

**Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”
Surabaya, 14 - 15th August 2020**

**Master of Management of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Indonesia**

Collaboration with

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Universitas 17 Agustus 1945 Surabaya
Universitas Surabaya
Universitas Dr. Soetomo Surabaya
Universitas Dian Nuswantoro Semarang
Sekolah Tinggi Ilmu Ekonomi 66 Kendari

Published by :

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya
Phone : 082247845434
Website : <http://pascasarjana.perbanas.ac.id/>

**Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”**

Steering Committee

Dr. Yudi Sutarso, S.E., M.Si.
Dr. Drs. Emanuel Kristijadi, M.M.
Dr. Basuki Rachmat, S.E., M.M.

Organizing Committee

Manager : Prof. Dr. Dra. Tatik Suryani, Psi., M.M.
Vice Manager : Dr. Ronny, S.Kom., M.Kom., M.H.
Secretary and Treasury : Dewi Aliffanti, S.E.
Tanza Dona Pratiwi, S.E.
Publication and Proceeding : Munawaroh, S.S., M.Si,
Dio Eka Prayitno, S.Sos.
Journal Networking : Tri Suhartuti, S.S.
Technology Supporting : Hariadi Yutanto, S.Kom., M.Kom.
Risky Andriawan, S.T.
Sumantri, S.Kom.
Supporting : Riska Friski

Graduate Student Union

Steering Committee : Farhan Hisyam, S.M.
Manager : Nanda Diah Syarifah, S.M.
Secretary : Lidya Aviolitta, S.I.Kom
Sponsorship : Citra Putri Ramadani, S.M.
Gibson Randy Prathama, S.M.
Atikah Resiana Fildzah, S.M.
Event Program : Much. Zakariya Rosyid, S.Kom.I
Uvy Dian Rizky, S.Sos.
Ponta Dewa Saktiawan
Amilia Jasmin Nabila
Mochamad Arya Seta
Publication and Documentation : Chowal Jundy Kumoro, S.M.
Yesica Lola Arlinda, S.E.

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Reviewers :

1. Prof. Angelica M., Baylon, Ph.D (Maritime Academy of Asia and the Pacific, Philippines)
2. Associate Prof. Dr. Elisha Nasruddin (Universitas Sains Malaysia, Malaysia)
3. Prof. Reevani Bustami, Ph.D. (Universitas Sains Malaysia, Malaysia)
4. Associate Prof. Pallavi Paathak, Ph.D. (School of Management Sciences, Varanasi, India)
5. Chonlatis Darawong, Ph.D. (Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand)
6. Prof. Dr. Dra. Tatik Suryani, Psi., M.M (STIE Perbanas Surabaya, Indonesia)
7. Dr. Soni Harsono, M.Si (STIE Perbanas Surabaya, Indonesia)
8. Prof. Abdul Mongid, Ph.D. (STIE Perbanas Surabaya, Indonesia)
9. Dr. Lutfi, M.Fin. (STIE Perbanas Surabaya, Indonesia)
10. Burhanudin, Ph.D. (STIE Perbanas Surabaya, Indonesia)
11. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
12. Dr. Yudi Sutarso, M.Si (STIE Perbanas Surabaya, Indonesia)
13. Dr. Ronny., S.Kom., M.Kom (STIE Perbanas Surabaya, Indonesia)

Editor and Layout :

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.
4. Munawaroh, S.S., M.Si.
5. Dio Eka Prayitno, S.Sos.

Published 14th & 15th August 2020

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya, East Java 60118
Telpon 082247845434
Website : <http://pascasarjana.perbanas.ac.id/>
Indexed by google scholar

ISBN : 978-623-92358-1-9

The originality of the paper is the author's responsibility

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

“Nurturing Business and Banking Sustainability”

Surabaya, 14th - 15th August 2020

FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Elisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

Tabel of Content

Cover.....	i
Committee.....	ii
Reviewers.....	iii
Foreword.....	iv
Table of Content.....	v

Marketing

Analyzing Competitive Strategies in Food SMEs Post Pandemic Covid-19 (Case Study in Madiun Municipality)	1 - 9
Tatik Mulyati; Saraswati Budi Utami; Hendro Susi	

Effect of Support Services And Relationship Quality on Customer Loyalty and Repurchase Intention on Johnson & Johnson Customers in Surabaya.....	10 - 21
Fеды Ardiansyah	

The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction in Rollaas Cafe Mall City of Tomorrow Surabaya	22 - 31
Brahma Satrya	

Analysis of Logistics Services Quality Using SERVQUAL Method in Surabaya City: Literature Review and Research Suggestion	32 - 36
Andini Anastasia Novitasari	

Exploration of Factors Affecting Customer Satisfaction and Loyalty in Community Pharmacies in Thailand: A Qualitative Study.....	37 - 43
Ramida Maruay; Chonlatis Darawong; Boonkiat Wisittigars	

The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City	44 - 49
Farhan Hisyam; Tatik Suryani	

Performance Analysis Through Intrinsic and Extrinsic Motivation with Work Satisfaction as Intervening Variables in Retail Company Employees in Surabaya (Case Study on Employees of PT. Lotte Mart Marvel Surabaya).....	50 - 55
Firdaus	

Influence of Work Fatigue, Unclear Tasks and Management Career on Employee Turnover at PT. Sulselbar Bank.....	56 - 64
Rosnaini Daga; Armi Pasampang; Aminuddin Hamdad	

Performance of Service In General Hospital City of Surabaya Era Covid-19.....	65 - 71
Feliks Anggia B.K. Panjaitan; Hwihanus; Adiati Trihastuti; Hotman Panjaitan	

Workability and Self Awareness on Employee Engagement in Indonesian Manufacturing Industries.....	72 - 78
Siti Mujanah	
Increasing Performance through Motivation and Competence at 17 August 1945 University Surabaya.....	79 - 89
Sri Budi Kasiyati; Endang Setyowati; Ida Bagus Cempena	
Developing Brand Loyalty.....	90 - 97
Estik Hari Prastiwi	
E-Marketing Adoption As an Alternative Solution For Fight Back The Covid-19.....	98 - 105
Febrianur Ibnu Fitroh Sukono Putra	
The Approach of The Agility Social Innovation: A Dynamic Capability Strategy.....	106 - 112
Mufti Agung Wibowo	
Quality of Work Life and Work Stress on Employee Performance	113 - 117
Sumiati	
Word of Mouse: How e-WOM Influence Consumer Behavior (A Study of UNTAG Surabaya Student)	118 - 128
Nanis Susanti	
The Effect of Service Quality, Customer Trust, Brand Image and Electronic Word of Mounth on Online Purchasing Decisions on Shopee Customers in Surabaya	129 - 144
Anis Fitriyasari	
The Effect of Marketing Mix 7Ps, Customer Experience, and Customer Relationship Marketing on Customer Loyalty Mediated by Indomaret Customer Satisfaction in Surabaya.....	145 - 152
Citra Putri Ramadani	
The Impact Of Celebrity Endorser And Self-Connection Of The Brand On The Equity Of The Brand	153 - 166
Mahmud; Mia Dika Anggraini	
The Brand Loyalty Determining Factors: The Role of Self Brand Connection, Brand Love, Brand Trust And Brand Image (at PT. Eloda Mitra)	167 - 174
Budi Anandya; Ni Made Laksmi Oktavia	
The Effect of Website and Social Media on Customer Behavior Responses	175 - 182
Tatik Suryani; Abu Amar Fauzi; Mochamad Nurhadi	
What Makes Tencent Becomes a Successful Business? a Case Study Analysis of Tencent.....	183 - 190
Binsar Energia Pratama Napitupulu	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

The Effects of Social Media Marketing Activities on Brand Love and Brand Trust That Have an impact on Brand Loyalty of Visval Bags Consumers191 - 196
 Novian Navas Mahardhika

Analysis the Effect of Marketing Mix on Consumer Decisions in Buying Paint Products ...197 - 205
 Febrianto Ramadhan

Analysis of The Impact of The Development of Inolobunggadue Central Park (ICP) on Micro, Small And Medium Enterprises in Konawe Regency 206 - 212
 Abdul Razak

The Effect of Transformational Leadership and Work Commitment on Incentives and Disaster Preparedness for Southeast Sulawesi Province Disaster Preparedness 213 - 222
 Bakhtiar Abbas

The Effect of Service Quality on Civil Population Document Towards Society’s Satisfaction and Trust for Population and Civil Registry Office of Kendari City..... 223 - 232
 Nofal Supriaddin

CRM Impact on Customer Satisfaction and Customer Loyalty at Garuda Indonesia: The Airline of Indonesia 233 - 240
 Muhamad Reynaldi Adhyaksa

The Implementation of Simple Form Gamification In Companies 241 - 246
 Nathania Agatha Benita

Social Entrepreneurship dan Peningkatan Ekonomi pada Siswa SMA Selamat Pagi Indonesia 247 - 254
 Azwar Cholili

Leaping Innovation Barriers For Business Longevity Purpose Based on Different Measurements of Innovation 255 - 261
 Mia Novinda Mudjiono

Business Model Analysis: A Study Case in Wood Pellet Industry..... 262 - 267
 Kadek Budiadnyana Putra

Drivers And Barriers Of Purchasing Groceries Online In Surabaya :Age, Gender, Educational Level And Experience As Moderating Variables 268 - 273
 Diky Murdoyo Rahadiarto

Optimization Services and Strategies Toward Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya 274 - 282
 Sukesi

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

The Influence of Investment Knowledge, Investment Motivation, Investment Capital and Investment Risk Perception on Investment Interest in Capital Markets (Study On Feb Dr. Soetomo University Students)..... 283 - 288
 Sri Handini

The Effects Of Human Capital And Strategic Partners On Strategic Planning And Organizational Performance (Study at PT. Segar Murni Utama) 289 - 296
 JFX. Susanto Soekiman

The influenxe of Utilitarian Value, Hedonic Value, and Perceived Risk on Customer Satisfaction and Customer Loyalty to Shopee Customers in Surabaya..... 297 - 303
 Nensi Laurence Nggai; Dudy Anandya

Unisfat The Pattern of Spatial Interaction of Workers in Central Java Province using the Explanatory Spatial Data Analysis (ESDA) Approach 304 - 315
 Caroline; Achmad Nuruddin S.; ETTY Puji Lestari; Ceasilia Srimindarti; Teguh Imam Rahayu

Analysis Web-Based Customer Relationship Management Strategy at PT. ABC 316 - 320
 Alfred Turisnol

The Influence of Planned Behavior On The Level of Customer Trust And Satisfaction In Determining Loyalty In Green Hotels In Indonesia 321 - 328
 Hayuning Purnama Dewi

Financial

Independence Financial Expertise in Audit Committee and Tax Avoidance: is business strategy moderate this relationship?329 - 337
 Ms. Lisa Gabrielle; Devie; Juniarti

Effect of Asset Quality, Liquidity, Solvability, Efficiency and Good Corporate Governance (GCG) Towards Go Public Bank Profitability In Indonesia338 - 350
 Ramlan

Credit Quality Stress Tests Based on Macroeconomics at Bank Persero in Indonesia in 2008 - 2016351 - 359
 Elna Arlina Nandasari

Decision On The Utilization Of Digital Payment In Millennial Generation Based On Perceived Experience.....360 - 365
 Karta Negara Salam; Muh. Imam Taufiq

Determining Factors of Thin Capitalization Practices in Indonesia366 - 381
 Jepri Duwi Safrudin; Diah Hari Suryaningrum

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Factors That Become A Customer Considerations Become A Brachless Bangking Agent ..382 - 388
 Novita Rosanti

Going Concern and Liquidity Perspective in Indonesia Manufacture Industry.....389 - 394
 Tri Ratnawati; Widi; Rahmiyati; Nekky

Influence Of Debt Policy And Cash Ratio On Dividend Policy On IDX30 Index In Indonesia Stock Exchange.....395 - 400
 Muhammad Ashary Anshar; Ichbal Warimin

Performance Analysis Of Share And After Online Application On The Sector Registered Transportation In Indonesia Exchange401 - 406
 Rachman Suwandar; Hartina

Measuring The Performance of the Surabaya City Regional Budget Value For Money Analysis.....407 - 414
 Risanda Alirastra Budiantoro; Tito Aditya Perdana

A Syestematic Literature Review of Liquidity, Asset Quality, Size, Solvability and Efficiency of Probability on National Private Commercial Banks Go Public415 - 421
 Devinta Ayu Ramadhani

The Effect of Multiple Role Conflict on Employees Performance Moderated By Self Efficac422 - 428
 Awanis Linati Haziroh, S.M, M.M.; Amanda Dyla Pramadanti; Raden Ayu Aminah R.P.S;
 Febrianur Ibnu Fitroh Sukono Putra

The Factors of Banking Capital Structure Determination in Indonesia.....429 - 434
 Foza Hadyu Hasanatina; Amalia Nur Chasanah; Vicky Oktavia

Identification and Analysis of Regional Economic Growth Patterns in the New Autonomous Region of Southeast Sulawesi Province.....435 - 448
 H. Mahmudin A. Sabilalo

Corporate Partnership of PT. SKLT with Crackers MSME in Sidoarjo As a Form Corporate Social Responsibility (CSR)449 - 463
 Jimmy Herlambang

Influencing Factors Safety Quality Cost Delivery People (SQCDP) on Lean Manufacturing Implementation at Directorate Production Indonesian Aerospace (IAe).....464 - 471
 Niza Nurmalasari; Ida Aju Brahmasari; Ida Aju Brahma Ratih

Increasing the Role Of Bank Financial Institutions and Non-Bank Financial Institutional in Providing Optimal Distribution For Communities During The COVID-Pandemic.....472 - 479
 Matdio Siahaan

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
"Nurturing Business and Banking Sustainability"
Surabaya, 14th - 15th August 2020

Utilization of Payment Gateway in Fundraising from a Management Perspective of Zakat, Infaq, and Alms: A Case Study of Baitul Maal Hidayatullah Surabaya480 - 486
Sarah Lutfiyah Nugraha and Ika Yunia Fauzia

The Impact of Capital Structure Towards Firm Performance Moderated by Corporate Governance in LQ-45 Company in BEI at 2013-2018.....487 - 495
Gabby Markus Angkasajaya; Putu Anom Mahadwartha

Effect of Support Services and Relationship Quality On Customer Loyalty and Repurchase Intention On Johnson & Johnson Customers in Surabaya

Feddy Ardiansyah

STIE Perbanas Surabaya, Nginden Semolo no 34 – 36, Surabaya 60118

ARTICLE INFO

Article history:

Received 10 August 2020

Revised 14 August 2020

Accepted 29 August 2020

Key words:

Support Services, Relationship Quality, Customer Loyalty, Repurchase Intention

ABSTRACT

This study aims to analyze the effect of Support Services and Relationship Quality on Customer Loyalty and Repurchase Intention, and to analyze the effect of Customer Loyalty on Repurchase Intention on Johnson & Johnson Surabaya customers. This research is an explanatory research with a causal approach and using survey methods. Research sample of 70 customers of oncology products in Surabaya. The technique used in this study to analyze data is Structural Equation Modeling (SEM) with Smart PLS (Partial Least Square) software. The results of the analysis in this study indicate that Support Services and Relationship Quality directly have a significant effect towards Customer Loyalty. The results of the analysis also proved that Support Services, Relationship Quality and Customer Loyalty have a significant effect on Repurchase Intention

1. INTRODUCTION

The existence of strong competition in all businesses motivates companies to create stronger relationships between themselves and their customers (Gilaninia et al, 2011) including Johnson & Johnson companies as manufacturers of medicines, medical equipment, and multinational consumer goods. Physical contact between the manufacturer's brand and its customers is very important to maintain the quality of the relationship (Aurier and de Lanauze, 2011). Relationship quality plays an important role when studying the relationships that exist between customers and business (Yang et al, 2010).

A good relationship quality will encourage the customer's intention to share information about the existence of a mini market network with others. Customers will spread positive things about the products and services offered by the mini network market, to recommend others to buy products offered by the mini network market, to continue using products and services from the mini network market in the future. It also can increase the customer's intention to use new products and additional services offered by the network mini market. In other words, a good assessment from customers regarding relationship quality will lead to customer loyalty (Dimiyati and Subagio, 2019).

Customer loyalty can also be formed through good support services. The problem is, there are still months of sales targets have not been reached and doctors or dispensaries and hospitals are still choosing other products, which usually use Johnson & Johnson Surabaya output products with a variety of reasons, product availability, drug prices, activities marketing, customer convenience in this case the doctor also triggers the achievement of sales targets and one that makes it worse is disappointed with sales or marketing staff when serving certain requests that are less than expected. PT Johnson & Johnson, the subject of discussion here is on special products for oncology drugs, it is important to know that in Indonesia there are several business units of PT Johnson & Johnson, including, medical devices, consumer units, OTC units and Ethical Units. The focus of the discussion here is on the ethical division unit of Oncology, and the following is the data from the sales of Johnson & Johnson Surabaya in 2019.

Based on the sales data shown in the above table, it is known that there are only 4 months that have reached or exceeded the specified target in January, March, June, and September. While in other months it is known that total sales have not yet reached the specified sales target.

Another problem lies in the constraints faced by pharmaceutical marketing Johnson & Johnson Surabaya is the presence of doctors who have doubts and are not sure of the products offered by Johnson & Johnson

* Corresponding author, email address: ¹ fardianskna@gmail.com

Surabaya, and the last 3 years some products are not in patent so there are a number of local companies that have them. similar products, the same function but with very different prices. In fact the price is the reason for doctors and patients choosing not to use our products, besides that competitor marketing activities are far more lax, because they are not bound by IPMG (International Pharmaceutical Manufacturers Group) regulations so that PT Johnson & Johnson in conducting every promotional activity must hold firm commitment to the code of ethics contained in it, IPMG is a non-profit, non-governmental organization consisting of 25 research-based multinational pharmaceutical companies, which operates in Indonesia, one of which is PT. Johnson & Johnson Indonesia.

This study aims (1) to analyze the effect of Support Services on Customer Loyalty on Johnson & Johnson Surabaya customers; (2) To analyze the effect of Support Services on Repurchase Intention on Johnson & Johnson Surabaya customers; (3) To analyze the effect of Relationship Quality on Customer Loyalty on Johnson & Johnson Surabaya customers; (4) To analyze the effect of Relationship Quality on Repurchase Intention on Johnson & Johnson Surabaya customers; (5) To analyze the influence of Customer Loyalty on Repurchase Intention on Johnson & Johnson Surabaya customers.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Support Services

According to Kotler et al (2012), support services are a component of the inevitable product strategy that can be either a small part or a major part of the product or service itself.

Loomba (1998) in Kumar, Hossain, and Shabbir (2017) observed that support services are a group of functions that ensure the perfect use of products or services to users. Therefore, it is considered that support services are not only services that contribute to problem-free use, but are elements to add to the product. This is done differently in different industries.

Relationship Quality

Relationship Quality according to Huang (2012) is a series of episodes of corporate interaction that occur between two parties with consumers within a certain time frame to establish a relationship with quality that achieves a common goal.

Crosby et al, (1990), defines relationship quality as achievement through the ability of salespeople to reduce perceived uncertainty. Relationship quality means that customers can rely on salesperson integrity and have confidence in salespeople (Doaei et al 2011).

Customer Loyalty

Oliver in Rahman and Ramli (2016) defines customer loyalty as a commitment that is held firm in making repeat purchases or subscribing to certain products or services constantly in the future, so there is a repeat purchase, even though situational factors can affect the transition.

Kotler and Keller (2012) define customer loyalty as a customer's engagement to repeat purchases or retention in certain products or services in the future, despite the situational influence and other marketing activities that enable switching behavior.

Repurchase Intention

Repurchase Intention can be defined as an individual decision about buying again a product or service appointed from the same company, taking into account the current conditions and possible situations (Dutta, 2016).

Seiders et al. (2005) in Balla, Ibrahim, and Ali (2015) define repurchase intentions as customers reporting the possibility of engaging in repurchase behavior in the future.

Relationship Between Variables

Effect of Support Services on Customer Loyalty

Customer loyalty can be formed through good support services. Goffin, K., & New, C., in Kumar et al (2017) see that support services are treated with different names such as after-sales services. Qasim and Asadullah (2012) argue that the main factors behind loyalty are connection speed and customer support services. Based on research by Qasim and Asadullah (2012), it is explained that a good customer support service is a tool for strong bonds and loyalty among customers which can then help the company to create positive word of

mouth for the company.

Effect of Support Services on Repurchase Intention

When buying a product, customers have more expectations than physical products. It also has hopes for future support services that the product might be needed. Lele and Karmarkar in Kumar et al (2017) reported that this expectation could be in the form of mere repair or replacement or even critical technical arrangements designed to reduce customer needs throughout the life of the product. Support Services are one of the important elements of individual product decisions that ensure the development of possible positive intentions for certain companies.

Effect of Relationship Quality on Customer Loyalty

Relationship quality plays an important role when studying the relationships that exist between customers and business (Yang et al, 2010). A good assessment of customers regarding relationship quality will lead to customer loyalty (Dimiyati and Subagio, 2019). Liu et al; Athavale et al., In Rahman and Ramli (2016) stated that relationship quality is important in predicting customer loyalty. The results of research conducted by Akbar (2018) found that relationship quality has a positive and significant effect on customer loyalty, the better the relationship quality the higher the customer loyalty. Dimiyati and Subagio (2019) prove that the quality of the relationship has a direct, positive and significant effect on customer loyalty.

Effect of Relationship Quality on Repurchase Intention

Relationship quality plays an important role when studying the relationships that exist between customers and business (Yang et al, 2010). Balla et al (2015) in their research that examined automotive customers in relation to the impact of relationship quality on repurchase intention. The results found that three dimensions of relationship quality (customer trust, customer satisfaction and customer commitment) have a significant positive relationship with repurchase intention.

The Influence of Customer Loyalty on Repurchase Intention

Repurchase intention can be defined as an individual decision about buying again a product or service appointed from the same company, taking into account the current conditions and possible situations (Dutta, 2016). Based on research by Dutta (2016) it was shown that there was a positive and significant influence on customer loyalty in repurchase intention.

Research Framework

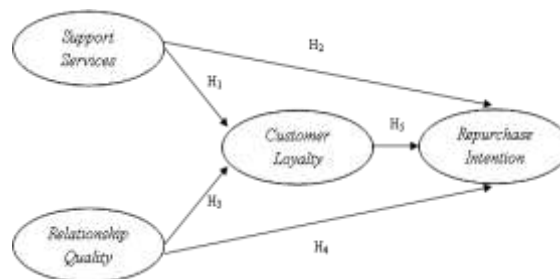


Figure 1. Research Framework

Research Hypothesis

- H1 : There is effect of Support Services towards Customer Loyalty at Johnson & Johnson Surabaya customers.
- H2 : There is effect of Support Services against Repurchase Intention in Johnson & Johnson Surabaya customers.
- H3 : There is effect of Relationship Quality towards Customer Loyalty at Johnson & Johnson Surabaya customers.
- H4 : There is effect of Relationship Quality against Repurchase Intention in Johnson & Johnson Surabaya customers.
- H5 : There is effect of Customer Loyalty against Repurchase Intention in Johnson & Johnson Surabaya customers.

3. RESEARCH METHOD

Research design

The use of the method in this research is the survey method. This research is explanatory research. This type of investigative research in this study is the establishment of a causal relationship.

The scope of research

To prevent the discussion in this research from becoming more extensive and more focused on the issues to be discussed, the scope of this research is as follows: (1) The subjects of this study are limited to Johnson & Johnson Surabaya customers; (2) Research variables are limited to endogenous variables (Customer Loyalty and Repurchase Intention), exogenous variables (Support Services and Relationship Quality); (3) The time used in distributing questionnaires to Johnson & Johnson Surabaya customers is limited to 1 (one) month.

Variable Identification

1. Exogenous variables are often called predictors denoted by X consisting of:

- a. Support Services (X1)
- b. Relationship Quality (X2)

2. Endogenous variables are often called response variables which are denoted by the letter Y which consists of:

- a. Customer Loyalty (Z)
- b. Repurchase Intention (Y)

Operational Definition and Variable Measurement

Operational definition

Support Services

Support Services is the respondent's evaluation of the support services provided by the Johnson & Johnson company with indicators including: (a) Installation; (b) Guarantees and warranties; (c) User training, (d) Repair and replacement; (e) Online support.

Relationship Quality

Relationship Quality in this study measured from respondents' perceptions of their trust in the honesty and virtue of partners, affective commitment and satisfaction felt by Johnson & Johnson customers with indicators including: (a) Trust in honesty partners; (b) Believe in the virtues of partners; (c) affective commitment; (d) Satisfaction.

Customer Loyalty

Customer Loyalty is a commitment held by customers to repurchase products or services that are permanently selected in the future so that there are repeat purchases of Johnson & Johnson customers with indicators including: (a) Intentions and (b) Word of Mouth.

Customer Loyalty

Repurchase Intention represents the customer's opinion regarding his intention and desire to repurchase at Johnson & Johnson as measured by indicators referring to Nikbin et al (2011) as follows: (a) Reusing the product; (b) The main choice in subsequent purchases; (c) Have a strong intention to try other types of products.

Population and Sampling Techniques

In determining the number of respondents (samples) taken by using purposive random sampling technique. The criteria used consist of:

1. Age more than 18 years
2. Have purchased Johnson & Johnson Indonesia products, especially oncology products in Surabaya more than once.
3. Made a purchase of Johnson & Johnson Indonesia products especially on oncology products in the past 6 months

The sample size used is a multivariate type that refers to the guidelines for measuring samples according to

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Hair, et al. in Ferdinand (2011: 51) which uses 5-10 times the indicator variable. So this study uses a sample of 5 x 14 = 70 Johnson & Johnson Indonesia customers, especially oncology products customers in Surabaya.

Research Instruments
 The instrument used in this study was to use a questionnaire.

Table 1

Instrument Development Grid

Variable	Indicator	No. Item	Source
Support Services	Clarity of the function of the drugs being sold	SS1	Kumar, Hossain and Shabbir (2017)
	The Johnson & Johnson Company provides guarantees and guarantees of product authenticity	SS2	
	The Johnson & Johnson Company promotes drug use properly	SS3	
	Johnson & Johnson's company provides fast drug returns	SS4	
	The availability of online consultations	SS5	
Relationship Quality	Customers believe in the promises of the Johnson & Johnson Company	RQ1	Dimiyati and Subagio (2019)
	Customers believe in product safety	RQ2	
	There is a strong commitment from the Johnson & Johnson Corporation to establish good communication with customers	RQ3	
	Customers are satisfied in dealing with the Johnson & Johnson Company	RQ4	
Customer Loyalty	Customers intend to repurchase Johnson & Johnson's products at a later date	CL1	Huang (2012)
	Customers are willing to recommend Johnson & Johnson products to others	CL2	
Repurchase Intention	Customers will rechoose Johnson & Johnson products	RI1	Huang (2012)
	Customers will buy back Johnson & Johnson.	RI2	
	Customers intend to	Q13	

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Variable	Indicator	No. Item	Source
	buy back forever		
	The customer wants to buy the product back immediately	RI4	

4. DATA ANALYSIS AND DISCUSSION

SEM analysis

The technique used in this study to analyze data is Structural Equation Modeling (SEM) with Smart PLS (Partial Least Square) software.

RESEARCH RESULTS AND DISCUSSION

Test the Outer Model

Outer model often also called (outer relation or measurement model) specifies the relationship between the variables studied and the indicators.

Convergent Validity

The measurement model test through loading factor is carried out to determine the validity of the indicators by looking at the convergent validity values of the indicators in the model. Each indicator in the model must meet convergent validity which has a value > 0.5. If each indicator already has a loading factor > 0.5, the evaluation step can be continued.

Table 2: Convergent Validity

	original sample estimate	mean of subsamples	Standard deviation	T-Statistics
Support Services (X1)				
X1.1	0798	0.796	0.042	18,785
X1.2	0.797	0.796	0.045	17,743
X1.3	0.755	0.760	0.052	14,644
X1.4	0.778	0.773	0.051	15219
X1.5	0.736	0725	0.071	10,403
Relationship Quality (X2)				
X2.1	0713	0704	0.068	10,520
X2.2	0732	0.724	0.066	11,051
X2.3	0840	0838	0.034	24,512
X2.4	0810	0814	0.034	23,532
Customer Loyalty (Z)				
Z.1	0.859	0.855	0.034	25,611
Z.2	0847	0844	0.037	23,152
Repurchase Intention (Y)				
Y1	0780	0780	0.048	16,344
Y2	0.854	0.853	0.032	26,403
Y3	0.758	0750	0.059	12,914
Y4	0.620	0.611	0.088	7,056

Source: Appendix 4, processed by researchers

Based on Table 2 Variable Support Services (X1) as measured by 5 items declared valid as a measure of the construct, because the value of convergent validity is above 0.5. Variable Relationship

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Quality (X2) as measured by 4 items declared valid as a measure of the construct, because the value of convergent validity is above 0.5. Variable Customer Loyalty (Z) measured by 2 items declared valid as a measure of the construct, because the value of convergent validity is above 0.5. Likewise for variables Repurchase Intention (Y) which is measured by 4 measurement items as a whole has a convergent validity value above 0.5, then 4 measurement items that measure Repurchase Intention (Y) declared valid as a measure of the construct.

Discriminant Validity

Discriminant validity test aims to test the validity of the indicator block. Discriminant validity test for indicators can be seen in the cross loadings between indicators and their constructs as shown in Table 3. Indicator blocks are called valid if the value of each indicator in measuring the construct variable (= indicator block) is dominantly higher when compared to the value of each indicator in measuring the other construct variables.

Table 3 Cross Loadings

	Support Service (X1)	Relationship Quality (X2)	Customer Loyalty (Z)	Repurchase Intention (Y)
X1.1	0.798	0.469	0.466	0.565
X1.2	0.797	0.504	0.528	0.531
X1.3	0.755	0.424	0.498	0.556
X1.4	0.778	0.478	0.361	0.450
X1.5	0.736	0.475	0.417	0.455
X2.1	0.513	0.713	0.470	0.632
X2.2	0.434	0.732	0.508	0.515
X2.3	0.576	0.840	0.650	0.651
X2.4	0.351	0.810	0.553	0.619
Z.1	0.543	0.626	0.859	0.636
Z.2	0.469	0.580	0.847	0.677
Y.1	0.430	0.645	0.577	0.780
Y.2	0.680	0.665	0.599	0.854
Y.3	0.493	0.555	0.629	0.758
Y.4	0.385	0.492	0.533	0.620

Source: Appendix 4, data processed

The value of cross loadings in the table above on the whole of the forming construct declared good discriminant. Where the value of the correlation indicator of the construct must be higher than the value of the correlation between the indicators with other constructs.

Average Variance Extracted (AVE)

AVE aims for testing the reliability of construct variables. AVE aims to determine that the construct variable has a good Discriminant validity value. The AVE value is satisfactory if > 0.5. AVE test results appear in Table 4 as follows:

Table 4 Value of AVE

	Average Variance Extracted (AVE)
Support Services (X1)	0.598
Relationship Quality (X2)	0.602
Customer Loyalty (Z)	0.727
Repurchase Intention (Y)	0.575

Source: Appendix 4, data processed

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

The results of the AVE value for the indicator block that measures the construct can be stated to have a good discriminant validity value because the AVE value > 0.5. This means that all construct variables are declared reliable.

Composite Reliability

Another test is the composite reliability of the indicator block that measures the construct (Ghozali, 2012). The results of composite reliability for Relational Marketing (X) are 0.862, composite reliability for Service Quality (Z1) is 0.907, composite reliability for Customer Satisfaction (Z2) of 0.913, and composite reliability for Customer Loyalty (Y) of 0.900. The requirement is if the composite reliability value > 0.60 is interpreted to be very satisfying (Ghozali, 2012).

Table 5 Composite Reliability

	Cronbach Alpha
Support Services (X1)	0.832
Relationship Quality (X2)	0.778
Customer Loyalty (Z)	0.625
Repurchase Intention (Y)	0.748

Source: Appendix 4

Based on Table 5 it can be seen that the Cronbach alpha value of each study variable is > 0.60. Thus these results can indicate that each research variable meets the Cronbach alpha value requirements, so it can be concluded that all variables have a high level of reliability.

Inner Model Test

This test is used to evaluate the relationship between latent constructs as hypothesized in the study, based on PLS output, the following figure is obtained:

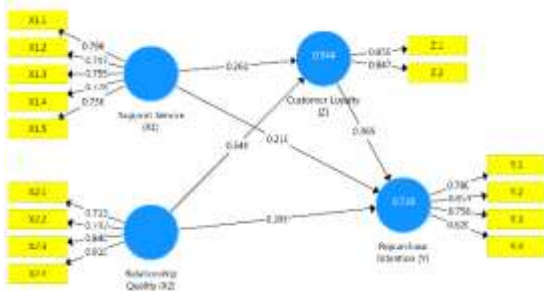


Figure 2 Inner Weight Values

The result of inner weight value of Figure 2 above shows that Customer Loyalty is influenced by Support Services Relationship Quality while Repurchase Intention is influenced by Product Quality, Store Atmosphere, and Customer Loyalty which is shown in the following equation.

$$Z = 0.261 X1 + 0.549 X2$$

$$Y = 0.210 X1 + 0.396 X2 + 0.365 Z$$

Testing Hypothesis

To answer the research hypothesis we can see the t-statistic in Table 4.12 below:

Table 6 Hypothesis Testing Results

	Original Sample	Sample Mean	Standard Deviation	T-Statistics
Support Service (X1) - > Customer Loyalty (Z)	0.261	0.262	0.118	2,203
Support Service (X1) - > Repurchase Intention (Y)	0.210	0.217	0.077	2,732

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

Relationship Quality (X2) -> Customer Loyalty (Z)	0.549	0.551	0.096	5,734
Relationship Quality (X2) -> Repurchase Intention (Y)	0.396	0.399	0.115	3,437
Customer Loyalty (Z) -> Repurchase Intention (Y)	0.365	0.356	0.113	3,240

Based on the results of testing the above hypothesis, it can be interpreted that:

- Support Services significant effect on Customer Loyalty, this is known from the statistical T value of 2,203 which means it is greater than the cut off points of > 1.96.
- Support Services significant effect on Repurchase Intention, this is known from the statistical T value of 2.732 which means it is greater than the cut off points of > 1.96.
- Relationship Quality significant effect on Customer Loyalty, this is known from the statistical T value of 5.734 which means it is greater than the cut off points of > 1.96.
- Relationship Quality significant effect on Repurchase Intention, this is known from the statistical T value of 3,437 which means it is greater than the cut off points of > 1.96.
- Customer Loyalty significant effect on Repurchase Intention, this is known from the statistical T value of 3,240 which means it is greater than the cut off points of > 1.96.

Structural Model Testing (Inner Model)

Assessment of the model with PLS starts from looking at the R-square for each latent dependent variable. Changes in the R-square assessment are used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive impact. For endogenous latent variables in the structural model which has an R2 of 0.75 indicating that the model is "strong", R2 of 0.50 indicates that the model is "moderate", R2 of 0.25 indicates that the model is "weak" (Ghozali, 2016) . The PLS output as described below:

Table 7 R-Square Values

	R Square
Support Services (X ₁)	
Relationship Quality (X ₂)	
Customer Loyalty (Z)	0.544
Repurchase Intention (Y)	0.730

Based on the results of the R2 value it is known that the independent variable Support Services and Relationship Quality that influence the Customer Loyalty variable in the structural model has an R2 value of 0.544 which indicates that the "Moderet" model. While the Support Service, Relationship Quality and Customer Loyalty variables that influence the Repurchase Intention variable in the structural model have an R2 value of 0.730 which also indicates that the "Moderet" model. The suitability of the structural model can be seen from Q2, as follows:

$$\begin{aligned}
 Q2 &= 1 - [(1 - R1) * (1 - R2)] \\
 &= 1 - [(1 - 0.544) * (1 - 0.730)] \\
 &= 1 - [(0.456) * (0.270)] \\
 &= 1 - [0.123] \\
 &= 0.877
 \end{aligned}$$

Discussion

The Effect of Support Services for Customer Loyalty

The results of hypothesis testing are proven that Support Services has a significant effect on Customer Loyalty on Johnson & Johnson Surabaya customers, because the statistical T value is 2.203 which means it is greater than 1.96. These results indicate that high customer loyalty can be formed through the existence of good support services. Thus the first hypothesis which reads "There is an influence of Support Services on Customer Loyalty for Johnson & Johnson Surabaya customers", is declared accepted and proven true. The findings in this study prove that support service has an important role in shaping customer loyalty. This is supported by the findings in this study that there is a significant positive effect between support service and customer loyalty. This indicates that the better the support services provided to customers, the more customer loyalty will form. This means that if Johnson & Johnson Surabaya wants to increase customer loyalty, it is very important for Johnson & Johnson Surabaya to provide support services that support.

The Effect of Support Services on Repurchase Intention

Hypothesis testing results prove that Support Services has a significant effect on Repurchase Intention to Johnson & Johnson Surabaya customers, because the statistical T value is 2.732, which means it is greater than 1.96. These results indicate that high repurchase intention can be formed through the existence of good support services. Thus the second hypothesis which reads "There is an influence of Support Services on Repurchase Intention on Johnson & Johnson Surabaya customers", Was declared accepted and the truth was proven. Based on the results of hypothesis testing that has been done it is proven that support service has an important role in forming purchase intention. This can be seen from the results of hypothesis testing which is proven that support service has a significant positive effect on purchase intention. So it can be interpreted that the better support service, the more it will encourage customers to do repurchase intention. Thus if Johnson & Johnson Surabaya wants to shape customer behavior in high repurchases so it is very important for Johnson & Johnson Surabaya to improve the delivery of support services that are getting better. The findings in the study support the findings of Kumar et al (2017) where in the research it was proven that support services which include guarantees and guarantees, repairs and replacements, online support are significantly related to repurchase intentions but user installation and training are less related to intention to repurchase electronic goods. statistically and significantly

The Effect of Relationship Quality on Customer Satisfaction

Hypothesis testing results prove that Relationship Quality has a significant influence on Customer Loyalty to Johnson & Johnson Surabaya customers, because the statistical T value is 5.734 which means it is greater than 1.96. These results indicate that high customer loyalty can be formed through good relationship quality. Thus the third hypothesis which reads "There is an influence of Relationship Quality on Customer Loyalty on Johnson & Johnson Surabaya customers", Was declared accepted and the truth was proven. Based on the results of hypothesis testing found that relationship quality has a role in forming customer loyalty. This is then proven by the positive and significant influence between relationship quality on customer loyalty. So it can be interpreted that the better relationship quality that exists with customers, the more it can increase customer loyalty. Thus if Johnson & Johnson Surabaya wants to have customers with a high level of loyalty, so it is very important for Johnson & Johnson Surabaya to improve the quality of relationships with customers. The findings in this study support the findings of research conducted by Huang (2012) where in his research it was proven that the quality of relationships can produce customer loyalty. This finding is also in line with the findings of research conducted by Akbar (2018) in which the result of relationship quality has a positive and significant influence on customer loyalty. Likewise, Rahman and Ramli's findings (2016) prove that relationship quality has a significant effect on customer loyalty.

The Effect of Relationship Quality on Customer Loyalty

Hypothesis testing results prove that Relationship Quality has a significant effect on Repurchase Intention to Johnson & Johnson Surabaya customers, because the statistical T value is 3,437 which means it is greater than 1.96. These results indicate that high Repurchase Intention can be formed through the existence of good Relationship Quality. Thus the fourth hypothesis which reads "There is an effect of Relationship Quality on Repurchase Intention on Johnson & Johnson Surabaya customers", Was declared accepted and the truth was proven. Based on the results of hypothesis testing it is proven that relationship quality has an important role in increasing repurchase intention. This is evidenced by the existence of a direct or positive relationship between relationship quality and repurchase intention significantly. So it can be interpreted that the better relationship quality that exists with customers will increase repurchase intention. Thus if Johnson & Johnson Surabaya wants to have a high level of customer repurchase intention so it is important for Johnson & Johnson Surabaya to improve the quality of the relationship with the customer. The results of this study support

the findings of a study conducted by Balla et al (2015) who also proved that the three dimensions of relationship quality (customer trust, customer satisfaction and customer commitment) have a significant positive relationship with repurchase intention.

The Effect of Customer Loyalty on Repurchase Intention

Hypothesis testing results prove that Customer Loyalty has a significant effect on Repurchase Intention to Johnson & Johnson Surabaya customers, because the statistical T value is 3,240 which means it is greater than 1.96. These results indicate that high repurchase intention can be formed through the presence of high customer loyalty. Thus the fifth hypothesis which reads "There is the influence of Customer Loyalty on Repurchase Intention on Johnson & Johnson Surabaya customers", Was declared accepted and the truth was proven. Based on the results of hypothesis testing it is proven that customer loyalty plays an important role in increasing repurchase intention. This is evidenced from the results of hypothesis testing which found a significant and positive effect between customer loyalty and repurchase intention. So it can be interpreted that the higher the customer loyalty, the more repurchase intention will increase the customer. Thus if Johnson & Johnson Surabaya wants to increase customer interest in making repeat purchases, so it is very important for Johnson & Johnson Surabaya to pay attention to the level of customer loyalty towards Johnson & Johnson Surabaya.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Conclusion

Based on the discussion conducted, the conclusions that can be drawn are as follows:

1. Support Services has a significant influence on Customer Loyalty on Johnson & Johnson Surabaya customers
2. Support Services has a significant influence on Repurchase Intention to Johnson & Johnson Surabaya customers
3. Relationship Quality has a significant influence on Customer Loyalty to Johnson & Johnson Surabaya customers
4. Relationship Quality has a significant influence on Repurchase Intention to Johnson & Johnson Surabaya customers
5. Customer Loyalty has a significant influence on Repurchase Intention to Johnson & Johnson Surabaya customers

Suggestion

Based on the analysis, suggestions can be given as follows:

1. It is expected that Johnson & Johnson Surabaya can improve its ability to provide socialization of drug use properly and correctly as well as the availability of online consultations that will increase customer loyalty and have an impact on increasing customer interest in making repeat purchases.
2. It is expected that Johnson & Johnson Surabaya can improve the quality of its relationship with customers by taking into account the level of doctors' trust that producers produce safe drugs and the level of doctor's satisfaction with the quality of products produced by producers.
3. It is expected that further research that wants to use the same research topic using other variables is thought to increase repurchase intention such as trust, brand image, and brand experience.

REFERENCES

- Akbar, I. (2018). "Pengaruh Relationship Marketing Dan Relationship Quality Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Produk Parfum Mulegh Di Purwokerto". Indonesian Journal Of Strategic Management. 1 (1) : 84-104.
- Aurier, P. and Séré de Lanauze, G. (2011), "Impacts of in-store manufacturer brand expression on perceived value, relationship quality and attitudinal loyalty", International Journal of Retail & Distribution Management, 39 (11) : 810-835.
- Balla, B. E., Ibrahim, S. B., and Abdel Hafiez Ali Hasaballah. (2015). "The Impact Of Relationship Quality On Repurchase Intention Towards The Customers Of Automotive Companies In Sudan". British Journal of Marketing Studies. 3 (4) : 1-15.
- Dimiyati, M., dan N. A. Subagio. 2019. "Improving Customer Loyalty Based On Relationship And Service Quality On Networked StoreCustomer". International Journal Of Scientific & Technology Research. 8 (03) : 74-79.
- Dutta, B. 2016. "Exploring the Factors of Consumer Repurchase Intention in Online Shopping". International Journal of Computer Science and Information Security (IJCSIS), 14 (12) : 520-543.
- Ferdinand, A. (2011). Metode Penelitian Manajemen. Badan Penerbit. Universitas Diponegoro Semarang.
- Ghozali. (2016). Aplikasi Analisis Multivariate Dengan Program IBM SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Gilaninia, S., Almani, A.M., Pournaserani, A., and Mousavian, S.J. 2011. "Relationship Marketing: a New Approach to Marketing in the Third Millennium", Australian Journal of Basic and Applied Sciences, 5 (5) : 787-799.
- Huang, C. H. 2012. "The Impact of Relationship Quality on Customer Loyalty". Journal of Contemporary Management. 13 : 53-68.
- Kotler, P. & Keller, K.L. 2012. Manajemen Pemasaran. Jilid I Edisi ke 12. Jakarta: Erlangga.
- Kumar, S., Hossain, Md. Z., dan R. Shabbir. 2017. "Impact of Product Support Services on Repurchase Intention of Customers: An Empirical Study on Electronic Industries of Bangladesh". IOSR Journal of Business and Management (IOSR-JBM). 19 (8). Ver II. : 59-66.
- Nikbin, D., Ishak, I., Marimuthu, M., and A. Ismael. (2011). "The impact of firm reputation on customers' responses to service failure: The role of failure attributions". Business Strategy Series 12 (1) : 19-29.
- Qasim, M., dan M. Asadullah (2012). "The Role of Customer Support Service in Relationship Strengthening. A Case of Swedish Broadband Internet Service Providers". Business Administration Master's Thesis. Supervisor: Prof. Lars Haglund.
- Rahman, M. A., dan M. F. Ramli. 2016. "The Influence of Relationship Quality on Customer Loyalty in the Dual-Banking System in the Northern States of Peninsular Malaysia". Procedia - Social and Behavioral Sciences 2019 : 606-613
- Yang, D. J., WU, J. M., and K. I. Wang. 2010. "Relationship Quality, Relationship Value, Purchasing Intention: An Empirical Study in the Retail Industry in the USA, Japan and Taiwan". Asian Journal of Arts and Sciences, 1, (2) : 155-166