

## The effect of word of mouth and brand image on customer loyalty with customer satisfaction as an intervening variable (A study of Yongki Komaladi flatshoes users in Bogor Regency)



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### ABSTRACT

*This study examines the influence of word of mouth and brand image on customer loyalty among users of Yongki Komaladi flat shoes in Bogor Regency, with customer satisfaction serving as an intervening variable. In the increasingly competitive fashion and footwear industry, understanding the factors that foster customer loyalty is essential for maintaining long-term business sustainability and competitive advantage. Employing a quantitative research design, data were collected through questionnaires administered to 100 consumers selected using purposive sampling, with respondents required to be at least 17 years old and to have purchased Yongki Komaladi flat shoes on at least two occasions. Path analysis was used to examine both direct and indirect relationships among the variables. The findings reveal that word of mouth and brand image each exert positive and significant influences on customer satisfaction and customer loyalty. Customer satisfaction was also found to have a strong positive effect on loyalty, highlighting its central role in strengthening long-term consumer relationships. Furthermore, customer satisfaction successfully mediates the relationships between word of mouth and customer loyalty as well as between brand image and customer loyalty, indicating that favorable consumer recommendations and a strong brand image enhance loyalty by first increasing customer satisfaction. These findings underscore the importance of maintaining a positive brand reputation, encouraging customer advocacy, and delivering satisfying consumer experiences to strengthen loyalty within the fashion retail sector.*

**Keywords:** Word Of Mouth; Brand Image; Customer Loyalty; Customer Satisfaction



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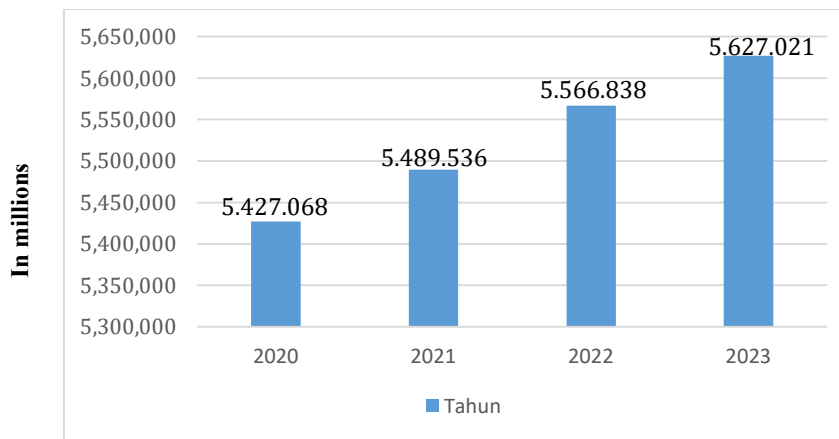
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## INTRODUCTION

In today's era of globalization, businesses are facing more competition than ever before, especially with the fast growth of technology and the spread of information. As markets become more open, competing products become more diverse, leading to competition among producers to meet customer needs, ensure maximum satisfaction, and increase customer loyalty (Kotler & Keller, 2016). Footwear production is growing rapidly due to rapidly changing trends and the human nature of constant dissatisfaction (Deccasari & Amin, 2021). According to Fatah, et al., (2024), population growth is also a factor causing a significant increase in footwear production .

Bogor Regency is one of the areas with a high population density. This makes Bogor Regency a promising target market for this business. The population data for Bogor Regency from 2020-2023 is as follows.



Source: Processed Data, 2024

**Figure 1**  
**Total Population of Bogor Regency 2020-2023**

Figure 1 shows the population growth over the past four years, from 2020 to 2023. Population growth impacts business development. As the population increases, so do the needs of the community, particularly footwear. Therefore, without repeat customers, a company cannot maintain its operational sustainability. According to Gendalasari (2020), in Bogor Regency, the footwear industry, especially flatshoes, is growing quickly, and more people are realizing how important it is to have comfortable and stylish clothing. This presents a promising business opportunity for entrepreneurs in Bogor Regency to innovate and offer products tailored to changing consumer tastes.

This research focuses on footwear products, namely flatshoes under the Yongki Komaladi brand. Yongki Komaladi is a brand that has successfully attracted a large number of customers thanks to its well-known design and brand image. However, business competition will persist as competitors continue to innovate. One survey institution and award-winning brand in Indonesia is the Top Brand Award, which recognizes brands that achieve the Top or Best predicate. The following is data on the top brands in the women's work shoe category for 2021-2023.

**Table 1**  
**Top Brand Award for Women's Work Shoes 2021-2023**

Year	Brand	Top Brand Index (%)	Category
2021	Fladeo	13.20	TOP
	Bata	12.40	TOP
	Buccheri	12.00	TOP
	Yongki Komaladi	9.30	
	Nevada	4.30	
2022	Fladeo	15.60	TOP
	Bata	11.80	TOP
	Buccheri	10.90	TOP
	Yongki Komaladi	7.20	
	Nevada	5.00	
2023	Bata	13.50	TOP
	Buccheri	11.80	TOP
	Fladeo	10.90	TOP
	Yongki Komaladi	5.80	
	Nevada	3.90	

Source: Top Brand Index, 2024

Based on Table 1, it shows that Yongki Komaladi has seen a decline in its top category percentage over the past three years. This decline can be caused by various factors, such as declining product quality, leading to a poor brand image. Every company strives to build customer loyalty, one way of doing this is by building a strong brand image.

Next, researchers conducted a survey on various websites to compare Yongki Komaladi brand flatshoes with four competing brands. The following is a comparison of five flatshoe brands.

**Table 2**  
**Comparison Data of Five Flatshoe Brands**

No	Brand Name	Product	Logo	Packaging Desain	Information
1	Fladeo				<ul style="list-style-type: none"> <li>- Material: Synthetic and velvet.</li> <li>- Price: Rp. 250.000 – Rp. 395.000.</li> <li>- Durability/Quality: Good quality with a focus on comfort.</li> </ul>
2	Bata				<ul style="list-style-type: none"> <li>- Material: Rubber and synthetic.</li> <li>- Price: Rp. 179.900 – Rp. 299.900.</li> <li>- Durability/Quality: The quality is consistent as well as reliable.</li> </ul>
3	Buccheri				<ul style="list-style-type: none"> <li>- Material: Genuine leather</li> <li>- Price: Rp. 394.500 – Rp. 809.000</li> <li>- Durability/Quality: Premium quality.</li> </ul>
4	Yongki Komaladi				<ul style="list-style-type: none"> <li>- Material: Synthetic leather.</li> <li>- Price: Rp. 107.100 – Rp. 699.000.</li> <li>- Durability/Quality: Good quality prioritizes innovation.</li> </ul>

No	Brand Name	Product	Logo	Packaging Desain	Information
5	Nevada				<ul style="list-style-type: none"> <li>- Material: Polyester.</li> <li>- Price: Rp. 108.000 – Rp. 199.900.</li> <li>- Durability/Quality: The quality is quite good according to the price offered.</li> </ul>

Source: Processed Data, 2025

In comparing the five flatshoes, each brand clearly has distinct characteristics. Fladeo offers a combination of comfort and modern design at a mid-range price. Bata is known for its durable materials and neat stitching, making it a good choice for everyday use, with a price that reflects the quantity. Buccheri stands out for its premium quality and elegant design, despite its higher price point. Yongki Komaladi prioritizes innovation in design and comfort. Nevada, on the other hand, is an economical choice with good quality for consumers on a budget. Each flatshoe brand has its own advantages and disadvantages. Bata and Nevada offer more affordable prices with good quality, while Fladeo and Buccheri focus more on design and premium quality at a higher price point. Yongki Komaladi, on the other hand, offers innovation in design and comfort, with quality that doesn't match the price.

According to Kotler & Keller (2016), in the context of customer satisfaction, word of mouth and brand image are the foundations of purchasing decisions. The better the marketing strategy and brand image developed for a product, the greater the customer satisfaction with that product. However, a research gap emerged from the research results, Gunawan (2023) stated that word of mouth does not have a positive effect on customer satisfaction. Meanwhile, the research results of Gemina, et al., (2024), stated that word of mouth has a direct and positive impact on customer satisfaction. Furthermore, the research results by Prastiwi & Rivai (2022), provides a different perspective or a research gap stating that brand image does not significantly influence customer satisfaction. Meanwhile, research reviewed by Efendi et al., (2022), stated that brand image partially influences customer satisfaction. Furthermore, a research gap emerged from the research of Kholida et al., (2024) stated that word of mouth does not have a significant effect on customer loyalty. Meanwhile, according to Nur et al., (2024), shows that word of mouth has a significant effect on customer loyalty. Furthermore, research conducted by Ramadhani & Nurhadi (2022), shows that brand image does not have a significant effect on customer loyalty.

Meanwhile, research by Hafidz & Muslimah (2023), shows that brand image has an effect on customer loyalty. Furthermore, a research gap emerged from research conducted by Najmudin et al., (2022), which concluded that satisfaction has no effect on customer loyalty. Meanwhile, research reviewed by Damanik et al., (2024), showed that customer satisfaction has no effect on customer loyalty. Therefore, based on the findings of the research gap, it is suspected that customer loyalty is not optimal due to word of mouth, brand image, and customer satisfaction that are not optimal. Based on this description, the researcher wants to do a study called the influence of word of mouth and brand image on customer loyalty with customer satisfaction as an intervening variable focusing on users of Yongki Komaladi flatshoes in Bogor Regency.

## LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

### Customer Loyalty

According to Kotler & Keller (2016), customer loyalty means a strong feeling of wanting to buy the same product or use the same service again in the future, even if there are other choices or special offers that might make someone choose something else. Meanwhile, according to Priansa (2017), consumer loyalty shows that customers are committed to a company and its products over a long time, and this is seen in their consistent support and positive feelings toward the brand. As for according to Sinulingga & Sihotang (2021), customer loyalty expresses intended behavior related to a company's products or services. According to Kotler & Keller (2016), there are three indicators of customer loyalty:

1. Loyalty in purchasing products
2. Resistance to negative influences regarding the company
3. Respect for the company's overall existence

### Customer Satisfaction

According to Kotler & Keller (2016), customer satisfaction is how happy or upset a customer feels after looking at how well a product or service worked compared to what they thought it would do. Meanwhile, according to Priansa (2017), customer satisfaction reflects the difference between expectations and actual performance. If expectations are high while performance is mediocre, customer satisfaction will not be achieved or will even lead to disappointment. As for according to Tjiptono & Diana (2019), customer satisfaction or dissatisfaction comes from how much what a customer expects matches up with what they actually experience during a service interaction. According to Kotler & Keller (2016), indicators of customer satisfaction include the following:

1. Conformity to expectations
2. Repurchase intention
3. Willingness to recommend

### Word Of Mouth

According to Sernovitz (2019), word of mouth is the kind of conversation that happens naturally when people talk to each other. Word of mouth marketing helps businesses connect with customers in a way that makes them want to talk good things about products, services, and brands. Meanwhile, according to Lupiyoadi (2021), word of mouth is a description of product introduction carried out through word-of-mouth communication about something good about goods or services that have been purchased. As for according to Hasan (2020), word of mouth is a part of a promotional marketing strategy that involves the dissemination of information verbally, in writing, or through electronic media from one person to another about a product, service, brand, or company. According to Sernovitz (2019), word of mouth indicators have five dimensions or indicators known as the 5Ts, including the following:

1. Talkers
2. Topics
3. Tools
4. Talking Participation
5. Tracking

### Brand Image

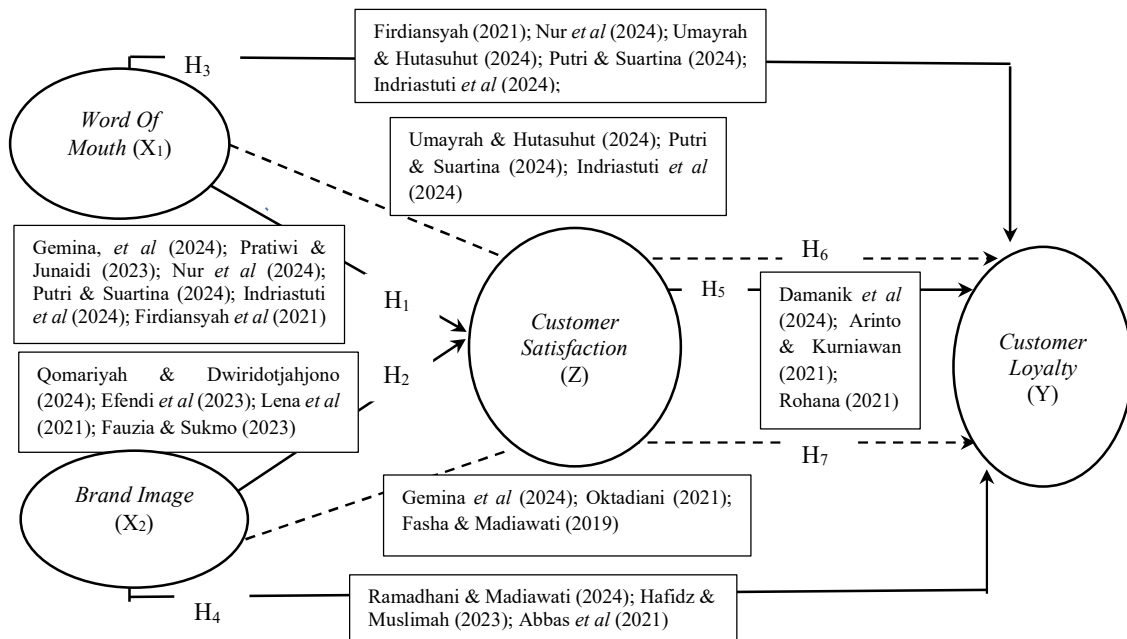
According to Kotler & Keller (2021), brand image is a consumer's perception of a brand, shaped by the experiences, information, and associations consumers have with the brand. Brand image encompasses all elements that shape consumers' views of the brand. Meanwhile, according to Indrasari (2019), brand image can be defined as an association of all available information regarding the products, services, and company of the brand in question. As for according to Aaker (2020), brand image is a collection of associations consumers have with a brand, including the attributes, benefits, and values represented by the brand. Brand image serves as a brand identity that differentiates it from competitors. According to Kotler & Keller (2021), brand image indicators include the following.

1. Brand identity
2. Brand awareness
3. Brand associations
4. Brand loyalty
5. Customer experience
6. Brand reputation

### Research Framework

According to Sugiyono (2020), a conceptual framework is a way to show how a theory connects with different factors that have been found to be important. This study's framework looks at how word of mouth and brand image affect customer loyalty with customer satisfaction as an intervening variable.

The Figure 2 shows the conceptual model that explains how the different factors in this study are connected to each other:



Source: Constructed by authors for this study, 2024

**Figure 2**  
**Research Framework**

Remarks:

----- = Indirect Influence  
-----> = Direct Influence

## Hypotheses

Based on the theoretical review and conceptual framework outlined in the previous section, the following hypotheses can be formulated as a tentative answer to the problem:

- H<sub>1</sub> : Word of mouth has a direct and positive influence on customer satisfaction for Yongki Komaladi flat shoe users in Bogor Regency.*
- H<sub>2</sub> : Brand image has a direct and positive influence on customer satisfaction for Yongki Komaladi flat shoe users in Bogor Regency.*
- H<sub>3</sub> : Word of mouth has a direct and positive influence on customer loyalty for Yongki Komaladi flat shoe users in Bogor Regency.*
- H<sub>4</sub> : Brand image has a direct and positive influence on customer loyalty for Yongki Komaladi flat shoe users in Bogor Regency.*
- H<sub>5</sub> : Customer satisfaction has a direct and positive influence on customer loyalty for Yongki Komaladi flat shoe users in Bogor Regency.*
- H<sub>6</sub> : Word of mouth has an indirect and positive influence on customer loyalty through customer satisfaction for Yongki Komaladi flat shoe users in Bogor Regency.*
- H<sub>7</sub> : Brand image has an indirect and positive influence on customer loyalty through customer satisfaction for Yongki Komaladi flat shoe users in Bogor Regency.*

## METHOD

This study employed a quantitative approach. According to Sugiyono (2020), a quantitative method relies on positivist philosophy and is focused on analyzing particular groups or samples. Research tools are employed for gathering data, and the evaluation of this data is quantitative or statistical, aiming to outline and evaluate pre-existing hypotheses. The research methods employed are descriptive and verification.

According to Sugiyono (2020), a population refers to a broad region made up of items or individuals that have specific features and traits identified by the researcher for analysis, leading to derive conclusions. The population in this study was Yongki Komaladi flatshoe users in Bogor Regency. According to Sugiyono (2020), a sample is a subset of a population that serves as a source of data in a study and represents a subset of the total characteristics possessed by a population. The study use a non-probability sampling method, specially a purposive sampling technique. According to Sugiyono (2020), purposive sampling is a sampling technique with specific considerations according to desired criteria to determine the number of samples to be studied. To determine the sample in this study, the researchers used the Lemeshow formula because the number of Yongki Komaladi flatshoe users in Bogor Regency was unknown. This formula was used to determine the appropriate sample size. The calculation is as follows:

$$n = \frac{z^2 pq}{e^2}$$

Deskription:

n = Number of samples required

z = Price in the normal curve for a 5% deviation, with a value of 1.96

p = Probability of being correct 50% (0.5)

q = Probability of being incorrect 50% (0.5)

e = Sampling error 10% (0.1)

$$n = \frac{z^2pq}{e^2} = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2} = 96,04$$

Based on these calculations, the sample size used in this study was rounded up from 96.04 to 100. Therefore, the sample size for this study was 100 respondents who used Yongki Komaladi flatshoes in Bogor Regency.

The following criteria were used to select respondents for the study sample:

1. Consumers aged 17 years and above.
2. Consumers who had purchased and used Yongki Komaladi flatshoes at least twice.
3. Residing in Bogor Regency.

Data collection techniques using primary and secondary data collection methods can be carried out in several steps. According to Sugiono (2020), these steps include field studies and direct observation. The next step is a literature study, a method that examines the theories and opinions of experts and scientists in books, literature, writings, and regulations related to the problem being studied.

According to Sugiyono (2020), data analysis is the activity carried out after data obtained from all respondents has been collected. Accurate and reliable data are essential for use in the author's research. The study used several data analysis method, including descriptive analysis, verification analysis, path analysis, coefficient of determination analysis, and hypothesis testing. According to Ghozali (2018), IBM SPSS Statistics is used as an statistical analysis tool to processing quantitative research data. Therefore, the data in this study was processed using the SPSS program.

## RESULTS AND DISCUSSION

Based on the results of the questionnaire that has been distributed to 100 consumers who use Yongki Komaladi flatshoes who have used and purchased at least 2 times and are aged 17 years and above, the following consumer characteristics were obtained.

### Respondent Characteristics

The consumer characteristics of Yongki Komaladi flatshoes are generally female. Based on the data obtained through this study, the consumer ages are as follows.

**Table 3**  
**Consumer Characteristics Base on Age**

No	Age (Years)	Total (People)	Percentage (%)
1.	17-25	68	68
2.	26-35	16	16
3.	>35	16	16
Total		100	100

Source: Processed Data, 2025

Based on the Table 3, it can be seen that the characteristics of Yongki Komaladi flatshoes consumers based on age who have the highest percentage in this study are consumers aged 17-25 years as many as 68 people or 68%, while the lowest percentage in this study are consumers aged 26-35 years as many as 16 people or 16% and consumers aged >35 years as many as 16 people or 16%. Furthermore, consumer characteristics based on the their last education can be seen in the following Table 4.

**Table 4**  
**Consumer Characteristics Based on Last Education**

No	Last Education	Total (People)	Percentage (%)
1.	Elementary School	-	-
2.	Junior High School/Equivalent	6	6
3.	High School/Equivalent	56	56
4.	Diploma	4	4
5.	Bachelor	32	32
6.	Postgraduate	1	1
7.	Other	1	1
Total		100	100

Source: Processed Data, 2025

Based on the Table 4, we can see that the main group of Yongki Komaladi flatshoe customers, based on their highest level of education, are those who completed high school or an equivalent, with 56 people or 56% of the total. The smallest group is made up of customers with a postgraduated education, which includes only 1 person or 1% of the total. Furthermore, consumer characteristics based on occupation type can be seen in the following Table 5.

**Table 5**  
**Consumer Characteristics Based on Occupation Type**

No	Job Type	Total (People)	Percentage (%)
1.	Student/Student	46	46
2.	Private Employees	19	19
3.	IRT	19	19
4.	Other	16	16
Total		100	100

Source: Processed Data, 2025

Based on the Table 5, it can be seen that the characteristics of Yongki Komaladi flatshoe consumers based on the type of work that has the highest percentage in this study are students/university students as many as 46 people or 46%, while the lowest percentage in this study is other types of work as many as 16 people or 16%. Furthermore, consumer characteristics based on income can be seen in the following Table 6.

**Table 6**  
**Consumer Characteristics Based on Income**

No	Income (Rp)	Total (People)	Percentage (%)
1.	< 1 Million	44	44
2.	1-5 Million	39	39
3.	5-10 Million	13	13
4.	> 10 Million	4	4
Total		100	100

Source: Processed Data, 2025

Based on the Table 6, it can be seen that the characteristics of Yongki Komaladi flatshoes consumers based on the amount of income that has the highest percentage in this study are consumers with income <Rp. 1,000,000 as many as 44 people or 44%, while the lowest percentage in this study are consumers with income >Rp. 10,000,000 as many

as 4 people or 4%. Furthermore, consumer characteristics based on information source can be seen in the following Table 7.

**Table 7**  
**Consumer Characteristics Based on Information Source**

No	Origin of Information	Total (People)	Percentage (%)
1.	Friends, family/relatives	45	45
2.	Social Media	26	26
3.	E-Commerce	29	29
Total		100	100

Source: Processed Data, 2025

Based on the Table 7, it can be seen that the characteristics of Yongki Komaladi flatshoes consumers based on the source of information that has the highest percentage in this study are consumers with information from friends, family/relatives as many as 45 people or 45%, while the lowest percentage is consumers with information from e-commerce as many as 29 people or 29%.

**Path Analysis Results: Combined Multiple Regression and Intervening Model**

In this study, two equation models were created using IBM SPSS Version 25.00 path analysis. The first equation model is a path analysis that looks at how X affects Z, showing how word of mouth ( $X_1$ ) and brand image ( $X_2$ ) influence customer satisfaction (Z) among users of Yongki Komaladi flatshoes in Bogor Regency. The second equation model is a path analysis that looks at how variables X affect Y through Z, if shows how word of mouth ( $X_1$ ), brand image ( $X_2$ ), and customer satisfaction (Z) influence customer loyalty (Y) among users of Yongki Komaladi flatshoes in Bogor Regency.

**Multiple Correlation Analysis Results**

To find out how strongly word of mouth and brand image are connected to satisfaction in the first equation, look at the Table 8.

**Table 8**  
**Results of Multiple Correlation Test and Coefficient of Determination in the First Equation**

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 <sup>a</sup>	.397	.385	4.00180

a. Predictors: (Constant), Word Of Mouth, Brand Image

b. Dependent Variabel: Customer Satisfaction

Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

Based on the Table 8, the statistical calculation shows an R value of 0.630, which means there is a strong relationship between the outside factors, like word of mouth and brand image, and the endogenous variable, which is customer satisfaction, and this relationship falls within the range of 0.60-0.79. This is the same as the research done by Pratiwi et al., (2023) which found that the correlation coefficient between word of mouth and brand image on customer satisfaction is 0.650, this means the variables have the same level of correlation, which is considered strong because it falls within the range of 0.60-0.79. Meanwhile, to determine the relationship between the variables of word of mouth, brand image, and customer satisfaction with customer loyalty in the second equation, it can be seen in the following table.

**Table 9**  
**Results of Multiple Correlation Test and Coefficient of Determination in the Second Equation**

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	.543	.533	3.53630

a. Predictors: (Constant), Customer Satisfaction, Word Of Mouth, Brand Image

b. Dependent Variabel: Customer Loyalty

Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

Based on the Table 9, the statistical calculation shows that the R value is 0.739, which indicates a strong correlation between exogenous variables, namely word of mouth, brand image, and customer satisfaction, and endogenous variables, namely customer loyalty, in the range of 0.60-0.79. This is the same as the research done by Gemina et al., (2024) which found that the correlation coefficient between word of mouth, brand image, and customer satisfaction towards customer loyalty is 0.69, this means all the variables are closely related, and the connection is strong since it falls within the range of 0.60-0.79.

### Results of the Coefficient of Determination Analysis

Based on the statistical calculations in Table 8, the Adjusted R Square was 0.385, indicating that word of mouth and brand image contributed 38.5% to customer satisfaction. Meanwhile, 61.5% of customer satisfaction was affected by other factors that weren't looked at in this study, like how good the product is and how customers see its price (Indriastuti et al., 2024). The  $P_{z\varepsilon}$  value was 0.615 based on the following calculation.

$$P_{z\varepsilon} = \sqrt{1 - \text{Adjusted R Square}}$$

$$P_{z\varepsilon} = \sqrt{1 - 0,385}$$

$$P_{z\varepsilon} = 0,615$$

Based on the statistical calculations in Table 9, the Adjusted R Square was 0.533, indicating that word of mouth, brand image, and customer satisfaction contributed 53.3% to customer loyalty. Meanwhile, 46.7% of customer loyalty was influenced by other factors not examined in the study, such as service quality and promotions (Arianto & Kurniawan, 2021). The  $P_{Y\varepsilon}$  value was 0.467 based on the calculation using the following formula.

$$P_{Y\varepsilon} = \sqrt{1 - \text{Adjusted R Square}}$$

$$P_{Y\varepsilon} = \sqrt{1 - 0,533}$$

$$P_{Y\varepsilon} = 0,467$$

### Path Analysis Results of the First Equation

The first equation shows the influence of word of mouth and brand image on customer satisfaction. The results from the analysis, which were calculated using SPSS, are as follows.

**Table 10**  
**First Equation Path Analysis**

Model		<i>Coefficients<sup>a</sup></i>				
		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.524	4.404		.119	.906
	Word Of Mouth	.183	.042	.352	4.317	.000
	Brand Image	.326	.060	.441	5.416	.000

a. Dependent Variable: Customer Satisfaction

Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

The structural equation model of path analysis based on the value of the path coefficients (Standardized Coefficients) in this study is as follows:

$$Z = \rho_{zx_1} \cdot X_1 + \rho_{zx_2} \cdot X_2 + \varepsilon_1$$

$$Z = 0,352X_1 + 0,441X_2 + 0,615$$

Looking at Table 10, the path coefficient for the word of mouth variable is 0.352, which is positive. This show that the word of mouth variable has a positive impact on customer satisfaction. This means that each time someone talks about a product or service verbally, it's likely to lead to higher customer satisfaction. At the same time, the path coefficient for the brand image variable is positive and equals 0.441, which shows that the brand image has a positive influence on customer satisfaction. This indicates that every increase in word of mouth is expected to be followed by an increase in customer satisfaction.

**Path Analysis Results for the Second Equation**

The second equation shows the influence of word of mouth, brand image, and customer satisfaction on customer loyalty. The result from the analysis, which were calculated using SPSS, are as follows.

**Table 11**  
**Second Equation Path Analysis**

Model		<i>Coefficients<sup>a</sup></i>				
		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	- 5.737	3.892		-1.474	.144
	Word Of Mouth	.171	.041	.325	4.189	.000
	Brand Image	.253	.061	.338	4.170	.000
	Customer Satisfaction	.291	.090	.287	3.242	.002

a. Dependent Variable: Customer Loyalty

Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

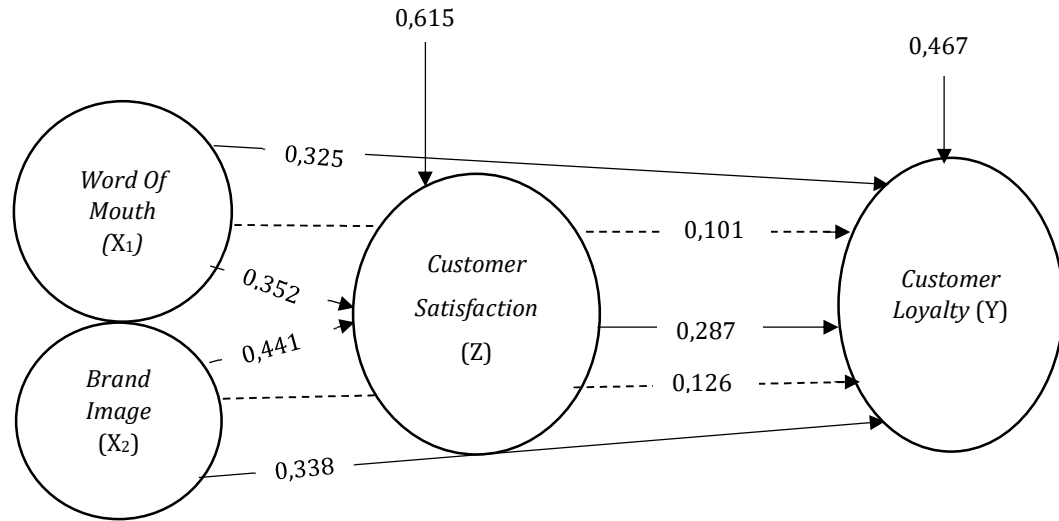
The structural equation model of path analysis based on the value of the path coefficients (Standardized Coefficients) in this study is as follows.

$$Y = P_{yx_1} \cdot X_1 + P_{yx_2} \cdot X_2 + P_{yz} \cdot Z + P_{y\epsilon}$$

$$Y = 0,325X_1 + 0,338X_2 + 0,287Z + 0,467$$

Based on Table 11, the path coefficient for the word of mouth variable is positive at 0.325, indicating that word of mouth has a positive effect on customer loyalty. This

indicates that any increase in word of mouth is expected to be followed by an increase in customer loyalty. Additionally, the path coefficient for the brand image variable is positive and equals 0.338, which shows that brand image has a positive influence on customer loyalty. This means that if the brand's image gets better, people are likely to stay loyal to the brand image gets better, people are likely to stay loyal to the brand more. At the same time, the path coefficient for customer satisfaction is positive and equals 0.287, which shows that customer satisfaction has a positive impact on customer loyalty. This means that when customers are more satisfied, they are likely to become more loyal. The path diagram illustrates the equation model as shown Figure 3.



Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

**Figure 3**  
**Path Analysis Path Diagram Model**

This research model is considered feasible because the simultaneous hypothesis testing achieved more than 50% accuracy (Ghozali, 2018). The overall impact of this research exceeds the direct influence of two factors: word of mouth ( $X_1$ ) and brand image ( $X_2$ ).

**Partial Hypothesis Test Results (t-Test)**

According Ghozali (2018), partial hypothesis testing is carried out to determine the influence of each exogenous variable on the endogenous variable using t-test statistics. The determination of the test results related to the acceptance or rejection of  $H_0$ , can be done by comparing  $t_{count}$  with  $t_{table}$  according to the significance level used  $\alpha = 0,05$ . The results of the statistical calculation of the t-test ( $t_{count}$ ) can be seen in the following table.

**Table 12**  
**Partial Hypothesis Testing (t-Test)**

Hypothesis	Path Coefficient	$t_{count}$	$t_{table}$	Sig	Result	Conclusion
$PzX_1 > 0$	0,352	4.317	1,660	0,000	Ha <sub>1</sub> accepted	Positive and Significant
$PzX_2 > 0$	0,441	5.416	1,660	0,000	Ha <sub>2</sub> accepted	Positive and Significant
$PyX_1 > 0$	0,325	4.189	1,660	0,000	Ha <sub>3</sub> accepted	Positive and Significant

Hypothesis	Path Coefficient	t <sub>count</sub>	t <sub>table</sub>	Sig	Result	Conclusion
$P_{yx_2} > 0$	0,338	4.170	1,660	0,000	Ha <sub>4</sub> accepted	Positive and Significant
$P_{zy} > 0$	0,287	3.242	1,660	0,005	Ha <sub>5</sub> accepted	Positive and Significant

Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

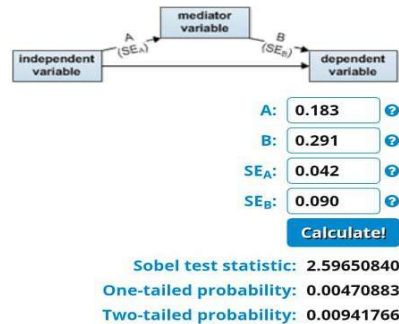
### Sobel Test Results

According to Ghozali (2018), the Sobel analysis conducted in this study sought to evaluate the influence of the mediator variable Z. This Sobel test was carried out by analyzing the size of the indirect effect that the exogenous variable (X) exerts on the endogenous variable (Y) via the intervening variable (Z). To evaluate the importance of the indirect effect, the computed Z value was the unstandardized Beta ab was determined. The computed Z value was contrasted with the Z table value. If Z count > Z table, the mediation effect can be concluded as significant. The absolute Z table is 1,96. The outcomes of the Sobel test analysis conducted with SPSS version 25.00 are displayed in the Table 13.

**Table 13**  
**Sobel Test Analysis Output Results**

$a$	$b_1$	$b_2$	$b_1b_2$	$SE_a$	$SE_{b_1}$	$SE_{b_2}$	$SE_{b_1}SE_{b_2}$
0,291	0,183	0,326	0,059	0,090	0,042	0,060	0,002

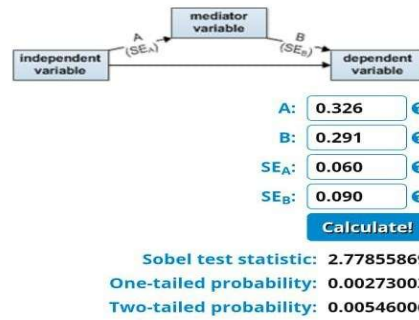
Source: Statistical Data Processing Results with SPSS Version 25.00, 2025



Source: Output Sobel Test Calculator for the Significance of Mediation, 2025

**Figure 4**  
**Calculate Sobel Test Results for Word of Mouth Variables**

The calculation results for the Sobel test yielded a Z count of 2.59. The Z count value (2.59 > 1.96), leads to the rejection of H<sub>06</sub> and acceptance of H<sub>a6</sub>, indicating that word of mouth indirectly influence customer loyalty through customer satisfaction for users of Yongki Komaladi flatshoes in Bogor Regency.



Source: Output Sobel Test Calculator for the Significance of Mediation, 2025

**Figure 5**  
**Calculate Sobel Test Results for Brand Image Variables**

The result of the Sobel test produced a Z-value of 2.77. The Z-value ( $2.77 > 1.96$ ), shows that  $H_{07}$  is rejection and  $H_{a7}$  is acceptance. This indicates that brand image affects customer loyalty indirectly by influencing customer satisfaction among users Yongki Komaladi flatshoe users in Bogor Regency. The findings from the hypothesis testing using the t-test and Sobel test in this research will be outlined below, as presented in the subsequent table.

**Table 14**  
**Recapitulation of Hypothesis Test Result**

No	Hypothesis	Statistical Test	Result	Conclusion
1	Word of mouth has a direct and positive influence on customer satisfaction.	4,317 > 1,660	$H_{01}$ rejected $H_{a1}$ accepted	Direct and positive effect
2	Brand image has a direct and positive influence on customer satisfaction.	5,416 > 1,660	$H_{02}$ rejected $H_{a2}$ accepted	Direct and positive effect
3	Word of mouth has a direct and positive influence on customer loyalty.	4,189 > 1,660	$H_{03}$ rejected $H_{a3}$ accepted	Diirect and positive effect
4	Brand image has a direct and positive influence on customer loyalty.	4,170 > 1,660	$H_{04}$ rejected $H_{a4}$ accepted	Direct and positive effect
5	Customer satisfaction has a direct and positive influence on customer loyalty.	3,242 > 1,660	$H_{05}$ rejected $H_{a5}$ accepted	Direct and positive effect
6	Word of mouth has an indirect and positive influence on customer loyalty through customer satisfaction.	2,59 > 1,96	$H_{06}$ rejected $H_{a6}$ accepted	Direct and positive effect
7	Brand image has an indirect and positive influence on customer loyalty through customer satisfaction.	2,77 > 1,96	$H_{07}$ rejected $H_{a7}$ accepted	Direct and positive effect

Source: Statistical Data Processing Results with SPSS Version 25.00, 2025

According to the summary of the hypothesis testing outcomes, it is evident that seven (7) hypotheses in this research were confirmed. This indicates that customer loyalty is influenced by customer satisfaction, where customer satisfaction is built and enhanced by word of mouth and brand image.

### **The Direct and Positive Effect of Word of Mouth on Customer Satisfaction**

According to the outcomes of the t-test hypothesis evaluation, the computed t-value was  $4.317 > t\text{-table of } 1.660$ , with a significance value of  $0.000 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This suggest that the first hypothesis shows a direct and positive impact of word of mouth on customer satisfaction. This indicates that a greater spread of word of mouth results in a higher degree of customer satisfaction. The findings from the descriptive analysis indicate that consumers tend to react positively to elements of word of mouth, including their trust in recommendations and the experiences shared by others.

One factor that strengthens the influence of word of mouth on customer satisfaction is consumer perception of information from influencers. Consumers perceive information provided by influencers as more convincing than official Yongki Komaladi flatshoe advertisements. Furthermore, most consumers often seek out and consider the experiences of influencers before making a purchase decision. Consumer enthusiasm increases when the topic of conversation involves discounts or attractive promotions. This encourages consumers to talk more about Yongki Komaladi flatshoes with others. This research aligns with the findings of Kholida et al., (2024) and Putri & Suartina (2024) that found word of mouth directly influences customer satisfaction.

### **The Direct and Positive Effect of Brand Image on Customer Satisfaction**

According to the results of the t-test hypothesis evaluation, the computed t-value was  $5.416 > t\text{-table of } 1.660$ , with a significant value of  $0.000 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This shows that the second hypothesis has a direct and positive influence of brand image on customer satisfaction. This indicates that the more positive consumer perceptions of brand image, the higher the level of satisfaction.

This is supported by the results of the descriptive analysis, which showed that consumers generally responded highly to brand image indicators, such as user experience and brand reputation. Most consumers believe that Yongki Komaladi flatshoes provide significant benefits to users. Positive experiences when using the flatshoes encourage repeat purchases. Furthermore, a strong brand reputation also builds consumer confidence in making purchasing decisions and increases repurchase intentions for Yongki Komaladi flatshoes. This research is in accordance with the research results of Gemina et al., (2024) and Hafidz & Muslimah (2023) that brand image variables have a direct influence on customer satisfaction.

### **The Direct and Positive Effect of Word of Mouth on Customer Loyalty**

According to the results of the t-test hypothesis evaluation, the computed t-value was  $4.189 > t\text{-table of } 1.660$ , with a significant value of  $0.000 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This shows that the third hypothesis has a direct and positive influence of word of mouth on customer loyalty. This is due to aspects of word of mouth that impact customer loyalty, such as trust in recommendations, positive conversations on social media, and consumer involvement in spreading information about Yongki Komaladi flatshoes.

This is also supported by the results of the descriptive analysis, which showed that consumers generally responded highly to word of mouth indicators. Most consumers believe that word of mouth communication has a significant impact on purchasing decisions for Yongki Komaladi flatshoes. Consumers also perceive social media as an effective communication channel for sharing information about these flatshoes.

Furthermore, Yongki Komaladi actively conducts customer surveys to understand consumer needs and preferences, further strengthening customer loyalty to Yongki Komaladi flatshoes. This research aligns with the findings of Umayrah & Hutasuhut (2024) and Gemina et al., (2024) that word of mouth directly influences customer loyalty.

### **The Direct and Positive Influence of Brand Image on Customer Loyalty**

According to the result of the t-test hypothesis evaluation, the computed t-value was  $4.170 > t$ -table of 1.660, with a significant value of  $0.000 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This shows that the fourth hypothesis has a direct and positive influence of brand image on customer loyalty. This is due to the presence of aspects of brand image that can shape positive consumer perceptions and encourage loyalty.

This is also supported by the results of the descriptive analysis, which showed that consumers generally responded highly to brand image indicators. Most consumers frequently see Yongki Komaladi flatshoes on various platforms they visit, making the brand more recognizable. Furthermore, the distinctive packaging and logo make it easier for consumers to identify the product. Consumers also considered the innovation and quality of the materials used in Yongki Komaladi flatshoes to be advantages that strengthen the brand image, thus positively impacting customer loyalty. This research is in accordance with the research results of Deccasari & Amin (2021) and Abbas et al., (2021) that brand image variables have a direct effect on customer satisfaction.

### **The Direct and Positive Effect of Customer Satisfaction on Customer Loyalty**

According to the result of the t-test hypothesis evaluation, the computed t-value was  $3.242 > t$ -table of 1.660, with a significant value of  $0.000 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This shows that the fifth hypothesis has a direct and positive influence of customer satisfaction on customer loyalty. This is due to the presence of aspects of customer satisfaction that can encourage consumers to remain loyal to Yongki Komaladi flatshoes.

This is also supported by the results of the descriptive analysis, which showed that consumers generally responded highly to customer satisfaction indicators. Most consumers expressed satisfaction with the quality of Yongki Komaladi flatshoes, leading to a desire to make repeat purchases. Furthermore, satisfactory service in-store and on e-commerce platforms encouraged consumers to return. Consumers are also willing to recommend these flatshoes to friends or relatives because the supporting facilities provided by Yongki Komaladi are considered adequate and support a pleasant shopping experience, thus forming customer loyalty to Yongki Komaladi flatshoes. This research is in accordance with the results of research by Kholida, et al., (2024) and Qomariyah & Dwiridotjahjono (2024) that customer satisfaction variables have a direct effect on customer loyalty.

### **The Indirect and Positive Effect of Word of Mouth on Customer Loyalty Through Customer Satisfaction**

According to the result of the t-test hypothesis evaluation, the computed t-value was  $2.59 > t$ -table 1.96, with a significance value of  $0.000 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This shows that the sixth hypothesis has an indirect and positive influence of word of mouth on customer loyalty through customer satisfaction. To increase customer loyalty, word of mouth and customer satisfaction need to be improved simultaneously. These results are supported by consumer responses, which indicate that

consumers are satisfied with the service provided by Yongki Komaladi, including the responsiveness in responding to feedback and complaints, thus fostering trust in Yongki Komaladi flatsshoes.

Furthermore, consumers expressed loyalty to Yongki Komaladi flatsshoes despite the availability of similar products at lower prices. Consumers were not interested in switching to other brands because they were satisfied with the product, service, and appropriate promotions. This indicates that consumer satisfaction resulting from effective word of mouth can foster strong loyalty to Ongki Komaladi flatsshoes. This research aligns with the findings of Putri & Suartina (2024) and Indsriastuti et al., (2024), which state that word of mouth has a significant influence because it mediates the relationship between customer satisfaction and customer loyalty.

### **The Indirect and Positive Effect of Brand Image on Customer Loyalty Through Customer Satisfaction**

According to the result of the t-test hypothesis evaluation, the computed t-value was  $2.77 > t\text{-table } 1.96$ , with a significant value of  $0.005 < 0.05$ . Consequently,  $H_0$  was rejection and  $H_a$  was acceptance. This indicates that the seventh hypothesis has an indirect and positive effect of brand image on customer loyalty through customer satisfaction. To increase customer loyalty, it is necessary to simultaneously improve brand image and customer satisfaction. This finding is supported by consumer responses, which indicate that consumers are not interested in trying other brands because they feel comfortable and satisfied with supporting features such as the payment system, delivery service, search feature, and return policy, which are deemed adequate and support the purchasing process.

Therefore, improving positive brand image will strengthen customer satisfaction, which ultimately impacts customer loyalty to Yongki Komaladi flatsshoes. This research is in accordance with the research results of Oktadiani (2021) and Fasha & Madiawati (2019) which indicated that brand image plays a crucial role as it can mediate the connection between impact on customer loyalty via customer satisfaction.

### **CONCLUSION AND SUGGESTION**

According to the findings of this research, the effect of word of mouth and brand image on customer loyalty, mediated by customer satisfaction among Yongki Komaladi flatsshoe users in Bogor Regency, shows that word of mouth directly and positively affects customer satisfaction. Brand image directly and positively effect on customer satisfaction. Word of mouth directly and positively influences customer loyalty. Brand image directly and positively customer loyalty. Customer satisfaction directly and positively influences customer loyalty. Word of mouth indirectly and positively influences customer loyalty via customer satisfaction. Brand image indirectly and positively influence customer loyalty via customer satisfaction.

Based on the findings of this study, several recommendations are provided aimed at improving word of mouth, brand image, customer loyalty, and customer satisfaction at Yongki Komaladi Home Industry. Yongki Komaladi needs to improve its marketing strategy to be more effective in increasing the number of people talking about Yongki Komaladi flatsshoes among the public. This strategy can be implemented through collaboration with influencers, viral campaigns on social media such as challenges or giveaways, and encouraging positive testimonials. This will encourage wider word of mouth.

Yongki Komaladi needs to increase consumer loyalty through appropriate strategies, such as improving product and service quality, and consistent brand communication. This will encourage consumers to continue choosing and remaining loyal to Yongki Komaladi flats. Yongki Komaladi needs to improve and optimize these supporting facilities. This can increase customer comfort and confidence in repeat purchases, as well as encourage future repurchase intentions. Yongki Komaladi needs to consistently strengthen emotional branding and enhance positive customer experiences. This will ensure consumers have a strong emotional connection to the brand and remain loyal despite negative external influences.

Future research is recommended to expand the scope of the study by including other variables that may influence customer loyalty, such as customer relationship quality, perceived value, brand engagement, brand trust, and customer experience. Future research should use a sample size of more than 100 to obtain more representative results.

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