

## Analysis of Service Quality, Employee Performance and Marketing Communication on Consumer Satisfaction of Lion Air

Kushariyadi <sup>1\*</sup>, Arvin Hardian <sup>2</sup>, Evalina Darlin <sup>3</sup>, Ita Soegiarto <sup>4</sup>,  
Sukmarani <sup>5</sup>

<sup>1\*</sup> Oil and Gas Logistics Study Program, Faculty of Oil and Gas Logistics, Politeknik Energi dan Mineral Akamigas, Blera Regency, Central Java Province, Indonesia.

<sup>2</sup> Communication Science Study Program, Faculty of Communication and Language Sciences, Universitas Bina Sarana Informatika, West Jakarta City, Special Capital Region of Jakarta, Indonesia.

<sup>3</sup> Business Administration Study Program, Politeknik LP3I Jakarta, Central Jakarta City, Special Capital Region of Jakarta, Indonesia.

<sup>4</sup> Geophysics Study Program, Sekolah Tinggi Meteorologi Klimatologi dan Geofisika, Tangerang City, Banten Province, Indonesia.

<sup>5</sup> Psychology Study Program, Faculty of Psychology, Universitas Sarjanawiyata Tamansiswa, Yogyakarta City, Special Region of Yogyakarta, Indonesia.

Corresponding Email : [hariyadikus@gmail.com](mailto:hariyadikus@gmail.com) <sup>1\*</sup>

**Abstrak.** Maskapai penerbangan memegang peranan penting dalam memenuhi kebutuhan masyarakat akan transportasi jarak jauh yang cepat dan efisien, sehingga meningkatkan permintaan terhadap layanan penerbangan. Temuan penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan konsumen Lion Air di Jawa Tengah. Sebaliknya, kinerja karyawan, meskipun memiliki hubungan positif, tidak memberikan pengaruh signifikan terhadap kepuasan konsumen. Komunikasi pemasaran terbukti memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen. Nilai Adjusted R Square sebesar 66,1% menandakan bahwa kualitas layanan, kinerja karyawan, dan komunikasi pemasaran secara bersama-sama mampu menjelaskan sebagian besar variasi kepuasan konsumen. Secara simultan, ketiga faktor tersebut memberikan pengaruh positif dan signifikan terhadap kepuasan konsumen Lion Air di Jawa Tengah.

**Kata kunci:** Kepuasan Konsumen; Kinerja Karyawan; Komunikasi Pemasaran; Kualitas Layanan.

**Abstract.** Airlines play a crucial role in meeting society's need for fast and efficient long-distance transportation, thereby increasing the demand for air travel services. The findings indicate that service quality has a positive and significant impact on customer satisfaction with Lion Air in Central Java. In contrast, employee performance, while positively related, does not significantly influence customer satisfaction. Marketing communication demonstrates a positive and significant effect on customer satisfaction. The Adjusted R Square value of 66.1% shows that service quality, employee performance, and marketing communication collectively explain a substantial proportion of the variance in customer satisfaction. Simultaneously, these three factors exert a positive and significant influence on customer satisfaction with Lion Air in Central Java.

**Keywords:** Customer Satisfaction; Employee Performance; Marketing Communication; Service Quality.

## Introduction

Needs are the fundamental drivers behind desires that individuals seek to fulfill. Marketing plays a crucial role in identifying these needs and directing consumer preferences toward specific products or services offered by a company. Marketing connects what consumers require and desire with what the company provides, aiming to create value and satisfaction for consumers while generating profit for the business. Lion Air operates an extensive route network with significant capacity, serving 47 destinations (39 domestic and 8 international) as of May 2025. As a pioneer of low-cost carriers (LCC) in Indonesia, Lion Air offers nearly 1,000 flights daily, reaching both major cities and remote areas. Between July and December 2024, Lion Air ranked first in Southeast Asia based on the number of seats offered, totaling 2.89 million (id.investing.com). Its competitive ticket prices make air travel more accessible to a broader segment of the population. However, the airline experiences a high rate of delays and cancellations, with an average cancellation rate of 16–17% throughout 2024. Consumers frequently report long delays, especially during the day and evening. Service and comfort are often minimal, with complaints regarding narrow seats and limited inflight amenities. Although the ticket prices are attractive, the compromises in comfort and service highlight the urgent need for service improvements.

An article titled "Lion Air's Bad Service, from Delays to Engine Failures Torturing Passengers" published on sulsatsu.com in 2018, described negative incidents experienced by passengers. For example, a scheduled departure at 18:40 WIB was delayed until 20:00 WIB, and during takeoff, the aircraft's engine failed up to three times after being started. Additionally, passengers felt uncomfortable due to a malfunctioning air conditioning system, prompting some to disembark. Such incidents illustrate how poor service quality leads to consumer dissatisfaction (Fauzana and Madiawati, 2020). The performance of Lion Air's baggage services also remains a complex issue. While some improvements are recognized, numerous complaints persist

regarding baggage being opened and contents missing, which negatively affects the airline's brand image (Nasution, 2025) and contributes to low customer satisfaction.

Customer satisfaction is the primary objective for any company providing products or services. The level of customer satisfaction reflects a company's ability to meet the expectations and needs of its consumers. When consumers' experiences with a product or service meet or exceed their expectations, they feel satisfied, indicating a high level of satisfaction (Wahyono *et al.*, 2023). Customer satisfaction is relative and heavily influenced by consumer expectations. Consumers are a critical factor for business sustainability (Yusda, 2020). This process begins with initial perceptions formed through information, promotions (Novita, 2025), or past experiences, which are then compared with the actual quality of service or product received. Satisfied consumers are likely to repurchase and establish positive relationships with company employees (Fadhli and Pratiwi, 2021).

Service quality can be a significant consideration for consumers in determining their level of satisfaction. Trust in quality service is a key attraction for consumers (Agustini and Widarti, 2025). Therefore, companies need synergy and the ability to collaborate dynamically (Hutabarat, 2022) to achieve optimal service quality within the organization (Kusumawardhani, 2023). Service quality focuses on meeting standards of necessity and timeliness in fulfilling consumer expectations, alongside the broader goal of business profitability (Hutabarat, Gaol, and Zalukhu, 2025).

Employee performance, as the aspect of service that interacts directly with consumers, reflects the company's public image. Employee performance in delivering services—whether in product quality, speed, or friendliness—shapes consumer perceptions of the company as a whole. High-quality employee performance contributes to a positive consumer experience and is a vital factor in boosting company productivity (Maulana, 2024). Communication is the process of sharing and mutually understanding information between two or

more parties. This involves the sender, the recipient, and the medium used. Effective marketing communication can strengthen existing brand equity (Bintoro, Yuniawan, and Sukresna, 2016). Marketing communication also plays a pivotal role in the development of sustainable industries, ensuring that information is optimally conveyed to the public (Tarigan *et al.*, 2023).

## Literature Review

### Consumer Satisfaction

Consumer satisfaction refers to the sense of fulfillment or pleasure experienced after individuals compare their expectations of a product or service with the actual outcomes received. It represents an overall evaluation formed by consumers following their interaction with a service, often involving positive emotional responses toward the service experience (Utomo *et al.*, 2024). Satisfaction emerges as a reaction to the perceived difference between initial expectations prior to purchase and the actual performance observed after consumption (Suriadi *et al.*, 2024). It encompasses both cognitive and affective responses that arise once consumers perceive their needs or desires have been met (Masruroh *et al.*, 2023). In a broader context, customer satisfaction is recognized as one dimension of market performance within a business setting (Sandro, Akbar, and Haeruddin, 2022).

### Service Quality

Service quality plays a pivotal role in fulfilling consumer expectations and needs (Aprillia and Fatihah, 2021). It is commonly assessed through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Lestari, 2018). Service quality reflects a company's efforts to meet customer desires and achieve their expectations and assessments (Trisnawati Kusumawardhani *et al.*, 2023). High service quality generally encourages consumers to remain loyal to specific products and services, thereby enhancing organizational performance (Apriliani, Kartika, and Nadiya, 2023). It is essentially an evaluative perception formed by consumers regarding the services

they have received at a particular time (Kusumawardhani *et al.*, 2024). Delivering high-quality service leads to greater customer satisfaction (Ma'ruf, 2025).

### Employee Performance

Employee performance is defined as the outcome of employees' efforts in fulfilling their duties and responsibilities according to standards established by the organization. In practice, employee performance is often evaluated through formal performance appraisals, which serve as structured and detailed measurement tools utilized by many organizations to assess individual performance (Maulana, 2024).

### Marketing Communications

The business environment continues to evolve rapidly due to advances in the industrial and technology sectors (Hutabarat, 2021). Marketing communication strategies, often referred to as the promotional mix, encompass advertising, sales promotions, personal selling, direct marketing, public relations, and internet marketing (Sari and K, 2019). Marketing communication serves as a strategic managerial action to disseminate up-to-date information to consumers on a broad scale, often without the necessity of direct, face-to-face interaction (Wahyono *et al.*, 2023). It involves the distribution of information related to the company, its products, or services that are intended to be offered to the market (Suriadi *et al.*, 2024).

## Research Methodology

This study employs a descriptive quantitative approach. Quantitative methods are utilized to systematically analyze the research problems (Yatimin, Widiyastuti, and Jama, 2025). The primary objective is to examine the influence of service quality, employee performance, and marketing communication on consumer satisfaction. Data was collected from primary sources. Each variable in the questionnaire was measured using the Likert scale (Hutabarat, Wulandari, *et al.*, 2025). The sample consisted of Lion Air customers in the Central Java region. The validity and reliability of measurement

instruments were assessed, alongside classical assumption tests, to ensure data quality (Hutabarat *et al.*, 2024). Statistical analysis was conducted using multiple linear regression, with classical assumption testing performed through SPSS version 26.

## Results and Discussion

### Results

#### Research Instrument Testing

The purpose of the validity test is to determine whether the research questionnaire is valid. In this study, validity testing was conducted using the product moment correlation technique. An instrument is considered valid if the Sig. (2-tailed) value is less than 0.05 and the Pearson Correlation is positive (Nugraha *et al.*, 2024). The results showed that the Sig. (2-tailed) values for service quality, employee performance, marketing communication, and consumer satisfaction were all below 0.05. The validity test results indicated that each statement item for the indicators of service quality, employee performance, and marketing communication on consumer satisfaction produced valid data. This demonstrates that the

research instrument is valid (Nasution, 2025).

Reliability testing was conducted using Cronbach's Alpha. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60 (Novita, 2024). The reliability test results showed that Cronbach's Alpha for consumer satisfaction was 0.880, service quality was 0.888, employee performance was 0.693, and marketing communication was 0.875. Since all Cronbach's Alpha values are  $\geq 0.600$ , the questionnaire items are considered reliable (Nurhayaty, Farman, and Wahyono, 2025). The results are consistent, indicating that the instrument meets the reliability criteria (Wulandari *et al.*, 2025).

#### Classical Assumption Testing

Classical assumption testing in this research includes normality, multicollinearity, and heteroscedasticity tests. The purpose of the normality test is to verify whether the regression residuals are normally distributed (Purwadisastra *et al.*, 2024). The Kolmogorov-Smirnov test was used to assess normality (Hutabarat, 2022).

Table 1. Normality Test  
One-Sample Kolmogorov-Smirnov Test

N	Unstandardized Residual
80	
Asymp. Sig. (2-tailed)	0.200c,d

Source: Processed data, 2025.

The results show that the unstandardized residual value has an Asymp. Sig. (2-tailed) of 0.200, which is greater than 0.05. This indicates that the data are normally distributed.

Multicollinearity testing was conducted to explain the relationship between the regression model variables.

Table 2. Multicollinearity Testing

Variable	Tolerance	VIF
Service Quality	0.502	1.993
Employee Performance	0.907	1.103
Marketing Communication	0.468	2.136

Source: Processed data, 2025.

According to Table 2, all tolerance values are greater than 0.1 and all VIF values are less than 10. This confirms that there is no multicollinearity problem among the

independent variables (Hutabarat, Firmansyah, and Siregar, 2022). The heteroscedasticity test was conducted using the Glejser Breusch-Pagan test. This test determines whether the

regression model exhibits variance inequality among residuals (Erliyani, 2025). A significance probability value greater than 0.05 indicates that the regression model does not suffer from heteroscedasticity. The Sig. values for service quality (0.063), employee performance (0.086), and marketing communication (0.089) are all greater than 0.05, confirming the absence of heteroscedasticity (Hutabarat, Harahap, *et al.*,

2025).

### Testing the Coefficient of Determination

The coefficient of determination in this study is reflected by the Adjusted R Square value. This value indicates the extent to which the independent variables explain the variation in the dependent variable.

Table 3. Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)

Model	R Square	Adjusted R Square
1	0.673	0.661

Source: Processed data, 2025

Table 3 shows an Adjusted R Square value of 0.661. This means that service quality, employee performance, and marketing communication explain 66.1% of the variance in consumer satisfaction, while the remaining 33.9% is explained by other variables not

included in the model.

### Hypothesis Testing

A summary of the multiple linear regression analysis results is presented in Table 4.

Table 4. Multiple Linear Regression

Variable	Regression Coefficient	Probability
Service Quality	0.445	0.000
Employee Performance	0.122	0.154
Marketing Communication	0.517	0.000
F Statistic	52.235	
Sig	0.000	

Source: Processed data, 2025.

The regression coefficient for service quality is 0.445 (positive), with a significance probability of 0.000, which is less than 0.05. This indicates that service quality has a positive and significant effect on consumer satisfaction with Lion Air in the Central Java region. The regression coefficient for employee performance is 0.122 (positive), with a significance probability of 0.154, which is greater than 0.05. Therefore, employee performance has a positive but not significant effect on consumer satisfaction. The regression coefficient for marketing communication is 0.517 (positive), with a significance probability of 0.000, which is less than 0.05. Thus, marketing communication has a positive and significant effect on consumer satisfaction. The F test results show an F statistic of 52.235 with a significance probability of 0.000, which is less than 0.05. Therefore, it can be concluded that service quality, employee performance, and

marketing communication simultaneously have a significant positive effect on consumer satisfaction with Lion Air in the Central Java region.

### Discussion

#### The Effect of Service Quality on Consumer Satisfaction

The results of the analysis indicate that service quality has a positive and significant effect on consumer satisfaction with Lion Air in Central Java. This means that the better the quality of Lion Air's services, the higher the level of consumer satisfaction. These findings are consistent with previous research by Masrurroh *et al.* (2023), Suriadi *et al.* (2024), and Kusumawardhani *et al.* (2024). High-quality service enables consumers to experience greater satisfaction, which in turn encourages repeat purchases (Ma'ruf, 2025). Thus, Lion Air's service quality is able to meet or even exceed

consumer expectations regarding the services provided. If the company continues to improve its service quality, consumers will feel increasingly satisfied.

### **The Effect of Employee Performance on Consumer Satisfaction**

The analysis shows that employee performance has a positive but not significant effect on consumer satisfaction with Lion Air in Central Java. This suggests that inconsistent employee performance can lead to fluctuations in consumer satisfaction. These findings are in line with the research of Cahya, Sari, and Feryanta (2021). Although improvements in employee performance tend to contribute to increased consumer satisfaction, the relationship is not strong enough to be statistically significant. For example, insufficient skills among staff in managing baggage can result in lower consumer satisfaction and does not show a significant effect. The lack of expertise in handling baggage, such as not unpacking or securing its contents, highlights the need for improved work performance. Safe baggage handling is a crucial indicator directly experienced by consumers. Inconsistencies in employee performance—such as unclear information regarding lost or delayed baggage or inadequate responses to complaints—can create fluctuations in consumer satisfaction. Even if employees sometimes deliver good service, a lack of consistency prevents consumers from being fully satisfied and trusting Lion Air's service standards in Central Java. Therefore, consistently improving the quality of baggage services is a key factor in strengthening the impact of employee performance on consumer satisfaction.

### **The Effect of Marketing Communication on Consumer Satisfaction**

The results of the analysis show that marketing communication has a positive and significant effect on consumer satisfaction with Lion Air in Central Java. This finding implies that effective marketing communication strategies—such as clear information dissemination, attractive promotions, and responsive communication channels—enhance consumer satisfaction. These results are

consistent with previous studies that emphasize the role of marketing communication in building consumer trust and loyalty. When consumers receive accurate and engaging information about Lion Air's services, their expectations are more likely to be met, leading to higher levels of satisfaction. Therefore, optimizing marketing communication is essential for increasing consumer satisfaction and strengthening Lion Air's competitive advantage.

### **Conclusion**

Based on the results of the analysis, it can be concluded that service quality has a positive and significant effect on consumer satisfaction with Lion Air airlines in Central Java. Employee performance has a positive but not significant effect on consumer satisfaction. Marketing communication also has a positive and significant effect on consumer satisfaction. Simultaneously, service quality, employee performance, and marketing communication have a positive and significant effect on consumer satisfaction with Lion Air airlines in Central Java. The direct implication of this study is the need to develop routine training programs, enhance monitoring and evaluation systems, and conduct regular performance assessments, particularly for employees involved in baggage services. Therefore, this study recommends that the government and relevant stakeholders organize regular and continuous education and training programs for Lion Air employees to ensure that consumers consistently receive satisfactory service.

### **References**

- Afandi, D. R., Wahyono, D., Widyastuti, Nugraha, A. R., & Novita, Y. (2024). Pengaruh social media marketing, harga dan brand image terhadap minat beli. *Jurnal Ilmiah*, 8(2), 650–658.
- Agustini, T., & Widarti. (2025). Implementasi strategi pemasaran dan pembukuan penjualan bagi pelaku UMKM di Kota Palembang Provinsi Sumatera Selatan.

*Batara Wisnu Journal: Indonesian Journal of Community Services*, 5(1), 444–452.  
<https://doi.org/10.53363/bw.v5i1.385>

- Apriliansi, D. U., Kartika, S. E., & Nadiya, A. A. (2023). Pengaruh digital marketing, kualitas produk dan pelayanan terhadap kepuasan konsumen Batrisyia Herbal. *Jurnal Ilmiah Bidang Ilmu Ekonomi*, 21(1), 470–479.
- Aprillia, A., & Fatimah, D. C. (2021). Pengaruh kualitas pelayanan terhadap kepuasan konsumen Gojek pada masa pandemi Covid-19 di Kota Bandung. *Jurnal Pendidikan dan Kewirausahaan*, 9(1), 242–257.  
<https://doi.org/10.47668/pkwu.v9i1.222>
- Bintoro, Yuniawan, A., & Sukresna, I. M. (2016). Pengaruh komunikasi pemasaran, kepercayaan merek dan ekuitas merek terhadap keputusan pembelian. *Sains Pemasaran Indonesia*, 15(1), 24–33.
- Cahya, A. D., Sari, A. J., & Feryanta, K. A. (2021). Pengaruh kinerja karyawan, keputusan pembelian konsumen terhadap kepuasan konsumen. *YUME: Journal of Management*, 4(2), 218–229.  
<https://doi.org/10.37531/yume.vxix.861>
- Erlayani, I. (2025). Pengaruh kemudahan pembayaran menggunakan QRIS, komunikasi pemasaran, digital marketing terhadap keputusan pembelian. *JEMSI*, 11(2), 736–744.
- Fadhli, K., & Pratiwi, N. D. (2021). Pengaruh digital marketing, kualitas produk, dan emosional terhadap kepuasan konsumen Poskopi Zio Jombang. *Jurnal Inovasi Penelitian*, 2(2), 603–612.
- Fauzana, R., & Madiawati, P. N. (2020). Pengaruh kualitas layanan dan citra perusahaan terhadap loyalitas konsumen Lion Air di Kota Bandung dengan kepuasan sebagai variabel intervening. *Menara Ekonomi*, 6(1), 58–66.
- Hutabarat, M. I. (2021). Rasio keuangan mempengaruhi profitabilitas pada bank persero di Bursa Efek Indonesia. *Journal of Management, Accounting, Economic and Business*, 2(2), 25–38.
- Hutabarat, M. I. (2022). Pengaruh ROA, pertumbuhan penjualan, likuiditas dan ukuran perusahaan terhadap struktur modal perusahaan manufaktur sektor makanan dan minuman di BEI. *Owner*, 6(1), 348–358.  
<https://doi.org/10.33395/owner.v6i1.589>
- Hutabarat, M. I., Firmansyah, E., & Siregar, A. (2022). Operating cost against operating income, net interest margin, capital adequacy ratio and loan to deposit ratio on profitability. *Enrichment: Journal of Management*, 12(5).
- Hutabarat, M. I., Gaol, L. M. B., & Zalukhu, R. S. (2025). Perusahaan terhadap pengungkapan corporate social responsibility pada. *PJEB: Perwira Journal of Economy & Business*, 5(1), 89–99.
- Hutabarat, M. I., Harhap, S., Wulandari, I., & Ervina, N. (2025). Analisis sistem informasi akuntansi, kualitas laporan keuangan, dan efektivitas pengambilan keputusan terhadap kinerja UMKM. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 6(1), 119–128.  
<https://core.ac.uk/download/pdf/153523699.pdf>
- Hutabarat, M. I., Widiyastuti, T., Duffin, & Ervina, N. (2024). Analysis of the influence of the ability to prepare financial reports, financial literacy and financial inclusion on the financial performance of MSMEs. *Ilomata International Journal of Tax and Accounting*, 5(2), 519–534.  
<https://doi.org/10.61194/ijtc.v5i2.1170>
- Hutabarat, M. I., Wulandari, I., Nurhanimah, Kurniawan, M. I., & Oktoberia, A. (2025). Pelaku UMKM perempuan di Kota Medan Provinsi Sumatera Utara buka

- kegiatan Kongres Wanita Indonesia (KOWANI) Expo dan Hari Kebaya Nasional. *Indo-Fintech Intellectuals: Journal of Economics and Business*, 5(2), 4962–4972.
- Kusumawardhani, T. (2023). Pengaruh komunikasi pemasaran, social media marketing dan harga terhadap keputusan pembelian. *Jurnal Multimedia dan Teknologi Informasi*, 5(2), 100–106.
- Kusumawardhani, T., Hananuraga, R., Utomo, S. B., Hardian, A., & Setianti, Y. (2024). Analisis pengaruh digital marketing, komunikasi pemasaran dan kualitas pelayanan terhadap kepuasan konsumen. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(5), 3091–3098. <https://doi.org/10.35870/jemsi.v10i1.1940>
- Kusumawardhani, T., Sarpangga, F., Sjoraida, D. F., Hamka, & Sunardi. (2023). Pengaruh kualitas pelayanan, komunikasi pemasaran dan kepercayaan terhadap loyalitas pelanggan pengguna Shopee. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(6), 2598–2605. <https://doi.org/10.35870/jemsi.v9i6.1700>
- Ma'ruf, F. (2025). Analisis work life balance, motivasi kerja dan lingkungan kerja terhadap kinerja karyawan. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(2), 1677–1682.
- Masruroh, S., Wahyono, D., Muhaimin, Katjina, H., & Judijanto, L. (2023). Pengaruh digital marketing, kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen Siti. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(6), 2464–2471. <https://doi.org/10.37641/jikes.v3i1.1792>
- Maulana, I. (2024). Nasabah (studi kasus di BPRS Amanah Ummah Leuwiliang). *Jurnal GICI: Jurnal Keuangan dan Bisnis*, 16(1).
- Nasution, E. S. (2025). Pengaruh harga dan brand image terhadap keputusan pembelian. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(2), 363–367.
- Novita, Y. (2024). Pengaruh e-commerce, digital marketing, pengetahuan kewirausahaan terhadap minat berwirausaha generasi milenial. *JEMSI*, 10(5), 3004–3011.
- Novita, Y. (2025). Analisis strategi pemasaran digital dalam mendorong pertumbuhan usaha kewirausahaan sosial. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 11(2), 774–781. <https://online-journal.unja.ac.id/JKAM/article/view/13843>
- Nugraha, A. R., Wahyono, D., Siregar, A., Setianti, Y., & Tampubolon, A. S. (2024). Pengaruh kualitas pelayanan, komunikasi pemasaran dan kepercayaan terhadap loyalitas pelanggan. *Jurnal Akuntansi, Manajemen dan Ilmu Ekonomi (JASMIEN)*, 10(2), 297–303. <https://doi.org/10.35870/jemsi.v10i2.2332>
- Nurhayaty, E., Farman, F., & Wahyono, D. (2025). Pengaruh e-commerce, digital marketing, pengetahuan kewirausahaan terhadap minat berwirausaha generasi Z di Jakarta. *Jurnal Kajian Ekonomi & Bisnis Islam*, 6(5), 1687–1697.
- Purwadisastra, D., Jusup, S. M., Bakri, Setianti, Y., & Bilgies, A. F. (2024). Analisis kompensasi, pengalaman kerja, dan pengembangan karir terhadap kinerja karyawan GH Universal Hotel Bandung. *Jurnal Ekonomi, Manajemen, dan Akuntansi*, 10(6), 3260–3267.
- Sandro, N. R. S., Akbar, A., & Haeruddin, M. I. W. (2022). Pengaruh kualitas produk dan harga terhadap kepuasan konsumen smartphone Samsung (Studi kasus pada mahasiswa Fakultas Ekonomi Universitas Negeri Makassar). *Jurnal Manajemen*, 2(1), 18–25.

- Sari, K., & Nurhayati, I. K. (2019). Pengaruh strategi komunikasi pemasaran Starbucks Card terhadap loyalitas konsumen (Studi pada konsumen berstatus mahasiswa PT. Starbucks Coffee di Kota Bandung). *Jurnal Ilmiah Komunikasi Makna*, 7(2), 1–22. <https://doi.org/10.30659/jikm.7.2.1-22>
- Suriadi, S. B. U., Laksmono, R., Kurniawan, R., & Judijanto, L. (2024). Pengaruh komunikasi pemasaran, harga dan kualitas pelayanan terhadap kepuasan konsumen. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(1), 507–513. <https://doi.org/10.35870/jemsi.v10i1.1940>
- Tarigan, P. S., Wahyono, D., Kusumawardhani, T., Sairdama, S. S., & Nugraha, A. R. (2023). Pengaruh digital marketing dan brand image terhadap minat nasabah. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(4), 1431–1439.
- Utomo, B. S., Marjukl, A., Hardian, A., Pratama, I. W. A., & Masud, M. I. (2024). Pengaruh word of mouth, social media marketing dan kepercayaan terhadap kepuasan konsumen pengguna iPhone. *Jurnal Ekonomi, Manajemen dan Akuntansi*, 10(2), 1387–1393. <https://doi.org/10.35870/jemsi.v10i2.2323>
- Wahyono, D., Windarto, G. J., Tulim, A., Suprihartin, Y., & Taryana. (2023). Pengaruh komunikasi pemasaran, kepercayaan dan kepuasan terhadap loyalitas pelanggan pada marketplace Shopee. *JEMSI*, 9(5), 1983–1990.
- Wulandari, R. R. R. C., Setyorini, E. E. D., Siregar, A., & Junianto, P. (2025). Pengaruh kemudahan pembayaran menggunakan QRIS, komunikasi pemasaran, digital marketing terhadap keputusan pembelian. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(1), 471–477.
- Yatimin, Widiyastuti, T., & Jama, A. K. (2025). Analisis pengaruh financial literacy, parent's income, dan emotional intelligence terhadap financial behavior pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. *Jurnal EMT KITA*, 9(1), 63–70.
- Yusda, D. D. (2020). Pengaruh promosi terhadap keputusan pembelian Yamaha Nmax pada PT Yamaha Bahana Lampung. *Jurnal Media Ekonomi (JURMEK)*, 25(3), 203–211. <https://doi.org/10.32767/jurmek.v25i3.1135>