics

	N	Minimum	Maximum	Means	std. Deviation
Service Quality (X1)	96	30	48	37.9	4,043
Promotion (X2)	96	31	46	38.1	3,43
Purchase Decision (Y)	96	32	46	39	3,407
Consumer Loyalty (Z)	96	31	50	39.2	3,614
Valid N (listwise)	96				

Service quality obtained a minimum variance of 30 and a maximum variance of 48 with a rating score of 3.786 with a standard deviation of 4.043.

Promotions obtained a minimum variance of 31 and a maximum variance of 46 with a rating score of 3.806 with a standard deviation of 3.430.

Purchase decisions obtained a minimum variance of 32 and a maximum variance of 46 with a

rating score of 3.903 with a standard deviation of 3.407.

Consumer loyalty obtained a minimum variance of 31 and a maximum variance of 50 with a rating score of 3.923 with a standard deviation of 3.614.

Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 6. Results of Multiple Linear Regression Tests on Quality of Service and Promotion on Purchasing Decisions

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			



(Constant)	10.08	2,902	3.47	0
1 Service Quality (X1)	0.23	0.072	0.273	3.2
Promotion (X2)	0.532	0.085	0.535	6.27

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation $Y = 10.080 + 0.230X_1 + 0.532X_2$ is obtained. From these equations it is explained as follows:

- 1) A constant of 10,080 means that if there is no quality of service and promotion, then there is a purchase decision value of 10,080 points.
- 2) The regression coefficient for service quality is 0.230, this figure is positive, meaning that every

time there is an increase in service quality by 0.230 points, the purchase decision will also increase by 0.230 points.

- 3) The promotion regression coefficient is 0.532, this number is positive, meaning that every time there is an increase in promotion by 0.532 points, the purchase decision will also increase by 0.532 points.

Table 7. Results of Simple Linear Regression Testing Purchasing Decisions on Consumer Loyalty

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
(Constant)	16.109	3,556		4.53	0
1 Purchase Decision (Y)	0.592	0.091	0.558	6.53	0

a. Dependent Variable: Consumer Loyalty (Z)

Based on the test results in the table above, the regression equation $Z = 16.109 + 0.592Y$ is obtained. From these equations it is explained as follows:

- 1) A constant of 16.109 means that if there is no purchase decision, then there is a consumer loyalty value of 16.109 points.
- 2) The regression coefficient for purchasing decisions is 0.592, this figure is positive, meaning that every time there is an increase in

purchasing decisions by 0.592 points, consumer loyalty will also increase by 0.592 points

Analysis Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 8. Test Results for the Coefficient of Determination of Service Quality on Purchasing Decisions
 Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.562a	0.316	0.308	2,834

a. Predictors: (Constant), Service Quality (X1)

Based on the test results obtained a determination value of 0.316 means that service

quality has an influence contribution of 31.6% on purchasing decisions.

Table 9. Test Results for the Coefficient of Determination of Promotion on Purchasing Decisions
 Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.683a	0.466	0.46	2,503

a. Predictors: (Constant), Promotion (X2)

Based on the test results obtained a determination value of 0.466 means that promotion

has an influence contribution of 46.6% on purchasing decisions.

Table 10. Simultaneous Test Results for the Determination Coefficient of Service Quality and Promotion on Purchasing Decisions
 Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.720a	0.519	0.508	2,389

a. Predictors: (Constant), Promotion (X2), Service Quality (X1)

Based on the test results obtained a determination value of 0.519 means that service

quality and promotion simultaneously have a contribution of 51.9% influence on purchasing



decisions, while the remaining 48.1% is influenced by other factors.

Table 11. Test Results for the Coefficient of Determination of Purchase Decisions on Consumer Loyalty
 Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.558a	0.312	0.305	3.014

a. Predictors: (Constant), Purchase Decision (Y)

Based on the test results obtained a determination value of 0.312 means that purchasing decisions have an influence contribution of 31.2% on consumer loyalty.

Test Partial hypothesis (t test)

Hypothesis testing with the t test is used to find out which partial hypotheses are accepted. The test results are as follows:

Table 12. Results of the Service Quality Hypothesis Test on Purchasing Decisions
 Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
		B	std. Error			
1	(Constant)	21.1	2,738		7.71	0
	Service Quality (X1)	0.473	0.072	0.562	6.59	0

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (6.585 > 1.986) is obtained, thus the hypothesis proposed that there is

a significant influence of service quality on purchasing decisions is accepted.

Table 13. Results of Promotional Hypothesis Testing on Purchasing Decisions
 Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
		B	std. Error			
1	(Constant)	13.22	2,862		4.62	0
	Promotion (X2)	0.678	0.075	0.683	9.06	0

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (9.055 > 1.986) is obtained, thus the hypothesis proposed that there is

a significant influence of promotion on purchasing decisions is accepted.

Table 14. Results of the Hypothesis Test on Purchase Decision on Consumer Loyalty
 Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
		B	std. Error			
1	(Constant)	16.11	3,556		4.53	0
	Purchase Decision (Y)	0.592	0.091	0.558	6.53	0

a. Dependent Variable: Consumer Loyalty (Z)

Based on the test results in the table above, the value of t count > t table or (6.527 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence of purchasing decisions on consumer loyalty is accepted

Simultaneous hypothesis testing with the F test is used to determine which simultaneous hypotheses are accepted. The third hypothesis: There is a significant influence of service quality and promotion on purchasing decisions.

Simultaneous Hypothesis Test (Test F)

Table 15. Simultaneous Service Quality and Promotion Hypothesis Test Results on Purchasing Decisions
 ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	572.2	2	286,084	50.1	.000b
	residual	530.7	93	5,707		
	Total	1103	95			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Promotion (X2), Service Quality (X1)



Based on the test results in the table above, the calculated F value $> F$ table or ($50.130 > 2.700$), thus the fourth hypothesis proposed that there is a significant effect of service quality and promotion simultaneously on purchasing decisions is accepted.

DISCUSSION

1. The Effect of Service Quality on Purchasing Decisions

Service quality has a significant effect on purchasing decisions with a coefficient of determination of 31.6%. Hypothesis testing obtained the value of t count $> t$ table or ($6.585 > 1.986$). Thus the hypothesis proposed that there is a significant effect of service quality on purchasing decisions is accepted.

2. The Effect of Promotion on Purchasing Decisions

Promotion has a significant effect on purchasing decisions with a coefficient of determination of 46.6%. Hypothesis testing obtained t count $> t$ table or ($9.055 > 1.986$). Thus the hypothesis proposed that there is a significant effect of promotion on purchasing decisions is accepted.

3. The Effect of Service Quality and Promotion on Purchasing Decisions

Service quality and promotion have a significant effect on purchasing decisions by obtaining a regression equation $Y = 10.080 + 0.230X_1 + 0.532X_2$, with a coefficient of determination of 51.9% while the remaining 48.1% is influenced by other factors. Hypothesis testing obtained F count $> F$ table or ($50.130 > 2.700$). Thus the hypothesis proposed that there

is a significant effect of service quality and promotion simultaneously on purchasing decisions is accepted.

4. The Effect of Purchasing Decisions on Consumer Loyalty

Purchase decisions have a significant effect on consumer loyalty with a coefficient of determination of 31.2%. Hypothesis testing obtained the value of t count $> t$ table or ($6.527 > 1.986$). Thus the hypothesis put forward that there is a significant effect of purchasing decisions on consumer loyalty is accepted.

CONCLUSION

Service quality has a significant effect on purchasing decisions with an influence contribution of 31.6% and the hypothesis test obtained is t count $> t$ table or ($6.585 > 1.986$). Promotion has a significant effect on purchasing decisions with an influence contribution of 46.6% and the hypothesis test obtained t count $> t$ table or ($9.055 > 1.986$). Service quality and promotion simultaneously have a significant effect on purchasing decisions with a contribution of 51.9% while the remaining 48.1% is influenced by other factors. Hypothesis testing obtained F count $> F$ table or ($50.130 > 2.700$). Purchase decisions have a significant effect on consumer loyalty with an influence contribution of 31.2%. The hypothesis test obtained by the value of t count $> t$ table or ($6.527 > 1.986$).

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