



The influence of service value and customer retention on the green marketing mix model for local Indonesian clothing brands

Muhammad Kholil Aswan¹, Krisnawati Setyaningrum N², Septa Intiar³
^{1,2,3} Department of Management Studies Program, Indonesian College of Tourism
Economics , Indonesia

ARTICLE INFO

Article history:

Received Mar 14, 2024
Revised Mar 15, 2024
Accepted Apr 05, 2024

Keywords:

Customer retention;
Green marketing mix;
Service value

ABSTRACT

This research aims to see the influence of the Green Marketing Mix on Customer Retention. Seeing the influence of the Green Marketing Mix on Service Value. Seeing the influence of Service Value on Customer Retention. As well as seeing the influence of the Green marketing mix on customer retention through service value in local Indonesian clothing brands. This research uses the AMOS SEM analysis technique to see the influence of exogenous variables on endogenous variables. 200 respondents and analyzed research instruments for validity and reliability and tested hypotheses and sobel tests. From the research results, it was found that there is an influence of the Green Marketing Mix on Customer Retention. There is an influence of the Green Marketing Mix on Service Value, there is no influence of Service Value on Customer Retention. There is no influence of the Green marketing mix on customer retention through service value in local Indonesian clothing brands.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Muhammad Kholil Aswan,
Management Study Program,
Indonesian College of Tourism Economics , Indonesia ,
Jl. Central Lamongan No.2, Bendan Ngisor , Kec . Gajahmungkur , Semarang City,
Central Java 50233 Semarang, Indonesia
Email: kholilaswan14@gmail.com

1. INTRODUCTION

Post-pandemic economic growth in a country experiences growth in various sectors, including growth in the textile industry. The growth of the textile industry is followed by the growth of the clothing or apparel industry in Indonesia. The number of local Indonesian clothing brands that have emerged has had an impact on increasing economic value in the MSME industry, on average local Indonesian clothing brands are included in the MSME category. There are many big Indonesian clothing brands that have grown after the pandemic, such as Erigo , Bloods, Original Quzzy , Thankssomnia , Eiger , Cosmic, Ukl347, Aerostreet and many more (Catharina et al. 2015) . Clothing business players gain great benefits from the large number of people who are interested in local brands in various big cities (Rahmaniadi and Mahani 2018) .

Government policy prohibits used or thrifting clothing from being sold in Indonesia (Amelia et al. 2023) . This has a positive impact on the public's need to obtain local clothing products which is currently made easier by the existence of various expo events or exhibitions of local clothing brands in various places (Muhamad Tegar et al. 2022) . The strategy of improving prices without reducing quality compared to thrifting is

one way to increase consumer satisfaction (Rosen et al. 2015) . The importance of consumer satisfaction for the local clothing brand industry can have a positive impact by growing consumer loyalty (Muhamad Tegar et al. 2022) .

Good product quality and affordable prices for consumers of local clothing brands are the benchmarks for this research to assess consumer satisfaction (Mukhamad Kholil Aswan and Syamsul Hadi 2022) . Public awareness of the destruction of natural resources is an issue that has boomed in the last decade, people are worried about the impacts that are starting to arise from the decline in environmental quality such as acid rain (Vlad et al. 2016) , the greenhouse effect of increasing air and water pollution, forest fires, floods and thinning of the ozone layer which can directly increase the prevalence of skin cancer (Anjani and Perdhana 2021) . This condition makes the consumption of environmentally friendly products (*green consumerism*) begin to emerge in social life and the level of public awareness of the environment increases every day, companies try to implement a marketing strategy that involves environmental awareness or in the academic world it is called green marketing. This concept is an extension of the traditional marketing concept which includes social and environmental aspects as important components in marketing. The green marketing mix consists of four components, namely green products, green prices, green promotions *and* green *places*. Green products are products produced using environmentally friendly materials and considering the product's impact on the environment during its life cycle, from production to disposal (Ahmed et al. 2023) .

Green products can also be associated with products that have social and health benefits for consumers. *Green price* , a price that reflects the sustainability of the product and is understood as a fair contribution to the environment. Prices can include production costs, raw material costs, distribution costs and waste handling costs. Price has a very important influence in influencing consumer satisfaction. *Green promotion* , promotional methods that include messages about sustainability or the environmental impact of products. This can be done through advertising, sales promotions, public relations, sponsorship or endorsement. The message given must be able to provide accurate, clear information and inspire consumers to act environmentally friendly (Giantari and Sukaatmadja 2021) .

Green place, a sales location that is environmentally friendly and considers environmental impacts during its operations. This can include choosing a location close to sources of raw materials, environmentally friendly public transportation, energy efficient building design and appropriate waste handling. Companies can also build a positive image and increase their competitive advantage through product innovation and reducing operational costs (Fatimah and Setiawardani 2019) . Product quality itself is measured based on several dimensional aspects including performance, features, reliability, suitability, durability, ease of service, aesthetics or beauty, and the impression of Customer Retention quality (Maharishi and Bhardwaj 2014) . The better the quality perceived by consumers can provide consumer satisfaction in repurchasing local clothing brand products (Darmawan, Yulianthini, and Mahardikha 2020) .

Consumer satisfaction itself is a feeling of happiness or disappointment that has compared the perceived performance or results with their expectations (Adhistyo, Hardiani, and Aswan 2021) . Good customer retention starts with a customer's first interaction with a company and continues throughout the partnership. Customer retention is important for most companies, as the cost of attracting new customers is much higher than maintaining partnerships with existing customers. Relatively simple is the case for customer retention (Tuwuh Adhistyo W, Krisnawati Setyaningrum N, and Aletta Dewi Maria 2022) . Maintaining clients is more profitable than looking for new ones. The cost of replacing lost consumers is very high. This is because of the importance of consumer interest at the initial stage of visiting (Hanaysha 2017) . Additionally, long-term consumers buy more, and if they are satisfied and feel well served, then they will create successful word-of-mouth marketing for the brand. Long-term buyers are therefore less time consuming and less susceptible to price fluctuations (Aityassine 2022) .

Service Value based on past literature, several fundamental issues in developing service quality have still not been resolved. This is related to the lack of consensus and ambiguity in describing service value (Doeim et al. 2022) . Therefore, identifying service value is a challenge due to ambiguity in the definition of value which can be misused or overused (Alzoubi et al. 2020) . Researchers use various terms to describe the service value construct, although most of these terms relate to the same definition. Among these various terms, the terms customer interest, perceived value, and value are the words most widely used in advertising literature (Othman et al. 2021) .

In addition, the terms consumption quality, customer value, customer perceived value, product value, perceived value for services, consumer surplus, and “expected value” are also frequently used (Khan 2012) . The benefit of this research is the development of the Green Marketing Mix, Service Value and Customer Retention variables for the field of management economics and the local clothing industry. There is gap study previously done outside local clothing brand industry between the Green Marketing Mix is influential on Customer Retention (Ahmed et al. 2023) , Green Marketing Mix on Service Value (Giantari and Sukaatmadja 2021) , Service Value on Customer Retention (Othman et al. 2020) . Study this is needed For see from all variables taken have influence in the local clothing brand industry or No .

2. RESEARCH METHOD

This research was conducted using quantitative methods, with a case study of consumers of local Indonesian clothing brands in the city of Semarang. Research that focuses on the influence of price and product quality on consumer satisfaction of local Indonesian clothing brands in the city of Semarang. The following are the hypotheses proposed: H1=Green Marketing Mix influences Customer Retention, H2= Green Marketing Mix influences Service Value, H3= Service Value influences Customer Retention, H4= Green Marketing Mix influences Customer Retention through service value.

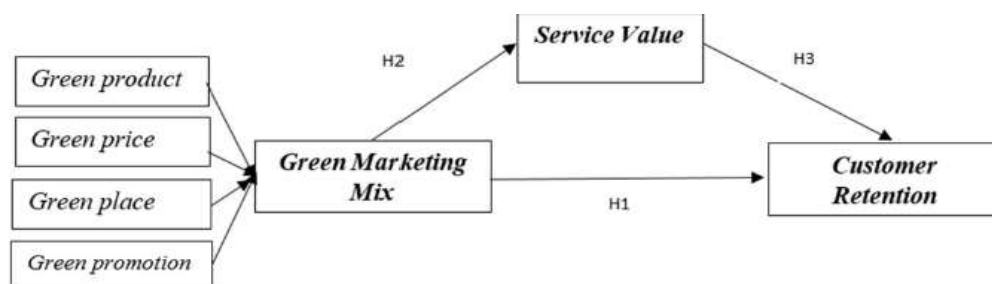


Figure 1. Research Framework

2.1. Time and Place of Research

The research was conducted in January – March 2024. The research location was chosen at a local clothing brand in Semarang City.

2.2. Population and Sample

Population is the totality of each element to be studied which has the same characteristics, it can be individuals from a group, event, or something to be studied (Chariri 2009) . The population of this research is all consumers of local Indonesian clothing brands in the city of Semarang who buy products through distro stores, e-commerce, website stores, market places and expo events. The population of consumers in the city of Semarang is not known for certain whether the number is unlimited, so the sample in this research was taken totaling 200 respondents with an estimated consumer population in the city of Semarang of 5000 people. The sample is part of the number held

by the population (Sugiyono 2016) , while the sample size is how many samples will be taken in the population.

The sample is part of the research subject. Meanwhile, the sampling technique is convenience sampling, namely collecting data from a collection of available respondents and based on ease of obtaining it. The sample data in this study consisted of 200 respondents from consumers of local Indonesian clothing brands in the city of Semarang.

2.3. Data source

The data sources in this research are primary data and secondary data. Primary data, namely data obtained directly from the source, observed and recorded for the first time. In this research, primary data was obtained from interviews and the results of distributing questionnaires directly to 200 consumers who bought local Indonesian clothing brands in the city of Semarang. Secondary data, namely information obtained indirectly. In this research, secondary data was obtained from literature research through various journals, books and research papers (Syafnidawaty 2020) .

2.4. Collection Techniques

Data This research uses data collection techniques using questionnaires and interviews. Questionnaire, in this research data was obtained by distributing questionnaires. The questionnaire used in this research is in the form of questions. The questionnaire scale uses a 5-point Likert scale to respond to the question "how much do you agree or disagree with this statement?". (1: strongly disagree to 5 strongly agree). This method aims to obtain primary data with a questionnaire containing closed questions with alternative answers that have been prepared (Pramiyati, Jayanta, and Yulnelly 2017) . Fill out the questionnaire using the help of www.googleform.com. Interviews are a data collection process involving questions and answers and face-to-face meetings between researchers and respondents who are consumers of local Indonesian clothing brands in the city of Semarang. The variables in this research are green marketing mix, service value, and customer retention.

2.5. Data analysis

This research was conducted using quantitative methods. After the data was collected, the data was analyzed using SPSS and AMOS with SEM analysis techniques (Purwanto, Asbari, and Santoso 2021) . The analysis was carried out in four stages. First, the construct validity of each measurement model using Confirmatory Factor Analysis (CFA). Second, carry out descriptive statistics, correlation and reliability. Third, multiple linear regression analysis. Fourth, structural model analysis. The best model was selected, based on theoretical considerations and comparison of statistical indices using AMOS 23. Descriptive statistics, correlation, reliability, and hierarchical multiple regression analysis were carried out, using IBM SPSS Statistics 25. The research was built based on the road map that had been achieved by the researcher regarding the variables involved. has been researched, and depicted in chart form as follows:

3. RESULTS AND DISCUSSIONS

3.1 Description of Research Variables

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Green_Marketing_Mix	200	9	20	15.54	2,641
Service_Value	200	7	15	11.81	2,089
Customer_Retention	200	8	15	11.82	2,022
Valid N (listwise)	200				

Source: SPSS Output Results

a. Description of Green Marketing Mix variables

Based on table 1, it shows that out of 200 respondents the Green Marketing Mix variable has a minimum value of 9, a maximum of 20, an average of 15.54 and a standard deviation of 2.641.

b. Description of the Service Value variable

Based on table 1, it shows that out of 200 respondents the Green Marketing Mix variable has a minimum value of 7, a maximum of 15, an average of 11.81 and a standard deviation of 2.089.

c. Description of Customer Retention variables

Based on table 1, it shows that out of 200 respondents the Green Marketing Mix variable has a minimum value of 8, a maximum of 15, an average of 11.82 and a standard deviation of 2.022.

3.2 Research Instrument Test Results

a. Validity Test Results

In Table 2 the standard regression weights show that all items used to measure research variables have estimated values (Loading Factors) >0.5. So that all items from the variable are valid

Table 2. Standardized Regression Weights

			Estimate	Information
SV1	<---	Service_Value	,720	Valid
SV2	<---	Service_Value	,880	Valid
SV3	<---	Service_Value	,695	Valid
CR1	<---	Customer_Retention	,810	Valid
CR2	<---	Customer_Retention	,737	Valid
CR3	<---	Customer_Retention	,758	Valid
GMX4	<---	Green_Marketing_Mix	,841	Valid
GMX3	<---	Green_Marketing_Mix	,599	Valid
GMX2	<---	Green_Marketing_Mix	,776	Valid
GMX1	<---	Green_Marketing_Mix	,529	Valid

Source: Processed data (2024)

b. Hajil Reliability Test

Table 3. Reliability

Variables	Cronbach's Alpha	Information
Green_Marketing_Mix	,752	Reliable
Service_Value	,836	Reliable
Customer_Retention	,808	Reliable

Source: Processed data (2024)

Based on the reliability test in table 3. Reliability shows that all variables have a Cronbach alpha value above 0.70 (Ghozali 2013) so it can be said that all research variables are reliable and research can be continued.

3.3 Structural Model Testing

Goodness-of-fit Performance Evaluation

a. Chi Square

The Chi-Square value in this study is 62.261 and the probability is 0.146 so that the model accuracy test based on the chi-square value is categorized as fit

b. Chi-square/Degree of Freedom (CMIN/DF)

The CMIN/DF value required to determine the accuracy of the model is < 2. The CMIN/DF value in this study is 1.46 < 2 so it can be said that the CMIN/DF value is fit

c. Root Mean Square Error of Approximation (RMSEA)

An RMSEA value of less than 0.05 or 0.08 is an acceptable measure. The RMSEA value in this study was 0.041, less than the value of 0.08, so therefore the model accuracy test based on the RMSEA value was categorized as fit.

d. Goodness of Fit Index (GFI)

The Goodness of Fit Index (GFI) value in this study was 0.943, so the model was categorized as fit.

e. Comparative Fit Index (CFI)

The recommended acceptance value is CFI > 0.95. In this study, a CFI value was obtained of 0.981 so that the model accuracy test based on the CFI value was categorized as fit .

f. Tucker Lewis Index (TLI)

The Tucker Lewis Index (TLI) value produced in this study was 0.962 so it was categorized as fit.

g. Adjusted Goodness of Fi Index

The Adjusted Goodness of Fit value in this study was 0.912, greater than 0.90, so the model accuracy test based on the AGFI value was categorized as fit.

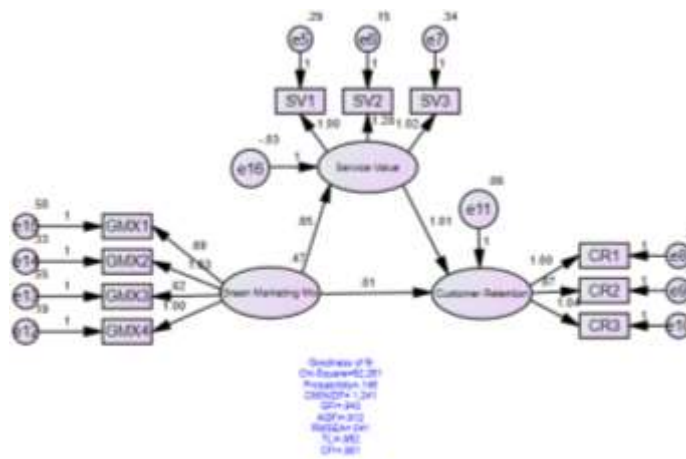


Figure 2. Structural Equation Model Analysis

This value is based on the accuracy of the model which is the measurement or cut off value as in table 4.

Table 4. Goodness-of- Fit Model Results

Goodness-of-fit Indices	Cut-off Value	Results	Evaluation Mode
Chi-Square	Expected to be Small	62,261	Fit
Probability	≥ 0.05	0.146	Fit
CMIN/DF	≤ 2.0	1.46	Fit
RMSEA	≤ 0.08	0.041	Fit
CFI	≥ 0.95	0.981	Fit
TLI	≥ 0.95	0.962	Fit
GFI	≥ 0.90	0.943	Fit
AGFI	≥ 0.90	0.912	Fit

3.4 Hypothesis Testing

Hypothesis testing was carried out on the 4 proposed hypotheses using a value (P) < 0.05 , so the hypothesis was accepted. The results of the analysis can be seen in table 5 as follows.

Table 5. Hypothesis Test Results

			Estimate	S.E	CR	P	Label
Customer_Retention	<---	Green_Marketing_Mix	,875	,072	12,128	***	
Service_Value	<---	Green_Marketing_Mix	1,598	,765	2,088	,037	
Service_Value	<---	Customer_Retention	-.856	,822	-1,042	,297	

Source: AMOS 22 Output Results (2024)

a. Hypothesis Testing 1

The hypothesis test results from table 5 show that the probability value of the Green Marketing Mix variable influencing Customer Retention is $0.000 < 0.05$, so hypothesis 1 is accepted.

b. Testing Hypothesis 2

The hypothesis test results from table 5 show that the probability value of the Green Marketing Mix variable influencing Service Value is $0.037 < 0.05$, so hypothesis 1 is accepted.

c. Hypothesis Testing 3

The results of the hypothesis test from table 5 show that the probability value of the Green Marketing Mix variable influencing Service Value is $0.297 > 0.05$, so hypothesis 1 is rejected.

d. Hypothesis Testing 4

To see the results of hypothesis 4, a Sobel test is needed to see the mediation between exogenous and endogenous variables using the online Sobel test website <https://quantpsy.org/sobel/sobel.htm>. Following are the test results

Table 6. Sobel Test Results

Exogenous variables	Endogenous variables	Sobel Test Value	p-value	Information
Green_Marketing_Mix	Customer_Retention	-0.93197	0.3513	Not Mediating

Source: Results <https://quantpsy.org/sobel/sobel.htm> (2024)

The results of the Sobel test in table 6 show that the p-value is $0.3513 > 0.05$ so that the Green Marketing Mix variable has no effect on Customer Retention which is mediated by the Service Value variable, so hypothesis 4 is rejected.

3.5 Discussion

a. The Effect of Green Marketing Mix on Customer Retention

The results of this research show that the Green Marketing Mix has an effect on customer retention among local Indonesian clothing brand customers. The concept of implementing a green marketing mix carried out by local Indonesian clothing brands can have an influence on the retention of new customers who are loyal to certain brands. This research also shows that when the implementation of green marketing is increased it will have an impact on customer retention which also increases, and vice versa. This research is in line with research conducted by (Ahmed et al. 2023) which shows that green marketing has an influence on customer retention.

b. Effect of Green Marketing Mix on Service Value

The results of this research also show that the Green Marketing Mix has an effect on Service Value for customers of local Indonesian clothing brands. The ability to implement the Green marketing mix or green marketing mix implemented by local

clothing brands is able to influence Service Value or service values that are in accordance with the wishes of local Indonesian clothing brand customers. Research shows that when the implementation of the green marketing mix is increased it will have an impact on Service Value which also increases, and vice versa. This research is in line with research conducted by (Paul and Pradhan 2019) Which shows that green marketing influences Service Value.

c. The influence of service value on customer retention

This research shows that Service Value has no effect on Customer Retention for customers of local Indonesian clothing brands. So when the service values carried out by clothing brands are carried out, they do not have an impact on new customers to become loyal to local Indonesian clothing brands. Service Value capabilities when implemented by brand clothing do not show significant results on customer retention. This research also shows that when the implementation of Service Value is increased it has no impact on Customer Retention, and vice versa. This research is different from research conducted by (Aityassine 2022) which shows that Service Value has an influence on customer retention.

d. The Effect of Green Marketing Mix on Customer Retention through Service Value

This research shows that the Green Marketing Mix has no effect on customer retention through Service Value for local Indonesian clothing brand customers. The implementation of the green marketing mix carried out by local Indonesian clothing brands apparently cannot have an indirect effect on the retention of new customers who are loyal to certain brands through service value. The implementation of the green marketing mix still needs adjustments if it has to provide an indirect impact on customer retention through the service value provided by potential customers at local Indonesian clothing brands. This research also shows that when the implementation of the Green Marketing Mix is increased, it has no impact on Customer Retention through Service Value, and vice versa.

4. CONCLUSION

Based on the results of research and discussion, it can be concluded as follows; 1. Green Marketing Mix influences Customer Retention of local Indonesian clothing brands. 2. Green Marketing Mix has an impact on service value of local Indonesian clothing brands. 3. Service Value has no effect on Customer Retention of local Indonesian clothing brands. 4. Green Marketing Mix has no effect on Customer Retention through Service Value of local Indonesian clothing brands. Based on the conclusions that have been conveyed, the suggestions for researchers are. There is a need to increase the Green Marketing mix applied by local clothing brands to increase customer retention. This research variable and model is very limited so it is necessary to develop other variables and further research can be carried out outside the object being researched for sustainable research development.

REFERENCES

- Adhistyo, Tuwuh, Wenefrida Ardhian Ayu Hardiani, and Mukhamad Kholil Aswan. 2021. "Effect Of E-Service Quality And Online Review on Guest Satisfaction at Virtual Hotel Operator in The City Of Semarang." *Contingency: Management Scientific Journal* 9 (2). <https://doi.org/10.56457/jimk.v9i2.199>.
- Ahmed, Rizwan Raheem, Dalia Streimikis, Hina Qadir, and Justas Streimikis. 2023. "Effect of Green Marketing Mix, Green Customer Value, and Attitude on Green Purchase Intention: Evidence from the USA." *Environmental Science and Pollution Research* 30 (5). <https://doi.org/10.1007/s11356-022-22944-7>.
- Aityassine, Fatima Lahcen Yachou. 2022. "Customer Satisfaction, Customer Delight, Customer Retention and Customer Loyalty: Borderlines and Insights." *Uncertain Supply Chain*

- Management* 10(3). <https://doi.org/10.5267/j.uscm.2022.3.005>.
- Alzoubi, Haitham, Muhammad Alshurideh, Barween Al Kurdi, and Mohammad Inairat. 2020. "Do Perceived Service Value, Quality, Price Fairness and Service Recovery Shape Customer Satisfaction and Delight? A Practical Study in the Service Telecommunication Context." *Uncertain Supply Chain Management* 8 (3). <https://doi.org/10.5267/j.uscm.2020.2.005>.
- Amelia, Amelia, Elvyani Permatasari, Putri Jesika Amanda Z, Firnando Sinaga, and Herli Antoni. 2023. "Increasing Industrial Competitiveness in Cases of Importing Used Clothes (Trifling)." *Tambusai Education Journal* 7 (1).
- Anjani, Syatira, and Mirwan Surya Perdhana. 2021. "Green Marketing Mix Effect on Consumers' Purchase Decision: A Literature Study." *Diponegoro Journal of Management* 10 (4).
- Catharina, Lian Soei, Ria Satyarini, M Si, Ivan Prasetya, and Eng. 2015. "Identification of Key Success Factors in the CLOTHING INDUSTRY IN BANDUNG CITY." *Research institutions and community service*.
- Chariri, Anis. 2009. "Philosophical Foundations and Qualitative Research Methods." *Quantitative and Qualitative Research Methodology Workshop, Accounting Development Laboratory (LPA), Faculty of Economics, Diponegoro University Semarang, 31 July – 1 August 2009*.
- Darmawan, Komang Gading, Ni Nyoman Yulianthini, and AA Ngurah Yudha Martin Mahardikha. 2020. "THE INFLUENCE OF SERVICE QUALITY, PRICES AND STORE IMAGE ON CONSUMER SATISFACTION." *Prospects: Journal of Management and Business* 2 (1). <https://doi.org/10.23887/pjmb.v2i1.26202>.
- Doeim, Abdelhalim R., Thowayeb H. Hassan, Mohamed Y. Helal, Mahmoud I. Saleh, Amany E. Salem, and Mohamed AS Elsayed. 2022. "Service Value and Repurchase Intention in the Egyptian Fast-Food Restaurants: Toward a New Measurement Model." *International Journal of Environmental Research and Public Health* 19 (23). <https://doi.org/10.3390/ijerph192315779>.
- Fatimah, Nanda Fitria, and Maya Setiawardani. 2019. "The Effect of Green Marketing Mix on Purchasing Decisions (Study of Consumers at the Body Shop in Bandung City)." *Proceedings of the Industrial Research Workshop and National Seminar* 10 (1).
- Ghozali, Imam. 2013. "Ghozali, Imam (2013)." *Multivariate Analysis Application with the IBM SPSS 21 Update PLS Regression Program. Semarang: Diponegoro University Publishing Agency*.
- Giantari, I. Gusti Ayu Ketut, and I. Putu Gede Sukaatmadja. 2021. "Effects of Environmental Orientation, Green Marketing Mix and Social Capital on the Competitive Advantage of Real Estate Developers in Bali." *Property Management* 39(2). <https://doi.org/10.1108/PM-01-2020-0005>.
- Hanaysha, Jalal Rajeh. 2017. "An Examination of Marketing Mix Elements and Customer Retention in Malaysian Retail Market." *American Journal of Marketing Research* 3(1).
- Khan, Inamullah. 2012. "Impact of Customers Satisfaction And Customers Retention on Customer Loyalty." *International Journal of Scientific & Technology Research* 1 (2).
- Maharishi, Niharika, and Nitin Bhardwaj. 2014. "Role Played by Elements of Marketing Mix in Customer Retention in Retail Banking: An Empirical Study." *International Journal of Science and Research* 3 (8).
- Muhamad Tegar, By:, Harrindi Aji, Kindern Sidabutar, and Vandayuli Riorini. 2022. "SOCIAL MEDIA MARKETING STRATEGIES AND ITS IMPLEMENTATION IN PROMOTING THE LOCAL CLOTHING INDUSTRY." *Journal of Economics and Business* 11 (3).
- Mukhamad Kholil Aswan, and Syamsul Hadi. 2022. "Analysis of the Influence of E-Commerce Websites and Product Quality on Consumer Satisfaction in Yogyakarta Clothing Distros." *Journal of Management Vision* 8 (3). <https://doi.org/10.56910/jvm.v8i3.231>.
- Othman, Bestoon, Weijun He, Zhengwei Huang, Jing Xi, and Thomas Ramsey. 2021. "The Effects on Service Value and Customer Retention by Integrating after Sale Service into the Traditional Marketing Mix Model of Clothing Store Brands in China." *Environmental Technology and Innovation* 23. <https://doi.org/10.1016/j.eti.2021.101784>.
- Othman, Bestoon, He Weijun, Zhengwei Huang, Jing Xi, and Thomas Ramsey. 2020. "Effect of Service Quality on Service Value and Customer Retention for Clothing Store Brands in China." *Textilec* 63(4). <https://doi.org/10.14502/Tekstilec2020.64.242-255>.
- Paul, Rik, and Sudeepta Pradhan. 2019. "Achieving Student Satisfaction and Student Loyalty in Higher Education: A Focus on Service Value Dimensions." *Services Marketing Quarterly* 40(3). <https://doi.org/10.1080/15332969.2019.1630177>.
- Pramiyati, Titin, Jayanta Jayanta, and Yulnelly Yulnelly. 2017. "THE ROLE OF PRIMARY DATA IN FORMING A FACTUAL CONCEPTUAL SCHEME (CASE STUDY: SIMBUMIL DATA BASIC CONCEPTUAL SCHEME)." *Symmetrical: Journal of Mechanical, Electrical and Computer*

- Science Engineering* 8 (2). <https://doi.org/10.24176/simet.v8i2.1574>.
- Purwanto, Agus, Masduki Asbari, and Teguh Iman Santoso. 2021. "INTERNATIONAL JOURNAL OF SOCIAL AND MANAGEMENT STUDIES (IJOSMAS) Analysis of Social and Management Research Data: Comparison of Results Between Amos, SmartPLS, WarpPLS, and SPSS for Medium Sample Sizes." *International Journal Of Social And Management Studies (IJOSMAS)* 2 (04).
- Rahmaniadi, Alfi, and Septiana Estri Mahani. 2018. "The Influence of Brand Image and Location on Purchasing Decisions in Clothing Distro Chronic Rock Merch." *Management Proceedings* 4: 1060–64.
- Rosen, A., T. Trauer, D. Hadzi-Pavlovic, G. Parker, James R Patton, Mary E Cronin, Diane S Bassett, et al. 2015. "Consumer Satisfaction Theory." *Teaching and Teacher Education* 12 (1).
- Sugiyono. 2016. "Sugiyono, Research Methods." *Sugiyono* .
- Syafnidawaty. 2020. "The Difference Between Primary Data and Secondary Data." *Raharja.Ac.Id* .
- Tuwuh Adhistyo W, Krisnawati Setyaningrum N, and Aletta Dewi Maria. 2022. "INCREASING LOCAL CULINARY INNOVATION IN SEMARANG CITY TOURISM VILLAGES." *Waradin Community Service Journal* 2 (2). <https://doi.org/10.56910/wrd.v2i2.211>.
- Vlad, Liviu B., Dragos C. Vasile, Octav Ionut Macovei, and Claudia E. Tuclea. 2016. "Determinant Factors of Green Marketing Adoption in the Hospitality Sector." *Amfiteatru Economic* 18 (Specialissue10).