

**ANALYSIS THE EFFECT OF SERVICE QUALITY, PRICE ADVANTAGES, AND  
MARKETER'S BEHAVIORAL TOWARDS CUSTOMER SATISFACTION IN  
ORDER TO INCREASE CUSTOMER LOYALTY  
(Study in PT. DES TEKNOLOGI INFORMASI)**

**Edwin Krisna Nugroho<sup>1</sup>  
Farida Indriani<sup>2</sup>  
Sri Rahayu Tri Astuti<sup>3</sup>**

<sup>1,2,3</sup> **Master of Management, Faculty of Economics and Business, Diponegoro  
University**

**ABSTRACT**

*This research is aimed to examine the effect of Service Quality, Price Excellence, and Marketers Behavioral Behavior, to Customer Satisfaction, and its impact on Customer Loyalty. The problem of research is how to improve Customer Loyalty, by improving Customer Satisfaction, through Service Quality, Price Excellence, and Behavior Ethics of Marketers?*

*The sample in this research is customer of PT. DES Teknologi Informasi of 150 respondents. Data analysis is done by Structural Equation Modeling (SEM) using AMOS software. The results of the analysis show that Service Quality, Price Excellence, Marketers Behavior Ethics, have a positive and significant influence on Service User Satisfaction, in order to increase Service User Loyalty.*

*The results of these empirical studies have an indication that Service Quality has a positive influence on Customer Satisfaction; Price advantage has a positive effect on Customer Satisfaction; Behavior Ethics Marketers have a positive influence on Customer Satisfaction; User Service Satisfaction has a positive effect on Customer Loyalty.*

**Keywords:** *Customer satisfaction, price advantage, marketer behavior ethic; customer satisfaction; customer loyalty.*

**INTRODUCTION**

Business growth moment this is not just hinged on product quality, but also viewed in terms of quality of service which prompts service users to want to buy products or solutions offered, especially if the product being offered has less

competitors more the same. We need to have unique products, good quality , and have differentiation value, so the parties service users have added value to the products we offer (Bharwana et al., 2013).

Meanwhile, the *Internet Service Provider* (ISP) is a service provider company to the entire community to be connected to the internet network. For users, to connect to the internet can by contacting ISP through *Modulator de Modulator* (Modem) and Computer, then later the ISP will make the necessary details in order to connect in a computer network, including the cost of the connection. ISPs will set up their Internet connection capacity for internet service users (Pezhman et al., 2013).

*Customer Relationship Management* (CRM) is a corporate strategy, oriented towards the development and maintenance of relationships to service users. CRM refers to the organization's philosophy at almost all levels, including policy, training, *customer service*, sales, information, systems management, and finance. The CRM system integrates all of the above components from end to end (Angelova and Zekiri, 2011).

The concept of service user loyalty is a relationship between a company and a user of a service or product. Loyalty is a behavior that can be demonstrated with regular purchases based on decision making. Mohsan et al., (2011) states that service users become loyal then service users need to go through some stages include *suspects, prospects, disqualified prospect, first time customer, repeat customer, client, advocates*.

Service user satisfaction is the level where the wishes, expectations, and needs of service users can be fulfilled resulting in repeat purchase or continuing loyalty (Angelova and Zekiri, 2011). According Tjiptono (1997) satisfaction and dissatisfaction of service users is the response of service users to *disinformation ( disinformation )* is perceived from expectations with real performance products. Problems in this study namely increasing the number of churns ( *churn* ) Desnet products period 2014-2015 Year. Desnet *churn* data ( *churn* ) continues to increase from month to month, although the sales data is relatively high so that increasing the number of users Desnet becomes insignificant. This rate indicates the declining loyalty level of Desnet service users, with no renewal of the internet subscription service contract.

### **Formulation of the problem**

Based on the above problems, the formulation of the problem in this research is: how to improve service user loyalty Desnet by way of growing satisfaction on service user . Where satisfaction is influenced by 3 (three) variables of service quality, price advantage, and behavior ethics of salespeople. Based on the

problems that exist in PT DES Information Technology, it comes the following research questions:

1. Does service quality affect service user satisfaction?
2. Does price advantage affect service user satisfaction?
3. Does the behavioral behavior of salespeople affect the satisfaction of service users?
4. Does service user satisfaction affect service user loyalty?

## LITERATURE REVIEW

### User Service Loyalty

There are several indicators to measure the loyalty of service users such as *rebuy*, *retention* and *referrals*. User service loyalty indicator is a percentage of the frequency of visits, purchases, and recommendations to others. Some indicators in this study include re-transactions, recommendations, continuation relationships, and commitments. The re-transaction is the willingness of the service user to re-purchase to use the available services. Recommendations are oral communication with a positive buying experience to others. Then the continuation of the relationship is the willingness of service users to keep using the services of a company and are reluctant to quit as a service user in the company. While commitment is the willingness of service users to still utilize the services provided by the company of men coming future (Mohsan et al., 2011).

Srivastava (2015) emphasizes the importance of establishing service user loyalty as the foundation of a company to be able to compete. Loyalty of service users to a company can grow through several factors, such as service quality, satisfaction of the company, and good corporate image. These factors play an important role in improving the company's competitive position.

The loyalty of the service user is the loyalty shown by the service user to the company. The indicator used refers to Mohsan et al., (2011) and Srivastava (2015) studies. Various indicators used to measure a variable loyalty service users include:

1. Internet Habits.  
It is how often a company's service users use the internet network through the company.
2. Repeat purchase  
It is the willingness of users of corporate services to make transactions to use services that have been provided by the company.
3. Recommendation

Is oral communication related to positive experiences of good corporate service users to other parties .

#### 4. Commitment.

Is the willingness of clients to keep utilizing the company's future service men come and are reluctant to stop using the services of these companies.

### User Service Satisfaction

Service user satisfaction is the level where the wishes, expectations, and needs of service users can be fulfilled resulting in repeat purchase or continuing loyalty ( Angelova and Zekiri, 2011). An important factor to create service user satisfaction is the performance of employees called the quality of service.

A quality product or service is essential for creating the service user satisfaction (Bharwana, 2013). The more qualified product or service provided, the higher the satisfaction felt by the service user. If service user satisfaction is higher, then increasing profits for the company. Service users who satisfied will keep doing purchase at the provider company. Vice versa if there is no satisfaction, then result in service users move to on the products of other companies.

Level of satisfaction is the difference between expectations, and performance perceived (Kotler, 1997). The expectations of service users are the reason why two companies in the same business segment receive different judgments from service users. Related to service user satisfaction, expectation is an estimate or belief of service user related to product or service to be received. Their expectations can be shaped from previous transaction experience, relationship comments and promotions from related companies. The expectations of service users is evolving as the increase of the service user experience.

According Tjiptono (1997) satisfaction and dissatisfaction of service users is the response of service users to *disinformation (disinformation)* is perceived from expectations with real performance products.

Service user satisfaction, here is the ability of the company in providing services and products that are felt satisfactory for service users. The indicator used refers to the research previously by Malik et al., (2012) and Mahmud et al., (2013). Furthermore, indicators used to measure the satisfaction of service users include:

#### 1. Pleasure

is the extent to which the service users feel good about their transaction experience during dealing with the company.

#### 2. Satisfaction against service

shows that the extent to which the users of the company's services feel satisfied through the manner or attitude of the company's employees in serving the transaction.

3. Satisfaction system  
show how far speed and ease transaction system provided by the company so as to satisfy its service users.
4. Financial satisfaction  
is the satisfaction of service users of the company financially includes the costs incurred during utilizing services and services the company.

### Quality of Service

Private companies as well as government companies compete to lure their service users to remain loyal in terms of utilizing the services provided. One of aspects that must be considered is the quality of product services provided by the company. Service quality oriented to meet the needs, desires, and accuracy of delivery to compensate for the expectations of service users (Angelova and Zekiri, 2011). There are two factors that affect quality services ie, *perceived service*, and *expected service*. Quality can start from the needs of service users, ending on the perception of service users. So good product quality is not from the point of view or the perception of a service provider but based on the perception of service users. Total Quality Control is an important condition in competing also survive. *Total Quality Control* (TQC) is the responsibility of all parties in an organization to create quality service products, so that service users will providing services with the best quality (Rusdarti, 2004).

Parasuraman (1985) also identified several factors that determine the quality of a service such as *reliability, tangibles, responsiveness, access, communication, competence, credibility, courtesy, security, k knowledge of customer / understanding* . Furthermore, 10 (ten) factors are simplified into *reliability, tangibles, responsiveness, empathy* and *assurance* to measure service quality (SERVQUAL) (Parasuraman, 1988). (1) *Tangible* is a facility of goods offered to the service user; (2) *emphathy* is a willingness to give personal attention to service users, as well as monitoring of a user's wishes; (3) *responsiveness* , is a will top helps service users and serves quickly; (4) *reliability* , is a form of consistency over appearance , also reliability of service; and (5) *assurance* is the trust, security and skill of service providers.

Quality of service is a valuation of service users who is derived from the comparing actions performed by service users regarding expectations as well as *actual* perceptions Related services received (Parasuraman in Kotler, 2000). A number of indicators to measure the variables of a quality of service include :

1. *Tangible* is a facility physical being on offer to service users as well as communication materials.

2. *Emphathy* is willingness to give more attention and care to the service user, the ease of communication and monitoring of a user's wishes.
3. *Responsiveness* , is a willingness to help service users and serve on a regular basis responsive .
4. *Reliability*, is konsistensikdari h mainstay services and to services.
5. *Assurance* is the ability, trust and security of service providers.

### **Price Excellence**

In economic theory about the notion of value, *utility* and price are concepts related to each other , *utility* is an attribute that is attached to a product that can meet needs, wants and satisfy service users. Understanding prices according to Malik et al., (2012) "the amount of money needed to obtain a combination of goods and services."

According to Philip Kotler (2005) "Price is the amount of money that service users have to pay for that product." Meanwhile Simamora (2003) "Price is the amount of money that a company exchanges or is liable for a product or service". According to the above definitions, policies related to prices is temporary, which means that manufacturers need to follow an adjustment of prices in the market and the need to know the position of the top companies on the situation market in total.

Price is some money should be payable for goods or services, may also be the value that the user transfers to benefit from using or owning goods or services (Tjiptono, 1999). Indicator of excellence in price of interfaith:

1. Prices determined accordingly with product quality and services provided.
2. Conformity level the price is affordable by mains buy people.
3. Comparison prices that can compete with competitors.
4. The price is appropriate with benefits and value obtained by service users.

### **Ethical Behavior of Salesperson**

Behavioral behavior ethics is the rule or behavior of the seller in offering the goods must say which frankly which one good and which ones not good. According to Pezhman et al., (2013) there are 3 (three) indicators in this variable meaning as follows; Prioritize the interests of service users, Inform Correctly, Closes sales fairly . Seller's Ability is an assessment of the quality of performance, the concept of quality in this behavior reflects the activity of salespeople showing the difference in outcomes. Behavior ethics of salespeople is a thing to be achieved by the company in streamlining the performance of the company, increasing market share and profit.

Behavioral behavior ethic is a concept to measure sales achievement of a product. Behavioral behavior ethics is a factor that is often used in measuring results related to the entire strategy of a company. By k the arena the recommended size is the *activity based measure* to explain the activity sales that generate the behavioral behavior of the salesperson ( Zia and Akram, 2016 ).

According to Zia and Akram (2016), the ethics of good salesperson behavior is influenced by attitudes and other characteristics possessed by salespeople. Salesperson's skills are also necessary in order to carry out their duties any more optimal. In addition , the knowledge of a salesperson related to the product is one factors that are absolutely necessary. Ability salesperson in the running every activity will influenced by the characteristics of every individual. Salesperson involvement in interaction and communication skills give a positive influence on the behavior ethics of salespeople. Ability salesperson within approaching and making a good sales presentation can influence the service user's decision to make a purchase.

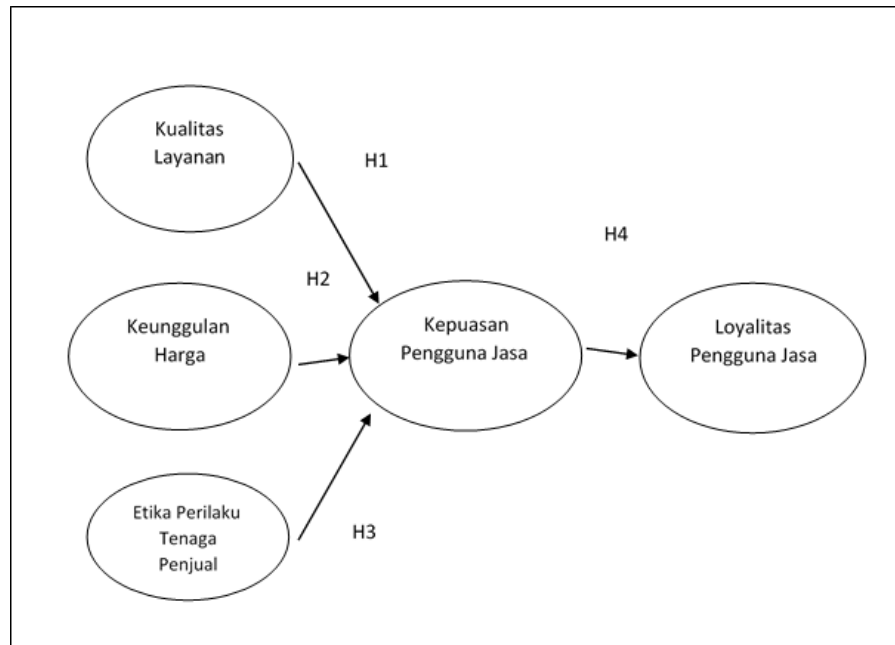
In Pezhman et al. (2013) research, the behavior behavior of salespeople can be measured through ability to reach high consumers for the company, also increase the amount of product sales, as well as ability to sell the product on *profit margin* optimally. Similarly with research that has been done Zia and Akram (2016), behavior ethics salespeople can be measured using indicators such as the ability of a salesperson to give to the company through the achievement of consumers , sell produ k with *profit margin* high, increased product sales barukpada companies quickly, and the ability of achieving sales targets.

Zia and Akram (2016) that in order to achieve good salesperson behavior ethics in a competition, what every company needs to do is build a sustainable competitive advantage . It is asserted that the ability to develop and create k success of a product seen as a major determining factor in the achievement of ethical behavior expected company salesperson.

### **Research Framework**

Based on the literature review, can be described in the research framework as it is shown in Figure 1:

**Figure 1**  
**Research Framework**



Source: Developed this research, 2017

## RESEARCH METHOD

### Population and Sample

Population according to Singarimbun (1991) is the sum the whole of that analysis it can be allegedly. In the study This is only conducted research for service users of PT DES Information Technology specialized in service users Desnet a total of 267. Sample in the study this uses *probability sampling* with criteria: service user PT. DES Information Technology that has been using services for at least 2 years. Based on the *probability sampling* obtained a sample of 152 respondents. This already meets the minimum number of samples SEM is 100.

### Analysis of Test Data

#### Validity test

According to Ghazali (2011), test validity used to measure valid or valid at least not questionnaire.

#### Reliability test

According to Ghazali (2011), reliability the truth is a tool for measuring a questionnaire which is indicator of the variable or construct. A questionnaire said



to be reliable or reliable if the answer someone against the statement is consistent or stable from time to time.

### **Analysis Model**

To test H1 to H5 tools analysis of that data used is Structural Equation The model of the package AMOS statistics. As a model equations structure, AMOS is often used in sales and research strategic management ( Ferdinand, 2014 ). Model causal AMOS shows the measurement and problems the structural, and used to analyze and test hypothetical model.

According to Ferdinand, (2014) AMOS has the privilege in:

1. Estimating coefficients unknown from linear equations structural.
2. Accommodate the model which cover latent variable .
3. Accommodating measurement error on the dependent variable and independent.
4. Accommodate warnings that reciprocal, simultaneous and interdependence.

This research will use two kinds analysis techniques that is:

1. Confirmatory Factor Analysis on the SEM used to confirm the factors the most dominant in the one group of variables.
2. Regression Weight on the SEM used to examine how great inter-relationship variable.

## **DATA ANALYSIS AND DISCUSSION**

### **Respondents' Overview**

General description of respondents related to the characteristics of the respondent or in other words describes the state of the respondent, or special characteristics that describe the condition of the respondent. Respondents studied in this study is service users of PT. DES Information Technology as many as 150 respondents. In accordance with the calculation of the minimum number of samples of 100 respondents, then the number of samples of 150 respondents have met the criteria that have been determined. Respondents in this study were then detailed or grouped by sex, age, education level.

### **Test Validity and Reliability Test**

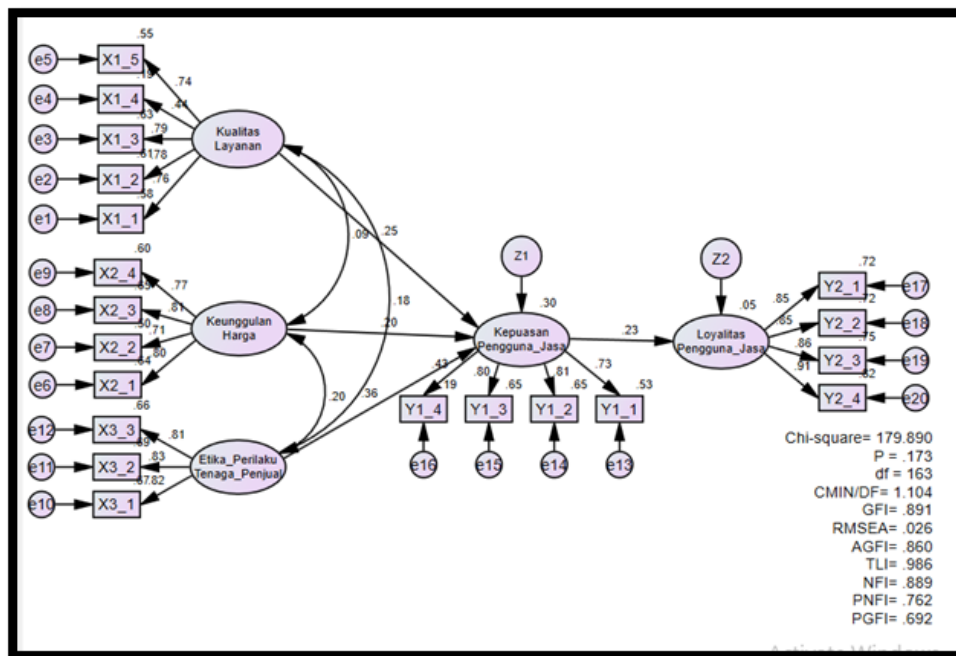
Validity testing shows the overall indicator of service quality variables , price advantage , salesperson behavior ethics, service user satisfaction and service user loyalty is valid. P this is because the overall indicator has a significance value of 0.000, so less than 0.05 or 5%.

Reliability testing shows the overall indicators of service quality variables, price advantage, salesperson behavior ethics, service user satisfaction and service user loyalty is reliable. This is because the overall indicators and variables have a range of cronbach's alpha value of 0.784-0.924, so  $> 0.60$ .

### Analyst is Structural Equation Model

Estimates *Structural Equation Model* through analysis *full model* done to see suitability of the model and relationships causality built in the model. *Structural Analysis Equation Model* (SEM) in *full the intended model* to test models and hypotheses developed in the study this. Results of data processing for *full confirmatory factor factor analysis* can be seen in Figure 2:

**Figure 2**  
**Confirmatory Factor Full Model**



Based on Figure 2 it can be seen that the full factor confirmatory factor analysis has met the fit criteria, it is indicated by the calculation value of each goodness-of-fit index that has met the criteria specified. The following test results of model factor of constructiveness of full model construct can be seen in Table 1:

**Table 1**  
**Confirmatory Factor Model Test Results Full Construct Model**

Criteria	Cut off Value	Result	Evaluation Model
	Kecil; $X^2$ dengan df		
<i>Chi-square</i>	163, p: 5% = 193,791	179,890	Good
<i>probability</i>	> 0.05	0,173	Good
CMIN / DF	<2,00	1,104	Good
GFI	Approaching 1.0	0.891	Good
RMSEA	$\leq 0.08$	0,026	Good
AGFI	Approaching 1.0	0.860	Good
TLI	$\geq 0.90$	0.986	Good
PNFI	> 0.50	0,762	Good
PGFI	$\geq 0.50$	0,692	Good

Source : Primary data that is processed, 2017

Based on Figure 2 it can be seen that *full* confirmatory factor analysis *the model* has met the criteria a *fit*, it is marked dengan calculation value against each index *goodness-of-fit* that meets the criteria which is determined. The following test results of model factor of constructiveness of *full model* construct can be seen in Table 2:

**Table 2**  
**Regression Weights Structural Equation Modelling**

			C.R.	P
Service User Satisfaction	<---	Service Quality	2.727	.006
Service User Satisfaction	<---	Price Advantage	2.191	.028
Service User Satisfaction	<---	Ethics of Salesperson Behavior	3.771	***
Service user Loyalty	<---	Service User Satisfaction	2.411	.016

Source : Primary data that is processed, 2017

Based on Table 2 it can be seen that each indicator or forming dimensions of each latent variable show results with value *Critical Ratio* (CR) from the lowest 2,191 to 3,771. With thus, the value satisfies criterion, that is value *Critical Ratio* (CR)  $\geq 1.96$  with *Probability* (P) less than 0.05.

## Hypothesis Testing

### Hypothesis Testing 1

Based on the results of *regression weights* test modification *full model* obtained *Critical Ratio* (CR) value of 2.727 with probability (P) of 0.006. Both values obtained qualify for acceptance of the hypothesis, ie *Critical Ratio* (CR) above 1.96 and The probability is below 0.05. Thus, hypothesis 1 which states "service quality has a positive attachment to service user satisfaction", is declared "**accepted**".

### Hypothesis Testing 2

Based on *regression weights* test result modification of *full model* obtained value of *Critical Ratio* (CR) equal to 2,191 with probability (P) of 0.028. Both values are satisfied the requirement for acceptance of the hypothesis, ie *Critical Ratio* (CR) above 1.96 and The probability is below 0.05. Thus, the hypothesis 2 which states "price advantage positively affects service user satisfaction ", stated "**accepted**".

### Hypothesis Testing 3

Based on *regression weights* test result modification of *full model* obtained value of *Critical Ratio* (CR) equal to 3,771 with probability (P) of 0,000. Both values are satisfied the requirement for acceptance of the hypothesis, ie *Critical Ratio* (CR) above 1.96 and The probability is below 0.05. Thus, hypothesis 3 which states "the behavior ethics of salespeople positively affect the satisfaction of service users", stated "**accepted**".

### Hypothesis Testing 4

Based on *regression weights* test result modification of *full model* obtained value of *Critical Ratio* (CR) equal to 2,411 with probability (P) of 0,000. Both values obtained qualify for acceptance of the hypothesis, ie *Critical Ratio* (CR) above 1.96 and The probability is below 0.05. Thus, hypothesis 4 which states " service user satisfaction has a positive effect on service user loyalty", stated "**accepted**".

## CONCLUSIONS AND IMPLICATIONS

Based on the results of data analysis and discussion, it can be concluded that:

1. Quality of service is positive and significant impact on service user satisfaction.

2. Price advantage has a positive and significant effect on service user satisfaction.
3. Marketer behavior ethics have a positive and significant impact on service user satisfaction.
4. service user satisfaction have a positive and significant impact on service user loyalty.

### Policy Implications

This research get some proof based data analysis on research findings. The results and findings of this study can be recommended some appropriate implications with a priority can be given as input for management of PT. DES Information Technology:

1. Maintain and improve service user satisfaction at PT. DES Information Technology by improving service quality. Indicators that most reflect the formation of service quality variables to form customer service satisfaction is *assurance*. This shows that service users are concerned with employees of PT. DES Information Technology master the problems and solutions related to internet network. Therefore, the management of PT. DES Information Technology is expected to maintain and improve the quality of services that have been owned so that service users always feel satisfied.
2. Maintain and improve service user satisfaction at PT. DES Information Technology by increasing the price advantage. Indicators that best reflect the formation variable price advantage to form the satisfaction of service users is the price advantage that can compete with competitors. This shows that users of PT. DES Information Technology to always offer product prices that are not far adrift compared to the price of other internet company's products, but with more service facilities. Therefore, the management of PT. DES Information Technology is expected to maintain and increase the price advantage that has been owned so that service users always feel satisfied.
3. Maintain and improve service user satisfaction at PT. DES Information Technology by improving the behavior behavior of salespeople. Indicators that most reflect the formation of ethical behavior variables of salespeople to form customer service satisfaction is to inform correctly. This shows that employees of PT. DES Information Technology to always inform the internet service products clearly and consistently. Therefore, the management of PT. DES Information Technology is expected to maintain and improve the ethics of the behavior of salespeople who have owned the service users always feel satisfied.

4. Maintain and improve service user loyalty at PT. DES Information Technology by increasing user satisfaction services. Indicators that most reflect the formation of service user satisfaction variables to establish customer service loyalty is the satisfaction of the system. This shows that users of PT. DES Information Technology is satisfied with the workings that technicians use in handling internet distractions. Therefore, the management of PT. DES Information Technology is expected to maintain and improve the satisfaction of service users who have owned service users always feel satisfied.
5. Management PT. DES Information Technology needs to provide optimal service, offer competitive product price and improve seller ethics so that service user does not move to from internet service of PT . DES Information Technology and recommend PT. DES Technology to the relationship of respondents to use the services of PT. DES Information Technology.

## REFERENCES

- Angelova, Biljana dan Jusuf Zekiri. 2011. Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences*. Vol. 1. No. 03.
- Bharwana; Tariq Khalil, Mohsin Bashir dan Muhammad Mohsin. 2013. Impact of Service Quality on Customers Satisfaction: A Study from Service Sector Especially Private Colleges of Faisalabad, Punjab, Pakistan. *International Journal of Scientific and Research Publications*. Volume 3. Issue 5.
- Bloomer, J. Ruyter, K and Wetzels, M. 1998. On The Relationship Between Perceived Service Quality, Service Loyalty And Switching Cost. *International Journal Of Industry Management*. Vol. 9. No. 5.
- Dapkevičius, Aurimas dan Borisas Melnikas. 2009. Influence Of Price And Quality To Customer Satisfaction: Neuro Marketing Approach. *Vilniaus Gedimino Technikos Universitetas*. Vol. 1. No. 3.
- Ferdinand, Augusty T. 2000. *Manajemen Penjualan : Sebuah Pendekatan Strategis*. Research Paper Series. Semarang: Program MM UNDIP.
- Ferdinand, Augusty T. 2014. *Metode Penelitian Manajemen : Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: BP UNDIP.
- Ferdinand, Augusty Tae. 2006. *Structural Equation Modelling Dalam Penelitian Manajemen*. Semarang: BP UNDIP.

- Gefen, David. 2002. Customer Loyalty In E-Commerce. ***Journal Of The Association For Informations System***. Vol. 3.
- Ghozali, Imam. 2015. ***Aplikasi Analisis Multivariate Dengan Program SPSS***. 8<sup>th</sup> Edition. Semarang: BP UNDIP.
- Hair, J *et al.* 1995. ***Multivariate Data Analysis With Reading***. Boston: Prentice hall.
- Kotler, Philip. 2000. ***Manajemen Penjualan***. Jakarta: PT. Prenhallindo.
- Kotler, Philip. 2005. ***Manajemen Penjualan***. Jilid 1 dan 2. Jakarta: PT. Indeks Kelompok Gramedia.
- Mahmud, Amir, Kamaruzaman Jusoff and St. Hadijah. 2013. The Effect of Service Quality and Price on Satisfaction and Loyalty of Customer of Commercial Flight Service Industry. ***World Applied Sciences Journal***. 23 (3): 354-359.
- Malik, Muhammad Ehsan, Muhammad Mudasar Ghafoordan Hafiz Kashif Iqbal. 2012. Impact of Brand Image, Service Quality And Price On Customer Satisfaction In Pakistan Telecommunication Sector. ***International Journal Of Business And Social Science***. Vol. 3. No. 23.
- Mohsan, Faizan, Muhammad Musarrat Nawaz, M. Sarfraz Khan, Zeeshan Shaukat, Numan Aslam. 2011. Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch : Evidence from Banking Sector of Pakistan. ***International Journal of Business and Social Science***. Vol. 2. No. 16.
- Norusis, M.J. 1994. ***SPSS Professional Statistic 6.1***.Cichago: SPSS Inc.
- Odunlami, Bolanledan ASABI, Oludele Matthew. 2015. Impact of Customer Satisfaction on Customer Loyalty: A Case Study of a Reputable Bank in Oyo, Oyo State, Nigeria. ***International Journal of Managerial Studies and Research (IJMSR)***. Vol. 2. Issue 2.
- Parasuraman, A. V Zeithaml.& L Berry. (1985). A Conceptual Model Of Service Quality And Its Implications For Future Research. ***Journal Of Marketing***. Vol. 49.
- Parasuraman, A., Valerie Zeithaml, and L.Berry. 1988. Servqual: Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. ***Journal of Retailing***. Vol. 64. p.12 – 36.
- Pezhman, Razieh, Mohammad Hossein Moshref Javadi, Arash Shahin. 2013. Analyzing the Influence of Ethical Sales Behavior on Customers Loyalty through Customer Satisfaction and Trust in Insurance Company.

***International Journal of Academic Research in Business and Social Sciences***. Vol. 3. No. 9.

- Rusdarti. 2004. Pengaruh Kualitas Pelayanan dan Nilai Pelayanan terhadap Loyalitas Nasabah pada Bank BPD Jawa Tengah Cabang Semarang. ***Jurnal Bisnis Strategi***. Vol. 13. p. 54 – 65.
- Siew-Phaik, Loke, Ayankunle Adegbite Taiwo<sup>2</sup>, Hanisah Mat Salim<sup>1</sup>, and Alan G. Downe. 2011. Service Quality and Customer Satisfaction in a Telecommunication Service Provider. ***International Conference on Financial Management and Economics***. Vol. 11.
- Simamora, Bilson. 2003. ***Memenangkan Pasar Dengan Penjualan Efektif & Profitabel***. Jakarta : PT Gramedia Pustaka Utama.
- Singarimbun, Masri. 1995. ***Metode Penelitian Survei***. Jakarta: LP3S.
- Srivastava, Medha. 2015. Influencers of Customer Satisfaction Customer Loyalty Relationship: A Conceptual Research Model. ***Journal Bussiness and Economics***. Vol. 7. Issue 1.
- Su-Hsiu, Lin and Wu-Hsing. 2012. Effect of Ethical Sales Behavior Considered Through Tansaction Cost Theory: To Whom is the Customer Loyal. ***The Journal of International Management Studies***. Vol. 7. No. 1 : 31-40.
- Tabachnick, B.G. dan Fidell, L.S. 1996. ***Using Multivariate Statistics***. 3<sup>th</sup> Edition. New York : Harpoer Collings College Publishers.
- Tjiptono, Fandy. 1999. ***Strategi Penjualan***. Yogyakarta: Andi Offset..
- Tjiptono, Fandy. 1997. ***Strategi Penjualan***. Edisi Kedua. Yogyakarta : Andi Offset
- Zia, Najam UI Dan Muhammad Wasim Akram. 2016. Impact Of Salesman Behavior On Customer Satisfaction: An Empirical Study Of Dairy Retail Handlers. ***Kuwait Chapter Of Arabian Journal Of Business And Management Review***. Vol. 5. No. 8.