
The Impact of Relationship Marketing and Service Quality on Satisfaction and Its Impact on Patient Loyalty at Hospital: Case Study of a Hospital in Garut Regency

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Abstract

Based on information from the West Java Health Office, there are six hospitals serving patients. However, there are problems due to the dissatisfaction felt by patients so the value of unmet need services in West Java from the last three years has decreased. The purpose of this study was to determine the effect of relational marketing and service quality on satisfaction and its impact on customer loyalty in hospitals. The scope of this research is six hospitals located in Garut Regency. This study uses descriptive and associative analysis methods of causal relationships. The type of this research is quantitative. Respondents in this study were 100 respondents using purposive sampling techniques and unknown populations. The data collection technique uses the distribution of questionnaires with a Google form. The data analysis method used is validity, and reliability and uses a series of analysis path tests using SEM-PLS. The results showed that all variables can be said to be affected. This study concludes that relational marketing and service quality affect customer satisfaction and customer loyalty.

Keywords: *Relational Marketing, Service Quality, Customer Satisfaction, Customer Loyalty.*

Introduction

National security depends on health. The Global Health Resilience Index has an average score of 38.9 out of 100 points. The Global Health Resilience Indicator ranks 13th among G20 countries in 2021 with a score of 50.4. The achievement of the average score of the national health index with a ranking of 13th in the world, is the result of the existence of the National Health System. The National Health System is all levels of Indonesian society organizing health services in an integrated and mutually supportive manner to ensure the achievement of an optimal degree of public health.

The achievement of this improvement must be supported by public health service institutions that are qualified to maintain and maintain health, including health workers. Therefore, good health services must be optimized to meet the expectations of consumers themselves so that consumers are satisfied with them. Hospitals are service providers that will become one of the chains for services engaged in the health sector, where their existence can help provide government achievements in the health sector and one way is to complete government programs to succeed the SKN program.

There are several hospital strategies for building relationships between an agency and its consumers by carrying out several marketing applications such as promotion mix, online marketing, the mouth of marketing, turbo marketing, and relationship marketing or relational marketing. Customer satisfaction and loyalty are very important, both in terms of customers who enjoy products or services. Companies have customer-focused programs hoping that customers will become loyal to the company.

Based on BPS data for 2022, the unmet need for services in West Java Province has a varied value from 2020 to 2022. Unmet need for this service shows patients who should be treated when they become sick, but do not have treatment, one of the factors is unfavorable service. For 2020 the value of the unmet need for hospital services in West Java is 5.87%, in 2021 it has decreased by 3.86%, and for 2022 the unmet need for health services has a value of 6.62% and has a fairly high increase. Based on this phenomenon, where this assessment is

also included in determining the establishment of a consumer decision from the beginning of the use of products and services, the aim is to find out how these consumers can influence the choices of services, especially hospitals by the consumer.

Table 1. Unmet Need for Health Services

Province	Unmet Need for Health Services by Province (Percent)		
	2020	2021	2022
South Sumatra	5.36	3.32	4.70
Bengkulu	5.14	4.49	6.06
Lampung	5.42	3.89	7.33
Banga Belitung Islands	4.31	3.36	6.03
Riau Islands	2.61	2.25	3.96
DKI Jakarta	3.93	2.51	1.56
West Java	5.87	3.86	6.62
Centra Java	5.83	8.28	6.61
DI Yogyakarta	3.90	3.02	7.48
East Java	5.28	6.75	6.20
Banten	7.00	4.29	5.34
Bali	2.96	2.42	2.75
West Nusa Tenggara	7.68	8.49	9.98
East Nusa Tenggara	7.03	7.37	7.22

The Quality of Service will be the delivery that will exceed the level of interest of the customers of this service itself so that quality will be related to the conditions that will meet the needs and desires of patients/customers. Jalaludin states that service quality has a significant impact on customer satisfaction. Other researchers also mention that relational marketing affects customer satisfaction. However, the research by Kurniawati & Krismawintari states there was no consumer satisfaction is not partially influenced by relational marketing.

Based on the results of previous literature, it appears that the novelty in this research is a combining of several different variables, such as relational marketing, service quality, customer satisfaction, and customer loyalty. Given the problems that arise, this research is very interesting to analyze.

Literature Review

Relationship Marketing

Relationship marketing is a strategic approach employed by companies to nurture and enhance connections with their existing consumer base rather than solely concentrating on acquiring new customers through sales endeavors. This multifaceted concept encompasses both principles and practices aimed at establishing and sustaining enduring relationships with customers over the long term. In the realm of relationship marketing, there exist five pivotal variables, often referred to as relational marketing dimensions, which play integral roles in fortifying these connections (Cartwright et al., 2021).

1. Trust

The first dimension is trust, a fundamental element in relational marketing that gauges the extent to which an individual perceives the honesty and reliability of the other party involved. The trust serves as a cornerstone, fostering a sense of dependability and assurance within the customer-company dynamic (Anshori et al., 2022).

2. Awareness

Moving forward, the second dimension is awareness. In the context of relationship marketing, awareness involves the capacity to perceive a situation from diverse perspectives or alternative viewpoints, fostering a problem-solving mindset. This

dimension encourages a comprehensive understanding of customer needs and concerns, facilitating more effective and empathetic interactions (Schiuma et al., 2022).

3. Commitment

Another crucial dimension is commitment, reflecting the actions and attitudes directed towards a company, ultimately contributing to customer loyalty. Commitment signifies a steadfast dedication to the brand, translating into repeated engagements and sustained loyalty over time (Pedro et al., 2021).

4. Communication

The fourth dimension, communication, embodies the proactive dissemination of information to customers. This includes not only keeping customers informed about sales and marketing initiatives but also maintaining ongoing relationships by providing timely updates about services and changes within the company. Effective communication is vital for building a sense of transparency and responsiveness (Farmaki et al., 2022).

5. Conflict Management

The final dimension is conflict management, a skill set that enables companies to navigate potential conflicts adeptly. This involves the ability to preemptively avoid conflicts, resolve existing issues before they escalate, and provide viable solutions when challenges do arise. By honing conflict management skills, companies can cultivate an environment of trust and reliability, reinforcing the foundation of long-term customer relationships (Allioui & Mourdi, 2023).

Relationship marketing encompasses a comprehensive strategy involving the dimensions of trust, awareness, commitment, communication, and conflict management. Embracing these dimensions allows companies to not only retain existing customers but also to foster enduring connections that are mutually beneficial throughout the customer-company relationship (Amoako et al., 2019).

Service Quality

Maintaining a competitive edge in today's cutthroat business environment requires companies to prioritize quality as a pivotal factor. Quality, particularly in the realm of service, plays a critical role in not only meeting the needs and desires of customers but also in ensuring the seamless delivery that aligns with and balances customer expectations. It is the fulfillment of directed and defined needs, representing a crucial aspect of a product that enhances an individual's capabilities (Jacob, 2021).

According to Iendy, a renowned expert in the field, service quality is a multifaceted concept encompassing five dimensions.

1. Reliability

The first dimension, reliability, hinges on the company's ability to fulfill promises made in service, thus directly influencing and reflecting the credibility of the company in delivering on its commitments. This dimension emphasizes the importance of consistency and dependability in service provision (Muhammad et al., 2020).

2. Tangibles

Tangibles, the second dimension, revolve around the performance and capability of physical facilities and infrastructure. The tangible state of the surrounding environment serves as concrete evidence of the services provided by the service provider, emphasizing the need for a reliable and well-maintained infrastructure to enhance the overall service experience (Le et al., 2020).

3. Responsiveness

Responsiveness, the third dimension, involves a company's policy to assist and provide swift responses to customer needs. A responsive approach is integral in demonstrating a commitment to customer satisfaction, highlighting the company's dedication to addressing and resolving customer concerns promptly (Tiwari, 2021).

4. Assurance

Assurance, the fourth dimension, centers on the knowledge and hospitality of employees. Their ability to execute assignments spontaneously not only ensures optimal performance but also instills trust and confidence in customers. This dimension underscores the significance of well-trained and competent staff in delivering high-quality service (Chen & Wu, 2020).

5. Empathy

Empathy, the fifth dimension, underscores the importance of providing individual attention and understanding to customers. By catering to the unique desires and preferences of consumers, companies can create a personalized and empathetic service environment, fostering a deeper connection with their customer base (Cucino et al., 2023).

These five dimensions collectively contribute to the overall service quality of a company. By emphasizing reliability, tangibles, responsiveness, assurance, and empathy, businesses can fortify their position in a competitive market, meeting and exceeding customer expectations to build lasting relationships and secure a loyal customer base (Tegambwage & Kasoga, 2023).

Consumer Satisfaction

Consumer satisfaction is a crucial metric that gauges the alignment between consumer expectations and the actual product or service performance. It represents the culmination of the consumer's feelings after a thorough evaluation and comparison of the product and its performance in meeting their needs. For any company, ensuring customer satisfaction is not merely a goal but a fundamental imperative in establishing brand loyalty and fostering repeat business. When consumers find themselves content with the goods and services provided, there is a higher likelihood that they will choose to purchase the same product or service again should a similar need arise in the future (Uzir et al., 2021).

According to insights provided by Iendy, a seasoned expert in consumer satisfaction, several key elements contribute to this complex phenomenon.

1. Expectation Conformance

The first element, Expectation Conformance, underscores the significance of a product or service aligning closely with the expectations set by the consumer. Meeting or exceeding these expectations is pivotal in cultivating a positive perception and, subsequently, satisfaction (Meng et al., 2023).

2. Interest in Repeat Visit

Interest in Repeat Visits, the second element, signifies a consumer's willingness to engage with a company repeatedly. This extends beyond a one-time transaction, indicating a sustained interest and positive outlook that can result in continued patronage. A consumer's eagerness for repeat visits reflects the enduring impact of satisfaction on long-term customer relationships (Habachi et al., 2023).

3. Willingness to Recommend

The third element, Willingness to Recommend, encapsulates the extent to which a satisfied consumer is inclined to recommend a particular product or service to others. This element delves into the social dimension of consumer satisfaction, recognizing the role of word-of-mouth recommendations in influencing potential customers and expanding the customer base (Lim et al., 2022).

These elements collectively contribute to the broader spectrum of consumer satisfaction. By understanding and strategically addressing Expectation Conformance, Interest in Repeat Visits, and Willingness to Recommend, companies can enhance not only their current customer relationships but also amplify their brand presence through positive customer advocacy. The intricate interplay of these elements underscores the multifaceted nature of consumer satisfaction, an aspect that goes beyond a singular transaction to shape the long-term success and sustainability of a business (Salam & Bajaba, 2022).

Customer Loyalty

Consumer loyalty is a pivotal aspect of customer-business relationships, representing a sustained commitment by customers to a particular company over the long term, primarily driven by positive quality experiences. It transcends mere satisfaction, extending into a deep-seated allegiance that holds significant implications for the success and longevity of a business. Fostering consumer loyalty is a multifaceted endeavor that involves various strategies to not only satisfy customers but also to ensure their ongoing commitment (Garepasha et al., 2021).

Enhancing customer satisfaction is a cornerstone of cultivating consumer loyalty. When customers are satisfied with the products or services offered, it establishes a foundation for a positive relationship with the company. This, in turn, contributes to improved company-customer relations, fostering a sense of trust and reliability. The ripple effect of customer satisfaction is far-reaching, encompassing benefits such as the development of brand loyalty, a heightened likelihood of repeat purchases, and the organic spread of positive word-of-mouth endorsements, all of which are crucial for a company's success in a competitive market (Afaq et al., 2023).

Creating and maintaining consumer loyalty requires a strategic approach, and there are several effective methods that businesses can implement. Firstly, treating customers with respect and courtesy forms the basis of a positive customer experience. Establishing a sense of closeness with the customer goes beyond mere transactions, aiming to build a personal connection that enhances the overall customer journey. Moreover, organizing initiatives focused on customer satisfaction, such as surveys and feedback mechanisms, provides valuable insights into customer preferences and areas for improvement (Sun et al., 2020).

Creating switching costs is another strategic approach to bolster consumer loyalty. By making it economically or logistically challenging for customers to switch to alternative providers, companies can fortify their position in the minds of consumers, discouraging them from exploring other options. Additionally, providing extra services, beyond the core products or services, demonstrates a commitment to going above and beyond customer expectations, further solidifying the bond between the consumer and the company (Roy et al., 2022).

The cultivation of consumer loyalty requires a holistic approach that encompasses various dimensions of customer relations. By prioritizing customer satisfaction and strategically implementing measures such as respectful treatment, establishing closeness, organizing customer satisfaction initiatives, creating switching costs, and providing extra services, companies can build and maintain enduring relationships with their customers, laying

the foundation for sustained success in a competitive business landscape (Pekovic & Rolland, 2020).

Method

This study uses descriptive and associative analysis methods of causal relationships. The type of this research is quantitative. Respondents in this study were 100 respondents using purposive sampling techniques and unknown populations. The data collection technique uses the distribution of questionnaires with a Google Form. The data analysis method used is validity, and reliability and uses a series of analysis path tests using SEM-PLS (Winarni, 2021).

Result and Discussion

Cross Loading Validity Test

Based on the results of processing the data, the value of each variable instrument has met the criteria, so each indicator taken from all variables is valid because the loading factor value is over 0.700.

Table 2. Construct Validity-Overview

Variable	Average Variance Extracted (AVE)	Correlation Value	Conclusion
Consumer Satisfaction	0.615	0.5	Valid
Service Quality	0.580	0.5	Valid
Consumer Loyalty	0.677	0.5	Valid
Relationship Marketing	0.582	0.5	Valid

The value of discriminant validity to each variable which is intended on this AVE (Average Variance Extracted) value means the criteria for the AVE value of each variable is good because the value of AVE > from a correlation value is 0.5, so that all variables can be said to be valid.

Table 3. Reliability Construct

Variable	Composite Reliability	Cronbach's Alpha
Consumer Satisfaction	0.960	0.955
Service Quality	0.943	0.934
Consumer Loyalty	0.962	0.956
Relationship Marketing	0.948	0.940

The composite reliability and Cronbach's alpha calculations show that all variables for the composite reliability have a value > 0.70 and all variables of Cronbach's alpha have a value > 0.60. As a result, the data can be valid and reliable.

Table 4. R-Square

Variable	R-Square Adjusted	Prediction Model
Consumer Satisfaction	0.882	Strong
Consumer Loyalty	0.824	Strong

The ability of variance that can be explained by relational marketing and service quality to customer satisfaction is 88.2%, and for relational marketing and service quality for customer loyalty is 82.4%.

Test Hypothesis

After testing validity and reliability, the next step is to determine the research hypothesis.

Table 5. Path Coefficients-Mean, STDEV, T Statistics, P Values

Variable	Original Sample (O)	Sample MAn	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Consumer Satisfaction -> Consumer Loyalty	1.127	1.068	0.166	6.776	0.000
Service Quality -> Consumer Satisfaction	0.518	0.524	0.083	6.280	0.000
Service Quality -> Consumer Loyalty	0.439	0.467	0.180	2.441	0.160
Relationship Marketing -> Consumer Satisfaction	0.457	0.452	0.083	5.519	0.000
Relationship Marketing -> Consumer Loyalty	0.418	0.406	0.147	2.852	0.000

Based on data analysis, it can be said that all have an effect because all variables in this research obtained t-count is higher than the t-table value, it is 1.661 and the p-value is lower than $\alpha = 0.05$.

Table 6. Output Total Indirect Effects-Mean, STDEV, T Values, P Values

Variable	Original Sample (O)	Sample MAn	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Relationship Marketing -> Consumer Satisfaction -> Consumer Loyalty	0.515	0.485	0.125	4.132	0.000
Service Quality -> Consumer Satisfaction -> Consumer Loyalty	0.584	0.557	0.116	5.046	0.000

Based on data processing, the independent, dependent, and intervening variables have an effect.

1. Direct Effect

- a. Relational Marketing -> Customer Satisfaction, Variable X1 → Y the results of 5.519. Relationship marketing variable with $t_{count} > t_{table}$, $5.519 > 1.661$ and P value $< \alpha$, $0.000 < 0.05$, it means H0 is rejected and H1 is accepted. So, the conclusion is that there is an effect of relationship marketing on customer satisfaction in the Hospital in Garut District.
- b. Service Quality -> Customer Satisfaction, Variable X2 → Y results are 6.280. Service quality variable with $t_{count} > t_{table}$, $6.280 > 1.661$ and P value $< \alpha$, $0.000 < 0.05$, it means that H0 is rejected and H2 is accepted. So, the conclusion there is an effect of service quality on customer satisfaction in hospitals in Garut District.
- c. Consumer Satisfaction -> Consumer Loyalty, Variable Y → Z results 6.776, Consumer satisfaction with $t_{count} > t_{table}$ variable, $6.776 > 1.661$ and P value $< \alpha$, $0.000 < 0.05$, meaning that H0 is rejected and H3 is accepted. So, the conclusion there is an impact of customer satisfaction on customer loyalty in Hospitals in Garut Regency.
- d. Relationship Marketing -> Consumer Loyalty, Variable X1 → Z results 2.852, Relationship marketing variable with $t_{count} > t_{table}$, $2.852 > 1.661$ and P value $< \alpha$, $0.000 < 0.05$, it means H0 is rejected and H4 is accepted. So, the conclusion is there

is a relationship marketing influence on customer loyalty in hospitals in Garut District.

- e. Service Quality \rightarrow Consumer Loyalty, Variable $X_2 \rightarrow Z$ results 2.441, service quality variable with $t_{count} > t_{table}$, $2.441 > 1.661$ and P value $< \alpha$, $0.000 < 0.05$, it means H_0 is rejected and H_5 is accepted. So, the conclusion there is an effect of service quality on customer loyalty in hospitals in Garut District.
2. Indirect Effect
 - a. Relationship Marketing \rightarrow Customer Satisfaction \rightarrow Consumer Loyalty, Variable $X_1 \rightarrow Y \rightarrow Z$ the result is 0.000, Consumer satisfaction variable with P value $< \alpha$, $0.000 < 0.05$, meaning that H_0 is rejected and H_6 is accepted. So, the conclusion there is an impact of relationship marketing on customer loyalty with customer satisfaction as an intervening variable.
 - b. Service Quality \rightarrow Customer Satisfaction \rightarrow Consumer Loyalty, Variable $X_2 \rightarrow Y \rightarrow Z$ results in 0.000, Consumer satisfaction variable with P value $< \alpha$, $0.000 < 0.05$, it means H_0 is rejected and H_7 is accepted. So, the conclusion is that there is an effect of service quality on customer loyalty using customer satisfaction as an intervening variable.

Conclusion

Responses of respondents for all variables in hospitals in Garut District are categorized as good, there is an effect of relationship marketing on customer satisfaction in hospitals in Garut District, has a t_{count} value of 5.519 and its P-Value is 0.000 so that H_1 is accepted. There is an effect of service quality on customer satisfaction at hospitals in Garut District, which has a t_{count} value of 6.280 and its P-value is 0.000 so H_2 is accepted. There is an influence of customer satisfaction on customer loyalty in hospitals in Garut Regency, which has a t_{count} value of 6,776 and its P-value is 0.000 so H_3 is accepted. There is an influence of the effect of relationship marketing on customer loyalty of hospitals in Garut District, it has a t_{count} value of 2,852 and its P-Value is 0.000 so H_4 is accepted. There is an influence of service quality on consumer loyalty of hospitals in Garut Regency, it has a t_{count} value of 2,441 and its P-value is 0.000 so H_5 is accepted, meaning that service quality affects consumer loyalty. Based on the test results, H_6 , that is, a relationship marketing influence on loyalty through customer satisfaction of hospitals in Garut District, has a P-Value of 0.000 so H_6 is accepted. Based on the results of Test, H_7 , there is an impact of service quality on loyalty through customer satisfaction of hospitals in Garut Regency, which has a P-value of 0.000 as a result H_7 is accepted.

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