

THE EFFECT OF RELATIONSHIP MARKETING IN INDONESIAN COSMETICS MARKET

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Abstract

Purpose: The success of a business distributor is closely associated with its customers, so that customer satisfaction and loyalty should be maintained well. This research aims to clarify whether there's a significant effect between relationship marketing and corporate image on customer satisfaction and its impact on customer loyalty in the Cosmetics Company.

Methodology: This research is a quantitative, design with an associative descriptive study, to provide an overview of the effect between variables to be studied to test the hypothesis that has been established through a questionnaire survey. The population in this study is 54 retailer customers from Cosmetics Industry. The collected data were processed using the method of Partial Least Square (PLS) using software Warp PLS 5.0.

Result: Results showed that there is a significant effect between relationship marketing on customer satisfaction, and between customer satisfactions on customer loyalty. But there is no significant effect of corporate image on customer satisfaction. Furthermore, there is a significant indirect effect between relationship marketing on customer loyalty through customer satisfaction. However, there is no significant indirect effect between corporate images on customer loyalty through customer satisfaction.

Applications: This research can be used for universities, teachers, and students.

Novelty/Originality: In this research, the model of the -- is presented in a comprehensive and complete manner.

Keywords: *Relationship Marketing, Corporate Image, Customer Satisfaction, Customer Loyalty, Indonesian Cosmetics Market.*

INTRODUCTION

Cosmetics business in Indonesia is promising, supported by the transition of public perception about the beauty treatments that were in past considered as a luxury thing, but now is a necessity ([Andarningtyas, 2013](#)). In the first quarter of 2015, when the economy is weakening, the cosmetics market in Indonesia would grow 8 percent than the same period in the previous year ([Silalahi, 2015](#)). Also, in 2015, these businesses will soon face the free market of ASEAN and China (AC-FTA), which can create opportunities and challenges for the cosmetics industry in Indonesia, as well as to trigger competition between cosmetics businesses in Indonesia. Seeing the market opportunities in Indonesia are potential and compete, cosmetics businessmen, of course vying with each other to win the market, including cosmetics distributor. Business competition can mean competing for getting the customers. The winner is not the strongest or the greatest, but it can satisfy the customers ([Candra & Juliani, 2018](#); [Silaparasetti et al., 2017](#)).

The success of a business distributor is closely associated with its customers, so that customer satisfaction and loyalty should be maintained well. But in maintaining customer satisfaction and loyalty of the distributor's company will face many challenges. Because their main customers are retailers, who have some various desires, different characteristics of stores, and usually calculate the profit in every transaction, because the retailer will sell products purchased from distributors for resale to their buyers.

When the customer satisfaction and loyalty problem is not immediately solved, it will decrease the number of customers, and certainly, have negative impact on business. Customer loyalty can be created by customer satisfaction, such as in the field of shopping mall, mobile telecommunication, and hypermarkets showed that higher customer satisfaction will help to increase customer loyalty ([Cheng & Lee, 2011](#); [Lai et al., 2009](#); [Tsai et al., 2010](#); [Irvani et al., 2015](#)). Today, business began to priority relationship marketing. So, the company is not just selling products, but trying to improve relationships with customers for long term.

Relationship marketing can make a positive output, that's are satisfied and loyal customers and in other words, customer satisfaction is the main output of relationship marketing ([Čoćkalo et al, 2011](#)). Relationship marketing is also one step in reaching the new customers, through customer referrals. Customer satisfaction can be formed too from the corporate image. The positive corporate image will create satisfaction for its customers because customers perceive things that are positive and fun from company. Through satisfaction, its expected customers become more loyal to the company. Seeing the importance of relationship marketing and corporate image in maintaining customer satisfaction and loyalty in today's marketing activities this study is conducted.

LITERATURE REVIEW

Relationship Marketing

Relationship marketing is a concept long-lasting relationship based on mutual interest between the company and the customer (Čočkalo et al., 2011). According (Aburoub et al., 2011) relationship marketing strategy is to establish relationships with customers and provide satisfactory service. (Cheng & Lee, 2011) defines relationship marketing as a strategy to attract, identify, establish, maintain, and expand customer relationships to create value for customers through marketing activities and a series of relational exchanges that have a history and a future. It can be concluded that relationship marketing is a strategy to establish a relationship with customers for the long term through the marketing activities of the company.

Relationship marketing can make positive output, such as customer satisfaction, higher loyalty, higher customer perception, and enhance the company's profits. Customer relationship marketing dimensions according to (Ndubisi, 2007) as follows: (1) Trust, the extent to which perceived a party concerning the integrity and promise offered by other parties; (2) The commitment, which consists of three forms of commitment; Continuance commitment: a customer's commitment because it will require cost and time when he moved to another company; Normative commitment: a customer's commitment because they must to run their business with the company; (3) Affective commitment: a customer's commitment because he believes that there are same values that are mutually beneficial relationship should be continued; (4) Communication, marketing communications from companies must be able to communicate well with customers to know about the customer wants and needs; (5) Handling of complaints, which is handling complaints properly and effectively provides the opportunity to turn a dissatisfied customer, be satisfied or even become loyal customers. There are four important aspects to handling complaints, namely empathy, acceleration, fairness, and convenience for customers to tell them complain.

Corporate Image

Corporate image is a set of beliefs, ideas, and impressions of a person about an object (Kotler & Keller, 2015). According to (Gronroos, 2016), emphasized the importance of corporate image in the experience quality of service and has the potential to improve customer satisfaction. Based on several studies (Kim & Hyun, 2011; Kotler & Keller, 2015) corporate image can be seen from morality, management, performance, and services. Morality relates to how the company has on the environment and social morality, includes: social activities, by giving greetings to customers on a specific date; environment, the company sells environment-friendly products.

Management relates to how the company's management is well managed, include: staff expertise: salesman can understand what customers want and need; workers cooperation, company is able to send the customer's order on time as promised. Performance relates to the company's performance in its business activities, including: price's compatibility: product's price that is worth to quality; promotional activities: promotion can attract the attention of customers; transaction's facility: company facilitating due date and rebates. Services, related to the company's service to customers, including: service acceleration: the company can provide the customers ordered products quickly; handling complaint: the company can provide a good solution and quickly to complaints; focus on customer needs: the company can understand customer's needs.

Customer Satisfaction

Customer satisfaction is the overall global reaction to the consumption experience or in other words pleasure or disappointment resulting from the comparison between the perceptions and expectations (Lai et al., 2009; Tsai et al., 2010). Customer satisfaction is a positive or negative subjective feeling appear from the comparison between expectations and perceptions pre-consumption and post-consumption. Meanwhile, according to (Kotler & Keller, 2015), customer satisfaction is a satisfied customer feeling or disappointment resulting from comparing a product's perceived performance (or outcome) with customer expectations. It can be concluded that customer satisfaction is an expression of one's feelings resulting from the comparison between the performances of perceived customer to customer expectations. Customer satisfaction provides benefits such as the company's relationship with consumers become harmonious, occurs repeat purchase, encourage customer loyalty, establish recommendations (word of mouth) that benefit the company, the positive company's reputation to customers, profits increased. There is two measurements of customer satisfaction, services received from the company, and customer satisfaction for the company overall (Lai et al., 2009; Kvet & Matiasko, 2018). Measuring customer satisfaction through two indicators, namely satisfaction in services received from the company, and customer satisfaction for the company overall. There are some methods to measure satisfaction, such as complaints and recommendation systems, periodic surveys, mystery shoppers, and analysis of lost customers (customer loss rate). Furthermore, customer satisfaction is a level that the needs, wishes, and expectations of the customer can be met and can result in repeat purchase or continued loyalty (Candra & Juliani, 2018; Luo et al., 2016).

Customer Loyalty

Loyalty is a repeat purchase behavior about the same brands repeatedly (could be because it is the only brand available, the cheapest brand, and so on). (Yu & Tung, 2013) defines loyalty as the customer's intention to purchase a product in the

future and to provide positive word of mouth. Customer loyalty is the intention of customers to make repeat purchases in a product or the same company and recommend it to others. Customer loyalty is the customer who not only buys remanufactured goods and services but also has a commitment and a positive attitude towards company services, for example by recommending others to buy. It can be concluded; customer loyalty is the intention of customers to make repeat purchases in a product or the same company and recommend it to others. Customer loyalty can be measured with loyalty behavioral dimension that is the willingness to buy again (repurchase), and word of mouth, which recommend to others (Lai et al., 2009; Yu & Tung, 2013; Bakhyt et al., 2018).

METHODOLOGY AND MATERIALS

This research is a quantitative, design with associative descriptive study, to provide an overview of the effect between variables to be studied to test the hypothesis that has been established through a questionnaire survey, and the time horizon cross-sectional (Sekaran & Bougie, 2011). The population in this study is 54 retailer customers from Cosmetics Industry. As seen in Table 1 is operational variables that will be used for preparing the questionnaire. The data were processed using the method of Partial Least Square (PLS); Warp PLS 5.0. Partial Least Square (PLS) is a component-based approach to testing structural equation models (Candra, 2016b; Latan et al, 2017; Urbach & Ahlemann, 2010). PLS analysis consists of Measurement models and Structural models, to test the significance of the parameters defined in the hypothesis. The results of the analysis refer to the research model. β coefficient indicates the path coefficient between variables in the model. P-value shows the result of the effect between variables. If $P < 0.05$, there was a significant effect (H_a accepted, H_0 is rejected), and if $P > 0.05$, there is no significant effect (H_0 accepted, rejected H_a). While R^2 (R-squared) is the percentage of the variance of the endogenous variables (variables that allegedly affected by one or more other variables) can be explained by the hypothesized variables influence it.

Measurement models, namely to determine the validity and reliability of indicators, including: convergent validity, discriminant validity, and reliability. Convergent validity is criteria recommended that the P-value ≤ 0.05 and loading values ≥ 0.5 (Candra, 2016a; Urbach & Ahlemann, 2010). Discriminant validity is the square root of the AVE with other values in each column, the square root of the AVE for each variable that is larger than the correlation associated with each variable, it can be said to have high discriminant validity. Reliability is acceptable value for the CA is 0.6 or higher (Latan et al., 2017; Urbach & Ahlemann, 2010). As for the reliability of the measurement model using value CR. To get good reliability, it is advisable to have CR 0.6 or higher (Latan et al., 2017; Urbach & Ahlemann, 2010). And lastly, Structural models to test the significance of the parameters defined in the hypothesis. Some of the criteria for model fit and quality indices to determine whether the research model fit.

Table 1: Measurement Indicators

Variables	Dimensions	Indicators
Relationship Marketing (RM)	Trust	Company's promise can trust by customer (RM1) Company's integrity can trust by customer (RM2)
	Commitment	Commit because it will require cost and time when he moved to another company (RM3) Commit because we must to run our business with the company (RM4) Commit because believe that there are same values that are mutually beneficial relationship should be continued (RM5)
	Communication	Customers get information from companies easily (RM6) The presence of intense communication with the company through visits by the company or by means of telecommunications (RM7)
	Complaint Handling	The existence of empathy in dealing with customer complaints(RM8) Speed in handling complaints (RM9) The win-win solution in the handling of complaints (RM10) Ease of customers contact the company when grievances (RM11)
Corporate Image (CI)	Morality	The company gave a greeting to retailers on certain dates (CI1) The company sells environmentally-friendly products (CI2)
	Management	Salesman can understand what is wanted and needed by retailers (CI3) The company can send the goods in a timely manner promised. (CI4)
	Performance	The price of a product comparable to the quality of the goods sold by the company (CI5) Promotional activity by the company can attract the attention of retailers (CI6) Companies providing adequate facilities in terms of trade, for example by giving due and rebates. (CI7)
	Service	The company can provide customers with the desired products quickly (CI8) The company can provide a good solution and quickly to complaints

		arising (CI9)
		The company will focus on the needs of the retailer (CI10)
Customer Satisfaction (CS)	Service satisfaction	Satisfaction with the services provided by the company (CS1)
	Overall satisfaction	Satisfaction with the company overall (CS2)
Customer Loyalty (CL)	Word of mouth	Willingness recommend to others (CL1)
	Behavioral loyalty	The willingness to buy again in the future (CL2)

Sources: Adapted from (Alireza, Ali, & Aram, 2011; Candra, 2014; Ndubisi, 2007; Yu & Tung, 2013)

RESULTS AND FINDINGS

Data was collected by distributing questionnaires to retailers who are customers of Cosmetics. From 54 questionnaires distributed, questionnaires were returned and can be processed in 52 questionnaires (96%). So, based on that data, the profile respondents are seen in Figure 1 until Figure 4.

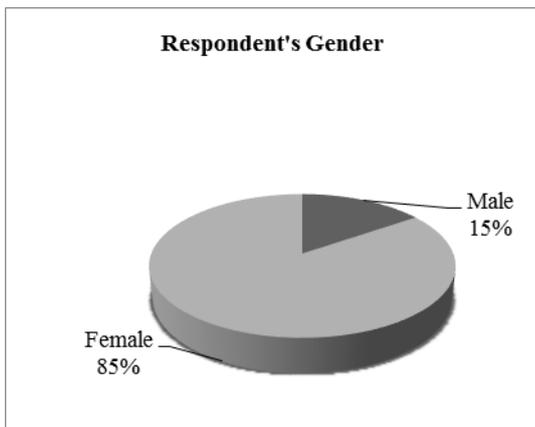


Figure 1. Respondent's Gender

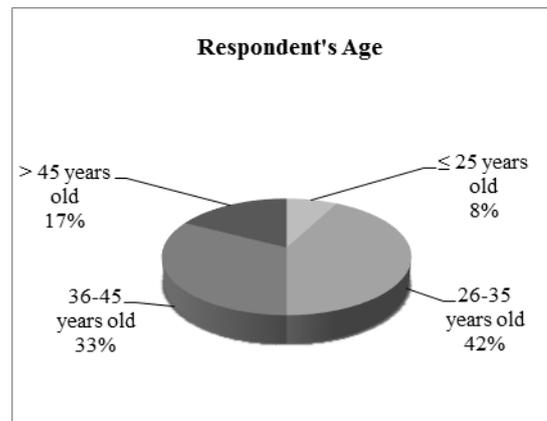


Figure 2. Respondent's Age

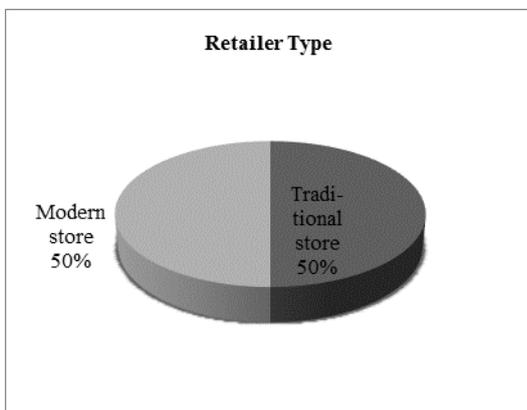


Figure 3. Retailer Type

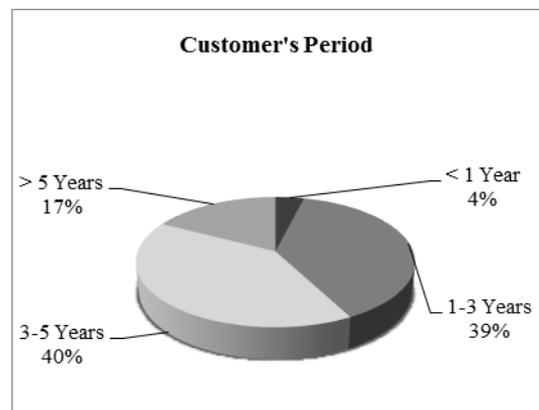


Figure 4. Customer's Period

Measurement Model

Convergent validity results are shown in Table 2. Results showed that the indicators do not meet the criteria loading ≥ 0.5 , are indicator RM3, RM4, RM5, CI3, CI4, CI5, CI6, CI7, CI8, CI9, and CI10 and as for the other indicators have met the criteria. Furthermore, indicators that do not meet the criteria P-value ≤ 0.05 are RM3, RM4, CI3, and CI4 and as for the other indicators have met the criteria. Indicators, which do not meet the criteria, dropped by WarpPLS software.

Table 2: Convergent Validity

Indicator	Loading	P-value	Indicator	Loading	P-value
RM1	0.511	<0.001	CI1	0.778	<0.001
RM2	0.455	<0.001	CI2	0.684	<0.001
RM3	-0.207	0.057	CI3	-0.145	0.138

RM4	0.183	0.082	CI4	-0.168	0.102
RM5	0.402	<0.001	CI5	0.300	0.009
RM6	0.718	<0.001	CI6	-0.681	<0.001
RM7	0.747	<0.001	CI7	-0.623	<0.001
RM8	0.575	<0.001	CI8	0.209	0.054
RM9	0.505	<0.001	CI9	0.268	0.019
RM10	0.598	<0.001	CI10	0.410	<0.001
RM11	0.677	<0.001	LP1	0.824	<0.001
KP1	0.935	<0.001	LP2	0.824	<0.001
KP2	0.935	<0.001			

Discriminant validity is shown in Table 3 In the table indicates that the variable CI, CS, and CL have high discriminant validity, except for the variable RM.

Table 3: Discriminant Validity

	RM	CI	KP	LP
RM	0,538	0,079	0,479	0,581
CI	0,079	0,485	0,104	0,059
KP	0,479	0,104	0,935	0,731
LP	0,581	0,059	0,731	0,824

Results CR value (composite reliability coefficient) is shown in Table 4 The variable of RM, CS and CL have met the criteria of $CR \geq 0.6$, except for the variable CI. While the value CA (Cronbach's alpha coefficients) are shown in Table 5 Cronbach's alpha coefficients values that have met the criteria of $CA \geq 0.6$ are RM and KP, except variables CI and LP.

Table 4: Composite Reliability Coefficients

RM	CI	KP	LP
0,773	0,122	0,933	0,809

Table 5: Cronbach's Alpha Coefficients

RM	CI	KP	LP
0,690	0,365	0,856	0,528

Structural Model

Results showed all measurements on the model fit and quality indices overall compliance with the criteria and acceptable. So, it can be said that the model fit, such as in Table 5.

Table 6: Model Fit and Quality Indices

Measurement	Value	Description
<i>Average Path Coefficient (APC)</i>	0,451;P value < 0,001	Acceptable
<i>Average R-squared (ARS)</i>	0,450;P value < 0,001	Acceptable
<i>Average adjusted R-squared (AARS)</i>	0,432 ;P value < 0,001	Acceptable
<i>Average block VIF (AVIF)</i>	1,053	Ideal, acceptable
<i>Average full collinearity VIF (AFVIF)</i>	1,813	Ideal, acceptable
<i>Tenenhaus GoF (GoF)</i>	0,483	Large
<i>Sympson's paradox ratio (SPR)</i>	1,000	Ideal
<i>R-squared contribution ratio (RSCR)</i>	1,000	Ideal
<i>Statistical suppression ratio (SSR)</i>	1,000	Acceptable
<i>Nonlinear bivariate causality direction ratio (NLBCDR)</i>	1,000	Acceptable

Hypothesis Analysis

Hypothesis analysis is supported by the results of the study as shown in Figure 6. Each hypothesis refers to a line in the model. R^2 values for KP is 0.33, indicating that the variance KP (customer satisfaction) can be explained by 33% by

variance RM (relationship marketing) and CI (corporate image), while the overmeasure is explained by other variables outside the research. The R^2 value for LP variable is 0.57, indicating that the variance LP (customer loyalty) can be explained by 57% by variance KP (customer satisfaction), while the overmeasure is explained by other variables outside the research.

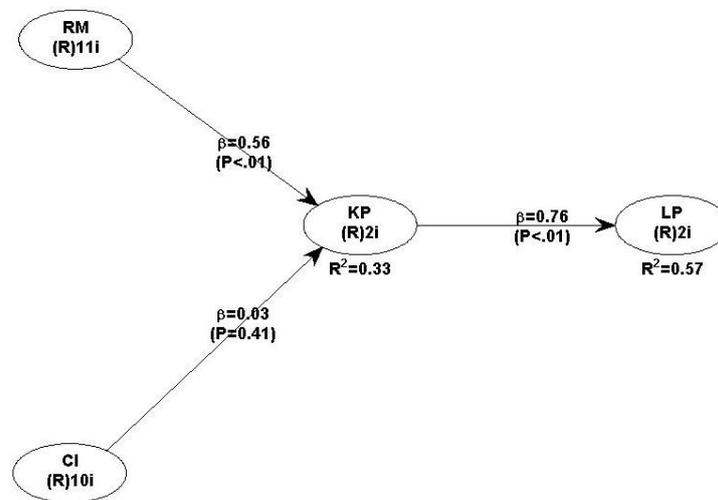


Figure 5: Output from WarpPLS

In Figure 5, the results indicate that the positive effect relationship marketing (coefficient of 0.56) to customer satisfaction and significant with P-value <0.01. This means that the higher the level of relationship marketing that will increase the level of customer satisfaction. Thus, H_a stating that there is significant effect between relationship marketing on customer satisfaction, accepted. H_0 while stating there was no significant effect of relationship marketing on customer satisfaction, rejected. In a study on the customer (retailer), the contribution of relationship marketing, retailers can feel the trust, feel easy communication and comfort in presenting a complaint with the company, either by means of telecommunications and visited his store. Besides retailers feel comfortable in submitting a complaint to company, so that retailers feel satisfaction in working with this organization. These results agree with the research that has been done by (Cheng & Lee, 2011; Čočkalo et al., 2011) which states that relationship marketing significant effect on customer satisfaction. Customer satisfaction is the output of relationship marketing. (Čočkalo et al., 2011) stated relationship marketing will lead to a positive output, which is a high percentage of satisfied customers.

In Figure 5, the results showed that the positive effect of corporate image (coefficient of 0.03) and not significant (P = 0.41) on customer satisfaction. These results indicate that there is no significant effect of corporate image on customer satisfaction. That is an increase in the company's image is not necessarily also improve customer satisfaction because of the impact they have insignificant. Thus, H_0 stating no significant effect of corporate image on customer satisfaction, accepted. While H_a stating that there is significant effect between corporate image on customer satisfaction, rejected. Some contributions from the corporate image of a lesser role in determining perceived customer satisfaction. Relationship marketing is preferred by customers rather than corporate image in determining customer satisfaction. Therefore, it must be done to increase the role of the corporate image in determining customer satisfaction. The corporate image will probably require another factor that can support them in influencing customer satisfaction significantly.

These results contrast with research conducted by (Ene & Ozkaya, 2014; Roche, 2014) which states that corporate image affects customer satisfaction. Incompatibility this result can occur because the data do not support, and in this study is less corporate image plays a role in determining customer satisfaction. Some contributions from the corporate image of a lesser role in determining perceived customer satisfaction. Relationship marketing is preferred by customers rather than corporate image in determining customer satisfaction. Therefore, it must be done to increase the role of the corporate image in determining customer satisfaction. Corporate image will probably require another factor that can support them in influencing customer satisfaction significantly, for example through the perceived value of customers, such as research conducted (Alireza et al., 2011) who conducted a study in the field of telecommunications in Iran, which explains that the corporate image has indirect effect on customer satisfaction through perceived value in the customer service received from the company's overall value to customers and quality of service of the company is worth for the time, energy, and the efforts of its customers.

In Figure 5, the results showed that customer satisfaction has positive effect on customer loyalty (coefficient of 0.76) and significant with a P-value <0.01. This means that the higher level of customer satisfaction, the level of customer loyalty will increase. Thus, H_a stating there is significant effect between customer satisfaction to customer loyalty, accepted. H_0 while stating there was no significant effect of customer satisfaction on customer loyalty, rejected. The largest contribution related to customer satisfaction is the retailers feel the satisfaction tend towards the overall satisfaction of the company

than the company's satisfaction with the services. The largest contribution related to customer loyalty is indicated retailers are more inclined towards behavioral loyalty, namely a willingness to re-purchase, rather than in the direction of word of mouth, which refer to another colleague. Results of this effect according to the research that has been done by (Cheng & Lee, 2011; Tsai et al., 2010) stating that the customer satisfaction affects customer loyalty. A satisfied customer will become a loyal customer, which is indicated by the repeat purchases or refer to others.

The results show that there is an indirect effect significantly between relationship marketing on customer loyalty through customer satisfaction, which is shown by the results of the analysis of the indirect effect relationship marketing on customer loyalty (0.426) is significant with a P-value <0.001 (as Table 7). This result is also supported by the results of the significant effect of relationship marketing to customer satisfaction (coefficient of 0.56 and P <0.01), and also the result of the significant effect of customer satisfaction on customer loyalty (coefficient of 0.76 and P <0.01), so that customer satisfaction becomes an intervening variable between relationship marketing and customer loyalty. That is when the relationship marketing increases, then indirectly increase customer loyalty will participate also, through improved customer satisfaction due to the influence of relationship marketing, and otherwise.

Thus, Ha stating there was a significant indirect effect between relationship marketing on customer loyalty through customer satisfaction, accepted. H0 while stating there is no significant indirect effect between relationship marketing on customer loyalty through customer satisfaction, rejected. These results agree with (Čoćkalo et al., 2011), which explains that the relationship marketing will make positive output in the form of a high percentage of satisfied customers, as well as high customer loyalty. Likewise (Cheng & Lee, 2011) who in their research found that the relationship marketing has an influence on customer loyalty through customer satisfaction, which can be supported by the opinion, that does not There is no guarantee that the relationship marketing will have a positive and direct effect on customer loyalty, unless the customer is satisfied with the company's relationship marketing strategy.

Table 7: Indirect Effects RM to LP

	<i>Indirect Effects</i>	<i>P-Value</i>
	RM	RM
LP	0.426	< 0.001

Thus, Ha stating there was a significant indirect effect between relationship marketing on customer loyalty through customer satisfaction, accepted. H0 while stating there is no significant indirect effect between relationship marketing on customer loyalty through customer satisfaction, rejected. The results showed that no significant indirect effect between the corporate image on customer loyalty through customer satisfaction. This is shown in the results of the analysis of the indirect effects corporate image on customer loyalty (coefficient 0.025) and not significant with a P-value = 0.399 (see Table 8).

Table 8: Indirect Effects CI to LP

	<i>Indirect Effects</i>	<i>P-Value</i>
	CI	CI
LP	0.025	0.399

This is also supported by the results of the effect of the corporate image that is not significant to customer satisfaction (coefficient of 0.03 and P = 0.41), so that customer satisfaction cannot be an intervening variable between corporate image and customer loyalty. Based on these results, it is for objective 5, H0 stating no significant indirect effect between corporate image on customer loyalty through customer satisfaction, accepted. While Ha stating that there is not a significant indirect effect between corporate images on customer loyalty through customer satisfaction, rejected. Incompatibility these results could be influenced by external factors that could cause a difference between theory and actual circumstances, i.e. data do not support. Because there is no significant effect of corporate image on customer satisfaction, customer satisfaction cannot be an intervening variable between corporate images with customer loyalty. So, there is no significant indirect influence between corporate images on customer loyalty through customer satisfaction.

The results of this study do not support the idea (Alireza et al., 2011; Ene & Ozkaya, 2014) which explains that the company's image indirectly affects customer loyalty through customer satisfaction that is created. Incompatibility these results could be influenced by external factors that could cause a difference between theory and actual circumstances, i.e. data do not support. Because there is no significant effect of corporate image on customer satisfaction, customer satisfaction cannot be an intervening variable between corporate image with customer loyalty. So, there is no significant indirect influence between corporate image on customer loyalty through customer satisfaction.

CONCLUSION

Based on findings that have been described, it can be given some suggestions as follows: The company should can add benefit retailers in selling the company's products, and also implement a loyalty program, to reward loyal to retailers who have bought a particular product or the company for which managed to sell the company's products are targeted by a number of companies; The company should be able to give a greeting to customers (retailers) when certain dates evenly;

The company should pay attention to go back and improve inventory management and inventory turnover, as well as management in the delivery of goods, so that retailers ordered items can always be fulfilled in a timely manner; The company should cultivate the salesman in order to communicate more closely with the retailer to find out things that become a necessity for store retailers, which can be done during a visit to a store retailer; The company should organize all the complaints and suggestions that arise from the customer with completion deadlines. Customers' complaints or suggestions, nothing is overlooked.

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