RESEARCH ARTICLE

THE EFFECT OF MARKETING MIX TOWARD SATISFACTION AND LOYALTY OF PATIENT IN THE PUBLIC HOSPITAL OF DR. FAUZIAH BIREUEN OF ACEH PROVINCE OF THE INDONESIA

T. Edyansyah
Faculty of Economics and Business, Universitas Malikussaleh, AcehUtara, Indonesia
Author Email:tedyansyah@unimal.ac.id

Wahyuddin Albra
Faculty of Economics and Business, Universitas Malikussaleh, AcehUtara, Indonesia
Author Email:wahyuddin@unimal.ac.id

Azhar
Faculty of Economics and Business, Universitas Malikussaleh, AcehUtara, Indonesia
Author Email: azhar@unimal.ac.id

Farid
Faculty of Economics and Business, Universitas Syiah Kuala, Banda Aceh, Indonesia
Author Email:farid_semm@unsyiah.ac.id

Irma Suryani
Faculty of Economics and Business, Universitas Syiah Kuala, Banda Aceh, Indonesia
Author Email:irmasuryani@unsyiah.ac.id

Abstract : This research aims to analyze and empirically prove the influence of three additional aspects of marketing mix, those are process, people and physical evidence on the satisfaction and loyalty of patient at the public hospital of dr. FauziahBireuen. The data obtained from questionnaires of 110 respondents who are inpatients at the hospital of dr. FauziahBireuen. The data analyzed by using Structural Equation Model (SEM) using AMOS 20 that serves to prove the research hypothesis. The results show that this research model has a good suitability because all of the hypothesis can be proven. It concluded that the process, people and physical evidence positively and significantly influence on the satisfaction and loyalty of patient. The satisfaction positively and significantly influences on the loyalty of patient and the satisfaction mediates the process, people, and physical evidence with loyalty of inpatient at the public Hospital of dr. FauziahBireuen.

Keywords:Satisfaction; Loyalty; Process; People; Physical Evidence.

JEL Classifications: M1, E0,

1. Introduction

The Public Hospital of dr. FauziahBireuen as the health care providers inevitably have to face the competitions with other competitors. They are another hospitals, maternity clinics and health centers in Bireuen. The competition itself also comes from Hospital out of Bireuen such as from Lhokseumawe, Banda Aceh and Medan in which they are actually become the main source of referral for inpatients.

Patients also considered less satisfy which characterized by some complains on People. They argued that the special care on patients is still lack that could be seen by the visits of doctor that seems to rush in handling patient and the nurses should be called to respond the patients' demand either in terms of replacing intravenous devices or in handling a problem with the needle and the patients themselves.

Based on the description above, it is necessary to conduct a research by the title " The Effect of Marketing Mix Toward Satisfaction and Loyalty of Patient in The Public Hospital of dr. FauziahBireuen Aceh Province of Indonesia".

2. Literature Review

2.1 Definition of Satisfaction

Umar (2005:65) revealed that customer satisfaction is the level of consumer feelings after comparing between what is acceptable with what is expected. According Tjiptono, (2007:195), satisfaction can be defined as an effort to fulfill something or to make something adequate. Kotler (2007:61) mentioned that satisfaction is a happy or disappointed feeling comes from comparing between the impression of performance (result) of a product and the expectations.

2.2 Measuring Customer Satisfaction

Kotler (2007:72) suggests four methods widely used in measuring the customer satisfaction, those are: (1) System of Complaints and Suggestions, (2) Ghost Shopping, (3) Lost Customer Analysis, (4) Constumer Satisfaction Survey.

2.3 Definition of Loyalty

According to Hurriyanti (2008), Loyalty is a manifestation of fundamental human need to have, to support, to get a sense of security and build engagement and create an emotional attachment. According to Tjiptono (2007), the companies that concern to the customer satisfaction will gain several advantages, such as having a positive reputation in the view of customers and society.

2.4 Measuring Loyalty

Zeithaml (2006) measured customer loyalty by several indicators, such as: (1) Saying the positive things to the others, (2) Recommending the company to the other people who ask for advice, (3) Advising the colleagues and relatives to do business with the company, (4) Considering that the company is the first choice in purchasing services, (5) Having more business or purchasing by the company for the next few years.

2.5 Definition of Service

According to Lovelock (2011:5), Service is an action or performance offered by one party to the others. Although the process may be related to the physical product, the performance is essentially intangible and does not produce the ownership of production factors. Kotler (2007:486), service is any action or activity that can be offered by one party to the others, which is essentially intangible and does not cause any ownership. Production may be linked or not to a physical product.

2.6 Marketing Mix

Process

Hurriyati (2008: 64) claimed that the whole work activity is a process which involves procedures, tasks, schedules, mechanisms, activities and routines with what products or services supplied to the customer.

People

People is the entire human actors who take part in the delivery of services and also influence the buyer's perception of company personnel, customers and other customers in service environment. People stated by Kotler (2007) as "the process of selection, training and motivating employees that will be used as a difference of the company to meet the customer satisfaction".

Physical Evidence

Physical environmentis a condition that includestheatmosphere ofinpatient care and it is the place for caringservices. Assael(2002).

3. Research Methods

3.1 Location and Object Research

This research conducted at the Public Hospital of dr. FauziahBireuen, Aceh Province of Indonesia, precisely in the District of Kampong BaroJeumpaBireuen. The object of the research was all the patients that was hospitalized and on going to

The Effect Of Marketing Mix Toward Satisfaction And Loyalty Of Patient In The Public Hospital Of Dr. Fauziah Bireuen Of Aceh Province Of The Indonesia

_____3

be hospitalized at the Public Hospital of dr. FauziahBireuen.

3.2 Population and Sample of Research

The population in this research was all patient who have had inpatient services at the Public Hospital of dr. FauziahBireuen.

3.3 Sampling Techniques

The sample taken by using non-probability sampling, i.e. each respondent who has the criteria has not the same chance or opportunity to be selected as the respondents (Malhotra, 2007).

3.4 Data Collection Techniques

Method of collecting data used in this research is a questionnaire which is a set of written questions to obtain information from the respondents (Malhotra, 2007).

3.5 Operational Definition of Variables

Variable	OperationalDefinition	Indicator	Measurement
Process (X₁)	The interactivity process, which involves procedures, tasks, schedules, mechanisms, activities and routines by which the product or service is agreed to the customer. (Zeithaml, 2006:64)	1. Freetimeemployeestoquicklyrespond topatient requests. 2. Processtimelines sof service. 3. The process ofclear information about service deliverytime. 4. Accuracy ofDiagnosis	Likert 1-5
People (X₂)	All persons who play a part in the presentation of a service and thus to some extent the perception of the buyer. The features included are the person who comprises organizational structures (Bowen et al., 2002:234)	1. Knowledge of doctorsandnurses. 2. Speedaction. 3. Willingnessof employeesin helpingpatients. 4. Specialattentiont o patients. 5. Easy in communication.	Likert 1-5
Physical Evidence (X₃)	Physical environment where services are offered and the system of interaction between the consumer and the provider (Lupiyoadi, 2008:71)	1. Complete equipment. 2. The design and layoutthat supportinpatient servicesquickly. 3. Building condition. 4. The comfortable and clean supporting facilities in	Likert 1-5

Variable	OperationalDefinition	Indicator	Measurement
		patient room 5. Adequatesanitar y conditions.	
Satisfaction (Int)	Customer evaluation towards a product or service was in accordance with the evaluation expectation structure (Zeithaml, 2006)	1. *Expectatio n*. 2. *Experience*. 3. *Overall satisfaction*.	Likert 1-5
Loyality (Y)	Customer's decision to voluntarily perform continuously with the particular company for long term (Lovelock, 2011:338)	1. Patient did not want transfer to another house or keep going forward or a better thing than other. 2. If the patient need to beinpatient, they will go backto be treatedat the Public Hospitaldr. FauziahBireuen because the process is betterthanotherh ospitals. 3. 3. Patients sure that the ward at the Public Hospital of dr. FauziahBireuen are the best in Bireuen. 4. The recovered Patients would recommend to the other to be inpatient at the public Hospital of dr. FauziahBireuen.	Likert 1-5

Source: Zeithaml (2006:64), Bowen et al (2002:234), Lupiyoadi, (2008:71), Lovelock (2011).
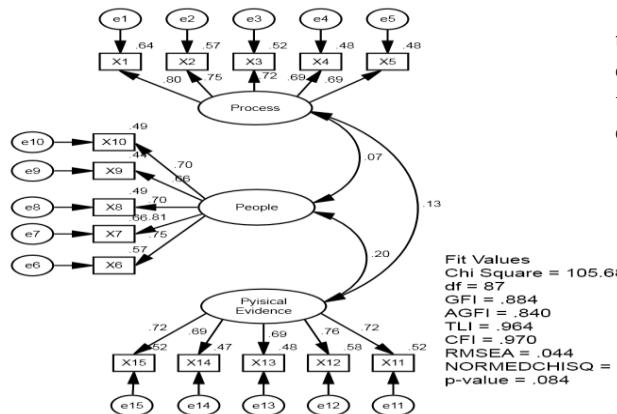
3.6 Data Analysis Techniques

Confirmatory factor analysis used on SEM to see the most dominant factor in the group variable.Regression Weight on SEM used to examine how much the influence among the variables.

Table 1. FeasibilityTestingIndexModel

Goodness of Fit Index	Cut-off Value
x^2 Chi-Square Statistik	df, α = 5 %
Probability	≥ 0,05
CMIN/DF	≤ 2,00
GFI	≥ 0,90
RMSEA	≤ 0,08
AGFI	≥ 0,90
TLI	≥ 0,90
NFI	≥ 0,90

The Effect Of Marketing Mix Toward Satisfaction And Loyalty Of Patient In The Public Hospital Of Dr. Fauziah Bireuen Of Aceh Province Of The Indonesia

_____4

4. Results and Discussion
4.1 Confirmatory Factor Analysis (CFA) and Construct Validity

Figure-1.Confirmatory Factor Analysis (CFA) and Construct Validity

Based on the images can be seen that the value of Standardized estimate of all the indicators of exogenous variables are at the significance level > 0.60. So, It means that all three indicators of exogenous latent variables consisting of process, people, and physical evidence are valid or acceptable.

4.2 Confirmatory Factor Analysis (CFA) of Endogenous Variables
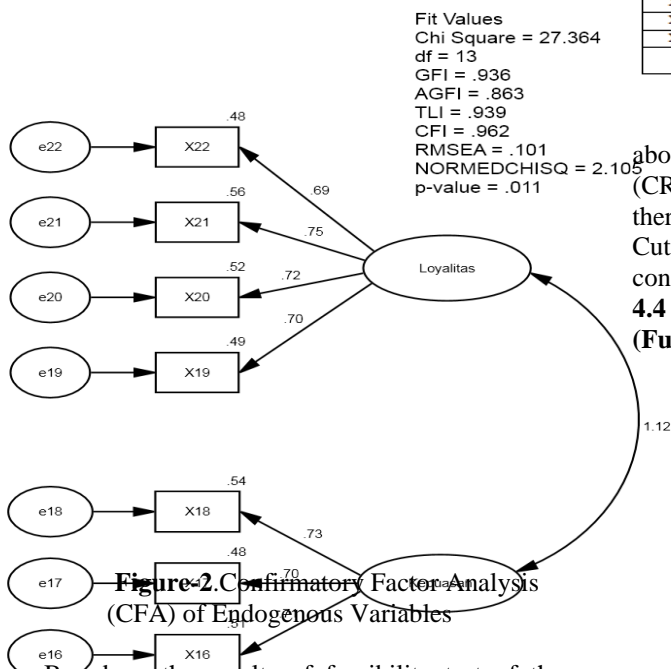
Figure-2.Confirmatory Factor Analysis (CFA) of Endogenous Variables

Based on the results of feasibility test of the model in the picture shows that constructs of the model in this study has met the eligibility criteria of the test model that has been established.

4.3 Construct Reliability Test and Varian Extracted

The following table presents the results of testing that has been performed on all constructs and calculated based on the formula above to obtain the value of the construct reliability and variance extracted respectively as follows:

Table 2. Contruct Reliability Test and Varian Extracted

Variabel	Loading	(Load.)²	e1	Err (1-e1)	(Sum of load)²	CR	VE
Process							
X₁	0,727	0,529	0,53	0,470	12,895	0,84	0,52
X₂	0,667	0,445	0,45	0,555			
X₃	0,746	0,556	0,56	0,444			
X₄	0,754	0,568	0,57	0,432			
X₅	0,697	0,486	0,49	0,514			
Σ	3,59	2,584		2,42			
People							
X₆	0,709	0,502	0,50	0,498	12,773	0,84	0,51
X₇	0,715	0,511	0,51	0,489			
X₈	0,687	0,472	0,47	0,528			
X₉	0,735	0,54	0,54	0,46			
X₁₀	0,728	0,529	0,53	0,471			
Σ	3,57	2,554		2,446			
Physical Evidence							
X₁₁	0,709	0,503	0,50	0,497	12,517	0,83	0,50
X₁₂	0,701	0,491	0,49	0,509			
X₁₃	0,709	0,503	0,50	0,497			
X₁₄	0,722	0,522	0,52	0,478			
X₁₅	0,697	0,486	0,49	0,514			
Σ	3,54	2,505		2,495			
Kepuasan							
X₁₆	0,726	0,526	0,53	0,474	4,605	0,76	0,51
X₁₇	0,710	0,504	0,50	0,496			
X₁₈	0,710	0,505	0,51	0,495			
Σ	2,15	1,535		1,465			
Loyalitas							
X₁₉	0,698	0,487	0,49	0,513	8,225	0,81	0,51
X₂₀	0,731	0,535	0,54	0,465			
X₂₁	0,742	0,551	0,55	0,449			
X₂₂	0,697	0,486	0,49	0,514			
Σ	2,868	2,059		1,941			

Based on the calculations of formula mentioned above either to measure the Construct Reliability (CR) and Variance Extracted (VE) clearly show that there is no any construct that has a value under the Cut of specified value. It concluded that all of the constructs are reliable.

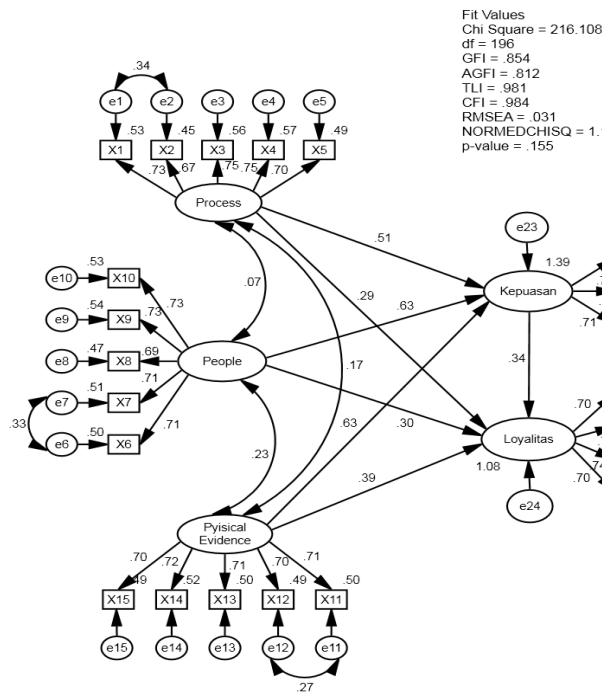### 4.4 Analysis of Structural Equation Modeling (Full Model)

The Effect Of Marketing Mix Toward Satisfaction And Loyalty Of Patient In The Public Hospital Of Dr. Fauziah Bireuen Of Aceh Province Of The Indonesia

_____5

Figure-3.Structural Equation Modeling
(Full Model)

The image above shows the general results of path analysis conducted on the model of this research indicates that the regression value of construct and the goodness of fit test is almost good.

Test of Hypothesis
Hypothesis 1
Based on the data analysis shows that the value of CR (Critical Ratio) for the effect of Process on Patient satisfaction is 7,293 with P value (probability) of 0,000. Both of these score indicate the qualified results, that is above 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 2
Based on the data analysis shows that the value of CR (Critical Ratio) for the influent of People and Patient satisfaction is 7,637 with P value (probability) 0,000. Both of these scores indicate the qualified results, that is far above the score of 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 3
Based on the data analysis claims that the value of CR (Critical Ratio) for the influent of Physical evidence on satisfaction is 7,652 with P (probability) of 0,000. Both of these scores indicate the qualified results, that is above 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 4
Based on the data analysis states that the value of CR (Critical Ratio) for influence of Process on Loyalty is 4,218 with P value (probability) of 0,000. Both of these values indicate the qualified results, that is above 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 5
Based on the data analysis known that the value of CR (Critical Ratio) for the influence of people on loyalty is 4,265 with P value (probability) of 0,000. Both of these values indicate the qualified results, that is above 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 6
Based on the data analysis states that CR score (Critical Ratio) for the influence of physical evidence on loyalty is 5,008 with P score (probability) of 0,000. Both of these values indicate the qualified results, that is above 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 7
Based on the data analysis performs that CR value (Critical Ratio) for the influence of satisfaction on loyalty is 5,370 with P value (probability) of 0,000. Both of these values indicate the results of the qualified, that is above 2,00 for CR (Critical Ratio) and below 0,05 for the value of P (Probability).

Hypothesis 8
Based on the processing by using the Sobel test calculator online can be concluded that the eighth hypothesis can be accepted despite the partial mediation relationship or in other words the variable of patient satisfaction partially mediates (not full / complete) between Process, People and Physical evidence with patient loyalty at General Hospital of dr. Fauziah Bireuen.

5. Conclusion
From the research could be concluded that the Process positively and significantly influence the inpatient satisfaction in inpatient room at the Public Hospital of dr. Fauziah Bireuen.
1. From the research could be concluded that People positively and significantly influences the patient satisfaction in inpatient room at the Public Hospital of dr. Fauziah Bireuen.
2. From the research could be concluded that the Physical evidence significantly and positively influences the patient satisfaction in inpatient

The Effect Of Marketing Mix Toward Satisfaction And Loyalty Of Patient In The Public Hospital Of Dr. Fauziah Bireuen Of Aceh Province Of The Indonesia

_____6

room at the Public Hospital of dr. Fauziah Bireuen.

3. The results showed that the hypothesis of Process positively and significantly influences the patient loyalty in inpatient room at at the Public Hospital of dr. Fauziah Bireuen.

4. The results showed that the hypothesis of People positively and significantly influences the patient loyalty in inpatients room of at the Public Hospital of dr. Fauziah Bireuen.

5. The results showed that the hypothesis of Physical evidence positively and significantly influences the patients loyalty in inpatient room at the Public Hospital of dr. Fauziah Bireuen.

6. The results showed that the hypotthesis of patient satisfaction significantly and positively influences the patient loyalty.

7. The results showed that the hypothesis of Customer satisfaction mediates the Process, People and Physical evidence with Loyalty by 0,000 and could be demonstrated empirically although the results of mediation obtained partially.

References

Agustino, B. danSumarmo.(2003). *AnalisisPengaruhKualitasPelayananJasaTerhadapKepuasandanLoyalitasPasienRawatinapdiRumahSakit St. Elisabeth Semarang.*Semarang.

Ahmad, Y. (2011). *HubunganantaraBauranPemasaranDenganLoyalitasPasiendiRawatInap RSUD Syekh Yusuf KabupatenGowa.*

Anggreni, P. (2010). *PengaruhpenerapanBauranPemasaranTerhadap Tingkat KepuasanKonsumen Dallam JasaPelayanandi RSU Surya Husada.*Program PascasarjanaUniversitasMahendradatta. Denpasar.

AnggriVebnia, Ari Pradhanawati, SendhangNurseto. (2012). *PengaruhFasilitas, LokasidanTarifTerhadapLoyalitasMelaluiKepuasanPasienSebagaiVariabelMediasiPadaPasienPasienPoliRumahSakitMuhammadiyah*Semarang.

ArmanuThoyib&NanangSuryadi.(2011). *Pengaruh People, Process dan Physical Evidence terhadapLoyalitasmelaluikeputusanMahasiswamemilihPoliteknikNegeri Malang*.Tesis Program PascasarjanaFakultasEkonomiUniversitasBrawijaya. Malang

Assael, H. (2002). *Consumer behavior and marketing action*. 6th ed. Cincinnati OH: South Western College Publishing.

Bowen, John T., and Shiang-Lih Chen. (2002). *The Relationship between Customer Loyalty and Costumer Satisfaction. International Journal of Contemporary Hospitality Management*, Vol 13 N0.5, pp.213-217.

Chandrashekaran, Murali., Kristin Rotte., Stephen S. Tax., and RajdeepGrewal. 2007. *Satisfaction Strength and Customer Loyality.* Journal of Marketing Research, Vol XLIV, pp. 153-163

Cronin, J. Joseph. Jr., and Steven A. Taylor. (2002). *Measuring Service Quality: A Reexamination and Extension. Journal of Marketing,* Vol. 56, Vol. 1, pp. 55-68.

Dharmmesta, B. S. danHandoko H. (1999).*ManajemenPemasaran: AnalisisPerilakuKonsumen*. Yogyakarta: Liberty.

Engel, et all. (2007). *ConsumenBehaviour.*9 th edition. Harcourt, Orlando.

Ferdinan, Augusty. (2006). "*Structural Equation ModellingdalamPenelitianManajemen, Aplikasi Model-Model RumitdalamPenelitianuntukTesis Magister danDisertasiDoktor*", Edisi 4, April 2006, BP UNDIP.

Fitzsimmons, J.A. dan Fitzsimmons, J. Mona., (2005), *Service Management* : *Operations, Strategy, and Information Technology*, McGraw-Hill International Edition

Ghozali, Imam. (2005). *Model PersamaanStruktural.*BadanPenerbitUniversitasDiponegoro. Semarang.

Ghozali, Imam. (2013). *Model PersamaanStruktural.*BadanPenerbitUniversitasDiponegoro. Semarang.

Griffin, Jill. (2008). *Customer Loyalty: How to Earn It,How to Keep It*, New York: Simon and Chuster, Inc.

Hurriyati, Ratih. (2008). *BauranPemasarandanLoyalitaspelanggan*, Penerbit CV Alfabeta, Bandung.

Kartika, Wahyu (2011). *AnalisisPengaruhKualitasPelayanan, HargadanFasilitasterhadapKepuasanPasien (studipadapasienklinik AS-SyifadiKab. Bekasi.*Tesis Program Studi Magister ManajemenUniversitasDiponegoro.

Kertajaya.(2003). *MenjagaKepuasanPelanggan.*JurnalManajemendanAdministrasiRumahSakit.Undip. Semarang.

Kotler, Philip. (2007). *ManajemenPemasaran*(HendraTeguh&

Ronny Antonius Rusli, Penerjemah). Jakarta: Prenhallindo.

Kotler, P., &Amstrong. (2004). *Principles Of Marketing*, International Editrion, Prentice Hall, Inc., Englewood Cliffs, New Jersey.

Kotler, P., & Keller, K. (2009a). *ManajemenPemasaran.* Jilid 1. (Bob Sabran, MM.,Penerjemah). Jakarta: PT. GeloraAksaraPratama.

Kotler, P., & Keller, K. (2009b). *ManajemenPemasaran*. Jilid 2. (Bob Sabran, MM.,Penerjemah). Jakarta: PT. GeloraAksaraPratama.

Lervik, L.,Olsen, Michael D. Johnson, (2003), "Service Equity: Satisfaction, and Loyalty: from transaction – specific to cumulative evaluation", *Journal of Service Research*, Vol. 5, no. 3.

Lovelock, Christopher H., & Wright Laurent K. (2011).*ManajemenPemasaranJasa*. (MariantoSamosir, Penerjemah). Jakarta: PT Indeks.

Lupiyoadi, R., &Hamdani, A. (2011).*ManajemenPemasaranJasa*. Jakarta: SalembaEmpat

Malhotra, N.K. (2007) *Marketing research: An applied orientation.* 8th edition. New Jersey: Prentice Hall Inc.

Mariaty, S. (2007), *AnalisisPengaruhKualitasPelayanandalamK aitannyadenganLoyalitasPasienRawatInapdi RumahSakit Islam Malahayati Medan.*Tesis Program Studi Magister ManajemenUniversitas SUMUT.

Mehta, Subhash C., Ashok K. Lalwani., and Soon Li Han. (2002). Service Quality in Retailing: Relative Efficiency of Alternative Measurements Scales for Different Product-Service Anvironment. *International Journal of Retail & Distribution Management*, Vol.28 No. 2, pp. 62-72.

Moutinho ,Luiz., and Anne Smith. (2002). Modeling Bank Customer satisfaction trhough Mediation of Attitudes towards Human and Automated Banking.*International Journal of Bank Marketing*, Vol.18 No.3, pp. 124-134.

Mursid, M., (2008).*ManajemenPemasaran*. Jakarta: BumiAksara.

Oliver, Richard L. (2002). "*Whence Loyalty*", *Journal of Marketing*, (Special Issues 1999), vol 63, p.33-44.

Olorunniwo, Godwin J. Udo. (2006). *Servive Quality, Customer Satisfaction, and Behavioral Intentions in the Service Factory.*Journal of Services Marketing. Vol. 20, No.1, pp. 59-72

Paine. (2001). *PemasaranJasa (The Essence of Service Marketing),* TerjemahanFandyTjiptono, Edisis 2, Cet.2, Yogyakarta, Andi

Parasuraman, A., V.A Zeithaml, and L.L.Berry. (2005). *A Conceptual Model of Service Quality and Its Implecations for Future Reseach*, Journal of marketing, Col. 49 (Fall).

Raharjani.(2005). *AnalisisKualitasPelayananJasaterhadapKep uasanPasienRawatInapdiRumahSakitSwasta Bandung*.Thesis Program Magister ManajemenUniversitasPadjajaran.

Ratni P. Lita.,&Suziana. (2005). FaktorBauranPemasaran yang dipertimbangkanKonsumenDalamKeputusan MemilihRumahSakitUmumSwastadi Kota Padang.

Solimun. (2005). *AplikasiSofware Amos: Structural Equation Modeling*.

Sugiarto, Endar. (2002). *PsikologiPelayananDalamIndustriJasa*.Jakart a : PT GramediaPustakaUtama.

Sugiyono.(2008). *MetodePenelitianBisnis*. Bandung: CV ALFABETA

Suparli, Erly. 2003. *PengaruhKualitasPelayananterhadapKepuas anPasienRawatInapdi RS Cibabat.*Thesis Program Magister ManajemenUniversitasPadjajaran.

Sunarto.(2004). *Prinsip-PrinsipPemasaran*.EdisiDua. Yogyakarta: AMUS & UST Press.

Teja, P., Wijaya Putra. (2011). *PengaruhKualitasJasadanKepuasanKonsume nTerhadapRekomendasidariMulutkeMulutPa daRumahSakitAnakdanIbuPermataHatiKalun gkung.*Tesis Program PascasarjanaUniversitasUdayana.Denpasar.

Tjiptono, F. (2007).*Total Quality Service*, Yogya: PenerbitAndi.

Umar, Husein. (2005). *StudiKelayakanBisnis*.Jakarta : PT GramediaPustakaUtama.

Yazid.(2003). *PemasaranJasa, KonsepdanImplementasi*, EdisiKedua.Sleman, Yogyakarta. EKONISIA.

Yoeti.(2003). PemasaranJasa. Yogyakarta: PenerbitAndi

Zeithaml, V.A. and M.J. Bitner. (2006). *Service Marketing*, New York, The Mc. Graw-Hill Companies, Inc.

Zulganef.(2002). HubunganantaraSikapterhadapBuktiFisik, ProsesdanKaryawandenganKualitasKeterhub ungan,

The Effect Of Marketing Mix Toward Satisfaction And Loyalty Of Patient In The Public Hospital Of Dr. Fauziah
Bireuen Of Aceh Province Of The Indonesia

_____8

sertaPerannyadalamMenimbulkanNiatUlang
membelidanLoyalitas.*JurnalRisetEkonomida*

nManajemen, Vol. 2, No 3, pp.98-115.