

The Role of Customer Satisfaction As A Mediator: The Relationship Between Product Quality, Service Quality, And Information Quality Towards Loyalty

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Abstract

The purpose of this study is to examine how product quality, service quality, and information quality affect customer loyalty, with customer satisfaction acting as an intermediary variable. This research specifically targets moisturizer products from "The Originote" through TikTok Shop. The study's population includes users of the TikTok app, though the exact number is not specified. A total of 125 respondents were sampled. A quantitative approach was employed, collecting data via surveys and interviews for primary data, alongside literature for secondary data. The analysis was conducted using multiple linear regression with two models. The findings reveal that both product quality and service quality positively and significantly influence customer satisfaction, while information quality does not have a notable effect. Additionally, product quality and customer satisfaction are shown to significantly enhance customer loyalty, whereas service quality and information quality do not. Customer satisfaction serves as a mediator that reinforces the impact of service quality and information on customer loyalty. These results underscore the significance of prioritizing product and service quality to foster customer loyalty. The implications of this research can help companies develop more effective marketing strategies, especially in utilizing the TikTok platform to boost customer satisfaction and loyalty.

INTRODUCTION

In today's era of globalization, digital technologies are developing rapidly, which is having an impact on changing consumer shopping behaviour. Digital technologies are reshaping consumer shopping behaviour by altering how consumers search for information, evaluate alternatives, and make purchase decisions (Kumar & Ayodeji,

2023). One of the major factors behind this change is the emergence of various e-commerce platforms that allow consumers to access products in a more efficient and effective way. Among such platforms, TikTok Shop is one of the most popular. By presenting a unique shopping experience through video content, TikTok Shop has managed to attract consumers to an interactive shopping experience. In this case, cosmetics, especially moisturizers, are one of the most sought-after categories, including products from The Originote's. Nowadays, beauty products have become an important need, especially among the younger generation. The moisturizer from The Originote's, for example, has become one of the most popular products on TikTok Shop. Data shows that The Originote's is at the top of the list as the best-selling moisturizer brand on the platform. Such a significant sale indicates that consumers highly appreciate the product and are confident in its quality.

In the business world, customer loyalty is a very important key factor, especially in the highly competitive beauty industry. When consumers are satisfied with the service they receive, they are not only more likely to make a repeat purchase, but also to recommend the product to others. This can have a positive effect on the brand, increase market share and profits. According to Kotler and Keller (2021), "customer loyalty is the result of sustained satisfaction based on ongoing positive experiences." Therefore, it is important for companies to understand the factors that affect customer loyalty.

There are three main aspects to building customer loyalty: product quality, service quality, and information quality. Providing high-quality products can cause consumer satisfaction. According to Maramis et al. (2018), consumer satisfaction is the feeling that consumers experience when they first receive a service compared to their expectations. In the context of The Originote's moisturizer, attention to the quality of the product is very important, from the ingredients used, the effectiveness to the innovations in the formulation. In addition, the quality of service also has a significant impact on customer loyalty. The quality of service on an e-commerce platform includes the speed of packaging and delivery, the ease of the purchase process, and the promptness of response to consumer questions or complaints. According to (Hidayatullah et al., 2020) (Weider et al., 2024) High-quality service will increase customer satisfaction and strengthen the relationship between brands and consumers. The quality of service is considered good if it can meet the expectations of consumers. The quality of information is also an important factor in building customer loyalty. Consumers expect transparent and accurate product information. Clear information about the ingredients, benefits and how to use The Originote's moisturizer is very important. With quality information, consumers will be more satisfied and generally loyal (Santi et al., 2020) (Fitri Sintiadevi et al, 2022). The purpose of this study is to examine how product quality, service quality, and information quality affect customer loyalty, with customer satisfaction acting as an intermediary variable.

LITERATURE REVIEW

Product Quality

Product quality is a measure of the extent to which a product can meet consumer expectations and needs. This includes various characteristics such as performance, durability, reliability, and aesthetics that contribute to customer satisfaction. According to Kotler and Armstrong (2008) in the journal Rahayu and Kusuma (2021), product quality is an attribute that describes the ability of a product to meet all the needs that have been supplied and has the potential to do so. Product quality is closely related to brand image and customer loyalty. High-quality products are able to meet consumer expectations, thereby creating stronger loyalty. As for product quality indicators (Vidiavati et al., 2021) put forward several commonly used indicators of product quality, namely: 1) Performance: 2) Additional features: 3) Reliability: 4) Compliance with specifications: 5) Durability: 6) Usability: 7) Aesthetics: 8) Perceived quality.

Quality of service

(Cristono, 2022) Define service as a means of delivering value to customers by providing services that help them achieve their goals without incurring costs and risks. Service quality is a process aimed at meeting the desires and needs of customers, as well as ensuring suitability in the provision of services. This has a direct impact on the level of customer satisfaction with the services provided. Various aspects such as speed, reliability, convenience, and interaction between the company and customers are related to the quality of service. Quality of service is a consumer's assessment of the service experience from start to finish (Alvianna et al., 2021). Service quality indicators according to Zeithaml et al. (2018) include: 1) Manifesto (*Tangible*), 2) Reliability (*Reliability*), 3) Efficiency (*Efficiency*), 4) Warranty (*Assurance*) and 5) Empathy (*Sympathy*).

Quality of information

According to (Patalo et al., 2021) Quality information is accurate information communicated by a company through a website that helps consumers understand the products offered and influence their purchasing decision. (Rakhmadyan et al., 2017) (Istikomah et al., 2024) It states that the quality of information includes aspects such as truthfulness, consistency and timeliness, which contribute to the creation of effective information. Quality information must not only be accurate, but also timely to provide maximum value to consumers. (Setiorini et al., 2022) (Hidayatullah et al., 2022) Reference to several indicators of the quality of information, namely: 1) Completeness of information, which shows the extent to which the data provided cover all that is necessary for decision-making; 2) the accuracy of information, which measures the freedom of information from errors; 3) relevance, which measures the relevance of information to the needs of consumers; 4) Understandable, which implies the ease of perception of information; and (5) punctual, which refers to the timing of the submission of information in order to make the right decisions.

Customer Satisfaction

It is the reaction that consumers give when using a product consistently or when recommending a product or service to others. (Nyntiyas & Alvianna, 2021) (Alvianna et al.,

2020)(Vibowo et al., 2021). This is especially important in the context of marketing and management because high levels of customer satisfaction can increase loyalty, generate positive referrals, and increase profits. According to Kotler and Keller (2021), customer satisfaction is the feeling that results from comparing customer expectations and the performance of a product or service. Tiptono (2008) identified five indicators of customer satisfaction: 1) Overall customer satisfaction, 2) Confirmation of expectations, 3) Interest in repeat purchases, 4) Willingness to recommend.

Customer loyalty

it is the activity of re-purchasing goods or services that are constantly carried out by consumers (Hidayatullah et al., 2020)(Aníbal M.J. N'dami et al., 2021)(Alvianna et al, 2023). This loyalty includes a strong emotional and psychological attachment to the brand, as well as repetitive buying behaviour. (Chaudhuri and Holbrooke, 2001) (Srimulyana et al., 2021) It states that customer loyalty is the result of a combination of customer satisfaction and an emotional connection with a brand. Customer loyalty indicators include repeat purchases, non-referral to competitors' products, and recommendations to others (Estivati et al., 2022).

Based on the conceptual framework and the previously stated research questions, the researchers propose the following hypotheses:

H1: Product quality is thought to have a positive influence on customer loyalty.

H2: quality of service is thought to have a positive influence on customer loyalty.

H3: quality of information is thought to have a positive influence on customer loyalty.

H4: product quality is thought to have a positive influence on customer satisfaction.

H5: Quality of service is thought to have a positive influence on customer satisfaction.

H6: quality of information is thought to have a positive influence on customer satisfaction.

H7: customer satisfaction is thought to have a positive influence on customer loyalty.

Based on the literature review and hypothesis development above, this conceptual framework describes the relationship between variable Product quality, Quality of service, Quality of information, Customer satisfaction, and Customer loyalty.

Conceptual basis of the study

The conceptual apparatus of this study can be explained as follows:

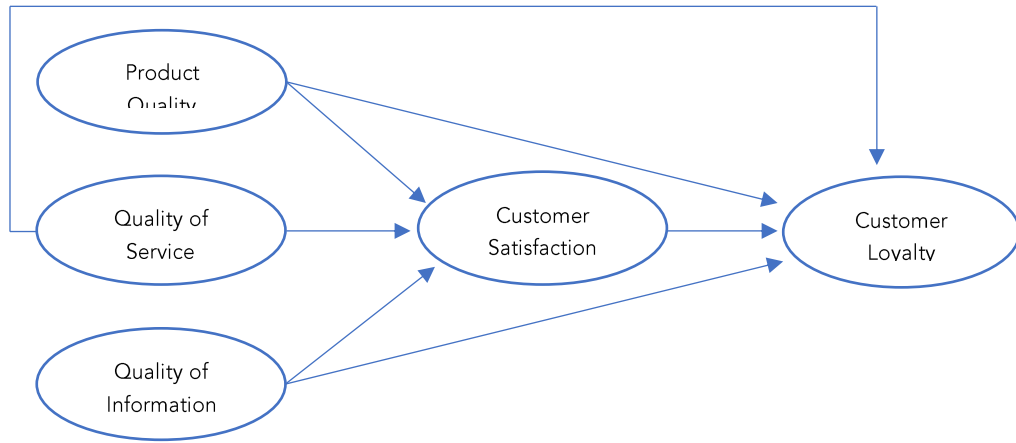


Figure 1: Research structure

Source: Collected from various sources, 2024

RESEARCH METHODS

This study is an exploratory study with a quantitative approach that includes three independent variables: product quality (X1), quality of service (X2) and quality of information (X3). In addition, there is one intermediation variable (Z), namely customer satisfaction (Y), and one dependent variable, namely customer loyalty. The focus of this study is on TikTok users who are interested in or have purchased The Originote's moisturizers through the TikTok Shop in the Malang area. Because the user population was unknown, the researchers used the Hare Jr. method to determine the sample size by multiplying the number of indicators, which added up to 26, by numbers between 5 and 10. In a 25 x 5 calculation, the sample size is 125. The data analysis was carried out using multiple regression tests with two models, which aimed to study the relationships between variables in the context of users of products on social media platforms. The indicators in this study are presented in this book:

Table 1. Research variables and indicators

Yes	Variable	Indicators
1.	Product Quality (x1)	Performance Additional product features Reliability Compliance with specifications Longevity Uses

Yes	Variable	Indicators
		Aesthetic Perceived quality
2.	Quality of Service (X2)	Existed Reliability Efficiency Guarantee Sympathy
3.	Quality of information (x3)	Completeness of information Accuracy of information Relevance Comprehensible Timely
4.	Customer Satisfaction (Z)	Overall customer satisfaction Confirmation of expectations Buyback Interest Willingness to recommend
5.	Customer loyalty (Y)	Make a repeat purchase Customers will not suffer and will not switch to competitors' products A. I recommend it to others

Source: Other articles, processed, 2024

RESULTS AND DISCUSSION

Description of the defendant

The description of the respondents in this study was analyzed by age and gender, more details can be found in the following table:

Table 2. Description of the age and gender of the respondent

No	Age	Stuttgart	Percentage (%)
1	15-20 years old	34	27,2
2	21-25 years old	76	60,9
3	26-30 years old	8	6,4
4	<31	1	5,6
Sum		125	100.0
No	Genus	Stuttgart	Percentage (%)
1	Man	13	10.4
2	Woman	112	89,6
Sum		125	100.0

Source: Results of research processing (primary data), 2024

Table 2 shows the distribution of respondents by age and gender in a study of 125 respondents. In terms of age, the group of 21-25 years old dominated with 76 respondents or 60.8%, followed by the group of 15-20 years old with 34 respondents (27.2%). Meanwhile, there were only 8 respondents (6.4%) in the 26-30 age group, and 7 respondents (5.6%) in the 31-35 age group. In terms of gender, the majority of respondents were women, namely 112 people (89.6%), while only 13 people (10.4%) were men. The total number of respondents remained at 125 in both categories. This shows that most of the study participants are women in the younger age range.

Instrumentation

The results of the validity test indicate that all questions for each variable are valid. This is based on the rules for calculating $r_{table} > r_{value}$, and the significance value is less than the alpha value of 5%. The reliability test results that were analyzed are presented in the following turquoise color:

Table 3. Description of the age and gender of the respondent

Variable	Reliabilities Coefficient	Result
Product Quality	0.967	Reliable
Quality of Service	0.964	Reliable
Quality of Information	0.954	Reliable
Customer Satisfaction	0.961	Reliable
Customer Loyalty	0.944	Reliable

Source: Results of research processing (primary data), 2024

Based on the results of the reliability test in Table 3, it can be concluded that all variables have a reliability factor greater than the Cronbach alpha value (0.600).

Multiple Regression Test Models 2

Model 1 Multiple Regression

To see the results of the Model 1 regression equation test, you can present it in the following table:

Table 4: Results of Model 1 Regression

Kind	Unstandardize d Coefficients		Standar dized Coefficients	T	Sig.
	B	Std. Error	Beta		
Product Quality (X1)	0.189	0.054	0.328	3.499	0.001

Quality of Service (x2)	593	0.103	0.	0.596	752	5.000	0.
Quality of Information (x3)	005	0.093	0.	0.005	049	0.961	0.
<i>Dependent Variables</i>				Customer Satisfaction (Z)			
R				0.906			
R ²				0.821			
R ² Custo				0.817			
Count ^F				185.268			
Probability				0,000			
<i>Line Equation</i>				$Z = PYX1 + PYX2 + PYX3 + e$			
<i>Result</i>				$Z = 0.328 X1 - 0.596 X2 + 0,005 X3 + e$			

Source: Primary data processed, 2024

The results of the Model 1 test showed a path coefficient and significance with a value of significance for product quality (X1) of 0.001, quality of service (X2) of 0.000, and quality of information (X3) of 0.961. From this, it can be concluded that the quality of products and the quality of service have a significant impact on customer satisfaction, while the quality of information does not have a significant impact. The R² or R-squared value was 0.821, indicating that the contribution of each analyzed variable to customer satisfaction reached 82.1%, while the remaining 17.9% was accounted for by other variables not analyzed in this study. The results of the regression of model 1 showed an F-value of 185.268 with a significance value of 0.000, which means that product quality, quality of service, and quality of information together affect customer satisfaction.

Model 2 Multiple Regression

To see the results of the Model 2 regression equation test, you can present it in the following table:

Table 5: Results of Model 2 Regression

Kind	Unstandardize		Standard	T	Sig.
	d Coefficients				
	B	St	Beta		
d. Error					
Product Quality (x1)	0.163	0.040	0.345	4.090	0.000

Quality of Service (x2)	0.020	-	0.082	0.	-0.025	-	0.804	0.
Quality of Information (x3)	0.070	-	0.065	0.	-0.087	-	1.073	0.286
Customer Satisfaction (z)	0.586	0.	0.064	0.	0.717	9.	0.193	0.000
<i>Dependent Variables</i>				Customer Loyalty (Y)				
R	0.932							
R ²	0.870							
R ² Custo	0.865							
Adjusted R ²	0.865							
Count ^F	199.982							
Probability	0,000							
Line Equation	$Y = PYX1 + PYX2 + PYX3 + PYZ + e$							
Result	$Y = 0.345 X1 - 0.025 X2 - 0.087 X3 + 0.717 Z + e$							

Source : Primary data processed, 2024

The results of the Model 2 test showed a path coefficient and significance with a value of significance for product quality (X1) of 0.000, quality of service (X2) of 0.804, quality of information (X3) of 0.286, and customer satisfaction (Y1) of 0.000. From this data, it can be concluded that product quality and customer satisfaction have a significant impact on customer loyalty, while the quality of service and the quality of information do not have a significant impact. The R² or R-squared value is 0.870, which means that the contribution of each analyzed variable to the net interest rate is as high as 87%, while the remaining 13% comes from other variables not analyzed in this study. The results of the Model 1 regression showed an F-value of 199.982 and a significance value of 0.000, indicating that product quality, quality of service, quality of information, and customer satisfaction together affect customer loyalty.

hypotheses Testing

To see a summary of the results of hypothesis testing, this can be seen from the summary of the Model 1 and Model 2 regression equation test, which can be presented in the following table:

Table 6 : Summary of the results of testing the research hypothesis

Hypothesis	Direct Effects	Sig.	Indirect Effects	Result
X1 → Z	0.328	0.00		Sig.

s	Hypothesis	Direct Effects		Sig.	Indirect Effects		Result
		Path	Value		Path	Value	
	X2 → Z	0.596	0	0.00			Sig.
	X3 → Z	0.005	1	0.96			Not Sig.
	X1 → Y	0.345	0	0.00			Sig.
	X2 → Y	-	4	0.80			Not Sig.
	X3 → Y	-	6	0.28			Not Sig.
	Z → Y	0.717	0	0.00			Sig.
Y	X1 → Z → Y			0.717 x 0.328 = 0.235			Not Sig.
Y	X2 → Z → Y			0.717 x 0.596 = 0.427			Sig.
Y	X3 → Z → Y			0.717 x 0.005 = 0.003			Sig.

Source: Primary data processed, 2024

Based on the table above, of all the variables in this study, there is a direct relationship that has a negligible impact, namely between information quality and customer satisfaction, with a significance value of 0.961, and between quality of service and quality of information, on customer loyalty, with a significance value of 0.804 and 0.286. However, when the relationship between customer experience and customer loyalty is mediated by customer satisfaction, the impact becomes stronger. Similarly, the link between the quality of information and customer loyalty becomes stronger when it is mediated by customer satisfaction

DISCUSSION

Product quality to customer satisfaction

The results of the test using the SPSS program showed that the impact of product quality on customer satisfaction has a significance value of 0.001, indicating a significant or strong impact. According to a study conducted by Liana et al. (2024), the results show that consumers show a high interest in buying products from companies and believe in the quality of the products offered, thereby increasing customer satisfaction. This study shows that performance, product features, reliability, compliance with specifications, durability, usability, aesthetics, and perceived quality are important metrics for measuring good product quality as per consumer expectations. From the open-ended questions given, it has been determined that there is a significant difference in the use of The Originote's moisturizers compared to other moisturizers where The Originote's moisturizer

has a satisfactory product quality. In other words, the higher the quality of the product offered to customers, the more satisfied consumers will be with The Originote's moisturizing products.

Quality of service to customer satisfaction

The results of the Model 1 regression analysis using SPSS show that quality of service (X2) has a significant impact on customer satisfaction (Z) with a significance value of 0.000. A study by Haykal et al. (2023) also highlights that customer experience plays an important role in improving customer satisfaction on online shopping platforms. Some of the main metrics for assessing the quality of service include responsiveness, reliability, and empathy. The Originote's superior moisturizing product service, compared to other products, can significantly increase consumer satisfaction, which can increase the company's long-term revenue. This shows the importance of focusing on the quality of service for business success.

Quality of information to customer satisfaction

The results of the Model 1 regression analysis conducted with SPSS showed that the impact of information (X3) on customer satisfaction (Z) had a significance value of 0.961, indicating that the impact was not significant. A study by Muharsyah and Ekawati (2022) supports this finding, stating that the quality of the information does not have a significant impact on customer satisfaction when using The Originote's moisturizer in Malang City. In this context, other factors such as emotional aspects, individual preferences, and user experience have a greater impact on customer satisfaction levels compared to the information received. Therefore, more attention needs to be paid to these elements to improve overall customer satisfaction.

Product Quality to Customer Loyalty

The results of the Model 2 regression analysis conducted using SPSS showed that the quality of the product (X1) has a significant impact on customer loyalty (Y) with a significance value of 0.000. A study by Bali (2022) found that the impact of product quality on customer loyalty is reflected in a beta of 0.594, which translates to 59.4%. In addition, a significance value of 0.005 indicates a significant impact, where the t-number reaches 2.921, which is higher than the t-table of 1.6634. These results suggest that the better the quality of the product, the higher the customer loyalty. Therefore, a product can be considered successful if it can effectively and consistently meet the needs and expectations of consumers, creating an ongoing relationship between the brand and the customer.

Quality of service to customer loyalty

The results of the Model 2 regression analysis conducted using SPSS showed that the quality of service (X2) did not have a significant impact on customer loyalty (Y) with a significance value of 0.804. Studies by Sholikhah and Hadita (2023) confirm that the quality of service does not have a significant positive impact on customer loyalty. This shows that

customers can remain loyal even if the service experience is not optimal, thanks to a strong emotional connection or a certain brand preference. In addition, other factors such as price and product quality contribute to the formation of loyalty. So, while the quality of service is an important aspect, there are many other, more complex elements that affect customer loyalty. As such, companies need to consider all of these factors to increase overall customer loyalty.

Quality of information to customer loyalty

The results of the Model 2 regression analysis conducted with SPSS showed that the impact of information quality (X2) on customer loyalty (Y) had a significance value of 0.286, indicating that the impact was not significant. A study by Haykal et al. (2023) shows that the quality of information does not have a significant impact on the customer loyalty of The Originote's in Malang City. While good information plays an important role, customers tend to be more emotionally attached to the brand and the experience they get. Customer loyalty is influenced by product features that meet needs and a satisfying user experience. In addition, recommendations from friends or family often have a greater impact than official information provided by the company. Therefore, companies need to consider these various elements to increase overall customer loyalty.

Customer satisfaction to customer loyalty

The results of the Model 2 regression analysis conducted using SPSS showed that customer satisfaction (Z) has a significant impact on customer loyalty (Y) with a significance value of 0.000. A study by Anggreni and Boudiarty (2020) shows that customer satisfaction has a strong impact on customer behavior. Satisfied customers are more likely to make a repeat purchase and establish a strong emotional connection with the brand. In addition, high satisfaction levels also increase the likelihood that customers will recommend products to others, which in turn promotes loyalty. On the other hand, dissatisfaction can push customers to look for other alternatives. These results show how important it is to maintain customer satisfaction as a strategy for effectively building loyalty, which is why companies need to focus on creating a positive customer experience.

Product quality to customer loyalty through customer satisfaction

The results of the regression analysis of model 1 and model 2 conducted using SPSS showed that the impact of product quality on customer loyalty through customer satisfaction has a value of 0.235. This value shows that the effect is not significant because it is lower than the direct impact of Product Quality on customer loyalty. A study by Pramesti and Chasanah (2021) also found that consumer satisfaction does not function as an intermediary in the relationship between product quality and loyalty, with a significance value of 0.127, which is above the threshold of 0.05. The mismatch between expectations and the experience experienced by users often hinders the achievement of satisfaction, even if the quality of the product itself is of good standards. These results reflect the complexity of the relationship between product quality, customer satisfaction, and loyalty, which requires more attention from companies to optimize the user experience.

Quality of service to customer loyalty through customer satisfaction

The results of the regression analysis of Model 1 and Model 2 conducted using SPSS showed that the impact of service quality on customer loyalty through user satisfaction was 0.427, which indicates the significance of the effect. These results confirm that customer satisfaction plays a significant role in influencing loyalty. A study by Angrainy and Budiarty (2020) confirms that the quality of service affects customer loyalty, with satisfaction being an intermediate variable. When customers receive quality service, they are more likely to feel satisfied, which in turn strengthens their emotional connection with the brand. This satisfaction not only encourages customers to make a repeat purchase, but also increases the likelihood that they will recommend the product to others. In this way, a mutually beneficial relationship between the customer and the company can be created. "Customer satisfaction is key to building sustainable loyalty" (Hidayatullah, 2022).

Quality of information to customer loyalty through customer satisfaction

The results of the regression analysis of model 1 and model 2 conducted using SPSS showed that the impact of information quality on customer loyalty through customer satisfaction had a value of 0.000, indicating the significance of the influence. A study by Haykal et al. (2023) shows that the quality of information has a significant impact on consumer loyalty, with satisfaction acting as an intermediary. When customers receive quality information, they are more likely to feel satisfied with the product or service offered, which then strengthens their emotional connection with the brand. This satisfaction plays an important role in increasing loyalty and repeat purchases, so it can be considered a bridge between the quality of information and loyalty. It also contributes to increasing customer brand loyalty in the long run, creating a mutually beneficial relationship between the customer and the company.

CONCLUSION

The findings of the analysis show that the quality of products and services has a significant impact on customer satisfaction and loyalty. Product quality that meets customer expectations contributes to satisfaction, while good service quality characterized by responsiveness and reliability also increases satisfaction. On the other hand, the quality of information does not have a significant impact, and emotional factors and user experience determine the level of satisfaction. Customer satisfaction serves as a powerful intermediary, encouraging customers to make repeat purchases and recommend products. The implications from the results of this study that companies need to focus on improving the quality of products and services in order to build better customer relationships. By optimizing both aspects, companies can increase customer loyalty, which in turn can increase revenue and business sustainability in the long run.

SUGGESTION

Future research is recommended to expand the research variables by including other factors potentially influencing customer satisfaction and loyalty, such as perceived value, brand image, trust, and switching costs, to gain a more comprehensive

understanding of customer behavior. Furthermore, given that information quality did not demonstrate a significant influence in this study, future research could further examine the role of information quality using different indicators or considering more specific industry contexts and respondent characteristics.

Further research is also recommended to develop a methodological approach using longitudinal or mixed methods models, thus capturing changes in customer perceptions over time and exploring emotional factors and user experiences in greater depth. Furthermore, expanding the research object to different industry sectors or broader regions is expected to increase the generalizability of the research results and enrich the literature on customer satisfaction and loyalty.

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