

## **The Influence of Service Quality and Brand Image on Customer Loyalty at the Post Office in Batam City**

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**Keywords**

**Service Quality; Brand Image; Customer Loyalty.**

**Abstract**

*This research aims to investigate and analyze the influence of Service Quality and Brand Image on Customer Loyalty at the post office in Batam City, specifically in the context of parcel delivery services. This research employs a quantitative approach using primary data collected through a questionnaire. The sample consisted of 100 customers who used postal services in Batam City in 2025, selected using the Slovin formula. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The results of this study indicate that Service Quality has a positive and significant effect on Customer Loyalty. Similarly, Brand Image also has a positive and significant effect on Customer Loyalty. Furthermore, the F-test results show that Service Quality and Brand Image simultaneously have a significant effect on Customer Loyalty at the post office in Batam City. The findings confirm that both service quality and brand image play crucial roles in shaping customer loyalty. Improving service quality and strengthening brand image can effectively enhance customer loyalty. Therefore, the post office in Batam City should focus on these factors to maintain and increase customer loyalty.*



### **INTRODUCTION**

PT. Pos Indonesia is a State-Owned Enterprise that was first established in Batavia (now Jakarta) by Governor General G.W Baron van Imhoff on August 26, 1746 with the aim of further guaranteeing the security of residents' papers, especially for those who trade from offices outside Java and for those who come from and go to the Netherlands. Since then, the postal service has been born to carry out the role and function of service to the public. After the Batavia Post Office was established, four years later the Batam Post Office was established to hold regular postal connections between the two places and to speed up their delivery (Harisetiowati, 2022). Route 3 postal trips at that time were through Batam Centre, Sekuppang and Tiban. ([www.posindonesia.co.id](http://www.posindonesia.co.id)) Pos Indonesia has experienced several status changes starting from PTT (Post, Telegraph and Telephone) Answers.



**Figure 1.** Location of Batam Centre Post Office  
[https://id.geoview.info/kantor\\_pos\\_batam\\_centre,601851058n](https://id.geoview.info/kantor_pos_batam_centre,601851058n)

The Batam branch Post Office was first established in 1970 with three categories and is located at JL, Ir.Sutami, Sekupang built on an area of 160 square meters and a total of 48 employees. On October 23, 1993, it was moved to Batam Center and moved to third class with a total of 100 employees.

Knowing that there are problems regarding complaints that have an impact on the quality of service of package delivery service companies, the researcher took a case at the post office in Batam City, a company that provides postal package delivery services, where some customers who made complaints were related to the postal package delivery service in Batam City and where they were (Jatmiko, 2022). The way of handling complaints also varies, some are fast and some can take days, and also sometimes after submitting a complaint there are still often the same problems as before.

With a problem with the brand image that is still unknown to the people of Batam city which causes customers to hesitate to take customer loyalty. A company must carefully analyze every stage that affects customers (Hurriyati, 2010; Imalia, 2022; Irmawati, 2024). By understanding the stages that affect customers in buying products or services, companies can develop the right marketing strategy so that customers can buy what products / services are provided. Brands must also be able to understand customer needs, bring the value they expect and achieve consumer needs, so that they can contribute to the relationship with the brand. Applying marketing strategies accurately customers will be more interested in using the services provided because it meets their needs (Krisyana, 2022; Lisa, 2020; Lisa, 2022).

According to (Larasati, 2020) A problem of building customer loyalty is closely related to customer loyalty. Satisfied customers tend to be more loyal, less easily tempted to switch to another delivery service company and potentially spread their positive experience to others. Therefore, every company is required to create customer satisfaction in order to be able to maintain customer loyalty, one of which is through the quality of service provided and a positive brand image. According to Tjiptono (2007), Service quality is defined as a global assessment or attitude related to the overall excellence of the service. However, the meaning and measurement of service quality differs greatly in the online context due to the unique nature of the interaction between customers and service providers.

Brand Image is what consumers think and feel when they see or hear the name of a brand. Brand image is one of the handles for the public, especially customers, in making

decisions such as the decision to buy an item, determine a place to visit, the decision to consume a product, and others (Aferiyanti, 2023; Akbar, 2022; Algifari, 2021; Alazdi, 2024). A good image will have a positive impact on the company, while a bad image will have a negative impact and weaken the company's ability to compete.

According to Aprileny & Emarawati, (2019) customer loyalty is a form of customer commitment to a product, both goods and services that is implemented into the desire to make a repeat purchase and recommend it to others. The company's vision always expects to have loyal customers to its operating stores and the products and brands created. Customer loyalty is very important to be given more attention because customer loyalty is able to guarantee a company's life for a long and sustainable life.

Based on an interview with the Head of the Post Office in Batam City, the office offers four types of package delivery services: Jumbo Post Packages, Ordinary Postal Packages, Express Mail Packages, and Special Express Mail Packages (Harisetiowati, 2022). Common problems in package delivery include delays and issues related to customer trust, which affect the volume of service usage. The number of service users at the Post Office in Batam City has shown inconsistent or fluctuating trends (Annisa, 2022; Azizah, 2024; Elvianus, 2023; Firdaus, 2024; Fatchurrochman, 2021). This phenomenon is assumed to be influenced by several factors, including service quality, brand image, and customer loyalty.

Several previous studies have examined the relationship between service quality, brand image, and customer loyalty. For instance, research by Harisetiowati (2022) found that service quality, brand image, and trust simultaneously influence customer loyalty at PT. Pos Indonesia in Situbondo. Similarly, Larasati (2020) demonstrated that both service quality and brand image have a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable. In the context of the culinary industry, Hanny (2022) and Krisyana (2022) reported that service quality, brand image, and customer satisfaction significantly influence customer loyalty at cafes in Batam City. However, other studies have shown mixed results. For example, Hidayat (2022) found that service quality had a weak and insignificant effect on customer loyalty among Gojek users in Surabaya, suggesting that good service does not always guarantee customer loyalty. These inconsistencies in findings indicate the need for further research, particularly in the context of postal services in Batam City, which has been underexplored.

Based on the background of the problems that have been identified, the formulation of the problem in this study includes the influence of service quality and brand image on customer loyalty at post offices in Batam City. This study aims to analyze how the quality of service and brand image of each and together can affect customer loyalty. In addition, another purpose of this study is to examine the effect of satisfaction on customer loyalty at the post office. The results of this research are expected to provide benefits to various parties. For students, this research activity will be a valuable experience and improve their understanding of the theories that have been learned by comparing the concepts with the reality in the field. For universities, it is hoped that this research can provide the latest information on the influence of service quality and brand image on customer loyalty. Meanwhile, for post office companies in Batam City, the results of this research can be used as a reference to understand the importance of identifying the influence of service quality and brand image on customer loyalty and to formulate the right strategy in increasing customer loyalty. Finally, for other

research, the results of this research are expected to add scientific insight and become a comparative material for research in the field of marketing, especially related to the relationship between service quality, brand image, and customer loyalty at post offices in Batam City.

## METHOD

This research stage begins with a field study, where the researcher identifies and formulates problems and determines clear research objectives. Furthermore, data collection was carried out, which included the collection of primary data through the preparation of questionnaires, the selection of respondents, and the determination of the number of samples before the distribution of the questionnaire. The survey method was applied using a questionnaire filled out by the respondents to obtain the necessary information. After data collection, the next stage is data processing to analyze the results obtained. This research was carried out at the Post Office in Batam City, which is a package and mail delivery service, precisely on Jl. Sudirman, Tlk. Tering, Batam City District, Batam City, Riau Islands. The population in this study is customers who use Post Office services in Batam City, which is 219 people, and data will be taken in February 2025. From this population, the research sample consisted of 100 respondents who were selected using the Slovin formula to ensure data representativeness. Thus, this study is expected to provide an accurate picture of the influence of service quality and brand image on customer loyalty.

## RESULTS AND DISCUSSION

### 1. Data Analysis Techniques

#### 1) Validity Test Results

A valid instrument means that the measuring instrument used to obtain the data (measuring) is valid. Valid means that the instrument can be used to measure what should be measured. According to Sugiyono (2011), if the correlation coefficient is equal to 0.3 or more (at least 0.3), then the instrument item is declared valid. Table 1 shows the results of the validity test of four variables used in this study, namely brand image, service quality, customer satisfaction and customer loyalty with a sample of 100 respondents.

#### 2) Results of the Validation Test of Patient Quality (X1)

**Table 1.** Validity Test Results for Service Quality (X1)

Statement	Code	R Count	R Table	Information
Saaya feels that the facilities available at this post office look clean and well-maintained.	X1.1	.473	.197	VALID
The appearance of the staff looks professional and neat as a reflection of the quality of service physically	X1.2	.591	.197	VALID
Employees provide a quick response in handling every complaint submitted by consumers	X1.3	.485	.197	VALID
I feel that the service process is carried out consistently and on time.	X1.4	.510	.197	VALID
I feel that the employees of PT Kantor	X1.5	.478	.197	VALID

Pos Batam Centre provide a quick response in handling complaints submitted by consumers				
The employees of this post office are quick to help and provide solutions showing good responsiveness to customers	X1.6	.507	.197	VALID
I feel that the security guarantee is quite comprehensive so that I feel comfortable in every delivery transaction	X1.7	.543	.197	VALID
Staff have sufficient knowledge in providing services to every consumer in transactions	X1.8	.537	.197	VALID
I feel that the employees of PT Kantor Pos Batam Centre provide a personal and empathetic approach in every service process	X1.9	.584	.197	VALID
The staff gives a very good sense of empathy in providing good service to each customer	X1.10	.536	.197	VALID

Source: Primary data processed using SPSS, 2025

The rtable value was obtained from the statistical significance  $df = N - 2$  (100 – 2) at a significant level of 5% ( $\alpha = 0.05$ ) which is 0.197. Based on the table above, each item in the Service Quality has a value of  $r$  calculated  $> r$  table. All items have a  $>$  value of 0.197, therefore it can be interpreted that the Service Quality variable (X2) in this study is valid. Therefore, the Service Quality variable can be used as a research instrument or every statement submitted on the questionnaire can be used to measure the variables being studied.

### 3) Brand image validity test results (X2)

**Table 2.** Validity Test Results for Brand Image (X2)

Statement	Code	R Count	R Table	Information
PT Kantor Pos Batam Centre has a positive reputation and is trusted by the wider community	X2.1	.704	.197	VALID
I believe that this company has a good image in running its business	X2.2	.666	.197	VALID
I feel valued and proud to be part of a quality place	X2.3	.731	.197	VALID
In my opinion, this company has provided very maximum service to every member	X2.4	.714	.197	VALID
I think that this company provides relevant services with the expectation that it suits the needs of the users	X2.5	.425	.197	VALID
Employees in this company can understand every product received and provide a sense of trust for every consumer	X2.6	.406	.197	VALID

Source: Primary data processed using SPSS, 2025

From the table above, it is a validity test on the brand image variable (X2) which is known that the r-value of the table is 0.197. An indicator is said to be valid if the value of the pearson correlation is greater than the value r of the table. So it can be interpreted that overall of the 6 brand image indicators and has valid data and can be continued by further research.(G. A., Syafriadi, 2021 : 46)

#### 4) Customer Loyalty Validity Test Results (Y)

The following are the results of the data validity test for the customer loyalty variable.

**Table 3.** Validity Test Results for Customer Loyalty (Y)

Statement	Code	R count	R table	Information
I intend to continue using the services of this institution in the future	Y1.1	.764	.197	VALID
I am not interested in moving to another institution	Y1.2	.811	.197	VALID
I would recommend this institution to others	Y1.3	.787	.197	VALID
I feel satisfied and want others to also experience the service at this institution	Y1.4	.771	.197	VALID
I feel an emotional attachment to this institution	Y1.5	.386	.197	VALID
I feel proud to be a part of this institution	Y1.6	.403	.197	VALID

Source: Primary data processed using SPSS, 2025

Based on the table above regarding the results of the validity test on the Customer Loyalty variable (Y) which consists of 6 statement items for 100 respondents, it can be seen that all of the statement items have a pearson correlation value (r calculated) > a value of r in the table which is in accordance with the validity test assessment criteria according to (Sugiyono, 2013), namely if r is calculated > r table, then the statement item is valid, with a significance level of 0.05. The item of statement Y 1.1 has a calculated r value of 0.764 > a table of 0.197. Y 1.2 has a calculated r value of 0.811 > a table r of 0.197. Y 1.3 has a calculated r value of 0.787 > a table r of 0.197. Y 1.4 has a calculated r value of 0.771 > a table of 0.197. Y 1.5 has a calculated r value of 0.386 > a table of 0.197. Y 1.6 has a calculated r value of 0.403 > a table r of 0.197. Thus, it can be concluded that all statement items in the Customer Loyalty (Y) variable are valid. (Rahmayanti, 2024 : 70 & 71)

#### 5) Reliability Test Results

The reliability test in this study used the Cronbach Alpha statistical test measurement technique. A variable is said to be highly reliable if it gives a Cronbach Alpha value greater than 0.6. (A. D., Astianita, 2022 : 374)

**Table 4.** Reliability Test Results

Yes	Variabel	Cronbach's Alpha	Required grades	Information
1	Quality of Service (X1)	.707	0.70	Reliabel
2	Brand Image (X2)	.637	0.70	Reliabel
3	Customer Loyalty (Y)	.731	0.70	Reliabel

Source: Primary data processed using SPSS, 2025

According to Ghozali, (2017), Reliability is defined as a measuring tool used to measure a questionnaire that is an indicator of a variable or construct. Testing the consistency of data over a period of time uses a reliability test, which is to find out how reliable the measurements used are. This research was conducted in the SPSS program using Cronvach Alpha scores. A variable is said to be reliable if the value of Cronbach Alpha is greater than 0.60. The evaluation criteria for the reliability test are as follows: (Maulana, 2024 : 37)

- a. If the Cronbach Alpha coefficient is more than 0.60, the item is declared reliable.
- b. If the Cronbach Alpha coefficient is less than 0.60, the item is declared unreliable.

## 2. Classical Assumption Test Results

### 1) Data Normality Test Results

The normality test to find out whether the data is spreading normally or not is to use the Kolmogorov-Smirnov (K-S) test analysis tool by making a hypothesis. If the significant value  $> 0.05$  then  $H_0$  is accepted, meaning that the residual data is normally distributed and vice versa, if the significance value is  $< 0.05$ , then  $H_0$  is rejected, meaning that the residual data is abnormally distributed. (R. W., Jati, 2025 : 1112 & 1113).

**Table 5. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		151	
Normal Parameters <sup>a,b</sup>	Mean	0,0000000	
	Hours of deviation	3,50300737	
Most Extreme Differences	Absolute	0,041	
	Positive	0,038	
	Negative	-0,041	
Test Statistic		0,041	
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>	
Monte Carlo Sig. (2-tailed)	Say.	,949 <sup>e</sup>	
	99% Confidence Interval	Lower Bound	0,943
		Upper Bound	0,955

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Based on 10000 sampled tables with starting seed 2000000.

Source: Primary data processed using SPSS, 2025

According to the table above, the results of the normality study were found to have a significant value of 0.200, indicating that these variables are normally distributed judging from the significant values of  $0.200 > 0.05$ .

## 2) Multicollinearity Test Results

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. The existence of multicollinearity can be seen from the value of tolerance or variance inflation factor (VIF). If the tolerance value is more than 10% or VIF is less than 10, then it is said that there is no multicollinearity.

**Table 6. Multicollinearity Test Results**

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
X1 Kualitas Pelayanan	0,964	1,037
X2 Citra Merek	0,964	1,037

a. Dependent Variable: Customer Loyalty

Source: Primary data processed using SPSS, 2025

The table above explains that there are no symptoms of multicollinearity between each independent variable, namely by looking at the value of tolerance and variance inflation factor (VIF). The Tolerance value  $\geq 0.10$  or equal to the VIF value  $\leq 10$  shows that there is no multicollinearity between variables. The data above shows that each variable has a Tolerance number of  $\geq 0.10$  and a VIF value of  $\leq 10$  proving that there is no multicollinearity.

## 3) Heteroscedasticity Test Results

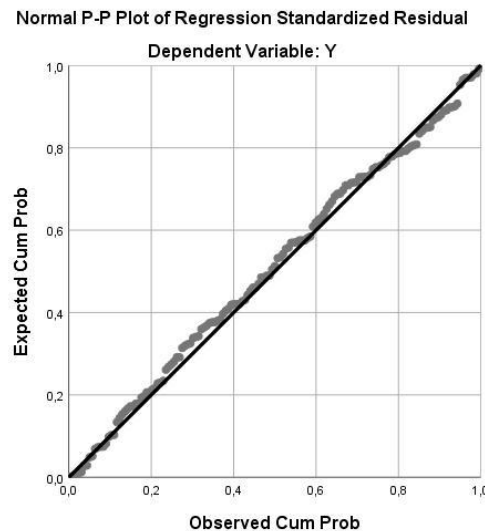
The Heteroscedasticity test aims to find out whether in a regression model there is a residual variance inequality from one observation to another. If the variance from one observation to another observes is constant, then this is called Homoskedasticity. A good regression model is a regression model that does not occur heteroscedasticity. Ghazali (2006) said that if the distribution of points is above and below the number 0 on the Y axis and does not form a clear pattern, then heteroscedasticity does not occur.

**Table 7. Scatterplot Heteroscedasticity Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,113a	0,013	0,000	2,15952
a. Predictors: (Constant), X2, X1				

Source: Primary data processed using SPSS, 2025

The test that has been carried out can be seen by looking at the scatterplot image if the dot spreads with an unclear pattern above and below the number 0 and the Y axis, then no symptoms occur.



**Figure 2.** Scatterplot Heteroscedasticity Test  
 Source : Primary data processed using SPSS, 2025

In the image above, a scatterplot graph shows that the dots do not form a definite pattern and the dots are scattered irregularly both above and below the number 0. This means that there is no heteroscedasticity in the regression equation model, so the regression model is feasible to use (Budiarti, 2024).

#### 4) Multiple Linear Regression Test Results

**Table 8.** Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,220	1,694	-	3,671	0,000
	Quality of Service	0,050	0,040	0,081	1,265	0,208
	Brand Image	0,620	0,063	0,625	9,777	0,000

b. Dependent Variable: Customer Loyalty

Source: Primary data processed using SPSS, 2025

Regression Analysis Model:

$$Y = 0.81 X1 - 0.525 X2$$

The value of the regression coefficient ( $\beta_1$ ) on the Service Quality variable ( $X_1$ ) is 0.81 and is marked positive, which means that if the Quality of Service ( $X_1$ ) increases, then Customer Loyalty ( $Y$ ) will also increase. The value of the regression coefficient ( $\beta_2$ ) in the Brand Image variable ( $X_2$ ) is 0.25 and is marked as increasing, which means that if the Brand Image ( $X_2$ ) increases, then Customer Loyalty ( $Y$ ) will actually increase, then Customer Loyalty ( $Y$ ) will also increase (Astuti, 2024).

#### 5) Test F

The F test is a test used to determine the significance between the influence of independent variables on dependent variables. The results of the F test (simultaneous) are

declared to have a positive and significant effect if  $F_{\text{calculates}} > F_{\text{table}}$  and the significance value is  $< 0.05$  which can be seen in the following table:

**Table 9.** F Test Results (ANOVA)

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1314,215	2	657,108	52,835	,000b
Residual	1840,659	148	12,437		
Total	3154,874	150			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Brand Image, Quality of Service

Source: Primary data processed using SPSS, 2025

A significant level of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted, it can be concluded that the variables of product quality ( $H_1$ ), service quality ( $H_2$ ), and brand image ( $H_3$ ) simultaneously have a significant effect on Customer Loyalty ( $Y$ ) at McDonald's Jatiwaringin Pondok Gede Bekasi (Elvianus, 2023).

### 1. The Effect of Service Quality on Customer Loyalty

The Service Quality variable ( $X_1$ ) affects Customer Loyalty ( $Y$ ) by 0.950 which means that the Service Quality variable ( $X_1$ ) increases by 1 unit, of course, the Customer Loyalty variable ( $Y$ ) can increase. The results that have been obtained through hypothesis testing using the t-test found that the Service Quality variable ( $X_1$ ) has a insignificant effect on Customer Loyalty ( $Y$ ) based on the calculation results obtained from a calculation of  $1,265 >$  a table of 1.66039. This shows that quality service does not guarantee customers will be loyal. So that the quality of service has a weak influence on the loyalty of Gojek customers in the city of Surabaya.

### 2. The Influence of Brand Image on Customer Loyalty

Based on the results of the multiple linear regression analysis test, it can be concluded that the quality of service from the brand image will increase customer loyalty at the post office in the city of Batan. On the other hand, if the brand image decreases, customer loyalty will also decrease.

### 3. The Influence of Service Quality and Brand Image on Customer Loyalty

Brand image is an image or something that is inherent in the customer's mind. The better the perception in the customer's mind of the company's brand image at the post office in Koyta Batam, the higher customer satisfaction will be. On the other hand, if customer perception of brand image is bad, customer satisfaction will also be lower. From this statement, the right strategy is needed in popularizing a brand. The strategy can start by building a brand image that is positive in the minds of customers.

## CONCLUSION

Based on the results of the analysis that has been carried out in this study, it can be concluded that brand image has a significant influence on customer loyalty, where the brand image at the Post Office in Batam City consisting of strength, uniqueness, and brand advantages has succeeded in providing customer satisfaction. In addition, service quality also

has a significant effect on customer loyalty, which is evidenced by a descriptive statistical test that shows the lowest mean value of 3.242 on the statement that PT Pos Indonesia employees pay attention both personally and individually to consumers, which indicates the importance of paying attention to every customer complaint. The results of this study are in line with the findings of Prihandono and Dahlia who stated that service quality has a significant effect on customer satisfaction, but it is different from the research of Angelina and Rastini who found that service quality has a significant positive influence on customer satisfaction. Given the results of this study, the author provides several suggestions to improve service quality, where companies should emphasize more on employees to work in accordance with the Standard Operating Procedures (SOPs) that have been set. To increase consumer loyalty, it is recommended that companies focus on improving service quality and good brand image, so that consumers make the company the first choice based on the positive experiences they gain. A high level of loyalty is characterized by the consumer's non-transfer to other products due to the satisfaction that has been achieved. Furthermore, to improve brand image, companies need to pay attention to brand image indicators according to respondents' perceptions, by providing a positive brand image so that consumers believe in the product they choose, because a good brand image can have a real impact on the product. For future researchers who want to continue this research, it is recommended to develop the research by looking for other factors that can affect customer loyalty so that the results of the research are more comprehensive.

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