

Building Customer Satisfaction Through Promotion And Service Quality To Gojek Service Users In Medan

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ABSTRACT

This study aims to determine and analyze the effect of promotion and service quality on customer satisfaction of Gojek service users in Medan. The population in this study were all economic and business students at the University of Muhammadiyah Sumatra Utara. Sampling used a purposive sampling technique with an accidental sampling approach, namely anyone who coincidentally met and had used the services of Gojek more than 2 times with a total sample of 100 respondents. The data analysis technique used multiple linear regression analysis, partial and simultaneous hypothesis testing and the coefficient of determination. The results showed that the variables of promotion and service quality, either partially or simultaneously, had a positive and significant influence on customer satisfaction using Gojek services for students of the Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara Medan.

Keywords: Promotion, Service Quality, Customer Satisfaction

INTRODUCTION

In today's digital era, many businesses have sprung up in the transportation service sector. The dynamics of service business competition requires every company to always carry out various strategies and innovations in order to win the hearts of consumers. Innovation in this case is not only a process of creating something new, but it can also be an actual product or outcome. For a service, the outcome is not an output, but a modification of an existing service (Tjiptono, 2015).

Seeing a very promising internet-based business opportunity makes business people combine the internet and transportation, such as online motorcycles taxis. The company that initiated the first online application-based transportation service in Indonesia is PT. Gojek which provides online motorcycle taxi services. Online motorcycle taxis are one of the solutions to the congestion that occurs in various big cities in Indonesia and is a special satisfaction for its consumers. For now, Gojek is no stranger to the ears of urban people, especially the city of Medan, because Gojek itself has entered Medan since 2017. To maintain this, Gojek must make its customers feel comfortable and satisfied. If consumers are satisfied, then they will use this service repeatedly until they become loyal customers (Lupiyoadi, 2013). One of the factors that determine customer satisfaction is the customer's perception of the quality of the product or service. By carrying out a fixed marketing mix that includes products, prices, services and promotions, it will increase customer satisfaction (A. E. Nasution et al., 2019).

Based on expert opinion, it is said that one of the factors that influence customer satisfaction is promotion. According to (Sanjaya, 2015), promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing a product. This one marketing activity is carried out to inform buyers about the existence of products in the market or certain marketing policies that have just been set by the company so that consumers continue to remember so that consumers want to try and buy the company's products. With good and well-targeted promotions, consumers will always use these products on an ongoing basis which will ultimately lead to a sense of satisfaction for these consumers because the company is always able to understand what consumers want.

Customer satisfaction is not solely based on information obtained from promotions, but is also influenced by customer knowledge about service quality. Quality of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in the ownership of anything (Handoko, 2017). Service is an effort that aims to satisfy the individual by fulfilling the individual's needs or wants. With the quality of service, it means that the company must be able to meet customer expectations and satisfy their needs (Gultom et al., 2014). In other words, service can be defined as all forms of activities provided by one or more parties to other parties who have a relationship with the aim of being able to provide satisfaction to the second party concerned for the goods and services provided. When the quality of service is good, customers will automatically get satisfaction.

The current phenomenon is a decrease in the level of customer satisfaction of Gojek service users in Medan which is indicated by changes in promotion and service quality. The promotions given by Gojek are currently still not optimal in attracting customers, because the promotions provided such as vouchers, discounts or cashback have terms and conditions to get them, for example, you must use GoPay, must be a new customer, and use a minimum transaction. Here, Gojek service users compare with the promotions

provided by other online motorcycle taxi transportation. This makes Gojek's customer satisfaction level decrease.

Another problem that causes a decrease in the level of customer satisfaction for Gojek service users in Medan is due to changes in service quality. The services provided by Gojek are no longer the same as when Gojek was there. Friendly service, safety riding, giving masks, giving raincoats during rainy conditions and head coverings are rarely found. This is because Gojek drivers are currently busy chasing points, targets and bonuses. Sometimes it is also often found that drivers are different from the ones applied, motorbike plates are different from those in the application and also many drivers do not use full attributes and the increasing incidence of sexual harassment and other crimes makes Gojek service users worry about using their services. This change in service quality reduces customer satisfaction with Gojek services, which results in customers' reluctance to reuse Gojek services and even switch to other online motorcycle taxi transportation. Based on the description of the problem above, the authors are interested in conducting research on promotion and service quality in building customer satisfaction for Gojek service users in Medan with students from the Faculty of Economics and Business, University of Muhammadiyah North Sumatra as the sample as the people who most often use Gojek's services.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is the level of feeling in which a person states the results of a comparison of the performance of the service product received with the expected one (Peeters et al., 2014). Feelings of satisfaction and dissatisfaction arise when we compare between what we expect and what we feel. If the satisfaction exceeds what is expected this is called satisfaction and vice versa if the satisfaction is less than what is expected it is called dissatisfaction (S. M. A. Nasution, 2017). Customers will feel satisfied if the value provided by the product or service satisfies the customer for a long time (Lesmana & Nasution, 2019). Therefore, customer satisfaction must be maintained from time to time. One of the factors that determine customer satisfaction is the customer's perception of the quality of the product or service. By carrying out a fixed marketing mix that includes products, prices, services and promotions, it will increase customer satisfaction (A. E. Nasution et al., 2019).

It can be concluded that customer satisfaction is a customer feeling which is between what is expected and what is felt from the quality of services provided and the promotions that he has been able to match or not with his perception. If a customer satisfaction is felt to be very important, then customer satisfaction should be maintained from time to time.

Promotion

Promotion is a field of marketing activity and is a communication carried out by companies to buyers or consumers that includes information, persuasion and influence (Lupiyoadi, 2013). Promotion is something that companies need to pay attention to in carrying out their activities to reach the target market so that the products offered are known to consumers (Arianty & Jasin, H., Nasution, Christiana, 2016). Promotional activities not only function as a communication tool between companies and consumers in purchasing activities or using products according to their needs and desires. Promotion is the coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea (Handoko,

2017). Besides, product promotion activities are carried out to continuously remind and convince buyers that the product can provide certain benefits to consumers.

From some of the definitions above that promotion seeks to change consumer attitudes or behavior towards products or services. Promotion is one of the company's activities to introduce their products to the wider community and is also a company activity that disseminates the flow of information so that consumers continue to remember so that consumers want to try and buy company products which in the long term can create satisfaction for consumers who use them.

Service Quality

To know the basis and what service is, it is necessary to understand the definition of service that has been put forward. Service is any action or activity that one party can offer to another, which is essentially intangible and does not result in any ownership (Nasib, 2017). Services are economic activities with outputs other than in physical terms, consumed and produced at the same time, providing added value and in principle intangible for the first buyer (Gultom et al., 2014). Service is an intangible product resulting from reciprocal activities between service providers (producers) and service recipients (customers) through one or several activities to meet customer needs (Adriani & Realize, 2018). Service quality is the level of excellence expected from controlling these advantages to meet customer desires (A. E. Nasution & Lesmana, 2018). Service has an understanding, namely the existence of two elements or groups of people where each needs each other and has a relationship, therefore the roles and functions attached to each of these elements are different.

Services can be defined as all forms of activities provided by one or more parties to other parties who have a relationship with the aim of being able to provide satisfaction to the second party concerned for the goods and services provided. Matters concerning service, namely the human factor that serves, the tools or facilities used to provide services, the working mechanism used and the attitude material of each person who provides services and those who are served.

Conceptual Framework

The Effect of Promotion To Customer Satisfaction

Promotion is one of the most important marketing mix variables implemented in marketing a product or service (Onikola & Adedokun, 2018). Without promotion, the existence of the product gets less attention from consumers or even the customer does not know anything about the product. With promotions, people who previously did not know and were not interested in buying a product will become interested and try the product so that consumers make a purchase.

This is in line with research conducted by (Handoko, 2017) regarding the Effect of Promotion, Price and Service Quality on Consumer Satisfaction at JNE Express Deposit in Medan, the results of which state that an effective promotion can increase customer satisfaction. If the customer is satisfied, then he will show the possibility of buying the same product again. Satisfied customers will also tend to give good references to the product to others.



Figure 1. The Effect of Promotion To Customer Satisfaction

The Effect of Service Quality To Customer Satisfaction

In the perspective of TQM (Total Quality Management) quality is seen broadly, that is not only the outcome aspect that is emphasized, but also includes the process, the environment and people. Quality is a dynamic condition associated with products and services, people, processes, and the environment that meet or exceed expectations. On the other hand, definitions of quality vary from controversial to more strategic (Nurlaini et al., 2021).

This is in line with research conducted (Jati Prabowo & Sitio, 2020) regarding the impact brand image, sales promotion, service quality towards customer satisfaction and its implications on customer loyalty at x department store kota Kasablanka Jakarta, which states that service quality has a positive and significant effect on customer satisfaction.

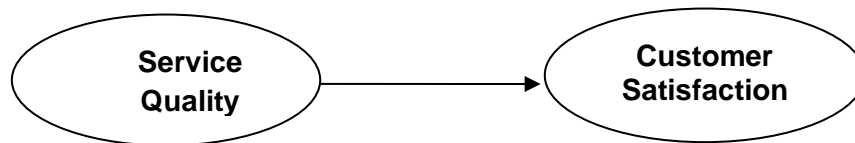


Figure 2. The Effect of Service Quality To Customer Satisfaction

The Effect of Promotion and Service Quality To Customer Satisfaction

Customer satisfaction is the main driver for customer retention and loyalty (Yusuf et al., 2021). In other words, an indicator of future success, which measures how well customers respond to the company's future business. This is in line with research conducted (Adriani & Realize, 2018) which states that the quality of service and promotion partially or simultaneously has a positive and significant effect on customer satisfaction.

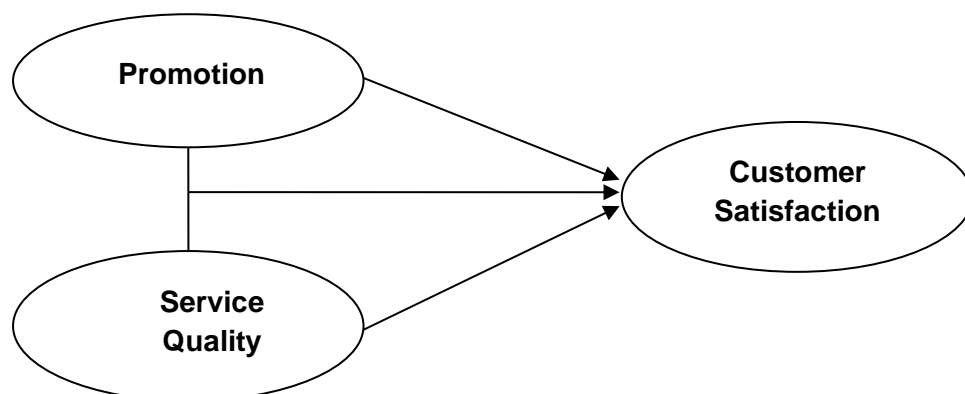


Figure 3. Conceptual Framework

RESEARCH METHOD

This study uses an associative approach. The population in this study were all students of the Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara Medan who used the services of Gojek. Sampling used a purposive sampling technique with an accidental sampling approach, namely anyone who coincidentally met and had used the services of Gojek more than 2 times with a total sample of 100 respondents. The data collection method used is a questionnaire. The data analysis technique used is multiple linear regression, classical assumption test, data normality test, multicollinearity test, heteroscedasticity test, hypothesis testing, t-test, F-test, and the coefficient of determination.

RESULTS

In multiple linear regression known as some classical assumptions of multiple regression or known as BLUE (Best Linear Unbias Estimation). Classical assumption test simply aims to identify whether the regression model is a good model or not. There are several tests of these classical assumptions, namely:

Normality Test

Testing the normality of the data is done to see whether in the regression model, the dependent and independent variables have a normal distribution or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfills the assumption of normality (Sugiyono, 2017). The results of the normality test show that the data image is spread out following a diagonal line, meaning that the data between the dependent variable and the independent variable has a normal relationship or distribution or meets the normality assumption test.

Multicollinearity Test

The multicollinearity test was used to determine whether the regression model found a high correlation between the independent variables, provided that the value of *Tolerance* > 0,1 or *VIF* < 10, then it can be stated that there is no multicollinearity problem (Sugiyono, 2017).

Table 1. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pomotion	.466	2.148
	Service Quality	.466	2.148
a. Dependent Variable: Customer Satisfaction			

From the table 1, it is known that the value of the Variance Inflation Factor (VIF) for the promotion variable (X1) and service quality (X2) is 2.148 each, meaning that the two independent variables have a value less than 10. For the Tolerance value on the promotion variable (X1) and service quality (X2) each of 0.466, meaning that the tolerance value of the independent variable is greater than 0.1 so it can be concluded that there is no multicollinearity.

Heterocedasticity Test

Heteroscedasticity test was conducted to determine whether in the regression model there was an inequality of variance from the residuals of one observation to another observation. The method used is a scatterplot based on the analysis that there is no clear pattern and the points spread irregularly, so it can be said that there is no heteroscedasticity (Sugiyono, 2017). The results of the tests carried out indicate that the residual distribution is irregular and does not form a pattern, so it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis

This analysis was conducted to determine the effect of the dependent variable, namely customer satisfaction on the independent variables, namely promotion and service quality. The following are the results of data processing using SPSS version 22.00.

Table 2. Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.175	2.452		4.150	.000
	Promotion	.242	.076	.280	3.188	.002
	Service Quality	.524	.079	.580	6.607	.000
a. Dependent Variable: Customer Satisfaction						

From the table above, the following multiple linear regression equation is obtained:

$$Y = 10.175 + 0,242 \beta_1 + 0,524 \beta_2 + e$$

Information:

- 1) A constant of 10.175 indicates that if the value of the independent variable is considered constant, then the value of customer satisfaction for Gojek service users is 10.175.
- 2) β_1 of 0.242 with a positive relationship direction indicating that if the promotion has increased it will be followed by an increase in customer satisfaction of 24.2% with the assumption that other independent variables are considered constant.
- 3) β_2 of 0.524 with a positive relationship indicating that if the quality of service increases, it will be followed by an increase in customer satisfaction of 52.4% with the assumption that other independent variables are considered constant.

Partial (t-test)

Partial test is used to determine the ability of each independent variable in influencing the dependent variable. Another reason for the t-test is to test whether the independent variables (X1 and X2) individually have a significant relationship or not to the dependent variable (Y). Decision making criteria:

If the value of sig < 0.05 and t-test > t-table, then there is a significant influence of variable X on the variable Y. If the value of sig > 0.05 and t-test < t-table, then there is no influence and no significant variable X on the variable Y (Kunto, 2014).

From the above table you can see the results of the partial statistical test as follows: Promotion (X1) obtained t-test is 3.188 with a significant value is 0.002 while t-table is 1.984 with a significant value is 0.05. In conclusion, t-test 3.188 > t-table 1.984 with asignificant value is 0.002 < 0.05 then H0 is rejected, which means that partially the

promotion variable (X1) has a positive and significant effect on customer satisfaction (Y) at Gojek service users in Medan.

Service quality (X2) obtained t-test is 6.607 with a significant value is 0.000 while t-table is 1.984 with a significant value is 0.05. The conclusion t-test $6.607 > t\text{-table } 1.984$ with a significant value is $0.000 < 0.05$ then H_0 is rejected, which means that partially the service quality variable (X2) has a positive and significant effect on customer satisfaction (Y) at Gojek service users in Medan.

Simultaneous Test (F-test)

The F-test is used to test whether the independent variables jointly influence the dependent variable. Decision making criteria:

If the sig value < 0.05 and Fcount $> F\text{table}$ then there is an effect of variable X simultaneously on the Y variable. If the sig value > 0.05 and Fcount $< F\text{table}$ then there is no effect of variable X simultaneously on the Y variable (Kunto, 2014). The following results of simultaneous hypothesis testing are as follows:

Table 3. Simultaneous Test (F-test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	591.222	2	295.611	90.877	.000 ^b
	Residual	315.528	97	3.253		
	Total	906.750	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality, Promotion						

In the table 3, the F_{test} value is 90.877 with a significant value is 0.000 with a confidence level is 0.95 with F_{table} value is 3.09. it means F_{test} is $90.877 > F_{\text{table}} 3.09$ with a significant value is $0.000 < 0.05$ which shows that promotion (X1) and service quality (X2) simultaneously affect on customer satisfaction (Y) at Gojek service users in Medan.

Coefficient of Determination (R²)

The coefficient of determination (R²) is a number that indicates the degree or degree of distribution of the independent variable (X) in explaining the dependent variable (Y). The greater the coefficient of determination is zero and one ($0 < R^2 < 1$). The following is the coefficient of determination (R²):

Table 4. Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807 ^a	.652	.645	1.80357	1.598
a. Predictors: (Constant), Service Quality, Promotion					
b. Dependent Variable: Customer Satisfaction					

Based on table 4, it can be seen that the R value is 0.807 or 80,7%, it shows that the correlation customer satisfaction to promotion and service quality has a high relationship level. R-Square value is 0.652 It means that customer satisfaction 65.2% is influenced by promotion and service quality, while the remaining 34.8% is influenced by other variables not examined.

DISCUSSION

The Effect of Promotion To Customer Satisfaction

Based on the results of the study, promotion to customer satisfaction Gojek service users, the t-test is 3.188 while the t-table is 1.984 and has a significant number of $0.002 < 0.05$. It means H_0 is rejected and H_a is accepted which shows that partially there is a positive and significant influence between promotion to customer satisfaction of Gojek service users in Medan.

Based on the distribution of respondents' answers to the promotion variable, it is known that the dominant answer is strongly agree on question of the promotion carried out by Gojek is in accordance with what is needed by the community, makes me interested in using their services by answers 63%. This clearly indicates that promotion can affect customer satisfaction. The results of this study are in line with those conducted by (Handoko, 2017) who concluded that there was a significant influence between the promotion of JNE express delivery on consumer satisfaction. Good or not a promotion, it is accordance with the needs and desires of customers. The promotions carried out by Gojek are still minimal, so they are not able to attract customers. Therefore, Gojek must continue to carry out promotions according to the wishes of its customers so that it can continue to advance and become the customer's first choice.

The Effect of Service Quality To Customer Satisfaction

Based on the results of the study, the quality of service on customer satisfaction of Gojek service users obtained t-test of 6.607 while t-table of 1.984 and has a significant number of $0.000 < 0.05$. It means H_0 is rejected and H_a is accepted. Based on these results, it can be concluded that H_0 is rejected and H_a is accepted which shows that partially there is a positive and significant influence between service quality on customer satisfaction of Gojek service users.

Based on the distribution of respondents' answers to the service quality variable, it is known that the dominant answer is strongly agree with the statement that Gojek drivers care about customer desires by 63%, besides that strongly agree statements are also clearly visible in the statement that Gojek services are trustworthy and can maintain passenger safety when using Gojek services by 54%. This clearly indicates that service quality can affect customer satisfaction. The results of the study are in line with the results of research conducted by (Arianty, 2016) which concluded that there was a significant influence between service quality on consumer satisfaction of Samsung mobile phones. Therefore, Gojek must continue to find out and understand what kind of service its customers want in order to continue to provide the best service so that it remains the main choice for customers in using its services.

CONCLUSION

Based on this study results, it can be concluded that promotion (X1) partially has a positive and significant effect on customer satisfaction (Y) at Gojek service users in Medan. Service quality (X2) partially positive and significant effect on customer satisfaction (Y) at Gojek service users in Medan. Promotion (X1) and service quality (X2) simultaneously show that there is a significant influence on customer satisfaction (Y) at Gojek service users in Medan.

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