



Mediation Effects Of Satisfaction In The Influence Of Functional Value And Emotional Value On Customer Loyalty Online Ethnic Batak Products In Pematangsiantar

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ABSTRACT

This study aims to determine the effect of functional and *emotional value* on *online customer loyalty* of ethnic batak products in Pematangsiantar City with the intermediary variable of satisfaction as a partial and simultaneous mediating variable. The study used a quantitative descriptive approach. Data was collected using a questionnaire method via google form to 96 respondents, which were samples obtained through accidental sampling and sample determination using the Lemeshow formula. The data analysis techniques used in this research are data instrument test, classical assumption test, multiple linear regression analysis, R2 determinant coefficient test, t test, F test and path analysis using the IBM SPSS V.26 program. The results showed that the functional and emotional variables had a significant positive direct influence on loyalty, respectively 0,017 and 0,005. The indirect influence value between functional variables through satisfaction with loyalty is 0.273 and between emotional variables through satisfaction with loyalty is 0.351.

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1. Introduction

Online selling is an alternative form that businesses can use to provide products and services to buyers. In line with the increasing number of internet service users, the online shop business is cheap and easy to develop. Quoted from kominfo.go.id the Directorate General of Information Applications at the Ministry of Communications and Informatics, Septriana Tangkary said that the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78 percent, the highest in the world. The development of the online shop business is also supported by the increase in industrial productivity that offers a variety of products via the internet. This is the reason why buying and selling businesses via the internet (online shops) have sprung up. This is because it is easy to implement, does not require large capital, and does not require a complicated management system to manage it.

Micro, Small and Medium Enterprises (MSMEs) Ethnic Batak product is one of the typical regional crafts from North Sumatra originating from the Batak tribe, especially in the city of Pematangsiantar. Ulos, is a uniquely woven cloth from Batak land as a symbol of local cultural heritage that has been passed down from generation to generation since the 14th century. The presence of ulos cloth is an important part in every traditional Batak ceremony and various kinds of celebration events such as births, wedding celebrations to condolences are never separated from the use of ulos.

Many factors affect the formation of customer loyalty. Generally, loyalty is present on the basis of a consumer's satisfaction which is influenced by the many values created by a product. Customer satisfaction is formed from customer emotional responses related to the experience of using the products and services consumed. Developments related to e-commerce and products traded certainly experience competition between 1 (one) online store and other online stores in creating customer value which increases sales. The customer



value proposition is a concept that is one of the keys and an important strategic tool that every business actor must build, including sellers of Ethnic Batak products in online media. Based on the dimensions of the customer value proposition, there are 4 (four) values that must be built by a company in improving its products, namely functional value, emotional value, economic value, and symbolic value in order to attract customers to buy their products with a more significant goal after satisfaction, namely online customer loyalty. , which basically refers to a customer's positive attitude towards a product or brand that drives customer behavior to make a repurchase commitment. Based on this motive, researchers are interested in conducting research related to the problem of how much influence functional and emotional value has on online customer loyalty, ethnic Batak products, which are mediated by satisfaction in Pematangsiantar.

2. Literature Review

2.1 Functional value

Ahn & Back (2019) explains that functional value is the value expected by consumers that is tangible, such as convenience, function, quality and others. This states that what is included in the functional value is product quality and product benefits. Smith & Colgate, (2007) describe functional value as the perceived benefits derived from alternative capacities for functional performance, usefulness, and physical form. For retail shoppers, functional value can be defined as finding the right product with as little time and as little physical and cognitive effort as possible. Value is felt when these utilitarian level sacrifices are minimized. Functional according to (Gonçalves et al., 2016) rests on the perceived benefits of the product or service offered based on the ability of a product in terms of durability, price, and excellence.

2.2 Emotional value

Zhang et al.,(2020) stated that emotional value is the value that arises from the feelings and emotions of consumers after getting the product. This can result in both positive and negative feelings when using the product. The more positive the emotions felt when using the product, the more likely it is that consumers will make a repurchase. Han et al., (2017) emotional value comes from the product's ability to create consumer feelings or efficient consumer conditions with the aim of meeting psychological needs which is one of the important factors when influencing consumer preferences.

2.3 Online Customer Loyalty

Molinillo et al.,(2017) menjelaskan pendapat para ahli dalam penelitiannya loyalitas pelanggan online umumnya terbentuk karena penilaian pengalaman bergantung pada titik kontak, lokasi, dan merchandising, di antara faktor-faktor lainnya . Kurangnya informasi dan interaksi fisik dengan produk (melihat, mencium, menyentuh, dan mencoba) justru menjadi kendala terbesar bagi konsumen untuk membeli pakaian secara online. Berdasarkan dari karakteristik yang dimilikinya, berkaitan yang diungkapkan oleh wirtz & Love lock, (2017) diikuti oleh Griffin, pelanggan yang loyal cenderung melakukan pembelian berulang secara teratur, dari sensitivitas harga yang lebih rendah yang memungkinkan harga premium dan , merekomendasikan kepada orang lain

2.4 Customer satisfaction

Satisfaction is one of the reasons why consumers decide to buy somewhere. Customer satisfaction is the extent to which the benefits provided by a product are proportional to the buyer's expectations. Customer satisfaction is defined as an evaluation after making a purchase, where the perception of the benefits of the selected product or service meets or exceeds expectations before purchase. If the perception of performance cannot meet expectations, then what happens is dissatisfaction (Sunyoto, 2015). Customer satisfaction is influenced by consumer behavior. For this reason, according to Setiadi & Nugroho J, (2015, p. 10) there are several factors that influence consumer behavior, including cultural factors, social factors, personal factors, psychological factors.

2.5 Functional Value Relationship to Customer Satisfaction and Loyalty

As a customer, of course, expect the functional utility value aspects of the product to be applied properly in a capable manner in order to meet customer needs and build and influence customer buying interest from the products being traded, this is explained by Cristian Fonda & Tony Antonio, (2020) which shows that the value received by consumers will make consumers more interested in buying a product. Consumers will consider several aspects before buying. This of course applies to the products offered in the form of handicraft products from the Batak ethnic group. If the product has good values and is able to meet customer needs, it will certainly build customer satisfaction. This is confirmed by the research of Khan et al., (2011) which states that there is a significant positive effect between the value of functional utility on satisfaction. Based on the above, the

following hypothesis can be obtained:

H1: functional value has a significant positive effect on customer satisfaction online ethnic Batak products

H2: functional value has a significant positive effect on online customer loyalty, ethnic Batak products

2.6 Emotional Value Relationship to Customer Satisfaction and Loyalty

The feelings formed by the customer when consuming or using a product can certainly affect customer satisfaction and loyalty, this is measured by the emotional value utility indicator. Khan et al., (2011) in their research Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China explains that there is a significant relationship between emotional value and customer satisfaction where feelings of pleasure and satisfaction of customer needs and convenience are found. arise when using the product affect customer satisfaction and loyalty. This research refers to the use of traditional Batak ethnic products that carry traditional values that form a feeling of pride and pleasure in regional specialties. then from the statement above, the following hypothesis can be formed.

H3: emotional value has a significant positive effect on customer satisfaction online ethnic Batak products

H4: emotional value has a significant positive effect on online customer loyalty, ethnic Batak products

2.7 Customer Satisfaction And Loyalty Relationship

Satisfaction is closely related to loyalty where the higher customer satisfaction will form customer loyalty, this is of course based on several supporting factors such as quality, quantity, service, price, location and other things. This is reinforced by research Kamil et al., 2018) which states that customer satisfaction has a positive significant influence on customer loyalty (Deng et al., 2010) in his research which also explains that satisfaction has a role in building customer loyalty. From the statement above, the following hypothesis can be obtained:

H5: customer satisfaction has a positive effect on customer loyalty. online ethnic batak product

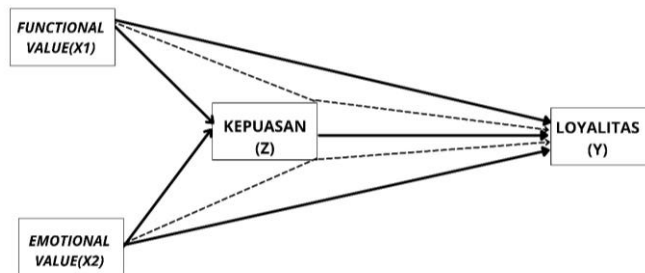


Figure 1. Conceptual framework

This study uses a quantitative approach with data collection techniques using a questionnaire method via Google Form using a Likert scale measurement. The results of this study are a test of theory or hypothesis through statistical calculations using IBM SPSS V 26 software by measuring linearly and explaining causal relationships between variables, where the results that will come out are accepted or rejected. The population of this study is the online customers of ethnic Batak products in the city of Pematangsiantar. The sample in this study was obtained by accidental sampling technique and using the Lemeshow formula in order to obtain 96 samples or 96 respondents. The data analysis technique used is multiple regression analysis, t test, R2 determinant coefficient test, and simultaneous test and path analysis to measure the effect of mediation.

3. Results and Discussion

3.1 Test instrument Data Validity test

TABLE 1.
DATA VALIDITY TEST RESULTS

No	Variabel	r hitung	r tabel	Keterangan
1	X1.1	0,840	0.2006	VALID
2	X1.2	0,811	0.2006	VALID
3	X1.3	0,857	0.2006	VALID
4	X1.4	0,812	0.2006	VALID
5	X2.1	0,883	0.2006	VALID

6	X2.2	0,909	0.2006	VALID
7	X2.3	0,842	0.2006	VALID
8	X2.4	0,850	0.2006	VALID
9	Y1	0,888	0.2006	VALID
10	Y2	0,888	0.2006	VALID
11	Y3	0,840	0.2006	VALID
12	Y4	0,915	0.2006	VALID
13	Z1	0,792	0.2006	VALID
14	Z2	0,803	0.2006	VALID
15	Z3	0,832	0.2006	VALID
16	Z4	0,813	0.2006	VALID
17	Z5	0,836	0.2006	VALID
18	Z6	0,783	0.2006	VALID

Source: IBM SPSS 26 2022 data processing

The validity test in this study compares the calculated r value (Correlated item - total correlations) with the r table. If the value of r arithmetic > r table and positive value then the statement is valid . r table is obtained from a significance level (a) of 5% (0.05) with degrees of freedom (df) with provisions greater than 0.0206. Based on table 1, it is known that the result of the calculated r value (Correlated item-total correlations) with the r table is greater than 0.2009 and is significantly positive, so the statement used in this study is valid.

TABLE 2
DATA RELIABILITY TEST RESULTS

No	Variabel	Cronbach Alpha	Keterangan
1	Functional value	0,848	Reliabel
2	Emotional value	0,891	Reliabel
3	Loyalitas pelanggan	0,905	Reliabel
4	Kepuasan	0,892	Reliabel

Source: IBM SPSS 26 2022 data processing

Reliability test to measure reliability with statistical test Chronbach is Alpha (α). A construct or variable is said to be reliable if it gives the value of Chronbach is Alpha (α) > 0.70. Based on table 2, it is known that the functional value, emotional value, loyalty, and satisfaction variable values are 0.848, 0, 891, 0.905, and 0.892 which are greater than 0.70, so the questionnaire is reliable.

TABLE 3.
NORMALITY TEST RESULTS

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.96556142
Most Extreme Differences	Absolute	.086
	Positive	.049
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.077 ^c



Based on table 3, it is known that the probability value in Asymp.Sig. (2-tailed) is 0.077, which means that the probability value in the data used is greater than 0.05. So, in accordance with statistical analysis with the Kolmogorov-Smirnov non-parametric statistical test (K-S) states that the residual variables are normally distributed.

TABLE 4
MULTICOLLINEARITY TEST RESULTS

Model	Coefficients ^a			T	Sig.	Collinearity Statistics Tolerance VIF
	Unstandardized Coefficients	Standardized Coefficients				
	B	Std. Error	Beta			
1(Constant)	1.277	2.731		.468	.641	
<i>FUNCTIONAL</i> (X1)	.310	.128	.220	2.421	.017	0.920
<i>EMOTIONAL</i> (X2)	.284	.098	.270	2.903	.005	0.881
KEPUASAN (Z)	.226	.078	.274	2.887	.005	0.843

a. Dependent Variable: LOYALITAS (Y)

Based on table 4, it is explained that each functional value, emotional value, and satisfaction variable has a collinearity tolerance value of 0.920, 0.881 and 0.843, which is greater than 0.10. Meanwhile, the VIF values for the functional value, emotional value, and satisfaction variables are 1.087, 1.136 and 1.186, which are smaller than 10.00, which means that there is no correlation between the independent variables or there is no multicollinearity.

TABLE 5.
HETEROSCEDASTICITY TEST RESULTS

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
	B		Beta		
1(Constant)	-1.691	1.441		-1.174	.244
<i>FUNCTIONAL</i> (X1)	.157	.068	.246	2.328	.062
<i>EMOTIONAL</i> (X2)	-.002	.052	-.004	-.041	.967
KEPUASAN (Z)	-.011	.041	-.028	-.257	.798

a. Dependent Variable: ABS_RES

Heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the existence of an inequality of variance from the residuals for all observations in the regression model. The basis for decision making in the Glejser test is if the significance value is < 5% (sig < 0.05), then there is heteroscedasticity. If the significance value is > 5% (sig > 0.05), then there is no heteroscedasticity. Based on table 5, it is known that the significance values for the independent variables functional value, emotional value and satisfaction are 0.062, 0.967, and 0.798, which means that it is greater than 0.05, so it can be said that in this study there was no heteroscedasticity.

TABLE 6
TEST RESULTS OF MULTIPLE REGRESSION ANALYSIS MODEL I

Model	Coefficients ^a				t	Sig.
	Unstandardized		Standardized			
	Coefficients	Std. Error	Coefficients	Beta		
1 (Constant)	13.086	3.357			3.898	.000
<i>Functional</i> (x1)	.370	.165	.216		2.238	.028
<i>Emotional</i> (x2)	.379	.123	.297		3.068	.003

a. Dependent Variable: KEPUASAN (Z)

Referring to the output of regression model 1 in table 1.6 in the coefficient section, it is known that the significance value of the functional variable (X1) is 0.028 less than 0.05, which means that the functional variable (X1) has a significant positive effect on loyalty (Y) while the Emotional variable (X2) the significance of 0.003 is smaller than 0.05 which means (X2) has a significant positive effect on the satisfaction variable (Z).

TABLE 7
RESULTS OF THE COEFFICIENT OF DETERMINATION OF R2 IN EQUATION I
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.396 ^a	.157	.139	1.30095	.157	8.668	2	93	.000

a. Predictors: (Constant), *EMOTIONAL* (X2), *FUNCTIONAL* (X1)

b. Dependent Variable: KEPUASAN (Z)

The amount of R square contained in table 7 model summary^b is 0.157, this indicates that the contribution of X1 and X2 to Z is 15.7% while the remaining 84.3% is a contribution from other variables not included in the study. Meanwhile, the value of e1 is searched by the formula $e1 = \sqrt{(1 - 0,351)} = 0,918$

Based on these tests, the regression equation model I obtained:

$$Z = a + b_1X_1 + b_2X_2 + e_1$$

$$Z = a + 0,216X_1 + 0,297X_2 + 0,918$$

Description:

Y : Loyalty variable

a : Constant

X1 : Functional variable

X2 : Emotional variable

Z : Satisfaction variable

b1,b2,b3 : Regression coefficient

TABLE 8
TEST RESULTS MULTIPLE REGRESSION ANALYSIS MODEL II

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	1.277	2.731			.468	.641
<i>FUNCTIONAL</i> (X1)	.310	.128	.220		2.421	.017
<i>EMOTIONAL</i> (X2)	.284	.098	.270		2.903	.005
KEPUASAN (Z)	.226	.078	.274		2.887	.005

a. Dependent Variable: LOYALITAS (Y)

Source: IBM SPSS 26 2022 data processing

Referring to the output of regression model 1 in the table 10 coefficient, it is known that the significance value



of the functional variable (X1) 0.017 is smaller than 0.05, which means that X1 has a significant effect on Y while the Emotional variable (X2) has a significance of 0.005 and the satisfaction variable (Z) the significance of 0.005 is smaller than 0.05, which means that X2 and Z have a significant positive effect on loyalty (Y)

TABLE 9.
COEFFICIENT OF DETERMINATION TEST RESULTS R2 EQUATION II

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.547 ^a	.299	.276	.98118	.299	13.101	3	92	.000

a. Predictors: (Constant), KEPUASAN (Z), FUNCTIONAL (X1), EMOTIONAL (X2)
b. Dependent Variable: LOYALITAS (Y)

Source: IBM SPSS 26 2022 data processing

The amount of R square contained in table 9 of the summary model is 0.299, this shows that the contribution of the influence of X1, X2 and Z to Y is 29.9% while the remaining 70.1% is a contribution from other variables not included in the study. . Meanwhile, the value of e2 is searched by the formula.

$$e2 = \sqrt{(1 - 0,299)} = 0,837$$

Then the Regression Equation Model II is obtained:

$$Y = a + b_3X_1 + b_4X_2 + b_5Z + e_2$$

$$Y = a + 0,220X_1 + 0,270X_2 + 0,274Z + 0,837$$

Description:

Y : Loyalty variable

a : Constant

X1 : Functional variable

X2 : Emotional variable

Z : Satisfaction variable

b1,b2,b3 : Regression coefficient

3.2 Partial Hypothesis Test (t test)

1. Effect of Functional (X1) on Satisfaction (Z)

Based on table 6 Test Results of Multiple Regression Analysis Model 1, it is obtained that the significance value of the functional variable on satisfaction is 0.028, which means it is smaller than 0.05. Based on the partial test, meaning that H1 is accepted, it can be concluded that there is a direct positive significant effect between the functional variables (X1) on Satisfaction (Z) on online customers of ethnic Batak products in Pematangsiantar city.

2. Effect of Emotional (X2) on Satisfaction (Z)

Based on table 6 Multiple Regression Analysis Test Results Model 1 obtained a significance value of 0.003 which means it is smaller than 0.05 based on the provisions of the partial t test, meaning that H3 is accepted, it can be concluded that there is a direct significant influence between the Emotional variable (X1) on satisfaction (Z).) online customer ethnic batak product

3. Effect of Functional (X1) on Loyalty (Y)

Based on table 8, the results of the Multiple Regression Analysis Model II obtained a significance value of 0.017, which means that it is greater than 0.05 based on the provisions of the partial test, meaning that H2 is accepted, it can be concluded that there is a direct positive significant effect between the functional variable (X1) on loyalty (Y).) online customer ethnic batak product

4. Emotional Effect (X2) on Loyalty (Y)

Based on table 8 Multiple Regression Analysis Test Results Model II obtained a significance value of 0.005, which means it is smaller than 0.05, it can be concluded that H4 is accepted where there is a direct significant positive effect between the Emotional variable (X2) on Loyalty (Y) online customers ethnic batak product

5. Effect of Satisfaction (Z) on Loyalty (Y)

Based on table 8, the results of the Multiple Regression Analysis Model II obtained a significance value of 0.005, which means it is smaller than 0.05. So it can be concluded that H5 is accepted where there is directly a significant positive effect between the variables Satisfaction (Z) on Loyalty (Y) online customers of ethnic Batak products.

TABLE 10.
UJI HIPOTESIS SIMULTAN (F)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37.837	3	12612	13.101	.000 ^b
Residual	88.569	92	.963		
Total	126.406	95			

a. Dependent Variable: LOYALITAS (Y)

b. Predictors: (Constant), KEPUASAN (Z), FUNCTIONAL (X1), EMOTIONAL (X2)

Source: IBM SPSS 26 2022 data processing

Based on table 10, it is known that the significance value is 0.000 where the value is less than 0.05. it can be concluded that Ho is accepted and Ha is rejected or the variables of satisfaction (Z), functional (X1), emotional (X2) together have a significant positive effect on the loyalty variable (Y) of online customers of ethnic Batak products..

3.3 Path Analysis

Based on table 8, the results obtained are:

1. Analysis of the influence of Functional value (X1) through Satisfaction (Z) on Loyalty (Y) of online customers of Batak ethnic product in Pematangsiantar city

The direct effect of Functional value (X1) on loyalty (Y) is 0.220 while the indirect effect of Functional value (X1) through Satisfaction (Z) on Loyalty (Y) is the multiplication of the beta Functional value (X1) on satisfaction (Z) with beta value Satisfaction (Z) to Loyalty (Y) $\beta_{X_1Z} \times \beta_{ZY} = 0,216 \times 0,274 = 0,059$

Then the total effect of Functional value (X1) through Satisfaction (Z) on Loyalty (Y) is the result of the direct effect of Functional value (X1) on Satisfaction (Z) plus the result of the indirect multiplication of Functional value (X1) on satisfaction (Z) with Satisfaction (Z) on Loyalty (Y) $I = C_3 + (\beta_{X_1Z} \times \beta_{ZY}) = 0,220 + 0,059 = 0,273$

Based on the above calculations, it can be concluded that the value of the direct influence between the Functional value variable (X1) on Satisfaction (Z) 0.220 is greater than the indirect effect between the Functional value variable (X1) on satisfaction (Z) and Satisfaction (Z) on Loyalty. (Y) 0.059 these results indicate that the Functional value variable (X1) directly through Satisfaction (Z) has a positive significant effect on the Loyalty variable (Y) .

2. Analysis of the influence of Emotional value (X2) on Loyalty (Y) through Satisfaction (Z)

The direct effect of Emotional value (X2) on loyalty (Y) is 0.270 while the indirect effect of Emotional value (X2) through Satisfaction (Z) on Loyalty (Y) is the multiplication of the beta Emotional value (X2) on satisfaction (Z) with the beta value of Satisfaction (Z) on Loyalty is $\beta_{X_2Z} \times \beta_{ZY} = 0,297 \times 0,274 = 0,081$ Then the total effect of Emotional value (X2) through Satisfaction (Z) on Loyalty (Y) is the result of the direct influence of Emotional value (X2) on Satisfaction (Z) plus the result of the indirect multiplication of Emotional value (X2) on satisfaction (Z) with Satisfaction (Z) to Loyalty (Y) $C_4 + (\beta_{X_2Z} \times \beta_{ZY}) = 0,270 + 0,081 = 0,351$ Based on the above calculations, it can be concluded that the value of the direct influence between the variable Emotional value (X2) on Satisfaction (Z) 0.270 is greater than the indirect effect between the variable Emotional value (X2) on satisfaction (Z) and Satisfaction (Z) on Loyalty. (Y) 0.081 this result shows that indirectly the variable Emotional value (X2) through Satisfaction (Z) has a significant influence on the Loyalty variable (Y) .

4. Conclusion

The results of data analysis using IBM SPSS V26 show that functional and emotional have a direct influence of 0.017 and 0.005 and the influence through mediation of satisfaction is positively significant at 0.273 and 0.351, respectively. The mediating variable in this study has a value greater than the direct significance value . so that it can be concluded that the satisfaction media variable increases the influence between the functional independent variable and emotional value on the dependent variable of loyalty to ethnic Batak product



customers, which means functional value that provides easy access to online media, good quality of goods, and emotional value that gives feelings happy and proud when using ethnic batak products can create customer satisfaction so that they can form and build customer loyalty online ethnic batak products.

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