

**Analysis of Corporate Image in Mediating the Influence of Social Media Marketing and Visitor Value on Visitor Loyalty
Lembang Begonia Flower Park, Indonesia**

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Abstract.

Purpose – This research aims to analyze the influence of social media marketing and customer value on corporate image, analyze the influence of social media marketing and customer value on visitor loyalty, analyze corporate image on visitor loyalty, and analyze the influence of social media marketing and customer value on visitor loyalty through corporate image.

Research methodology – This research collected data from a sample of 160 visitors by distributing questionnaires and using Structural Equation Modeling (SEM) analysis as the analysis technique.

Findings – The results of the analysis show that social media marketing and customer value have an influence on corporate image. Social media marketing and customer value influence visitor loyalty. Corporate image influences visitor loyalty. Social media marketing and customer value influence visitor loyalty through corporate image.

Research limitations – This research was only conducted at one tourist attraction, so the results of this research cannot be generalized to other tourist attractions.

Practical implications – Businesses should focus on social media marketing and customer value to improve their corporate image and visitor loyalty.

Originality/Value – The research also provides practical implications for businesses on how to improve their corporate image and visitor loyalty through social media marketing and customer value offerings.

Keywords: Social Media Marketing, Visitor Value, Corporate Image, Visitor Loyalty

INTRODUCTION

Begonia Flower Park in Lembang is one of the most famous tourist destinations in Indonesia, especially in the Bandung area, West Java. This park is famous for the beauty of the begonia flowers that grow abundantly there, as well as various facilities and other tourist attractions that attract the attention of visitors. However, in the face of increasingly fierce competition in the tourism industry, Begonia Flower Park needs to consider effective strategies to maintain and increase the loyalty of its visitors. Visitor loyalty is important in tourism because retaining visitors means increasing profits and maintaining the sustainability of tourism activities (Aksu, 2006). The concept of customer loyalty is a firmly held commitment to consistently purchase or repeat a preferred product/service in the future, resulting in repetition of the same brand or purchase of the same brand, regardless of situational influences and marketing efforts that have the potential to cause behavioral shifts (Florencio et al., 2018).

One factor that can influence visitor loyalty in the tourism industry is corporate image. Corporate image reflects the positive or negative perceptions and views held by visitors towards a company or brand. In the context of the Begonia Flower Garden, a positive company image will help maintain and increase the number of visitor visits and support the achievement of business goals. Company image and brand image are important elements that are widely recognized as influencing loyalty (Kandampully & Hu, 2007). Corporate image has an important role; in the tourism industry, where competing services are considered identical in terms of performance, price, and availability (Schuiling & Kapferer, 2004). The research results of Purba (2017) and Muzammil et al. (2017) found that company image influences customer loyalty. Through customer loyalty, companies gain a permanent and sustainable competitive advantage, so that companies have extra marketing opportunities compared to competitors (Aaker & McLoughin, 2012).

Apart from corporate image, the influence of social media marketing has become an important factor in the tourism industry. The use of social media platforms such as Facebook, Instagram, and Twitter has allowed companies to communicate with their visitors directly, advertise their products and services, and build stronger relationships with visitors. Therefore, it is important to understand how social media activities influence visitors' perceptions of the Begonia Flower Garden. A phenomenon that has occurred at the end of this decade is a change in visitor behavior before purchasing a product or product by searching for information about tourist destinations via social media first, so that visitors compare one product with another. This is coupled with the phenomenon where every visitor can upload whatever the visitor wants, whether personal or a product from a brand, so that, consciously or not, visitors have become promotional agents through social media. Today's society has made social media part of their lifestyle for socializing. Social media is a form of promotion through digital media. Social media is useful in providing individuals with the ability to determine personal profits, connect with other users to create, publish and respond to content. This social media network is a new form of dialogue between "consumer-to-consumer and business-to-consumer" which has major implications for marketers (Kotler, 2017).

Social media marketing according to Gunelius (2011) is a form of direct or indirect marketing that is used to build awareness, recognition, memory and action for a brand, business, product, person or other entity and is carried out using tools from the web. social media such as blogging, microblogging, social networking, social bookmarking, and content sharing. The importance of brand loyalty is the main goal for many companies and provides strategic value for the company if managed well, reducing marketing costs, increasing sales value, expanding markets, creating brand awareness, increasing and anticipating threats from competitors (Aaker, 1997)

Social media is a very famous phenomenon in this decade. The need to interact with other people and the desire to show the existence of social media users is increasing, so that social media for tourist destinations is now seen not only as a medium for socializing or a medium for customer service but also as a marketing medium with a broad and potential target market. The research results of Putri et al. (2021) found that social media marketing has an effect on company image.

Social media has been used as a means used to market products. Social media marketing is a process that encourages individuals to promote a manufacturer's website, product, or service through online social channels and to communicate by tapping into a much larger community that has greater possibilities for marketing than through traditional advertising channels (Weinberg, 2009:3-4). Social media marketing carried out by a business can influence someone's thinking which will have an impact on other people's thinking.

Apart from company image and social media, visitor value is also an important factor in understanding visitor behavior. Visitor value includes the benefits that visitors obtain from the products or services they purchase. In the context of the Begonia Flower Garden, visitor value can include a pleasant holiday experience, comfortable facilities, reasonable prices, and various other benefits provided to visitors. The performance of a product/service if it fulfills value for customers provides a reputation for the company, which according to Naumann (1995) is stated as Customer Value, namely the customer's perception of the benefits received from obtaining and using the product or service with the sacrifices made or known as the Customer Value Triad which consists of products, services and prices. These values will fulfill customers' wants and needs for a product. Yuliawati (2018) research results found that customer value influences the company's image. However, this is different from the research results of Siringoringo & Kurniawan (2018) which found that customer value has no effect on company image. The inclusion of corporate image in the visitor loyalty framework can not only increase the predictive power of the model, but can also provide a deeper understanding of the factors that motivate visitor loyalty to the tourism industry.

RESEARCH METHODS

Social media marketing in this research uses indicators from Mayfield (2008) including: Participation, Openness, Conversation, Community and Connectedness. Visitor value uses indicators from Naumann (1995 including Service, Product and Price. Corporate image uses indicators from Gurlek et al. (2017) including personality, reputation, values and corporate identity. Indicators of visitor loyalty adopted from Griffin (2015) opinion are as follows: Makes regular repeat purchases, Purchases across product and service lines, Refers other, and Demonstrates an immunity to the full of the competition. All variables are measured on a 5 point Likert scale from 1 to 5.

The population in the study was 4,500 visitors in one day. The sample was determined using the Slovin formula to obtain a minimum sample size of 120 visitors. Data collection was carried out by distributing questionnaires via Google Form. The data collected and complete is 160 and is suitable for structural equation modeling (SEM) analysis.

RESULTS AND DISCUSSION

Result

In accordance with the study of literature and research objectives, then developed the overall structural model as follows:

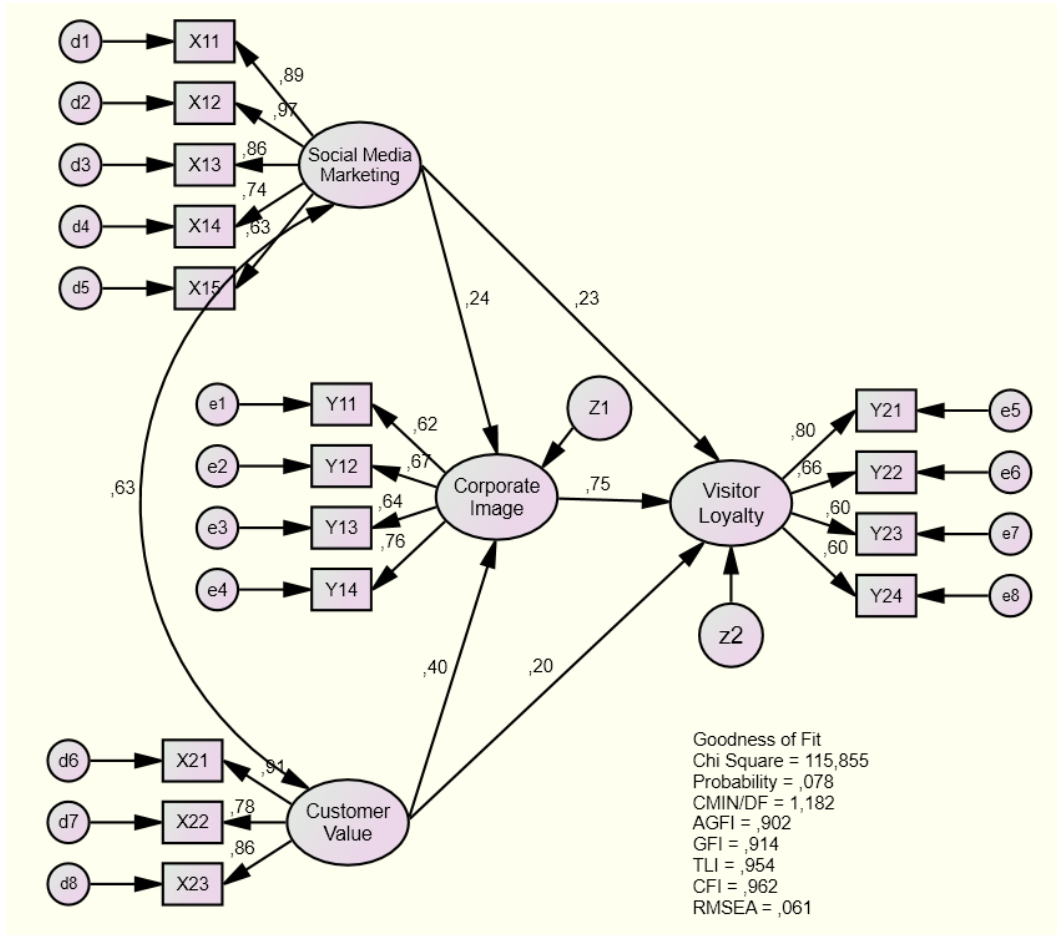


Figure 1. Results of SEM Analysis.

Based on AMOS 18 computations for this SEM model, a goodness of fit indexes are presented in Table 1. Furthermore, these index values are compared with the cut-off values of each index. A good model is expected to have the goodness of fit indices that are greater or equal to the critical value.

Table 1. Test Result of Goodness Of Fit Modified Structural Model

Goodness Of Fit Index	Cut-off Value	Model Results	Information
Chi-Square (df = 98)	122,108	115,855	Fit
Probability Chi-Square	≥ 0,05	0,078	Fit
CMIN/DF	£ 2,00	1,182	Fit
AGFI	³ 0,90	0,902	Fit
GFI	³ 0,90	0,914	Fit
TLI	³ 0,95	0,954	Fit
CFI	³ 0,95	0,962	Fit
RMSEA	£ 0,08	0,061	Fit

Based on the evaluation of the Goodness of Fit Indices criteria in Table 1, it shows that the evaluation of the overall model meets the acceptable model.

Table 2. Hypothesis Testing

Hip	Variable			Regression Coefficients				Information
	Exogenous	Intervening	Endogenous	Direct Effect		Indirect Effect	Total Effect	
				Coef.	Prob.			
H ₁	Social media marketing	Corporate image	-	0.24	0.028*	-	-	Accepted
	Customer value	Corporate image	-	0.40	0.000*	-	-	
H ₂	Social media marketing	-	Visitor loyalty	0.23	0.002*	-	-	Accepted
	Customer value	-	Visitor loyalty	0.20	0.015*	-	-	
H ₃	-	Corporate image	Visitor loyalty	0.75	0.000*	-	-	Accepted
H ₄	Social media marketing	Corporate image	Visitor loyalty	0.23	-	0.18	0.41	Accepted
	Customer value	Corporate image	Visitor loyalty	0.20	-	0.30	0.50	

* Significant at α 5%.

Based on Table 2, it can be explained that Social media marketing affects Corporate image as shown by a p-value of 0.028, which is smaller than 0.05. Customer value affects Corporate image as shown by a p-value of 0.000, which is smaller than 0.05. Social media marketing affects Visitor loyalty as demonstrated by a p-value of 0.002, which is smaller than 0.05. Customer value affects Visitor loyalty as shown by a p-value of 0.015, which is smaller than 0.05. Corporate image affects Visitor loyalty as shown by a p-value of 0.000, which is smaller than 0.05. Social media marketing influences Visitor loyalty through Corporate image, demonstrated by the total effect being more significant than the direct effect ($0.41 > 0.18$). Customer value affects Visitor loyalty through Corporate image, shown by the total effect being more significant than the direct effect ($0.50 > 0.20$).

Discussion

The Influence of Social Media Marketing and Customer Value on Corporate Image

Social media marketing influences corporate image. Social media marketing can help tourist destinations reach more people. This will make people more familiar with tourism and its products or services. Social media marketing can be a means for companies to interact with customers directly. This will help companies to build better relationships with customers and understand visitor needs. Social media marketing has become one of the most powerful and effective marketing tools in the current digital era. In the context of business and brands, the use of social media platforms such as Facebook, Instagram, and Twitter, has opened up new opportunities for interacting with visitors, promoting products or services, and building a company image. Corporate image is a mental image formed by visitors and the general public about a tourist attraction. With the right strategy, companies can leverage social media to build brand awareness, increase credibility, facilitate visitor engagement, increase transparency, influence perceptions through advertising and endorsements, address issues quickly, and disseminate positive reviews. Company image is a description of the overall impression created by the public's views or thoughts about the company Aydin & Ozer,

2007). All these factors together help shape a positive company image in the eyes of visitors and the general public. Therefore, wise and strategic use of social media in marketing is a must for companies that want to achieve success in this digital era. The results of this study support Putri et al. (2021) who found that social media marketing has an effect on company image.

Customer value influences corporate image. High customer value will make visitors feel satisfied with the Lembang Begonia Flower Park products or services. This will have a positive impact on the company's corporate image, because satisfied visitors will be more likely to promote the company to others. In an increasingly competitive business world, understanding the influence of visitor value on corporate image is very important. Good visitor ratings are often related to positive experiences provided by tourist destinations. Visitors who are satisfied with products or services, friendly visitor service, and ease of transactions will tend to have a positive view of tourist destinations. This positive experience creates a strong impression and has a positive impact on the company's corporate image. Visitors who are satisfied with the value they receive are more likely to recommend the company or brand to friends, family and colleagues. These recommendations can generate positive reviews on various platforms, including social media and review sites. These positive reviews influence other people's views of the company and contribute to the formation of a positive image. High visitor value can also influence the perceived quality of a company's products or services. Visitors who feel that they are getting good value are likely to perceive the product or service as quality. This perception of quality can create a positive company image and help in winning competition in the market. Tourist destination pricing policies can also influence visitor value. Visitors who feel that they are getting value for the price they pay will be more likely to understand and support the tourist destination's pricing policy. This helps in maintaining a positive relationship with visitors and establishes a good company image. Companies that strive to increase visitor value by continuously innovating and improving their products or services tend to get a positive response from visitors. Visitors who feel that a tourist destination always tries to provide the best will be more tolerant of changes and improvements made by the company. This helps the company to stay relevant and creates a dynamic and positive image. The results of this research support Yuliawati (2018) who found that customer value influences the company's image. However, the results of this research do not support Siringoringo & Kurniawan (2018) who found that customer value has no effect on company image.

The Influence of Social Media Marketing and Customer Value on Visitor Loyalty

Social media marketing influences visitor loyalty. Visitors who frequently view the Lembang Begonia Flower Garden's social media content will find it easier to remember tourist destinations and their products or services. This will make visitors more inclined to return to visit tourist destinations. Visitors who feel connected to tourist destinations through social media will be more likely to be loyal to tourist destinations. This is because visitors feel that the tourist destination understands the needs and desires of visitors. In the rapidly developing digital era, social media marketing has become one of the most powerful tools in influencing visitor loyalty. When used correctly, social media can be an effective tool for

maintaining and increasing visitor loyalty to a destination, such as the Begonia Flower Park in Lembang. Social media marketing allows destinations like Begonia Flower Park to increase visitor awareness of their existence. By sharing engaging content, beautiful images and up-to-date information about events or promotions, destinations can create desire and enthusiasm to visit. Kotler & Keller (2016) explain that customers can use social media platforms to share text, images, audio and video with companies, while conversely, businesses can use social media to communicate with customers using text, images, audio and video. One of the strengths of social media is the ability to interact directly with visitors. Destinations like Begonia Flower Park can actively respond to questions, provide recommendations, or share visitor stories. This creates a positive personal experience and builds a strong relationship between the destination and its visitors. Continuous engagement through social media can increase visitor loyalty because visitors feel cared for and appreciated. Social media also allows destinations to provide relevant and valuable information to visitors. This could include travel tips, travel guides, or information about the latest facilities and events. Visitors who feel they get useful information through social media are more likely to return to the destination and share the information with friends and family, which in turn can increase loyalty. By sharing information about attractions and activities that can be enjoyed at a destination, social media marketing can improve the visitor experience. Visitors who feel that they have many choices and can plan their visit well will be more satisfied. This satisfying experience can encourage them to return and even invite others. Social media is a place commonly used to share reviews, experiences and recommendations. Visitors who have positive experiences at destinations like Begonia Flower Park will tend to share reviews and recommend them to others via social media platforms. These reviews and recommendations influence others to visit the destination and create greater loyalty. The results of this research support Salsabila & Indrawati (2022) and Suryanti et al. (2023) who found that social media marketing influences customer loyalty

Customer value influences visitor loyalty. Visitors who are satisfied with the beauty of the park will be more likely to return to visit the park. This is because visitors feel that the park provides added value for visitors. Visitors who are satisfied with staff service will be more likely to return to the park. This is because visitors feel they are treated well by the employees of Taman Begonia Lembang. Visitor value refers to the benefits and satisfaction obtained by visitors from their visit to a particular destination or tourist spot. Good visitor value is often tied to the quality of the experience provided by the destination. Visitors who feel that their visit provided a satisfying, unique and memorable experience will be more likely to return. Visitors feel that the destination provides added value and high satisfaction, which strengthens visitor loyalty. Friendly, responsive and professional visitor service is an important component in creating positive visitor value. Visitors who feel they are treated well and receive adequate attention will be more likely to return to that destination. Positive interactions with staff and good service create strong relationships with visitors. High visitor ratings often encourage visitors to recommend the destination to their friends, family and colleagues. These positive recommendations can influence other people to visit the destination. The results of this study support Chen (2015), Wu & Li (2018), Haghkhah et al. (2020) who found that customer value influences customer loyalty.

The Influence of Corporate Image on Visitor Loyalty

Corporate image influences visitor loyalty, which means that a better corporate image can increase visitor loyalty. Loyalty is a bond of feeling or dependence on a person towards a tourist destination in which there is a desire to protect, own and be loyal at the tourist destination. Visitors who have a positive image of the Lembang Begonia Flower Park will be more likely to return to visit the tourist destination. This is because visitors feel that the tourist destination is a safe and comfortable place. Visitors who have a positive image of the Lembang Begonia Flower Park will be more likely to recommend the park to others. This will help tourist destinations to get new visitors. The results of this study are consistent with Gurlek et al. (2017) which states that corporate image influences visitor loyalty. Corporate image is a mental representation that visitors or patrons have about a destination such as the Begonia Flower Park in Lembang. Corporate image includes perceptions of the value, quality, integrity and reputation of the company or destination. In the tourism context, a good company image can have a significant influence on visitor loyalty. When destinations have a good corporate image, they are more likely to attract attention and interest from potential visitors. People will be more willing to visit destinations that have built a positive reputation. A good corporate image creates positive quality assurance. Visitors feel that they will get a consistent, quality experience every time they visit. A good corporate image creates an emotional bond between the destination and visitors. Visitors who feel connected to the destination, have had positive previous experiences, and feel confident about the destination's reputation will be more likely to return. Visitors are also more likely to become loyal visitors and refer the destination to others. The results of this research support Purba (2017) dan Muzammil et al. (2017) who found that company image influences customer loyalty.

The Influence of Social Media Marketing and Customer Value on Visitor Loyalty Through Corporate Image

Corporate image mediates the influence of social media marketing on visitor loyalty. Effective social media marketing can influence visitors' positive perceptions of the Begonia Flower Garden on social media. Quality posts, positive interactions, and consistent messages can form a strong Corporate Image. A positive corporate image can increase visitor loyalty. If visitors have a positive perception of the Begonia Flower Garden, they are more likely to return to visit regularly, recommend the garden to others, and not look for other alternatives. Company image is one of the factors that influences customer loyalty (Beneke et al., 2011). Social media marketing has become a powerful tool in influencing visitor behavior in the tourism industry, including destinations such as the Begonia Flower Park in Lembang. Social media marketing allows destinations to share informative and interesting content about Taman Bunga Begonia Lembang. Through posts, photos, videos and stories shared on social media platforms, destinations can educate visitors about various aspects that make them attractive. This may include attractions, facilities, events, or values held by the destination. Better awareness and understanding of the destination can help in building a positive

corporate image. Social media allows destinations to interact directly with visitors. Responding to visitors' comments, questions, or feedback can create strong relationships. These interactions provide visitors with a personal and positive experience, which can improve the destination's corporate image and stimulate loyalty. Satisfied visitors will often share positive reviews and testimonials about a destination on social media. Visitors can provide testimonials about their amazing experiences, post beautiful photos, or recommend the destination to friends and family. These positive reviews serve as tangible evidence of a good company image and influence others to visit and create loyalty.

Corporate image mediates the influence of customer value on visitor loyalty. If visitors experience high customer value from a visit to Begonia Flower Park, such as due to exceptional service, quality products, or reasonable prices, then this can influence positive perceptions of the company's image in the minds of visitors, thereby creating a positive Corporate Image. A positive corporate image will tend to increase visitor loyalty. If visitors have a positive perception of the Begonia Flower Garden, visitors are more likely to return to visit regularly, recommending the garden to others. A good corporate image creates a positive perception of a destination or company in the eyes of visitors. This includes their views on the quality, trustworthiness, integrity and reputation of the destination. The results of this research support (Purba, 2017) and Muzammil et al. (2017) who found that company image influences customer loyalty. Visitors who feel positive about corporate image will tend to be more satisfied with their experience. If visitors perceive a destination as quality, reliable and reputable, they are more likely to understand the value of what they are paying for. A good corporate image can influence visitors' decisions to return. Visitors who have a positive perception of a destination will tend to be more loyal and willing to make repeat visits. Visitors may feel that the destination is a place that can be relied on to provide a consistent experience.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Social media marketing and customer value influence corporate image. Social Media Marketing is a tourist destination's effort to use social media to communicate with visitors. Through social media platforms, tourist destinations can share content, interact with visitors, and promote their products or services. Effective Social Media Marketing can help build brand awareness, increase visitor engagement, and create positive relationships. High Customer Value can create a positive experience for visitors and, in consequence, improve their perception of the Corporate Image.

Social media marketing and customer value influence visitor loyalty. Social Media Marketing involves using social media platforms to interact with visitors, promote products or services, and build relationships with audiences. If social media marketing efforts are carried out effectively, it can create strong engagement with visitors. Quality posts, active interactions, and relevant content can make visitors feel connected and involved with a brand or company. This, in turn, can increase visitor loyalty. If visitors feel that they get high added value from the Begonia Flower Garden, they tend to remain faithful and loyal.

Corporate image influences visitor loyalty. Visitors who have a positive image of a tourist destination will be more likely to return to visit the tourist destination and tend to recommend the tourist destination to others. This is because visitors feel that tourist destinations are safe and comfortable places.

Corporate image mediates the influence of social media marketing and customer value on visitor loyalty. Social media marketing can improve corporate image and build relationships with visitors. This will make visitors have a positive perception of the company, which will ultimately increase visitor loyalty. Customer value also influences visitor loyalty because it makes visitors feel satisfied with the tourist destination's products or services. This will make visitors more inclined to return to visit tourist destinations.

Recommendations

The following are suggestions that can be given to Begonia Flower Park Lembang to improve its corporate image and customer loyalty, namely creating interesting and informative social media content so that it can attract the attention of visitors. Content must also be relevant to the target audience. Lembang Begonia Flower Garden can create content that displays the beauty of the garden, activities that can be done in the garden, as well as other interesting information about the garden. Lembang Begonia Flower Park can provide quality products or services by maintaining the cleanliness and beauty of the park, as well as providing complete and comfortable facilities for visitors.

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