THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT, PRODUCT QUALITY, AND PRICE ON CUSTOMER LOYALTY (A CASE STUDY OF KOPI KENANGAN CUSTOMERS AT THE ROGOJAMPI BRANCH, BANYUWANGI)

[1]**David Chandra Hermawan** (Management Study Program, Faculty of Economics, Universitas 17 Agustus 1945 Banyuwangi)
E-mail: dvdcndraa@gmail.com

[2]**Dilla Cattleyana** (Management Study Program, Faculty of Economics, Universitas 17 Agustus 1945 Banyuwangi)
E-mail: dilla@untag-banyuwangi.ac.id

[3]**Winda Hurotul Aini** (Management Study Program, Faculty of Economics, Universitas 17 Agustus 1945 Banyuwangi)
E-mail: winda_hurotul@untag-banyuwangi.ac.id

Keywords: Customer Relationship Management, Product Quality, Price, Customer Loyalty.

Received : 28 July 2026
Revised : 06 August 2026
Accepted: 19 August 2026
©2026The Author(s): This is an open-access article distributed under the terms of theCreative Commons Attribution 4.0 International.

ABSTRACT
This study seeks to elucidate the effects of Customer Relationship Management (CRM), product quality, and pricing on customer allegiance at the Kopi Kenangan Rogojampi Branch in Banyuwangi. A quantitative research paradigm was adopted, employing a survey-based methodology. The study population encompassed the entire customer base of the aforementioned branch, from which 100 respondents were recruited through purposive sampling. Data procurement was conducted via questionnaires, with subsequent analyses comprising validity and reliability assessments, classical assumption diagnostics, multiple linear regression, F-testing, t-testing, and the coefficient of determination (R^2). The model adequacy assessment evinced that the regression model was tenable for explicating customer allegiance. On an individual basis, Customer Relationship Management, product quality, and pricing each exerted a favourable and statistically significant influence on customer allegiance. These findings are anticipated to furnish valuable managerial insights for cultivating enduring customer allegiance through the fortification of Customer Relationship Management, the amelioration of product quality, and the calibration of judicious pricing strategies.

ISSN-E: : 2808-1714 (online media)
https://jurnal.stiedarulfalahmojokerto.ac.id/ index.php/jurnal_IJE

I. INTRODUCTION

In the era of economic expansion under contemporary globalization, commercial dynamics, particularly in Indonesia, have intensified rapidly, presenting novel challenges within the business landscape. Consequently, business practitioners are impelled to establish distinct product uniqueness and foster continuous innovation to capture consumer attention, market new offerings, comprehend customer needs, reach potential buyers, enhance product quality, and optimize time and capital efficiency by focusing available resources (Telaumbanua et al., 2024).

Kopi Kenangan represents one of the highly popular modern coffee shop business pioneers in Indonesia. Established in 2017, Kopi Kenangan has demonstrated rapid and expansive growth, securing a position among the largest coffee shop chains in Indonesia with over 622 outlets spanning 45 cities, including three operational units within the Banyuwangi region: Genteng, Banyuwangi City, and Rogojampi. The Kopi Kenangan Rogojampi branch has become a frequently visited destination due to its strategic location on the primary arterial road, adjacent to commercial offices, municipal markets, and educational complexes. Featuring a modern ambiance with a relaxed, tranquil, and comfortable atmosphere, the outlet caters to consumers seeking to convene with peers, complete academic tasks, hold business meetings, take photographs, or simply enjoy premium coffee offerings. The Rogojampi branch provides diverse product selections, including beverages and food items such as pastries. Customer footfall remains exceptionally high, rarely experiencing low-volume periods compared to competing coffee shops.

It is essential for commercial entities to cultivate sustainable relationships with customers to build brand loyalty. A primary strategic initiative undertaken by enterprises facing market rivalry involves nurturing continuous customer relationships, academically operationalized as Customer Relationship Management (CRM). Based on Philip Kotler's conceptual framework, Customer Relationship Management represents a systematic process of managing detailed individual customer insights and all contact points to maximize customer loyalty (Risa & Saroyo, 2024). Through the execution of this strategy, consumers are expected to feel more valued and understood by the enterprise.

Kopi Kenangan prioritizes not only product quality but also the creation of a conducive and memorable customer experience to solidify consumer loyalty. One exemplary implementation is the mobile loyalty program available on the 'Kopi Kenangan' application, designed to accelerate competitive commercial advantages, including customer retention, new customer acquisition, consumer insights, and overall profitability. Through mobile platforms, Kopi Kenangan beyond merely facilitating order processing articulates interactive features to thoroughly explore customer purchasing behavior. By acquiring a comprehensive understanding of consumer needs and preferences, Kopi Kenangan optimizes personalized service quality, thereby enhancing overall customer allegiance.

In addition to customer relationship management, product quality serves as an essential determinant in business that requires careful evaluation to

establish customer loyalty. Maintaining continuous and stable product quality positively impacts the execution of customer relationship strategies, thereby fostering enduring customer loyalty. Commercial entities must not only acquire new customers but also retain existing ones (Ulum, 2025). Therefore, effective strategies are imperative to ensure enterprises maintain the standard of their offered products or services and prevent customer defection to competitor brands. According to Garvin (Febryanti et al., 2024), product quality represents the inherent capacity of an item to achieve public recognition through its distinctive attributes. Superior product quality functions as a primary determinant of customer loyalty by consolidating customer emotional attachment (Kristantyo, 2021).

Product quality is affirmed when its performance characteristics adequately satisfy consumer needs or surpass established expectations (Hakim et al., 2022). The product quality delivered by Kopi Kenangan constitutes a compelling factor in maintaining customer retention. Every menu item emphasizes premium raw materials processed under strict Standard Operating Procedures (SOPs) to guarantee taste consistency. Field observations at the Kopi Kenangan outlet indicate that beverage preparation adheres rigorously to standard measurements, preserving flavor consistency across visits.

Another fundamental element influencing consumer persistence is product pricing. Kotler and Armstrong (Ramadhan et al., 2023) define price as the monetary value or financial assessment charged for the overall utility derived from product consumption. While a majority of consumers demonstrate preference for lower-priced offerings, lower prices do not automatically denote superior quality (Ramadhan et al., 2023). Strategic price setting represents a critical component within a firm's marketing mix. Proportional pricing paired with optimal governance enables enterprises to effectively anticipate market competition (Ismail et al., 2025).

Empirical evidence from Nisa et al. (2024) indicates that Customer Relationship Management, product quality, and commodity pricing jointly contribute to customer loyalty. These three variables function complementarily in shaping consumer experience, serving as a baseline for evaluation and strategic formulation to retain customers and enhance competitive advantage. Given these empirical dynamics, a comprehensive investigation is warranted under the title: 'The Influence of Customer Relationship Management, Product Quality, and Price on Customer Loyalty (A Case Study of Kopi Kenangan Customers at the Rogojampi Branch, Banyuwangi).

II. LITERATURE REVIEW

2.1 Customer Relationship Management (CRM)

According to Buttle (Santosa & Febriadi, 2022), Customer Relationship Management (CRM) represents a fundamental business strategy that integrates internal functions with external network touchpoints to optimize customer value economically. Kotler and Keller (Santosa & Febriadi, 2022) define CRM as a managerial system that meticulously inventories individual customer detailed information across all interaction points to accelerate customer allegiance.

2.2 Product Quality

Product quality represents a pivotal determinant conditioning consumer purchase decisions. Wijaya (Teta et al., 2022) conceptualizes product and service quality as a multidimensional convergence of marketing, engineering, manufacturing, and product maintenance attributes integrated to affirm that operational outcomes align with consumer expectations.

2.3 Price

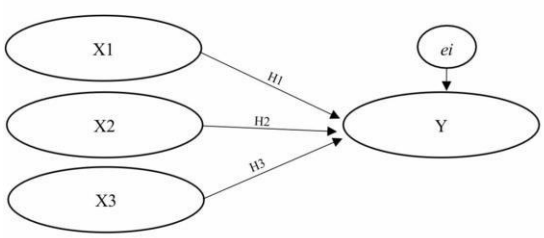
Pricing operates as a vital marketing variable with extensive influence over consumer dispositions and commercial performance metrics. Price acts as an economic consideration within exchange relationships, representing the monetary value surrendered by consumers to acquire goods or access specific services (Lestari & Wismantoro, 2024).

2.4 Customer Loyalty

Kotler and Keller (Teta et al., 2022) explain customer loyalty as a sustained behavioral tendency manifested through repetitive repurchase intentions or continuous usage of preferred products and services in the future, despite situational contingencies and marketing efforts by competitors designed to induce brand switching.

2.5 Conceptual Framework

The theoretical relationships among the independent variables (Customer Relationship Management [X1], Product Quality [X2], Price [X3]) and the dependent variable (Customer Loyalty [Y]) are structured in the conceptual framework below:



2.6 Hypothesis Development

Influence of Customer Relationship Management on Customer Loyalty:

Customer Relationship Management (CRM) represents a strategic formulation focused on sustaining long-term consumer affiliations through persuasive information transmission, excellent service delivery, and integrated technological systems to manage customer data systematically. Based on theoretical alignment and empirical evidence, optimal CRM execution is posited to reinforce consumer brand preference. Thus, the first hypothesis is formulated as follows:

H1: Customer Relationship Management partially exerts a positive and significant effect on customer loyalty at Kopi Kenangan, Rogojampi Branch, Banyuwangi.

Influence of Product Quality on Customer Loyalty:

Product quality functions as a fundamental determinant conditioning a firm's capacity to maintain continuous customer relationships. Empirical investigations consistently affirm the relationship between product quality and sustained customer loyalty. Pardomuan et al. (2025) demonstrated that product quality exerts a statistically significant positive contribution to customer loyalty.

Based on this theoretical foundation and empirical synthesis, the second hypothesis is formulated as follows:
H2: Product Quality partially exerts a positive and significant effect on customer loyalty at Kopi Kenangan, Rogojampi Branch, Banyuwangi.

Influence of Price on Customer Loyalty:

Pricing constitutes a fundamental component of the marketing architecture that directly influences consumer purchase intentions. Proportional pricing strategy serves as a key determinant in acquiring new customers while consolidating long-term retention. Research by Hariyanto et al. (2024) confirmed a statistically significant relationship between price perceptions and customer loyalty. Consequently, the third hypothesis is formulated as follows:
H3: Consumer price perception partially exerts a positive and significant effect on customer loyalty at Kopi Kenangan, Rogojampi Branch, Banyuwangi.

III. RESEARCH METHOD

3.1 Population and Sample

According to Sugiyono (2016), a population refers to a generalized domain consisting of objects or subjects possessing specific attributes and characteristics established by researchers for empirical examination and conclusion drawing. In accordance with this definition, the population in this study comprises the entire customer base of Kopi Kenangan at the Rogojampi Branch in Banyuwangi. A sample represents a subset of the population selected to represent the broader investigation scope. Respondent selection was executed via non-probability sampling, wherein members of the population do not possess equal probabilities of selection. Specifically, sampling units were selected using purposive sampling, selecting respondents based on predefined criteria tailored to the study's scope. The sample selection criteria were established as follows:

- Consumers who have purchased products at Kopi Kenangan, Rogojampi Branch, Banyuwangi.
- Consumers with a minimum purchase frequency of five times (Bagaskoro et al., 2022).
- Consumers aged 17 years or older.

3.2 Data Collection Method

Data collection focused on primary quantitative data, defined as empirical data gathered directly from original sources. Primary empirical evidence was procured directly from customers of Kopi Kenangan Rogojampi Branch using digital questionnaires and structured interviews.

3.3 Operational Definitions and Variable Measurement

Customer Relationship Management (CRM):

CRM is operationally defined as a strategic organizational framework that orchestrates consumer interactions and continuous engagement through effective data management, customer service, and structured communication to create customer value, enhance satisfaction, and maximize long-term brand loyalty.

Product Quality:

Product quality is operationally defined as the structural configuration of product attributes and performance utilities that satisfy consumer preferences, thereby driving satisfaction, brand loyalty, and competitive differentiation.

Price:

Price perception is operationally defined as the consumer's evaluative assessment regarding the fairness of the monetary value exchanged for the perceived benefits of a product or service, directly influencing purchase behavior and post-consumption satisfaction.

3.4 Variable Measurement Scale

Respondent evaluations were measured using a 5-point Likert Scale, as detailed in Table 1:

Response Option	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: Sugiyono (2016)

3.5 Data Analysis Techniques

Instrument Testing:

The empirical instrument deployed was a structured questionnaire evaluated for measurement validity and reliability.

Validity Test:

Validity testing assesses the precision of questionnaire items as data gathering tools using Pearson's Product-Moment correlation formula:

$$r_{xy} = \frac{N\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{[N\Sigma x^2 - (\Sigma x)^2][N\Sigma y^2 - (\Sigma y^2)]}}$$

Reliability Test:

Sugiyono (2016) explains that reliability indicates the consistency degree of measurement results when applied repeatedly to identical phenomena. The reliability coefficient is estimated using Cronbach's Alpha formula:

$$r_{xy} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\Sigma\sigma_t^2}{\sigma_t^2}\right)$$

Classical Assumption Tests:

- Normality Test: Assesses whether regression residuals follow a normal distribution using the One-Sample Kolmogorov-Smirnov test (Asymp. Sig. > 0.05 indicates normal distribution).
- Multicollinearity Test: Evaluates linear correlations among independent variables (Tolerance > 0.10 and VIF < 10 indicate no multicollinearity).
- Heteroscedasticity Test: Evaluates residual variance equality across observations using the Glejser test (Sig. > 0.05 indicates homoscedasticity).

Multiple Linear Regression Analysis:

Multiple linear regression models the dependent variable based on multiple independent predictor variables (Sugiyono, 2016):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Model Fit Test (F-Test):

The F-test evaluates the overall explanatory power and fit of the regression equation (F_count > F_table and Sig. < 0.05 confirm model adequacy).

Hypothesis Testing (t-Test):

The t-test evaluates individual partial regression coefficients (t_count > t_table and Sig. < 0.05 indicate statistically significant partial effects) (Ghozali, 2016).

Coefficient of Determination (R^2):

The Adjusted R Square measures the proportion of variance in the dependent variable explained by the set of independent variables (Sugiyono, 2016).

IV. RESULTS AND DISCUSSION

RESULTS

4.1 Research Results

Validity Test Results:

Validity testing was conducted across all indicator items measuring Customer Relationship Management (X1), Product Quality (X2), Price (X3), and Customer Loyalty (Y). As shown in Table 2, all indicator items are empirically valid (r_calculated > r_table [0.1966], Sig. < 0.05).

Variable / Indicator	r Table	r Calculated	Sig.	Status
Customer Relationship Management (X1)				
Item 1	0.1966	0.631	0.000	Valid
Item 2	0.1966	0.863	0.000	Valid
Item 3	0.1966	0.695	0.000	Valid
Item 4	0.1966	0.863	0.000	Valid
Product Quality (X2)				
Item 1	0.1966	0.862	0.000	Valid
Item 2	0.1966	0.599	0.000	Valid
Item 3	0.1966	0.647	0.000	Valid
Item 4	0.1966	0.854	0.000	Valid
Price (X3)				
Item 1	0.1966	0.630	0.000	Valid
Item 2	0.1966	0.860	0.000	Valid
Item 3	0.1966	0.684	0.000	Valid
Item 4	0.1966	0.860	0.000	Valid
Customer Loyalty (Y)				
Item 1	0.1966	0.732	0.000	Valid
Item 2	0.1966	0.688	0.000	Valid
Item 3	0.1966	0.711	0.000	Valid
Item 4	0.1966	0.623	0.000	Valid

Table 2. Validity Test Results

Reliability Test Results:

Reliability analysis confirmed high internal consistency for all measurement scales, as Cronbach's Alpha values exceeded the standard threshold of 0.600 (Table 3).

Variable	Standard Alpha	Cronbach's Alpha	Status
Customer Relationship Management (X1)	0.600	0.748	Reliable
Product Quality (X2)	0.600	0.734	Reliable
Price (X3)	0.600	0.757	Reliable
Customer Loyalty (Y)	0.600	0.622	Reliable

Table 3. Reliability Test Results

Classical Assumption Tests:

1. Normality Test (Kolmogorov-Smirnov):

The Kolmogorov-Smirnov test yielded an Asymp. Sig. (2-tailed) value of 0.200 (N = 100), exceeding the 0.05 significance threshold. This confirms that the regression model residuals are normally distributed (Table 4).

N	100
Normal Parameters (Mean)	.0000000
Normal Parameters (Std. Deviation)	1.19590024
Most Extreme Differences (Absolute)	.055
Test Statistic	.055
Asymp. Sig. (2-tailed)	.200 c,d

Table 4. One-Sample Kolmogorov-Smirnov Normality Test Results

2. Multicollinearity Test:

Evaluation of Tolerance and Variance Inflation Factor (VIF) values demonstrated no multicollinearity among independent variables (Tolerance > 0.10, VIF < 10.0) (Table 5).

Variable	Tolerance	VIF	Diagnosis
Customer Relationship Management (X1)	0.728	1.373	No Multicollinearity
Product Quality (X2)	0.752	1.330	No Multicollinearity
Price (X3)	0.632	1.583	No Multicollinearity

Table 5. Multicollinearity Test Results

3. Heteroscedasticity Test (Glejser Procedure):

The Glejser test yielded significance values of 0.404 for CRM, 0.747 for Product Quality, and 0.128 for Price. Because all p-values exceed 0.05, the homoscedasticity assumption is satisfied (Table 6).

Variable	Sig.	Diagnosis
Customer Relationship Management (X1)	0.404	No Heteroscedasticity
Product Quality (X2)	0.747	No Heteroscedasticity
Price (X3)	0.128	No Heteroscedasticity

Table 6. Heteroscedasticity Test Results (Glejser Test)

Multiple Linear Regression & Hypothesis Testing (t-Test):

Multiple linear regression analysis produced the statistical parameters summarized in Table 7:

Model / Variable	Unstd B	Std Error	Beta	t	Sig.
(Constant)	3.660	1.461	-	2.505	.014
CRM (X1)	.210	.085	.200	2.458	.016
Product Quality (X2)	.225	.068	.267	3.333	.001
Price (X3)	.364	.073	.435	4.990	.000

Table 7. Multiple Linear Regression Coefficients and Partial t-Test Results

From Table 7, the estimated regression equation is specified as follows:

$$Y = 3.660 + 0.210\ X_1 + 0.225\ X_2 + 0.364\ X_3 + e$$

The regression coefficients are interpreted as follows:

- Constant ($\alpha = 3.660$): Represents the baseline level of customer loyalty when all independent variables equal zero.
- $\beta_1 = 0.210$: Each 1-unit increase in Customer Relationship Management (X1) leads to a 0.210-unit increase in customer loyalty.
- $\beta_2 = 0.225$: Each 1-unit increase in Product Quality (X2) leads to a 0.225-unit increase in customer loyalty.
- $\beta_3 = 0.364$: Each 1-unit increase in Price (X3) leads to a 0.364-unit increase in customer loyalty.

Model Fit Assessment (ANOVA / F-Test):

The ANOVA calculation yielded F_calculated = 37.328 ($p = 0.000$), significantly exceeding F_table = 2.699 ($p < 0.05$). This confirms that the joint model fit is valid and that the independent variables collectively explain variations in customer loyalty (Table 8).

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	165.162	3	55.054	37.328	.000 b
Residual	141.588	96	1.475		
Total	306.750	99			

Table 8. Model Fitness Evaluation (ANOVA F-Test)

Coefficient of Determination (R^2):

The model summary indicates an Adjusted R Square of 0.524, demonstrating that 52.4% of the variance in customer loyalty is explained by CRM, Product Quality, and Price, while the remaining 47.6% is attributable to unmodeled external factors (Table 9).

R	R Square	Adjusted R Square	Std. Error of Estimate
.734 a	.538	.524	1.214

Table 9. Model Summary (Coefficient of Determination R^2)

DISCUSSION

1. The Influence of Customer Relationship Management on Customer Loyalty:

Empirical testing confirms that Customer Relationship Management exerts a positive and statistically significant partial effect on customer loyalty (t_count = 2.458 > t_table = 1.984; $p = 0.016 < 0.05$). Consequently, H1 is empirically supported. Strategic implementation of CRM through mobile app

interaction and personalized service significantly enhances customer retention at Kopi Kenangan Rogojampi Branch.

2. The Influence of Product Quality on Customer Loyalty:

Empirical evaluation confirms that product quality exerts a positive and statistically significant partial effect on customer loyalty ($t_{count} = 3.333 > t_{table} = 1.984$; $p = 0.001 < 0.05$). Consequently, H2 is empirically supported. Consistent taste profile, strict SOP adherence, and high-quality raw materials reinforce customer confidence and brand loyalty.

3. The Influence of Price on Customer Loyalty:

Empirical findings demonstrate that price perception exerts a statistically significant positive effect on customer loyalty ($t_{count} = 4.990 > t_{table} = 1.984$; $p = 0.000 < 0.05$). Standardized Beta analysis ($\beta = 0.435$) confirms price as the most dominant predictor relative to CRM ($\beta = 0.200$) and product quality ($\beta = 0.267$). Consequently, H3 is empirically supported. Competitive pricing aligned with delivered product value serves as the primary driver of customer retention.

V. CONCLUSION AND RECOMMENDATIONS

Based on empirical findings and statistical evaluations regarding the impact of CRM, product quality, and pricing on customer loyalty at Kopi Kenangan Rogojampi Branch, the following conclusions are drawn:

- All measurement items across CRM, product quality, price, and customer loyalty demonstrated construct validity ($r_{calculated} > r_{table}$) and internal consistency reliability (Cronbach's Alpha > 0.600).
- Classical assumption diagnostics confirmed normal residual distribution, absence of multicollinearity, and homoscedasticity.
- Multiple linear regression demonstrated that CRM, product quality, and price simultaneously and partially exert positive, statistically significant effects on customer loyalty.
- The regression model explained 52.4% of customer loyalty variance (Adjusted $R^2 = 0.524$), with price identified as the dominant influencing factor.

Managerial Recommendations

- Pricing Strategy Optimization: Management should preserve competitive price positioning while maintaining congruence with product quality.
- Quality Control & Consistency: Preserve taste consistency and standard operating procedures across all product lines.
- CRM Enhancement: Further expand mobile application features to deepen customer engagement and personalized service.
- Future Research Expansion: Incorporate additional explanatory variables (e.g., service quality, brand image, location accessibility) in future empirical models.

VI. REFERENCES

Alvian, I. G. P. K. (2020). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen. Jurnal Manajemen Komersial, 5(September), 12-24.

Anderson, J., & Hidayah, N. (2023). Pengaruh kreativitas produk, inovasi produk, dan kualitas produk terhadap kinerja ukm. Jurnal Ilmiah Manajemen dan Bisnis, 05(01), 185–194.

Anggraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen. Jurnal Ilmu dan Riset Manajemen, 08, 86–94.

Anisatun, F. (2020). Konsumen Wardah Exclusive Matte Lip Cream (Studi Kasus Pada Konsumen Toko Agung Supplier Purwokerto). Skripsi, Fakultas Ekonomi dan Bisnis Islam.

Arianto, M. P., & Rachbini, W. (2025). Pengaruh Persepsi Nilai Dan Loyalitas Terhadap Kepuasan Pelanggan. Jurnal Riset Ekonomi dan Bisnis, 8(9), 112-125.

Bagaskoro, B., Aryani, R., Suzana, Y., & Caroline, M. (2022). Pengaruh Employee Empowerment Terhadap Service Quality Di Restoran Ayam Gepuk Pak Gembus Sunter. Jurnal Hospitalitas dan Pariwisata, 7(1), 35–46.

Bali, A. Y. (2022). Pengaruh Kualitas Produk dan Harga Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening. Jurnal Manajemen Pemasaran, 1(1), 1–14.

Dayana, I., & Puspita Sari, M. (2022). Pengaruh Musim Hujan di Desember 2022 terhadap Motivasi Belajar Fisika Dasar Mahasiswa Teknik. Jurnal Penelitian Pendidikan Fisika, 7(4), 264–268. https://doi.org/10.36709/jipfi.v7i4.41

Devanny, I., Tertia, N. S., Afifah, R. B., & Meliana, V. (2022). Pengaruh Kualitas Produk, Content Marketing, Customer Engagement, dan Harga Terhadap Keputusan Pembelian UMKM Zisallection. Jurnal Pemasaran Digital, 1(2), 54–62.

Febryanti, A. A., Hadi, S. P., Listyorini, S., & Bisnis, D. A. (2024). Terhadap Loyalitas Pelanggan (Studi Pada Konsumen Dak Nalgae Tembalang Kota Semarang). Jurnal Administrasi Bisnis, 13(1), 30–39.

Gabriella, M., & Suharto, E. (2024). Loyalitas Pelanggan Pada Produk Skincare Skintific Di Jakarta. Jurnal Riset Pemasaran, 4(2), 45-58.

Ghozali, I. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23. Semarang: Badan Penerbit Universitas Diponegoro.

Hakim, L., et al. (2022). Strategi Manajemen Pemasaran dan Kualitas Produk. Jakarta: Mitra Wacana Media.

Hariyanto, et al. (2024). Analisis Determinan Loyalitas Pelanggan Industri Kuliner. Jurnal Manajemen Strategis, 9(1), 77-89.

Ismail, et al. (2025). Pengaruh Kebijakan Harga terhadap Daya Saing Produk Retail. Jurnal Ekonomi dan Manajemen, 11(2), 101-115.

Kristantyo, W. (2021). Peran Kualitas Produk dalam Membangun Customer Loyalty. Jurnal Riset Pemasaran Indonesia, 3(1), 40-52.

Lestari, M., & Wismantoro. (2024). Analisis Manajemen Harga dan Perilaku Konsumen. Jurnal Ekonomi Bisnis, 8(3), 190-202.

Nisa, et al. (2024). Integrasi CRM, Kualitas Produk dan Harga dalam Mendorong Loyalitas Customer. Jurnal Pemasaran Modern, 6(2), 65-78.

Pardomuan, et al. (2025). Pengaruh Kualitas Produk terhadap Retention Rate Pelanggan Coffee Shop. Jurnal Manajemen Komersial, 12(1), 88-102.

Ramadhan, et al. (2023). Persepsi Harga dan Pengaruhnya terhadap Keputusan Pembelian Konsumen Modern. Jurnal Strategi Bisnis, 7(4), 145-158.

Risa, & Saroyo. (2024). Customer Relationship Management dalam Era Digital. Yogyakarta: Deepublish.

Santosa, & Febriadi. (2022). Implementasi CRM untuk Meningkatkan Brand Loyalty. Jurnal Sistem Informasi dan Manajemen, 5(2), 110-123.

Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Telaumbanua, et al. (2024). Inovasi Bisnis dan Strategi Kewirausahaan di Era Globalisasi. Jurnal Ekonomi Komersial, 10(1), 15-28.

Teta, et al. (2022). Pemodelan Decision Making Konsumen dan Loyalitas Produk. Jurnal Manajemen Keuangan dan Pemasaran, 4(3), 210-224.

Ulum, R. (2025). Strategi Retensi Pelanggan pada Bisnis Food and Beverage. Jurnal Manajemen Indonesia, 14(1), 50-64.