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## Analysis of Ferlin Hijab Customer Loyalty Through Price Perception, Business Location and Customer Service

Yeseria Maya Maulina<sup>1</sup>, Heri Purnomo, SE, MM<sup>2</sup>

Nusantara University PGRI Kediri, Jl. KH Ahmad Dahlan No. 76, Majoroto, Kediri City, East Java, 64112, Indonesia

[Yeseriamayam@gmail.com](mailto:Yeseriamayam@gmail.com)<sup>1</sup>, [herypurnomo@unpkediri.ac.id](mailto:herypurnomo@unpkediri.ac.id)<sup>2</sup>

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### Article Information

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### Abstract

**Research purposes :** The purpose of this study is to examine customer loyalty and its influence on customer service at Ferlin Hijab, price perception and its influence on customer service at Ferlin Hijab, and location and its influence on customer service at Ferlin Hijab. In addition, it is also to analyze customer loyalty, price perception, and business location and their influence on customer service at Ferlin Hijab concurrently.

**Design, Method, and Approach:** This research is quantitative in nature method study by distributing questionnaires to 35 Ferlin Hijab customers as the sample size. The number of samples was determined by saturated sampling technique. Data analysis using SPSS software version 25.

**Research purposes:** According to the findings of the first hypothesis study, Ferlin Hijab customer service is positively and significantly impacted by customer loyalty. The second hypothesis posits that Ferlin Hijab's customer service is positively and significantly impacted by price perception. The third hypothesis suggests that Ferlin Hijab customer service is positively and significantly impacted by the company's location. And the fourth hypothesis is that customer loyalty, price perception, and business location have a favorable and noteworthy impact on Ferlin Hijab's customer service.

**Theoretical contribution/Originality:** This research contributes to developing customer service theory and to knowing what factors can influence customer service.

**Practical/Policy Implications:** This study provides practical insights for Ferlin Hijab owners to determine affordable prices, choose strategic locations, and improve customer service. The results of this study can be used in designing business strategies to maintain customer service.

**Research Limitations:** This research was only conducted in Ferlin Hijab, but the findings of this study do not reflect the overall condition of Ferlin Hijab. A wider number of samples or other studies with objects in hijab stores will be able to provide more representative research findings.

**Keywords:** Price perception, customer service, business location, and customer loyalty

### a. Introduction

The hijab industry's growth is accelerating quickly. When developing a company to gain greater profits in the future, it is necessary to consider the opportunities and risks that may occur. Therefore, as a business actor, it is necessary to understand what risks will be experienced. If the company provides everything that can satisfy consumers, the company will add to the image of the consumer [1].

The definition of service quality is a way for customers to evaluate the quality of the services they have received. Positive effects of good service include raising customer satisfaction, loyalty, and desire to repurchase. This provides benefits to the company because the income from the products sold increases. Service quality as one of the criteria in successfully providing satisfaction to customers. Through service quality, customers have the right to evaluate objectively so that the satisfaction felt by other customers can increase [2]. Customer loyalty is defined as consumer loyalty to goods or services. Consumer loyalty plays an important role in a company [3].

A service is said to be satisfactory if the needs and desires of customers can be met. Measuring customer satisfaction is one of the keys to providing the best, most efficient and effective service. Providing good service helps to increase customer loyalty, but if the service received by customers is bad, customer loyalty can decrease. In general, customer loyalty is less observed by business actors. From the customer side, they complain about product quality, expensive prices, and warranties after purchases that are not promising.

The perception of price is one of the key factors in preserving client loyalty. In line with Shinta [4], The consumer's evaluation of a product that requires payment is based on price perception. When choosing to purchase a good or service, price is a crucial consideration. If the company can make customers perceive that the products offered are cheap, quality, and affordable, customers will be interested and tend to be loyal.

In addition, there is also a location related to customer loyalty. In order for any business to succeed, location is crucial, because location is a potential market for a business. Location selection involves a long-term commitment to capital-intensive aspects. Therefore, companies need to consider the location according to the economic, demographic, cultural, and competitor conditions around them [5]. The location of this research at Ferlin Hijab is in Tanjunganom District, Nganjuk Regency.

The problem that occurs in the place is the price of Ferlin Hijab which is rather expensive and also how to hook loyalty from customers so that they can buy products from Ferlin Hijab again and also what happens in the place is customer service that needs to be improved such as how to serve customers so that customers feel comfortable in buying products from Ferlin Hijab. This needs to be considered because of the many competitors of Ferlin Hijab itself so that consumers are loyal to Ferlin Hijab products and prefer Ferlin Hijab.

Research by Suwarni entitled "Analysis of Customer Loyalty Reviewed from Customer Value, Location and Price Perception with Customer Satisfaction as an Intervening Variable on Indomaret Customers in Yogyakarta" states that location does not significantly impact consumer loyalty, but price does have a big impact [5].

Prior research has looked at how location, price, and customer service affect overall consumer loyalty. However, there is still limited research that specifically examines these three variables in the context of the fashion industry, especially in hijab brands such as Ferlin Hijab. In addition, most previous studies focus more on the psychological aspects of customer loyalty, whereas the impact of outside variables like cost, location, and service will be highlighted in this study. Therefore, it is anticipated that this study will contribute to the understanding of the elements that affect consumer loyalty in the hijab fashion business and offer more detailed suggestions for Ferlin Hijab to boost its clientele.

This study will greatly advance our knowledge of the elements that affect consumer loyalty in the hijab fashion sector, particularly with regard to the Ferlin Hijab brand, by pointing out gaps in the body of existing literature. It is anticipated that Ferlin Hijab would use the study's conclusions as the foundation for developing more successful business plans aimed at retaining and growing its clientele.

### **1.1 Formulating the issue**

The following problem formulations are based on the background description. are obtained, first, does customer loyalty affect customer service at Ferlin Hijab? Second, does price perception affect customer service at Ferlin Hijab? Third, does location affect customer service at Ferlin Hijab? Fourth, do customer loyalty, price perception and business location affect customer service at Ferlin Hijab?

### **1.2 Problem Objective**

The initial goal of this study is to ascertain how Ferlin Hijab's customer service is impacted by client loyalty. Second, to ascertain how Ferlin Hijab's customer service is impacted by price perception. Third, to ascertain how Ferlin Hijab's location affects customer service. Fourth, to ascertain how Ferlin Hijab's customer service is impacted by price perception, customer loyalty, and business location.

## **b. Method**

According to the quantity of samples, respondents are given questionnaires in the form of questions as part of this study's quantitative methodology. employing saturated sampling methods, which use every member of a sampling of the population. The study's population consists of an infinite number of Ferlin Hijab consumers. 35 responders were thus gathered as samples. Instrument testing, multiple linear regression analysis, classical assumptions, and hypothesis testing are among the data gathering methods that will be examined through questionnaires. Version 25 of the SPSS software will be used to examine the data.

## **c. Results and Discussion**

### **Data Instrument Test**

#### **a. Validity Test**

Validity test have a purpose to test the item statement presented in this research questionnaire is valid or not valid, namely by looking at the calculated  $r$  and  $r$  table values [6].

**Table 1. Validity Test**

Variables	Item No.	rhitung	rtable	Information
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Customer Loyalty (X1)	1	0.522	0.333	Valid.
	2	0.834	0.333	Valid.
	3	0.681	0.333	Valid.
	4	0.662	0.333	Valid.
	5	0.637	0.333	Valid.
	6	0.675	0.333	Valid.
	7	0.802	0.333	Valid.
	8	0.733	0.333	Valid.
Price Perception (X2)	1	0.595	0.333	Valid.
	2	0.456	0.333	Valid.
	3	0.761	0.333	Valid.
	4	0.821	0.333	Valid.
	5	0.766	0.333	Valid.
	6	0.704	0.333	Valid.
	7	0.373	0.333	Valid.
Location (X3)	1	0.700	0.333	Valid.
	2	0.519	0.333	Valid.
	3	0.663	0.333	Valid.
	4	0.381	0.333	Valid.
	5	0.558	0.333	Valid.
	6	0.751	0.333	Valid.
	7	0.525	0.333	Valid.
	8	0.517	0.333	Valid.
	9	0.607	0.333	Valid.
	10	0.428	0.333	Valid.
Customer Service (Y)	1	0.384	0.333	Valid.
	2	0.391	0.333	Valid.
	3	0.733	0.333	Valid.
	4	0.476	0.333	Valid.
	5	0.498	0.333	Valid.
	6	0.559	0.333	Valid.
	7	0.467	0.333	Valid.
	8	0.570	0.333	Valid.
	9	0.346	0.333	Valid.
	10	0.633	0.333	Valid.

Source: SPSS 25 Program Result Data, 2024.

It may be inferred from table 1 that all of the question items are legitimate and suitable for use in research since the computed The r value exceeds the r table.

### b. Reliability Test

The goal of reliability testing is to determine how reliable an instrument is for gathering data. Cronbach Alpha stability serves as the basis for reliability testing. The data is deemed credible if the score for Cronbach Alpha is higher than 0.60.

**Table 2. Reliability Test Results**

Variables	Cronbach's Alpha	Minimum Average Value	Qualification
Quality of Service	0.668	0.60	<i>Reliable</i>
Customer Loyalty	0.846	0.60	<i>Reliable</i>
Price Perception	0.770	0.60	<i>Reliable</i>
Business Location	0.763	0.60	<i>Reliable</i>

Source: SPSS 25 Program Result Data, 2024

Table 2 indicates that all of the question items are regarded as credible since The value of Cronbach Alpha is more than 0.60.

### Classical Assumption Test

#### a. Normality Test

When  $\text{sig.} > 0.05$ , the normality test uses the Kolmogorov-Smirnov formula to evaluate whether the research data is normally distributed; if  $\text{sig.} < 0.05$ , it is not.[7]

**Table 3. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		35
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.	3.2639135
	Deviation	7
The Most Severe Disparities	Absolute	.078
	Positive	.072
	Negative	-.078
Test Statistics		.078
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. determined using data.		
c. Lilliefors Correction of Significance.		
d. This is a lower bound of the true significance.		

Source: SPSS 25 Program Result Data, 2024

The study data exhibits a normal distribution since table 3 displays the sig. Kolmogorov-Smirnov test value, which is  $0.200 > 0.05$ .

**b. Test of Multicollinearity**

Multicollinearity testing is used to demonstrate whether the independent variables in a regression model have a substantial association with one another. The VIF and tolerance values are examined in order to perform this test. Multicollinearity is absent if the VIF value is less than 10 and the tolerance value is more than 0.10.

**Table 4. Test of Multicollinearity**

Model	Coefficientsa			T	Sig.	Collinearity Statistics	
	B	Unstandardized Coefficients	Standardized Coefficients			Tolerance	VIF
1	(Constant)	5,763	5.423	1,063	.296		
	Customer Loyalty	.267	.121	.306	.035	.767	1.303
	Price Perception	.489	.160	.409	.005	.831	1.203
	Business Location	.263	.118	.286	.034	.896	1.117

a. Dependent Variable: Y

Source: SPSS 25 Program Result Data, 2024

Based on table 4, the values obtained for variables (X1), (X2), and (X3) each obtained tolerance values of 0.767, 0.831, and 0.896 > 0.10 and VIF values of 1.303, 1.203, and 1.117 < 10, It is possible to conclude that the There is no multicollinearity among the independent variables in the regression model.

**c. Heteroscedasticity Test**

The absence of heteroscedasticity (homoscedasticity) is a good heteroscedasticity test. If the significance level exceeds 0.05, the regression model is said to be heteroscedastic.[7].

**Table 5. Heteroscedasticity Test Results**

Model	Coefficientsa			T	Sig.
	Unstandardized Coefficients	Standardized Coefficients	B	Std. Error	
1	(Constant)	-1.875	3.100	-.605	.550
	Customer Loyalty	-.046	.069	-.128	.513

Price Perception	.046	.091	.094	.503	.618
Location	.121	.068	.321	1,787	.084

Source: SPSS 25 Program Result Data, 2024

Table 5 indicates that there is no heteroscedasticity in the regression model since each of the variables' sig. values (X1, X2, and X3) is more than 0.05, at 0.513, 0.618, and 0.084, respectively.

### **Analysis of Multiple Linear Regression**

Examining if two or more independent variables have a linear connection and one dependent variable is the goal of multiple linear regression analysis. The least squares equation (OLS) approach is used in this investigation.[8].

**Table 6. Multiple Linear Regression Analysis Test Coefficientsa**

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>			
1 (Constant)	5.763	5.423			1,063	.296
Customer Loyalty	.267	.121	.306	2.202	.035	
Price Perception	.489	.160	.409	3,063	.005	
Location	.263	.118	.286	2.221	.034	

Source: SPSS 25 Program Result Data, 2024

$$Y = 5.763 + 0.267X1 + 0.489X2 + 0.263X3 + e$$

Here is the interpretation of the equation:

- 1) The variable value (Y) equals 5.763 if the The variables X1, X2, and X3 all have values of zero.
- 2) The variable (Y) rose by 0.267 if the variable (X1) grew by one unit.
- 3) The variable (Y) rose by 0.489 if the variable (X2) increased by one unit.
- 4) The variable (Y) grows by 0.263 if variable (X3) increases by one unit.

### **Coefficient of Determination Test (R2)**

The test for the determination coefficient's objective is to evaluateHow much of Can the independent variable (X) account for the dependent variable (Y)? If the R2 value is zero, then variable X's capacity to explain variable Y is severely constrained. In the meantime, variable X is highly capable of explaining variable Y if R2 approaches 100%. [9].

**Table 7. Results of Determination Coefficient Test (R2)**  
**Model Summary**

<b>Mode</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1				

1	.735a	.541	.496	3.41820
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Source: SPSS 25 Program Result Data, 2024

Table 7 indicates that the X variable contributes 54.1% to the Y variable, with a R square value of 0.541. Other factors not covered in this study have an impact on the remaining 45.9%.

### **Hypothesis Testing**

#### **a. t-test**

In order to determine whether a partial (individual) influence on variables (X1), (X2), and (X3), the t-test was used.[10] on variable (Y). The outcomes of each variable X's partial test are as follows:

**Table 8. t-test  
Coefficientsa**

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		<b>T</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>			
1 (Constant)	5,763	5.423			1,063	.296
Customer Loyalty	.267	.121	.306	2.202	.035	
Price Perception	.489	.160	.409	3,063	.005	
Business Location	.263	.118	.286	2.221	.034	

Source: SPSS 25 Program Result Data, 2024

Table 8 shows the following:

- 1) The computed t value is  $2.202 > 0.05$ , while the sig. value of X1's impact on Y is  $0.035 < 0.05$ . It is possible to draw the conclusion that variable (X1) and variable (Y) have a substantial relationship.
- 2) The computed t value is  $3.063 > 0.05$ , while the sig. value of X2's impact on Y is  $0.005 < 0.05$ . It is possible to draw the conclusion that the variable (X2) significantly affects the variable (Y).
- 3)  $2.221 > t\text{-table } 2.042$  is the t-value. and the sig. value of X3's impact on Y is  $0.034 < 0.05$ . It is possible to draw the conclusion that the variable (X3) significantly affects the variable (Y).

#### **b. F Test**

The purpose of the F test is to determine whether there is a joint influence on variables (X1), (X2), and (X3). regarding the variable (Y)[9]. The following are the outcomes of the simultaneous F test:

**Table 9. F Test**

**ANOVA**

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>

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1	Regression	426,079	3	142,026	12.156	.000b
	Residual	362,206	31	11,684		
	Total	788.286	34			

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Source: SPSS 25 Program Result Data, 2024

The F count value is  $12.156 > F$  table 2.91 (H<sub>0</sub> is rejected and H<sub>4</sub> is authorized), and table 9 shows that the significance value for the effect of X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub> on variable Y is  $0.000 < 0.05$ . It can be inferred that the variables (X<sub>1</sub>), (X<sub>2</sub>), and (X<sub>3</sub>) together have a significant effect on the variable (Y).

## Discussion

Conclusions can be made from each of the following factors based on the findings of the study that has been done:

### a. How Customer Loyalty Impacts Customer Service at Ferlin Hijab

According to the study's findings, Ferlin Hijab's customer service is positively and significantly impacted by patron loyalty. The data analysis results show that the t-value is  $2.202 > t$ -table 2.042 and the sig. value is  $0.035 < 0.05$ . This indicates that customer service is significantly impacted by Ferlin Hijab customers' loyalty. Ferlin Hijab customer loyalty can be reflected from customers who make repeat purchases and are not easily persuaded by competitors because Ferlin Hijab provides good, friendly, and responsive service to customers in explaining product information, so that the customer shopping experience at Ferlin Hijab is satisfying. This is in line with research by [11], which claims that customer service at Lila Tour and Travel is significantly and favorably impacted by client loyalty. Furthermore, it supports research from [12] that shows a good and large impact of customer loyalty on customer service.

### b. The Influence of Price Perception on Customer Service at Ferlin Hijab

According to the study's findings, Ferlin Hijab's customer service is positively and significantly impacted by pricing. The data analysis results show that the sig. value is  $0.005 < 0.05$  and the t-value is  $3.063 > t$ -table 2.042. This indicates that Ferlin Hijab's pricing is reasonable given the caliber of the goods and services provided. Customers' hesitations about selecting Ferlin Hijab can be reduced by a positive price perception. This is consistent with study from [13], which claims that in the Pawon Sangit Colomadu Karanganyar Restaurant, customer service is significantly and favorably impacted by price perception. Furthermore, it is consistent with research from [14] that shows that UberX customer service is positively and significantly impacted by price perception.

### c. How Price Perception Affects Customers Service at Ferlin Hijab

The study's findings indicate that Ferlin Hijab's location significantly and favorably affects customer service. The data analysis results show that the t-value is  $2.221 > t$ -table 2.042 and the sig. value is  $0.034 < 0.05$ . This indicates that customers may find it easier to visit Ferlin Hijab directly due to its easily accessible location. One of the most important factors that affects customer service is location selection. This is consistent with study from [15], which claims that The Jungle Water Park Bogor's customer service is significantly and favorably impacted by the location. Furthermore, it is

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consistent with study from [16] that shows that Toko Rejeki Express's location significantly and favorably affects customer service.

**d. How Price Perception, Company Location, and Customer Service Affect Ferlin Hijab's Customer Service**

The customer loyalty variables (X1), pricing (X2), and location (X3) all have a considerable impact on the customer service variable (Y) at the same time, according to the f test results. It is evident from the data analysis results, which demonstrate that the Fcount value of  $12.156 > F_{table} 2.91$  and the sig. value.,000  $< 0.05$ . This indicates that the three elements work in concert to produce high-quality service. Ferlin Hijab customers can receive better service thanks to devoted clients, affordable costs, and advantageous locations. This supports the findings of a study from [17] that found that location, pricing perception, and customer loyalty all significantly and favorably affect Star Motor Carwash customer service. Furthermore, it is consistent with study from [18] that shows that PT. Tiki Jalur Nugraha Ekakurir's (JNE) customer service is positively and significantly impacted by location, pricing perception, and customer loyalty.

**4. Conclusion**

The study's findings support the first hypothesis, which states that Ferlin Hijab's customer service is positively and significantly impacted by patron loyalty. According to the second hypothesis, Ferlin Hijab's customer service is positively and significantly impacted by pricing perception. According to the third hypothesis, Ferlin Hijab's location significantly and favorably affects customer service. Additionally, the fourth hypothesis states that Ferlin Hijab's customer service is positively and significantly impacted by pricing perception, location, and customer loyalty all at the same time. We can conclude that loyal or repeat customers, fair pricing perceptions, and strategic locations all contribute to better customer service.

This study offers a greater understanding of the variables that can impact customer service in hijab stores and advances the notion of customer service. It is anticipated that this study will give retailers insight into how to develop customer loyalty programs, establish pricing that are affordable for customers, and select key locations.

The study's shortcomings include the fact that location, pricing perception, and customer loyalty characteristics only account for 54.1% of Ferlin Hijab's customer service. Thus, there are still additional elements that might significantly impact customer service. It is advised that future researchers expand this study by incorporating additional variables in order to produce more comprehensive research findings...

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