



CUSTOMER RELATIONSHIP MARKETING MEASUREMENT MODEL, CUSTOMER TRUST, WORD OF MOUTH AND CUSTOMER LOYALTY CONFIRMATION FACTOR ANALYSIS APPROACH

Berliana Putri Safira, Fatchur Rohman, Nanang Suryadi

Master of Management Program, Brawijaya University, Malang
berliana1107@student.ub.ac.id

Abstract

Mixue is one of them that operates in the Indonesian food and beverage sector. The high development of Mixue has an impact on price competition with competitors and the price of ice cream from Mixue is the most expensive compared to the price of ice cream from other brands, but the development of Mixue has remained so massive from the beginning of its expansion, so that the number of outlets opened can be an indicator of high demand and popularity of Mixue and an indication of the effectiveness of customer relationship marketing., *customer trust*, *word of mouth*, and customer loyalty. The purpose of this study is to analyze the customer relationship marketing measurement model., *customer trust*, *word of mouth*, and customer loyalty confirmatory factor analysis approach. The sample of this study was 140 Mixue customers in Malang City and the data analysis used the confirmatory factor analysis (CFA) technique. Based on the results of the confirmatory factor analysis, it was concluded that the indicator that was considered to have the greatest or strongest contribution to forming the customer relationship marketing variable was mutual respect. The indicator that was considered to have the greatest or strongest contribution to forming the customer trust variable was trustworthiness. The indicator that was considered to have the greatest or strongest contribution to forming the word-of-mouth variable was recommending. The indicator that was considered to have the greatest or strongest contribution to forming the customer loyalty variable was suitability with product use. Recommendations that can be given by Mixue management in Malang City are to be more open to receiving suggestions from customers related to the products offered, management needs to pay attention to customer comfort, and management needs to create good relationships with customers so that customers tell their experiences to others. Future research can be done by testing the influence of customer relationship marketing, customer trust, and word of mouth on customer loyalty of Mixue customers.

Keywords: customer relationship marketing, *customer trust*, *word of mouth*, and customer loyalty.

INTRODUCTION

The Indonesian food and beverage industry is an industry that is experienced rapid development in recent years with a growth of more than 4.47% in the second quarter of 2023, this figure has increased compared to the previous year in the range of 3% (<https://indonesia.go.id/>). Mixue is one of them which operates in the Indonesian food and beverage sector. The high development of Mixue has an impact on price competition with

competitors and the price of ice cream from Mixue is the most expensive compared to the price of ice cream from other brands, however, the development of Mixue has remained so massive from the beginning of its expansion, so that the number of outlets opened can be an indicator of high demand and popularity of Mixue and an indication of customer loyalty to Mixue.

The main goal of marketers is not only to meet and satisfy the needs and desires of target consumers better than competitors but also to shift to customer loyalty (Kotler and Armstrong, 2018). According to Kotler and Armstrong (2018), loyal customers tend to shop more often and try other company products tell others about the good experiences they get when using products or services, and bring new customers into the company. Customer loyalty can be measured by indicators according to Kotler & Keller (2016) namely "Repeat Purchase (loyalty to product purchases); Retention (Resistance to negative influences regarding the company); referrals (total reference to the company's existence)". Nguyen, et al (2007), stated that "loyal customers will consider themselves loyal, shopping is the first choice, will go shopping in the future, and will promote to family and friends". Sung and Chang (2005) stated that "customer loyalty is formed because of favorable wording, repetitive purchase and intention of repurchase". Meanwhile, Chen (2008) identified it as "the best choice for shopping, loyalty, the desire to always shop, the order of shopping choices, having a character where visitors are served quickly".

To maintain loyal customers, companies need to implement the Customer Relationship Marketing (CMR) concept. According to Kotler & Armstrong (2018) CRM in the concept of relationship marketing is the entire process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. This process relates to all aspects of achieving, retaining, and growing customers. Good CRM will create customer trust and then form a loyal consumer group (Tjiptono, 2000). There are several measures of customer relationship marketing (Gronroos, 2018) and Ndubisi (2007), namely long-term customer focus, creating good communication with customers, involving members in marketing activities, developing a service culture for customers, and obtaining and using customer information. The results of studies conducted by Samuel (2011), Harun (2011), Jesri, et al (2013), Rizka and Widji (2013), and Ansori, (2022) concluded that CRM significantly affects customer loyalty.

Maintaining loyal customers requires the ability to provide trust. Flavian, et al. (2005) stated that trust is an important element that influences the quality of a relationship. Consumer trust in service providers will increase the value of the relationship with the service provider. According to Prasaranphanich (2007), when consumers trust a company, they will prefer to make repeat purchases and share valuable personal information with the company. Mayer et al. (2005) stated that three factors form trust: ability, kindness, and integrity. The results of studies conducted by Ball, et al. (2003), Luarn and Lin (2003), Seigyoung (2005), Chiou and Droge (2006), Ranjbarian, et al. (2011), Ndubisi (2017) and Zegullaj, et al (2023) prove that trust affects customer loyalty.

Word of mouth can market a product and service through talks, promotions, and recommendations from customers about products and services to others enthusiastically and voluntarily, in these conditions, it can create customer loyalty. According to Kotler and Armstrong (2018), word of mouth is personal communication about a product between buyers, neighbors, friends, family members, and colleagues. According to Rosen (2004) and Vilpponen

et al (2006) Word of mouth is the amount of word-of-mouth communication about a particular product, service, or company brand at each stage at a certain time. According to Mowen & Minor (2002), word of mouth refers to the exchange of comments, thoughts, or ideas between two or more consumers, and is not a marketing source. According to Babin, et. al (2005), the indicators of Word of mouth (WOM) are talking, recommending, and convincing. Research conducted by Ntale et al. (2013) shows that word of mouth has a significant effect on consumer loyalty. Yusfita and Yulianto (2018) revealed that there was a significant positive effect of word of mouth on loyalty.

Based on the research background, we are interested in conducting a study on customer relationship marketing measurement models.,*customer trust*, *word of mouth*, and customer loyalty with a confirmatory factor analysis approach, this is done to find out the strongest indicators as a form of customer relationship marketing.,*customer trust*, *word of mouth*, and customer loyalty.

LITERATURE REVIEW

Customer Relationship Marketing

CRM is a concept that focuses on maintaining relationships with customers to build long-term and profitable relationships with customers" (Buttle, 2007:145). CRM describes how companies interact and actively manage relationships with customers. According to Buttle (2007:124), in general, it can be stated that "CRM aims to develop profitable relationships and realize value for target consumers profitably by integrating internal processes and functions with all external networks".

Chan (2003:6), explains that "CRM is a closer introduction to each customer by creating two-way communication". This communication needs to be managed in the form of a mutually beneficial relationship between customers and the company. The relationship in question must be a partnership, not just a relationship between sellers and buyers, to achieve long-term goals of generating sustainable profits from loyal customer groups. Some measures of customer relationship marketing (Gronroos, 2018) and Ndubisi (2007) are Long-term customer focus, Creating good communication with customers, Involving members in marketing activities, Developing a service culture for customers, and Obtaining and using customer information.

Customer Trust

Effective marketing depends on developing and managing customer trust so that customers specifically buy a service before experiencing it (Shamdasani and Balakrishnan, 2000). Trust management is determined by how the service provider's resources, personnel, technology, and systems, are used so that customers trust in the resources involved and the company itself. Kreitner and Kinicki (2001) stated that trust is a party's belief about the intentions and behavior of another party. According to Bologlu (2002), the dimension of trust is defined as a dimension of business relationships that determines the degree to which people feel they can rely on the integrity of promises offered by others.

Trust is a major determinant in relationship commitment (Morgan and Hunt, 1994), while Bloemer et.al (1998) stated that "trust and commitment are mediators between satisfaction and loyalty. Garbarino and Johnson (1999) "emphasize individual trust by referring to consumer beliefs about the quality and reliability of the services provided". Mayer et al. (2005) stated that three factors form a person's trust: ability, benevolence, and integrity.

Word of Mouth

According to Kotler and Armstrong (2018), word of mouth is personal communication about a product between buyers, neighbors, friends, family members, and colleagues. According to Rosen (2004), and Vilpponen et al (2006) Word of mouth is the amount of word-of-mouth communication about a particular product, service, or company brand at every stage at a certain time. According to Mowen & Minor (2002), word of mouth refers to the exchange of comments, thoughts, or ideas between two or more consumers, and is not a marketing source. According to Babin, et. al (2005), the indicators of Word of mouth (WOM) are talking, recommending, and convincing.

Customer loyalty

Griffin (2002:35) states that "loyalty is defined as non-random purchase expressed over time by some decision-making unit". Based on this definition, it can be seen that loyalty is more directed at a behavior, which is indicated by routine purchases, based on decision-making units. Customer loyalty has an important role in a company, maintaining them means improving company performance, this is the main reason for a company to attract and retain. Customer loyalty can be measured by indicators according to Kotler & Keller (2016) "Repeat Purchase (loyalty to product purchases); Retention (Resistance to negative influences regarding the company); referrals (referring to the total existence of the company)". Nguyen, et al (2007), stated that "loyal customers will consider themselves loyal, shopping is the first choice, will go shopping in the future, and will promote to family and friends". Sung and Chang (2005) stated that "customer loyalty is formed because of favorable wording, repetitive purchase and intention of repurchase". Meanwhile, Chen (2008) identified it as "the best choice for shopping, loyalty, the desire to always shop, the order of shopping choices, having a character where visitors are served quickly".

Method

To the main problem and research objectives, this study uses an explanation pattern (level of explanation) which is a study that intends to describe the pattern of relationships or influences between two or more variables, the pattern of relationships can be symmetrical, causal and reciprocal (Sugiyono, 2000). The pattern of influence that will be revealed in this study is the influence of *customer relationship marketing* toward trust, word of mouth, and customer loyalty. The population determined in this study were all Mixue customers who had consumed Mixue in Malang City, the number is unknown (infinite). According to Hair, et. al (2010) if the population is unknown, determining the number of samples can be done by multiplying 10 by the number of research indicators. The total indicators in this study are 14 indicators so the sample size in this study is 140 respondents.

The data sources used in this study are primary data obtained by distributing questionnaires to Mixue customers in Malang City to determine respondents' opinions regarding the variables of customer relationship marketing, trust, word of mouth, and customer loyalty.

Table 1 Identification of Research Variables

Variables	Indicator	Source
<i>Customer relationship marketing</i>	1. Bond	Sin et al. (2002), Rashid and Raj (2006) and Alrubaiee and Al Nazer (2010)
	2. Communication	
	3. Mutual respect	
	4. Commitment	
	5. Experience	
<i>Customer trust</i>	6. Trustworthy	Mayer et al. (2005)
	7. Benefits	
	8. Promise	
<i>Word of mouth</i>	9. Talking about	Babin, et. al (2005)
	10. Recommend	
	11. Convincing	
<i>Customer loyalty</i>	12. Repurchase	Sung and Chang (2005), Nguyen, et al (2007),
	13. Willingness to reuse	
	14. Suitability for product use	

To measure the variables to be studied through respondent responses, a Likert scale is used. In this study, each answer to a question in the questionnaire was given a weight as follows: Strongly disagree given a weight of 1, Disagree given a weight of 2, Quite agree given a weight of 3, Agree given a weight of 4 and Strongly agree given a weight of 5.

The analysis technique in this study is Data analysis used in the study using the confirmatory factor analysis (CFA) technique. While CFA is used for research where researchers already know the underlying latent variable structure. Based on theory or empirical research, the person concerned makes postulates/assumptions/reasoning of the relationship between observed measurements and previously underlying factors. Because it only focuses on the relationship between factors and all measured variables, CFA in particular is called a measurement model from the perspective of Structural Equation Modeling (SEM).

RESULTS

Instrument Testing

Instrument testing is carried out by testing the validity and reliability. The results of the instrument trial conducted on 30 respondents can be seen in Table 2 below:

Table 2. Results of Instrument Validity and Reliability Tests

Variables	Item	Correlation		Coefficient	
		r	Status	alpha	status
<i>Customer Relationship Marketing</i>	X1.1	0.601	Valid	0.849	Reliable
	X1.2	0.631	Valid		
	X1.3	0.594	Valid		
	X1.4	0.805	Valid		
	X1.5	0.625	Valid		
<i>Customer trust</i>	Y1.1	0.774	Valid		

	Y1.2	0.712	Valid	0.728	Reliable
	Y1.3	0.844	Valid		
<i>Word of mouth</i>	Y2.1	0.846	Valid	0.867	Reliable
	Y2.2	0.879	Valid		
	Y2.3	0.792	Valid		
<i>Customer loyalty</i>	Y2.1	0.861	Valid	0.878	Reliable
	Y2.2	0.862	Valid		
	Y2.3	0.876	Valid		

Based on Table 2, it can be seen that all items for the variables of customer relationship marketing, trust, word of mouth, and customer loyalty are valid and reliable because they have met the validity testing criteria used, namely the Pearson product-moment correlation index (r) ≥ 0.3 . Likewise, all research items are said to be reliable, because they have met the reliability testing criteria used, namely the Cronbach Alpha value is greater than or equal to 0.6.

Confirmatory Factor Analysis Results

The results of measurements of the dimensions or indicators of variables that can form latent variables with CFA and determination of indicators of research variables are based on the values *loading factor*. A summary of the CFA test results on the indicators that form the research variables is shown in Table 3.

Table 3 Factors Loading(λ) Research Variable Measuring Instrument

Indicators and Variables			<i>loading factor</i>
Bond	-->	<i>Customer relationship marketing</i>	0.704
Communication	-->	<i>Customer relationship marketing</i>	0.797
Mutual respect	-->	<i>Customer relationship marketing</i>	0.824
Commitment	-->	<i>Customer relationship marketing</i>	0.739
Experience	-->	<i>Customer relationship marketing</i>	0.766
Trustworthy	-->	<i>Customer trust</i>	0.819
Benefits	-->	<i>Customer trust</i>	0.732
Promise	-->	<i>Customer trust</i>	0.777
Talking about	-->	<i>Word of mouth</i>	0.726
Recommend	-->	<i>Word of mouth</i>	0.758
Convincing	-->	<i>Word of mouth</i>	0.750
Repurchase	-->	<i>Customer loyalty</i>	0.739
Willingness to reuse	-->	<i>Customer loyalty</i>	0.656
Suitability for product use	-->	<i>Customer loyalty</i>	0.749

Based on Table 3, it can be explained that the indicators that form the customer relationship marketing variable, namely bonds, communication, mutual respect, commitment,

and experience have a factor loading (FL) value above 0.5. Thus, all indicators tested are important indicators in forming customer relationship marketing. Furthermore, if viewed from the loading factor value of each indicator, the indicator that is considered to have the greatest or strongest contribution to forming the customer relationship marketing variable is mutual respect.

The indicators that form the customer trust variable, namely trustworthy, benefit, and promise have a factor loading (FL) value above 0.5. Thus, all indicators tested are important indicators for forming customer trust. Furthermore, if viewed from the loading factor value of each indicator, the indicator that is considered to have the largest or strongest contribution to forming the customer trust variable is trustworthy.

The indicators that form the word-of-mouth variable, namely discussing, recommending, and convincing, have a factor loading (FL) value above 0.5. Thus, all indicators tested are important indicators as word-of-mouth formers. Furthermore, if viewed from the loading factor value of each indicator, the indicator that is considered to have the largest or strongest contribution to forming the word-of-mouth variable is recommended.

The indicators that form the customer loyalty variable, namely repeat purchases, willingness to reuse, and suitability with product use have a factor loading (FL) value above 0.5. Thus, all indicators tested are important indicators for forming customer loyalty. Furthermore, if viewed from the loading factor value of each indicator, the indicator that is considered to have the largest or strongest contribution to forming the customer loyalty variable is suitability with product use.

DISCUSSION

Customer relationship marketing is a concept that focuses on maintaining relationships with customers to build long-term relationships and benefit customers" (Buttle, 2007:145). Customer relationship marketing indicators according to Sin et al. (2002) are Trust, Bonding, Communication, Shared Value, Empathy, and Reciprocity. According to Rashid and Raj (2006), namely: Client Orientation, Service Quality, Experience, Trust, Shared Values, Communication, Commitment, and Loyalty. Meanwhile, Alrubaiee and Al Nazer (2010) namely Trust, Commitment, Bonding, Communication, and Satisfaction

Based on the results of Confirmatory Factor Analysis, the indicators of bond, communication, mutual respect, commitment, and experience are important indicators in the formation of customer relationship marketing. These results strengthen the opinion put forward by Sin et al. (2002), Rashid and Raj (2006), and Alrubaiee and Al Nazer (2010) who revealed that customer relationship marketing is formed by indicators of bond, communication, mutual respect, commitment, and experience and the indicator that is considered to have the greatest or strongest contribution to forming the customer relationship marketing variable is mutual respect. This means that Mixue management in running customer relationship marketing emphasizes more on the attitude of employees who are polite while interacting with customers and are willing to listen to customer requests attentively.

Kreitner and Kinicki (2001) stated that "trust is a party's belief in the intentions and behavior of another party". Conceptually, "trust exists if a party has confidence in the integrity and reliability of another party" (Morgan and Hunt, 2008). According to Nguyen et al (2014), the indicators used in the trust variable are as follows: Trustworthy, which is considering the

other party to be trusted to do a job. Benefit, which is believing that an activity will bring benefits. Promise, which is believing that the other party can keep its promise.

Based on *Confirmatory Factor Analysis*, Trustworthy, benefit, and promise indicators are important indicators for forming customer trust, and the indicator that is considered to have the greatest or strongest contribution to forming the customer trust variable is trustworthy. This means that customers will have trust in Mixue if employees are consistent in providing quality products for customers and have the ability to provide the goods sold.

According to Kotler and Armstrong (2018), word of mouth is personal communication about a product between buyers, neighbors, friends, family members, and colleagues. According to Mowen & Minor (2002), word of mouth refers to the exchange of comments, thoughts, or ideas between two or more consumers, and is not a marketing source. According to Babin, (2014:133), the indicators of word of mouth are as follows: 1) The willingness of consumers to talk positively about the price, quality of products, and services of a particular good or service to others; 2) Recommend services and products from a producer to others; and 3) Convince friends or relations to make purchases of products and services offered by a producer.

Based on *Confirmatory Factor Analysis*, The indicators of discussing, recommending, and convincing are important as word-of-mouth builders and the indicator that is considered to have the greatest or strongest contribution to forming the word-of-mouth variable is recommending. This means that customers will do word of mouth towards Mixue if customers recommend Mixue as the first choice for a place to buy ice cream and always recommend Mixue products to others.

Griffin (2002:35) states that "loyalty is defined as non-random purchase expressed over time by some decision-making unit". Customer loyalty can be measured by indicators according to Kotler & Keller (2016) "Repeat Purchase (loyalty to product purchases); Retention (Resistance to negative influences regarding the company); referrals (total reference to the company's existence)". Nguyen, et al (2007), stated that "loyal customers will consider themselves loyal, shopping is the first choice, will go shopping in the future, and will promote to family and friends". Sung and Chang (2005) stated that "customer loyalty is formed because of favorable wording, repetitive purchase and intention of repurchase". While Chen (2008) identifies with "the best choice for shopping, loyalty, the desire to always shop, the order of shopping choices, has a character where visitors are served quickly".

Based on *Confirmatory Factor Analysis*, repurchase indicators, willingness to reuse, and suitability with product usage are important indicators in forming customer loyalty and the indicator that is considered to have the greatest or strongest contribution to forming customer loyalty variables is suitability with product usage. This means that customers will be loyal to Mixue if customers come to Mixue, where the ice cream offered is according to their taste, and come to Mixue, where the quality of the ice cream is according to what was promised.

Conclusions

Based on the results of the confirmatory factor analysis, it is concluded that the indicator that is considered to have the greatest or strongest contribution to forming the customer relationship marketing variable is mutual respect. This means that Mixue management in carrying out customer relationship marketing emphasizes more on the attitude of employees who are polite during interactions with customers and are willing to listen to customer requests

attentively. The indicator that is considered to have the greatest or strongest contribution to forming the customer trust variable is trustworthiness. This means that customers will have trust in Mixue if employees are consistent in providing quality products for customers and can provide the goods sold. The indicator that is considered to have the greatest or strongest contribution to forming the word-of-mouth variable is a recommendation. This means that customers will do word of mouth towards Mixue if customers recommend Mixue as the first choice for a place to buy ice cream and always recommend Mixue products to others. The indicator that is considered to have the greatest or strongest contribution to forming the customer loyalty variable is suitability with product use. This means that customers will be loyal to Mixue if customers come to Mixue, where the ice cream offered is according to their taste, and come to Mixue, where the quality of the ice cream is according to what was promised.

Recommendations

Based on the research findings, the recommendations that can be given by Mixue management in Malang City are to be more open to receiving suggestions from customers related to the products offered, management needs to pay attention to customer comfort, management needs to create good relationships with customers so that customers tell their experiences to others. For future research, it can conduct studies by testing the influence of customer relationship marketing, customer trust, and word of mouth on customer loyalty Mixue customers.

BIBLIOGRAPHY

1. Alrubaiee, L., & Al-Nazer, N. 2010. Investigate the Impact of Relationship Marketing Orientation on Customer Loyalty: The Customer's Perspective. *International Journal of Marketing Studies*, II, 155-174.
2. Babin, Barry J, et al. 2005. Modeling Consumer Satisfaction and Word-ofMouth: Restaurant Patronage in Korea. *The Journal of Services Marketing*; 2005;19.3. ABI/INFORM Global
3. Ball, Dwayne, Pedro Simoes Coelho and Alexandra Machas. 2003. The Role Of Communication And Trust In Explaining Customer Loyalty An Extension To The ECSI Model. *European Journal of Marketing*, Vol. 38 No. 9/10, pp. 1272-1293
4. Baloglu S. 2002. Dimensions of Customer loyalty: Separating Friends from Well Wishers. *Cornell Hotel and Restaurant Administration Quarterly*: 47–59.
5. Bloemer, J., Ko de Ruyter and Pascal Peeters. 1998. Investigating Drivers Of Bank Loyalty: The Complex Relationship Between Image, Service Quality And Satisfaction. *International Journal of Bank Marketing*, pp. 276–286
6. Chan, Syafruddin. 2003. *Relationship Marketing: Marketing Innovations That Make Customers Kneel*, Second Edition, Jakarta: Gramedia Pustaka Utama Publisher
7. Chen, H. Chu, Robert D. Green and James Miller. 2008. Male and Female Influence on Hypermarket Brand Equity. *International Business & Economics Research Journal*, Volume 7, Number 9.
8. Chiou, J. Shen and Cornelia Droge. 2006. Service Quality, Trust, Specific Asset Investment, and Expertise: Direct and Indirect Effects in a Satisfaction-Loyalty

- Framework. *Journal of the Academy of Marketing Science*, Volume 34, No. 4,
9. Flavian, C., Miguel Guinaliu and Eduardo Torres. 2005. The Influence Of Corporate Image On Consumer Trust A Comparative Analysis In Traditional Versus Internet Banking. *Internet Research*, Vol. 15 No. 4, pp. 447-470
 10. Garbarino, E and Johnson, MS 1999. The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, Vol. 63, April: 70-87
 11. Griffin, J. 2002. Customer loyalty: How to earn it, how to keep it, published by Jossey-Bass, Inc., a John Wiley&Sons, Inc. Company USA.
 12. Gronroos, C. 2018. Service Management and Marketing: A Customer Relationship Management Approach. Chishester: John Wiley and Sond, Ltd
 13. Hair et al. 2010. Multivariate data analysis. 7th edition. New Jersey : Pearson Education Inc
 14. Harun, Harniza, 2011. The Influence of Customer Relationship Marketing and Customer Value on Customer Loyalty (Study on Bank Muamalat Jambi Branch). *Journal of Marketing Management Medan*, Vol.3, No.1, January-June 2011.
 15. Jerry. P Ahmadi, Freyedon and Fatchipoor, 2013. Effects of Relationship Marketing RM on Customer Loyalty Case Study: Mehr Banlg Kermanshah Province, Iran, *Interdisciplinary Journal Of Contemporary Research In Business*, March 2013, Vol. 4, No. 11, pp. 304-312
 16. Kreitner, Robert and Angelo Kinicki, 2001. *Organizational Behavior*. Fifth Edition. Irwin McGraw-Hill.
 17. Kotler, Philip and Kevin Lane Keller 2016. *Marketing Management*. Edition 15 Global Edition. Pearson.
 18. Kotler, Philip and Gary Armstrong. 2018. *Principles of Marketing*. 15th Edition Global Edition. Pearson.
 19. Luarn, Pin and Hsin Hui Lin. 2003. A Customer Loyalty Model for E-Service Context. *Journal of Electronic Commerce Research*, Vol. 4, no. 4.
 20. Mayer, RC, Davis, JH, & Schooman, FD 2005. An Integrative model of organizational trust. *Academy*
 21. Morgan, RM and Hunt, SD 2008. The Commitment-Trust Theory Of Relationship Marketing. *Journal of Marketing*, Vol. 58 No. 3, pp. 20-38.
 22. Mowen, John C and Minor, Michael, 2002. *Consumer Behavior*, Fifth Edition, Harcourt Inc.
 23. Nguyen, Nha and Gaston Leblanc. 2002. Contact Personnel, Physical Environment and Perceived Corporate Image of Intangible Services by New Clients. *International Journal of Service Industry Management* 13: 242-262.
 24. Ntale, Peter, Muhammad Ngoma and Andrew Musiime. 2013. Relationship marketing, word of mouth communication and consumer loyalty in the Ugandan mobile telecommunication industry. *African Journal of Business Management*. Vol. 7(5)
 25. Prasaranphanich, 2007. *Consumer Behavior, Decision Model Analysis*, Publishing of Atma Jaya University Yogyakarta, Yogyakarta.
 26. Ranjbarian. B., R. Dabestani., E. Khajeh and I. Noktehdan. 2011. An investigation of Influencing Factors Customers' Loyalty in a Four Star Hotel in Iran. *International Journal of Business and Social Science*, Vol. 2 No. 21

27. Rashid, T., and Raj, R. 2006. Customer Satisfaction: Relationship Marketing in Higher Education e-Learning. *Innovative Marketing*, 2(3).
28. Rousan, M. Ramzi, B. Mohamed. 2010. Customer loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan. *International Journal of Human and Social Sciences*, 5:13
29. Seigyoung. A. 2005. The Effects Of Soft And Hard Service Attributes On Loyalty: The Mediating Role Of Trust. *The Journal of Services Marketing*, Vol. 19, Iss. 2, 81-92
30. Samuel. H. 2012. Customer Relationship Marketing Its Influence on Trust and Loyalty of National Banking. *Journal of Marketing Management*, Vol. 7, No. 1
31. Shamdasani, Prem N and Audrey Balakrishnan. 2000. Determinants of Relationship Quality and Loyalty in Personalized Services. *Asia Pacific Journal of Management* 17: 399-22.
32. Sin, LYM, Tse, ACB, Chan, H., Heung, VCS, and Yim, FHK 2003. The Effects of Relationship Marketing Orientation on Business Performance in the Hotel Industry. *Journal of Hospitality and Tourism Research*, 30.
33. Sung Jin Yoo and Young Jae Chang. 2005. An Exploratory Research on the Store Image Attributes Affecting Its Store Loyalty. *Seoul Journal of Business*, Volume 11, Number 1
34. Tjiptono, F,. 2004. *Service Management*. Andi Offset. Yogyakarta
35. Vilpponen, A.; Winter, S. ; Sundqvist, S. 2006. Electronic Word-of-Mouth in Online Environments: Exploring Referral Network Structure and Adoption Behavior. *Journal of Interactive Advertising*, Vol. 6, no2, p.71- 86.
36. Yusfita, N and Yulianto, E. 2018. The Influence of Experiential Marketing and Word of Mouth on Customer Loyalty. *Journal of Business Administration (JAB)*, 57(1), 46-52.