

REFERENCES

- Bahtiar Agriansyah, A., & Nalumbi, M. (2024). *Management and learning*. Kendari: UHO EduPress.
- Fatma, A. I., Dwiyanti, D., & Patricia, A. G. (2023). *The influence of creativity, innovation, and entrepreneurial knowledge on business success in MSMEs*.
- Firmansyah, A. (2020). *Marketing communication*. Yogyakarta: Deepublish Publisher.
- Firmansyah, A. (2023). *Product and brand marketing (Planning & strategy)*. Yogyakarta: Deepublish Publisher.
- Ghodang, H. (2020). *Quantitative research methods: Basic concepts & application of regression and path analysis with SPSS*. Medan: Mitra Group Publisher.
- Ghozali, I. (2019). *Application of multivariate analysis*. Semarang: Diponegoro University.
- Jaya, I. M. L. M. (2020). *Quantitative and qualitative research methods*. Yogyakarta: Thema Publishing.
- Marsam. (2020). *The influence of leadership style, competence, and commitment on employee performance at the Technical Implementation Unit in the Yapis Branch, Biak Numfor Regency*. Pasuruan: Qiara Media.
- Marzuki, A., Crystha, A., & Pipit, F. R. (2020). *Statistics practicum*. Malang: Ahlimedia Press.
- Mulyono. (2018). *Achieving through JFP: Let's collect your credit points*. Yogyakarta: Deepublish Publisher.
- Mustafa, P. S., Gusdiyanto, H., & Victoria, A. (2020). *Quantitative, qualitative, and classroom action research methodologies in physical education*. Malang: State University of Malang.
- Pasaribu, E. Z., Rahmi, S. Y., Ritonga, M. W., Watrianthos, R., Ritonga, W. A., Rangkuti, R. K., & Harahap, N. (2020). *Learning statistics without fear with SPSS*. Medan: Kita Menulis Foundation.
- Priyatno, D. (2020). *SPSS easy guide for students & general public*. Yogyakarta: Andi Offset Publisher.
- Rachbini, W., Rachbini, D., Santoso, N., Prayitno, H., & Khumaedi, E. (2020). *Economic and business research methods: Regression analysis with SPSS and SEM Lisrel*. Jakarta: Indef.
- Rihayana, et al. (2021). *The influence of brand image and product quality on customer loyalty*.

- Riyadi, S. (2019). *Management accounting*. East Java: Zifatama Publisher.
- Riyanto, S., & Aglis, A. H. (2020). *Quantitative research methods in management, engineering, education, and experiments*. Yogyakarta: Deepublish Publisher.
- Sari, A. R. P., & Yasa, N. N. K. (2020). *Customer trust between corporate image and price fairness towards customer loyalty at Mapemall.com*. Jakarta: Klaten.
- Septiana, A. (2020). *Analysis of consumer behavior in the perspective of creative economy*. Pamekasan: Duta Media Publishing.
- Setiadi, N. (2020). *Consumer behavior: Contemporary perspectives on consumer motives, goals, and desires*. Jakarta: PrenadaMedia Group.
- Siswanto. (2021). *The influence of price, service quality, and product quality on the customer loyalty of PT Daniel Samudra Abadi's loading and unloading services*.
- Sudarso, A., Kurniullah, A. Z., Halim, F., Purba, P. B., Dewi, I. K., Simarmata, H. M. P., Purba, B., Sipayung, R., Sudirman, A., & Manullang, S. O. (2020). *Brand management*. Medan: Kita Menulis Foundation.
- Sugiyono. (2020). *Accounting research methods*. Yogyakarta: Deepublish Publisher.
- Sutiah. (2019). *Development of hybrid learning*. Sidoarjo: Nizama Learning Center.
- Tjiptono, F., & Diana, A. (2023). *Customer satisfaction: Concepts, measurements, and strategies*. Yogyakarta: Andi Offset Publisher.
- Untari, D. T. (2019). *Marketing management: Case studies in the development of traditional Betawi culinary tourism markets*. Purwokerto: Pena Persada.
- Wahyoedi, S., & Saporso. (2021). *Customer loyalty in Islamic banks: A study on religiosity, service quality, trust, and loyalty*. Yogyakarta: Deepublish Publisher.
- Yudhanto, Y. (2020). *Information technology business start-up: Basic knowledge of starting technology-based start-ups for beginners*. Jakarta: Elex Media Komputindo.
- Yusuf, M., & Lukman, D. (2020). *Research data analysis: Theory & application in the field of fisheries*. Bogor: IPB Press.
- Zulfadli, et al. (2023). *The influence of customer behavior on customer loyalty of Indomie instant noodle products at PT Indofood Success Makmur Tbk (Case study on students of the Faculty of Economics, Makassar State University)*.