

THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER VALUE ON CUSTOMER LOYALTY AT ALFAMART PULO KITON, BIREUEN REGENCY

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Abstract

This study aims to analyze the influence of product quality and service quality on consumer purchasing decisions at Investor Jeunieb Clothing Store in Bireuen. The research was conducted at Investor Jeunieb Clothing Store in Bireuen. The object of the research is consumers who visit Investor Jeunieb Clothing Store. The population in this study includes all consumers of Investor Jeunieb Clothing Store, the exact number of which is unknown. The sample was taken using the Hair formula, with a total sample size of 98 respondents. This study uses a multiple linear regression analysis model to determine the effect of product quality and service quality on purchasing decisions. The data was analyzed using SPSS software version 25.0. The analysis tools used include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, R-tests, and R-Square tests. The t-test results show that product quality with a t-value greater than the critical t-value at the 5% level ($6.514 > 1.985$) and a significance value of $0.000 < 0.05$ and service quality with a t-value greater than the critical t-value at the 5% level ($6.890 > 1.985$) and a significance value of $0.001 < 0.05$ have a significant effect on purchasing decisions. The F-test results indicate that the regression model used is significant with an F-value greater than the critical F-value ($200.848 > 2.70$) and a significance value (sig) of $0.000 < 0.05$, which means that product quality and service quality together have a significant influence on purchasing decisions. The R-test results show a strong correlation between the independent variables and the dependent variable ($R = 0.899$). The R-Square test results indicate that 0.809 or 80.9% of the variation in customer loyalty can be explained by service quality and customer value, while the remaining 19.1% is influenced by other variables not examined in this study.

Keywords: *Service Quality, Customer Value, Customer Loyalty*

INTRODUCTION

The Alfamart store is located on Jln. Laksamana Malahayati, Pulo Kiton, Kec. Kota Juang, Bireuen Regency. Alfamart Pulo Kiton, Bireuen Regency, is present in the midst of the community to meet the basic needs of its consumers. It is oriented towards customer satisfaction and high loyalty, offering quality and competitive service. Supported by professional human resources, Alfamart Pulo Kiton, Bireuen Regency, is highly committed to enhancing its services so that customers remain loyal to shopping at the minimarket.

Every day, Alfamart Pulo Kiton Bireuen Regency serves customers from 07:00 to 22:30 WIB, with service personnel divided into two shifts: the first shift from 07:00 to 15:00, with two store employees, and the second shift from 15:00 to 22:30, also with two store employees. Employees are required to provide the best service by ensuring the cleanliness of the store before opening and showing friendliness to customers as they enter. Customers can inquire about the location of items they wish to purchase by asking Alfamart Pulo Kiton Bireuen Regency staff directly.

The Alfamart Pulo Kiton Bireuen Regency staff also always display membership cards or member cards. Based on the author's observations when entering Alfamart Pulo Kiton Bireuen Regency, the quality of service for promotional items is evident on labeled racks with promotional

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service quality. Alfamart staff use personal communication with customers during cashier transactions, creating a communication relationship between employees and consumers.

To gain customer loyalty, companies should pay attention to several factors that can influence customer loyalty, such as offering discounts, cashback, points, vouchers, or buy-one-get-one-free deals. Customer loyalty is a tendency for customers to consistently purchase a product or use the services provided by a company. This loyal attitude or customer interest in buying a product is one of the main factors in a company's success. Customer loyalty can also manifest in the form of customers recommending products they have purchased to others, praising the product's quality or the quality of service.

LITERATURE REVIEW

Definition of Service Quality

Manengal (2021) states that service quality is a dynamic condition closely related to products, services, human resources, as well as processes and environments, which at the very least can meet or even exceed the expected service quality. Service quality refers to the level of customer satisfaction with their interactions and experiences with a service provider. High-quality service can influence customers' perceptions of value, satisfaction, loyalty, and purchasing decisions. According to Kotler (2013), service quality is defined as the consumer's assessment of the level of service received compared to the level of service expected. According to previous researcher Achmad (2020), service quality is a means of retaining consumers. When quality is present, it means that the company must meet consumers' expectations and satisfy their needs.

Definition of Customer value

Customer value is the perceived choice and evaluation by customers regarding product and service attributes, attribute performance, and the consequences that arise from using the product to achieve the customer's goals and purposes when using the product. Woodruff also defines customer value as the customer's perception of the desired consequences from using a product or service. Therefore, customer value can be defined as the customer's perceived preference for product features, performance, and the extent to which the product meets their desires (Woodruff in Suhendra, 2017).

According to Kotler and Keller (2017:136), customer delivered value is the difference between total customer value and total customer cost. Total customer value is the set of benefits that customers expect from a particular product or service. Meanwhile, total customer cost is the set of costs that consumers expect to incur in evaluating, obtaining, using, and disposing of a product or service. Buyers will purchase products from companies that provide the highest customer value. This aligns with Alma's (2019) explanation, which states that customer received value is the difference between the total added value obtained by consumers and the total cost incurred. Customer value can be understood as the total value offered to the customer minus the total cost incurred by the customer. Total customer value includes the functional value of the product, service, emotional, social, and conditional value, while total cost includes monetary costs, time, shopping effort, energy, and psychological quality of service.

Definition of Customer Loyalty

Loyalty is a deep commitment to repurchase or subscribe to a product or service consistently in the future, leading to repeated purchases, according to Mariyana (2017:55). According to Audistiana, Widiyana, & Negoro (2017:98), service quality has been identified in the literature as a competitive tool for many companies. The strength of a product and its service can satisfy consumer needs.

Farisi & Siregar (2020:90) state that one factor influencing consumer loyalty is service quality. Companies need to improve service quality to develop customer loyalty, as low-quality products or services risk losing customer loyalty. If quality is prioritized, customer loyalty will be

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more easily achieved. According to Ade Tiara Yulinda (2017:88), customer loyalty is the willingness of customers to remain subscribed to a company for a long time, repeatedly purchasing its products and services, and sincerely recommending them to others.

Arianto (2018:63) defines customer loyalty as a situation where consumers are considered loyal if they exhibit standard purchasing behavior or when conditions require the buyer to purchase at least twice within a specific period. Based on the above explanations, customer loyalty is consumer behavior related to a brand, and it reflects the likelihood of customers continuing to support that brand, thereby enhancing the brand's positive image.

Conceptual Framework

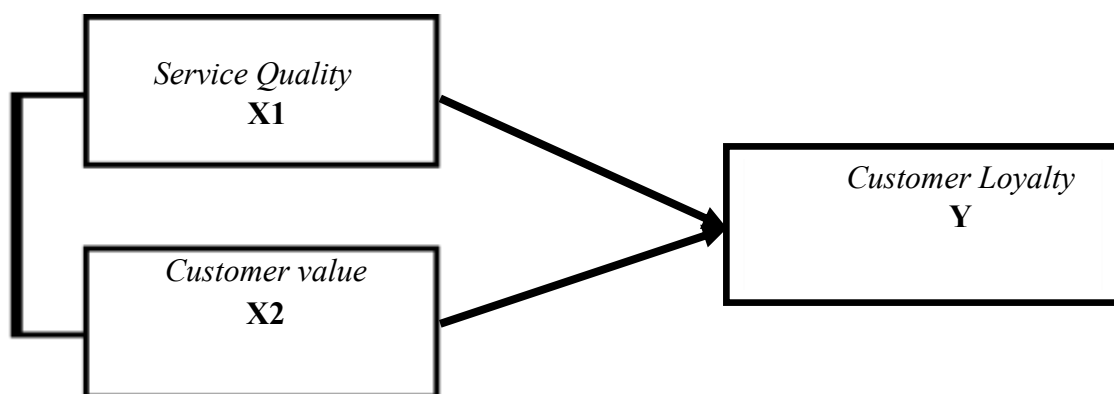


Figure 1
Conceptual Framework

Hypotheses

According to S. Nasution (2017:96), a preliminary conclusion is a hypothesis regarding the research problem statement, where the problem statement has been expressed in the form of questions. The preliminary conclusions in this thesis are as follows:

Ha1: Service quality affects customer loyalty at Alfamart Pulo Kiton, Bireuen Regency.

Ho1: Service quality does not affect customer loyalty at Alfamart Pulo Kiton, Bireuen Regency.

Ha2: Customer value affects customer loyalty at Alfamart Pulo Kiton, Bireuen Regency.

Ho2: Customer value does not affect customer loyalty at Alfamart Pulo Kiton, Bireuen Regency.

Ha3: Service quality and customer value simultaneously affect customer loyalty at Alfamart Pulo Kiton, Bireuen Regency.

Ho3: Service quality and customer value do not simultaneously affect customer loyalty at Alfamart Pulo Kiton, Bireuen Regency

METHOD

Research Approach

The research employed is both descriptive field information and explanatory field information. Descriptive research aims to provide a depiction or describe categories based on the reality being studied from an individual perspective. According to Sugiyono (2019:78), the type of research used aligns with the goals and conflicts of this study; thus, the method employed is quantitative research. The type of research refers to the operationalization of the researcher's activities in a study. Research type serves as a guide or mechanism and techniques in research

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planning, useful as a guide to develop strategies that form the framework or blueprint of the research (S. Taufik, 2018:67).

Place and Time of Research

This research is planned to be conducted at Alfamart Pulo Kiton, Bireuen Regency, which is one of the Alfamart branches in Bireuen. The Alfamart Pulo Kiton store is located at Jalan Laksamana Malahayati, Pulo Kiton, Bireuen. The research is scheduled to take place over three months, from April to June 2024.

Research Population

According to Sugiyono (2013), a population is a generalization area consisting of objects or subjects with specific quantities and characteristics determined by the researcher for study and then drawing conclusions. In this study, the population is the consumers who purchase products at Alfamart Pulo Kiton, Bireuen Regency, the number of whom is unknown.

Research Sampel

According to Sugiyono (2013), a sample is a subset of the population used as the actual data source. This study employs non-probability sampling, which is a sampling technique that does not give every member of the population an equal chance of being selected for the sample (Sugiyono, 2013). Using an incidental sampling approach, which is a technique for determining samples based on anyone who happens to encounter the researcher and can be used as a sample (Sugiyono, 2013). Since the exact number of the population in this study is unknown—because there is no definitive data on the number of consumers purchasing at Alfamart Pulo Kiton, Bireuen Regency—the sample size determination uses the formula according to Supranto (2014):

$$n = \frac{1}{4} \left[\frac{Z^\alpha / 2}{e} \right]^2$$

keterangan :

- n = Sample Size
- Za = The confidence level required for the sample in the study is 5% (with a confidence level of 95%) and is represented by 1.96
- e = The margin of error that can be tolerated (set at 10%)

$$\begin{aligned} n &= (0.25) \left(\frac{1.96}{0.1} \right)^2 \\ n &= (0.25)(19.6)^2 \\ n &= (0.25)(384.16) \\ n &= 96.04 \end{aligned}$$

Thus, the sample size for this study is 96 respondents

Data Analysis Method

In scientific research report writing, data analysis can be performed for two purposes: to present empirical findings in the form of descriptive statistical data that explain the characteristics of respondents, particularly in relation to the research variables used in hypothesis testing, and to perform inferential statistical analysis to test the proposed research hypotheses and draw conclusions based on that, according to Ferdinand (2011). Quantitative analysis is a method of analysis using numerical data that can be calculated or measured. Quantitative analysis aims to estimate the magnitude of the quantitative influence of changes in one or more other events using statistical analysis tools such as SPSS version 25. This research uses multivariate statistical techniques with two variables: independent and dependent variables. According to the formulated hypotheses, this study begins with evaluating the measurement model (outer model), evaluating the structural model (inner model), and testing hypotheses.

RESULTS AND DISCUSSION

Validity Testing

The purpose of validity testing is to measure the construct according to what the researcher expects. In this study, the validity of the instrument is tested by comparing the correlated item-total correlation for each question item. Validity testing of each question is carried out by calculating the product-moment correlation between the score of each question and the total score. In this case, several question items are used that can accurately reflect the measured variable. Each factor is considered valid if the corrected item-total correlation is greater than 0.30 (Sugiyono, 2012). The results of the validity test for this study are as follows:

Question Indicators Variabel Independen (X ₁ and X ₂) Dan Dependen (Y)	Pearson Correlation	Correlation Minimal	Description
Variabel X₁ Service Quality			
X _{1.1}	0.928	0,30	Valid
X _{1.2}	0.957	0,30	Valid
X _{1.3}	0.932	0,30	Valid
X _{1.4}	0.959	0,30	Valid
X _{1.5}	0.953	0,30	Valid
X _{1.6}	0.947	0,30	Valid
X _{1.7}	0.935	0,30	Valid
X _{1.8}	0.945	0,30	Valid
X _{1.9}	0.919	0,30	Valid
X _{1.10}	0.935	0,30	Valid
Variabel X₂ Customer value			
X _{2.1}	0.950	0,30	Valid
X _{2.2}	0.929	0,30	Valid
X _{2.3}	0.953	0,30	Valid
X _{2.4}	0.917	0,30	Valid
X _{2.5}	0.923	0,30	Valid
X _{2.6}	0.940	0,30	Valid
X _{2.7}	0.950	0,30	Valid
X _{2.8}	0.958	0,30	Valid
Variabael Y Customer Loyalty			
Y ₁	0.952	0,30	Valid
Y ₂	0.928	0,30	Valid
Y ₃	0.944	0,30	Valid
Y ₄	0.926	0,30	Valid
Y ₅	0.938	0,30	Valid
Y ₆	0.941	0,30	Valid

Source: Research Results, Data Processed (2024)

From Table above, the Pearson correlation values for service quality, customer value, and customer loyalty all show results with Pearson Correlation > 0.30. It can be concluded that the indicators for both the independent and dependent variables have passed the validity test.

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Reliability Testing

In this study, the reliability of the questionnaire is tested using a one-time measurement, and the reliability coefficient used is Cronbach's Alpha. The criterion for determining whether the questionnaire is reliable is that a Cronbach's Alpha value greater than 0.60 indicates reliability

No	Variabel	Number of Statements	Cronbach Alpha	Cut Off	Description
1	Service Quality (X ₁)	5	0,986	0,60	Reliabel
2	Customer value (X ₂)	4	0,982	0,60	Reliabel
3	Customer Loyalty (Y)	3	0,975	0,60	Reliabel

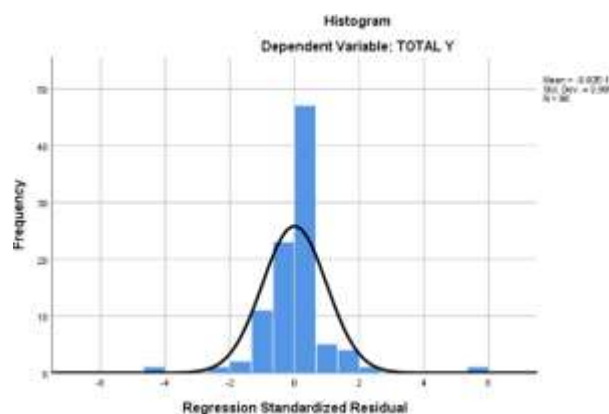
Source: Research Results, Data Processed (2024)

Based on Table it can be seen that the Cronbach's Alpha values for both the independent and dependent variables are greater than 0.60. From the data processed using SPSS, it can be concluded that all the variables studied are reliable.

This section contains the main sub-discussions written in Times New Roman 12 font. The sub-discussions are written systematically. It is hoped that the numbering in the sub-discussion should not be written too much.

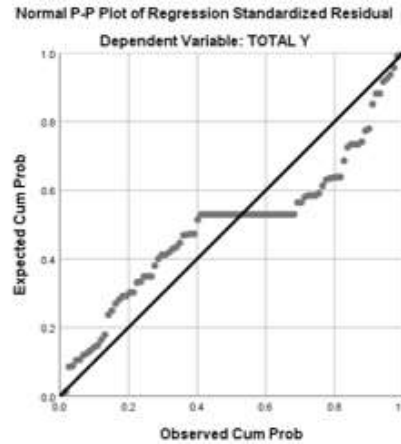
Normality Test

The normality test in this research uses histogram graphics, normal P-P Plot, and the non-parametric Kolmogorov-Smirnov (K-S) statistic:



Source: Research Results, Data Processed (2024)

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Source: Research Results, Data Processed (2024)

After reviewing the results in Figure, the Normal P-Plot, it can be concluded that the regression model meets the assumption of normality. This conclusion is based on the observation that the data points on the Normal P-Plot are close to the diagonal line and are scattered around it, indicating a very significant result.

Multicollinearity Test

According to Ghazali (2011), multicollinearity is indicated by a Tolerance value <0.10 or a VIF value >10.

Variabel	Collinearity Statistics	
	Tolerance	VIF
Service Quality (X1)	0.100	10.042
Customer value (X2)	0.100	10.042

Source: Research Results, Data Processed (2024)

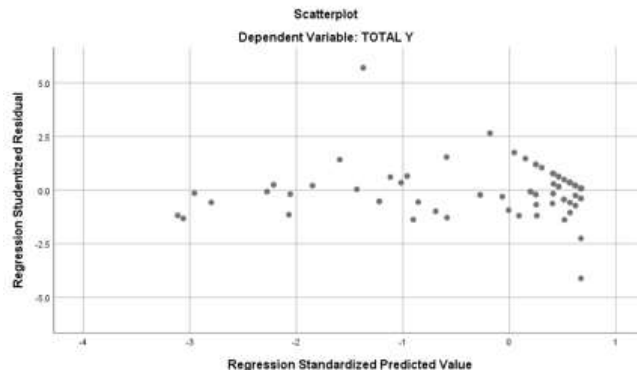
In Table it is explained that the tolerance values for both variables are as follows: for the service quality variable, the tolerance is $0.100 > 0.10$, and for the customer value variable, the tolerance is also $0.100 > 0.10$. Additionally, the VIF (Variance Inflation Factor) values for these variables are: service quality is $10.042 < 10$, and customer value is $10.042 < 10$. Therefore, it can be concluded that there is no multicollinearity in this study.

Heteroscedasticity Test

The heteroscedasticity test in this study uses the scatterplot chart model and the Park test. To examine the scatterplot graph, the researcher uses the predicted independent variable (ZPRED) and its residuals (SPRESID). If a certain pattern is formed, heteroscedasticity occurs, but if the points in the graph are scattered in all directions, heteroscedasticity does not occur. For further clarity, the following is an image of the heteroscedasticity test data processing results: The results of the heteroscedasticity test can be shown in the following figure:

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Source: Research Results, Data Processed (2024)

In Figure 4.2, the first structural model shows that the data points are dispersed in various directions, both above and below zero on the Y-axis, without forming any specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in the first structural regression model.

Multiple Linear Regression Analysis

The data analysis used in this study is quantitative analysis with multiple linear regression equations. Quantitative analysis refers to the analysis used to examine data obtained from questions requiring statistical calculations, and this type of analysis is often referred to as statistical analysis. In this study, it is used to test the impact of service quality and customer value on customer loyalty.

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.046	.928		3.282	.001
	TOTAL X1	0.302	.065	.536	4.620	.000
	TOTAL X2	0.292	.083	.411	3.540	.001

a. Dependent Variable: TOTAL Y

Based on Table 4.12, the multiple linear regression equation is as follows:

$$Y = 3.046 + 0.302 + 0.292$$

1. From the regression equation, it can be seen that the constant value is 3.046. This means that if the effects of service quality and customer value are constant (equal to 0), the customer loyalty value would be 3.046.
2. The regression coefficient for service quality (X1) is 0.302, indicating that an increase of 1 unit in the service quality variable (X1) will result in a 0.302 increase in customer loyalty.
3. The regression coefficient for customer value (X2) is 0.292, indicating that an increase of 1 unit in the customer value variable (X2) will result in a 0.292 increase in customer loyalty.

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Partial Testing (t-Test)

The t-test is a statistical test used to determine how much an independent variable can explain the variance in a dependent variable on an individual basis. The t-test is performed with a 95% confidence level and a 5% level of significance (α). The degrees of freedom (df) used are calculated as $df = n - k$, where n is the sample size and k is the number of variables.

Model	hitung	tabel	Sig.
	service Quality (X1)	.620	
Customer value (X2)	.540	.985	.001

Source: Research Results, Data Processed (2024)

1. The regression analysis results show that hypothesis H1 is accepted, meaning that service quality has a partial effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. This is evidenced by the t-value being greater than the t-table value at the 5% level ($4.620 > 1.985$) and the significance value being less than 0.05 ($0.000 < 0.05$).
2. The regression analysis results show that hypothesis H2 is accepted, meaning that customer value has a partial effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. This is evidenced by the t-value being greater than the t-table value at the 5% level ($3.540 > 1.985$) and the significance value being less than 0.05 ($0.001 < 0.05$).

Simultaneous Testing (F Test)

The F-test is a method for testing the null hypothesis that involves more than one coefficient. It works by determining whether the fit of a regression equation is significantly improved by adjusting the equation to fit the null hypothesis. The F-test is conducted with a confidence level of 95% and a significance level (α) of 5%. The degrees of freedom for the numerator (df1) are calculated as $(k-1)$, and the degrees of freedom for the denominator (df2) are calculated as $(n-k)$, where k is the number of parameters (coefficients) in the linear regression model and n is the number of observations. The F-test is used to evaluate the simultaneous or joint effect of the independent variables (service quality and customer value) on the dependent variable, customer loyalty.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3047.188	2	1523.594	325.999	.000 ^b
	Residual	434.646	93	4.674		
	Total	3481.833	95			
a. Dependent Variable: TOTAL Y						
b. Predictors: (Constant), TOTAL X2, TOTAL X1						

Source: Research Results, Data Processed (2024)

Based on Table 4.15, the results indicate that the calculated F-value is greater than the F-table value ($325.999 > 3.09$), and the significance value (sig) is 0.000, which is less than 0.05. The regression analysis results show that hypothesis H³ is accepted. This means that service quality and

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customer value have a simultaneous effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen.

CLOSING

Conclusion

Based on the research results and discussions previously presented, the following conclusions can be drawn:

1. In this study, the service quality variable has an effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. This means that service quality has a positive impact on customer loyalty. The regression analysis shows that hypothesis H1 is accepted, indicating that service quality has a partial effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. This is evidenced by the t-value being greater than the t-table value at the 5% level ($4.620 > 1.985$) and the significance value being less than 0.05 ($0.000 < 0.05$).
2. In this study, the customer value variable has an effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. This indicates that customer value has a positive impact on customer loyalty. The regression analysis shows that hypothesis H2 is accepted, meaning that customer value has a partial effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. This is evidenced by the t-value being greater than the t-table value at the 5% level ($3.540 > 1.985$) and the significance value being less than 0.05 ($0.001 < 0.05$).
3. In this study, both service quality and customer value have a significant simultaneous effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen. The results from the table indicate that the F-value is greater than the F-table value ($325.999 > 3.09$), and the significance value (sig) is 0.000, which is less than 0.05. The regression analysis shows that hypothesis H3 is accepted, meaning that service quality and customer value have a simultaneous effect on customer loyalty at Alfamart Pulo Kiton Kabupaten Bireuen.

Recommendations

Customer loyalty has been proven to be influenced by service quality and customer value. The researcher would like to offer the following recommendations for Alfamart Pulo Kiton:

1. For Alfamart:
 - a. Infrastructure Improvement: Ensure that the research location has adequate facilities, such as comfortable seating and a quiet area for interviews or surveys. This will help create a conducive atmosphere for participants.
 - b. Collaboration with Alfamart Management: Establish good cooperation with the management of Alfamart Pulo Kiton. They can provide broader access to internal data and assist in organizing the timing and location for conducting surveys or interviews with customers.
 - c. Utilization of Technology: Use technology, such as tablets or smartphones, to collect survey data. This will speed up the data collection process and reduce the likelihood of data entry errors.
 - d. Timing Considerations: Conduct research at strategic times when the number of customers is relatively stable, such as outside of peak hours. This will help in obtaining more accurate data and more cooperative participants.
2. For Future Researchers:
 - a. Refinement of Research Instruments: Ensure that the questionnaire or other data collection tools have been tested for validity and reliability before use. This is important to ensure that the data collected is accurate and trustworthy.
 - b. Representative Sampling: Ensure that the sample taken is representative of the customer population of Alfamart Pulo Kiton. Use appropriate sampling techniques, such as stratified random sampling, to ensure that various customer segments are represented.

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- c. In-depth Data Analysis: Use appropriate statistical analysis methods to test research hypotheses. Consider using statistical analysis software like SPSS or AMOS to assist with complex data analysis.
- d. Consideration of External Factors: In addition to service quality and customer value, consider other external factors that may influence customer loyalty, such as promotions, pricing, and store location. This will provide a more comprehensive view of the factors affecting customer loyal.

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**THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER VALUE
ON CUSTOMER LOYALTY AT ALFAMART PULO KITON, BIREUEN
REGENCY**



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