

## THE INFLUENCE OF GREEN ADVERTISING AND BRAND IMAGE ON PURCHASE DECISIONS AND THEIR IMPACT ON CUSTOMER LOYALTY CHIYODA LED LIGHTS (Case Study in Cisaranten Kidul Village)

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### ARTICLEINFO

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**Keywords:**

Green Advertising, Brand Image, Purchase Decision, Customer Loyalty

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### ABSTRACT

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Every customer who is loyal to a product has factors in deciding to buy. This can happen when deciding to use a product, such as a Lamp. Along with the green movement around the world to make people aware of their care for the environment, so many companies advertise their products with environmental themes or what is called Green Advertising, this makes light consumers switch to using LED lights. Brand Image is a perception of a brand that has an impact on a customer's purchase decision. Based on the description above, the writer is interested in conducting a research in the form of a thesis with the title "The Effect of Green Advertising, and Brand Image on Purchase Decisions and their impact on Customer Loyalty of Chiyoda LED Lights. The method used in this research is descriptive analysis with survey method, the data obtained and used in this research are primary data and secondary data. Data collection technique in this research is by distributing questionnaires. The sample taken in this study amounted to 70 respondents who are loyal consumers of Chiyoda LED lamps who are domiciled in the Cisaranten Kidul sub-district area. In conducting this research, four variables were used, namely Green Advertising (X1), Brand Image (X2), Purchase Decision (Y), and Customer Loyalty (Z). The results of the study using multiple regression analysis, it is proven that Green Advertising, and Brand Image through Purchase Decisions have a significant effect on customer loyalty, either partially or simultaneously. Then in the analysis of the coefficient of determination, it can be seen that the Purchase Decision is influenced by Green Advertising, Brand Image, and Purchase Decision by 65.1%, and the rest is influenced by other factors.

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### 1. INTRODUCTION

In the current era of globalization, there are many very diverse problems, ranging from social, political, religious, health, and environmental issues, but environmental issues have recently become the most discussed topic by the public, especially regarding the impact of global warming. Global warming is a form of ecosystem imbalance on earth due to the process of increasing the average temperature of the atmosphere, sea and land on earth. Regarding the imbalance of ecosystems on earth, it is also marked by the increase in the world's population from year to year. The population of the world community which continues to grow at this time cannot be separated from the development of technology, economy, and culture of the world community. Global warming itself has become an environmental issue that is the main focus of the world community today, for the past 100 years the average temperature of the earth's surface has increased by 0.74, which is around 0.18°C (Kotler, 2016).

The problem of global warming and environmental damage that has occurred since the industrial revolution is caused by human actions. The population that continues to grow will cause more and more waste to be produced. In addition, many green lands or agricultural land are now used as residential land and there are many more impacts of global warming on this earth. In addition, global warming is also caused by a lot of damage to the earth caused by excessive human exploitation of natural resources. One of the exploitations carried out by humans is the excessive use of electrical energy, thus causing energy

*The Influence Of Green Advertising And Brand Image On Purchase Decisions And Their Impact On Customer Loyalty Chiyoda Led Lights (Case Study In Cisaranten Kidul Village) - Adang Sutisna*

sources to be reduced and have an impact on environmental damage. Various impacts caused by global warming can be prevented by changing the behavior of the world community, especially from the way they consume products of daily needs. This must also be supported by the increasingly active companies to intensify the go green campaign.

Without them realizing it, people on earth are increasingly indifferent to the surrounding environment, for that a company is trying to create a product that is useful for the environment. The company is expected to have an important role in providing prevention to these environmental problems. One of the preventions that the company does is by creating products related to the environment or what is called Green Marketing. Green Marketing itself is defined as a marketing response to environmental influences that come from the design, production, packaging, labeling, use, and disposal of goods or services. Green marketing consists of a variety of activities including product modification, changes in processes, packaging changes, and even changes to promotions (Banerjee, 2016).

An understanding of the company's motivations and pressures to implement Green Marketing is the basis for implementing green marketing in all organizational activities. The company sees a change in orientation to the green concept, as an opportunity for companies to develop innovative products and technologies to satisfy consumer needs, which ultimately results in a competitive advantage rather than seeing change as an obstacle for companies that demand modifications to previous actions. The existence of external and internal pressures can encourage companies to take the initiative to go green

External pressures that drive companies to go green are the satisfaction of consumer demand, reactions to go green actions taken by competitors, requests from channels or suppliers to modify inputs. While internal pressure to go green, companies can achieve greater resource efficiency and save money spent on buying raw materials and treating waste. Basically, all consumers in Indonesia are aware of the environment, this can be seen from the results of AC Nielsen's research on internet users which was found in Marketing magazine which stated that the average percentage of Indonesian consumers who pay attention to environmental issues is at 90%. This is the starting point for how Indonesian consumers start to think about the environment (George & Michael, 2015).

PT. Sinar Angkasa Rungkut is a manufacturer of lamps under the Chiyoda brand, which is one of the companies that produces energy-saving lamps. The company's main factory and office are located in Surabaya Industrial Estate Rungkut, Surabaya, Indonesia. The company has been active in the lighting business for more than 3 decades. The company was founded in the mid 1960's as a small trading outlet, then as a lamp manufacturer in 1975. And today is one of the leading lighting manufacturers in Indonesia. The company's production line consists of incandescent lamps, fluorescent lamps and LED lamps. Chiyoda LED lamp is an energy-saving lighting product that was founded in 2003 and is still surviving today. Chiyoda LED lamps in the past few years have been able to compete with other LED lamp brands, although the result did not become a top brand and only occupied the fifth position. Results The data was obtained from the source [www.topbrand.com](http://www.topbrand.com) (Tjiptono, 2017).

**Table 1. Top Brand Index for Energy Saving Lamp Category**

BRAND	YEAR TOP BRAND INDEX					TOP
	2012	2013	2014	2015	2016	
Philips	82,0%	83,3%	85,3%	83,2%	83,2%	TOP
Hannochs	5,1%	4,2%	3,8%	4,3%	5,2%	
Osram	4,8%	3,7%	2,7%	2,3%	4,1%	
Shinyoku	3,4%	3,4%	3,6%	2,2%	1,9%	
Chiyoda	1,7%	1,7%	1,8%	3,0%	1,5%	

Source: <http://www.topbrand.Survey.award.com>

From the explanation of the table above, a data can be obtained, namely Chiyoda LED lamps in the 2012-2016 range occupy the lowest position with 5th rank, except in 2015 Chiyoda LED lamps were in 3rd position and it did not last long because in the following year it decreased back to position 5 with a percentage of 1.5%. Researchers suspect that the Chiyoda LED Lamp Customer Loyalty is problematic. Researchers also suspect that there are problems with Chiyoda LED Lamp Customer Loyalty related to the company's strategy in promoting its products. As one of the producers of energy-saving lamps, it is characterized by advertising its products with environmental themes or what is known as green advertising (Imam, 2016).

*The Influence Of Green Advertising And Brand Image On Purchase Decisions And Their Impact On Customer Loyalty Chiyoda Led Lights (Case Study In Cisaranten Kidul Village) - Adang Sutisna*

Green Advertising is one of the modern marketing instruments whose activities are based on the concept of communication. The purpose of green advertising is to influence consumer buying behavior by encouraging consumers to buy products that are not harmful to the environment and diverting consumers' attention to the positive consequences of buying behavior for themselves and their environment. In addition to the problem of green advertising, researchers also suspect that the brand image is not good in front of consumers. Because brand image is closely related to purchasing decisions and has an impact on customer loyalty. The relationship between Brand Image and purchasing decisions is related to consumer confidence in a brand. Based on the description and description of the background above, the researcher intends to analyze the problems faced by the Chiyoda LED Lamp, namely whether Green Advertising and Brand Image have an effect on purchasing decisions and their impact on Customer Loyalty.

## 2. METHOD

The research method used by the researcher is descriptive research with a quantitative approach. Quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses. Furthermore, the researchers measured the existence of a variable using research instruments. After that, the researcher will continue the analysis to find the effect of a variable with other variables. The research variables are sourced from the theoretical framework that is used as a reference and the concept of thinking as described in the literature review (Sudaryono, 2017).

Variable operationalization explains the concrete meanings of each variable, so that its dimensions, indicators, and measurements. Then, each of these indicators will be used as a basic reference for making statements on the questionnaire that will be made. In this study used a number of variables which are divided into three parts, namely: independent variable (independent variable), intervening variable, and dependent variable. In addition, the hypothesis testing in this study will use descriptive analysis, multiple regression analysis, partial significant test (t test), simultaneous significant test (f test), coefficient of determination test and correlation coefficient test to determine the relationship between variables, with the equation formula as following:

$$Y = a + b_1 X_1 + b_2 X_2 + z + e$$

Where :

- Y = Buying decision
- a = Constant
- b<sub>1</sub> = Regression coefficient of variable X<sub>1</sub> (Green Advertising)
- b<sub>2</sub> = Regression coefficient of variable X<sub>2</sub> (Brand Image)
- X<sub>1</sub> = Green Advertising
- X<sub>2</sub> = Brand Image
- Z = Customer Loyalty
- e = error/interrupting variable Moment from Pearson.

## 3. RESULTS AND DISCUSSION

### 3.1 Data analysis

To analyze the data in this study, the validity test was carried out, namely to find out how valid (significant) the primary data was from the research and the reliability test, namely to find out how consistent the primary data was when several tests were carried out. Instrument reliability was measured using the Cronbach Alpha formula. By using SPSS (Statistics and Service Solution) 20 for windows. The reliability of the measurement using Cronbach's Alpha is a reliability coefficient that shows how well the items in a collection are positively correlated with each other. An instrument is declared reliable, if the reliability coefficient is at least 0.60 (Handoyo, 2015).

**Table 2. Reliability Test Results**

Variable	Alpha	Status
Green Advertising (X <sub>1</sub> )	0,632	Reliabel
Brand Image (X <sub>2</sub> )	0,913	Reliabel

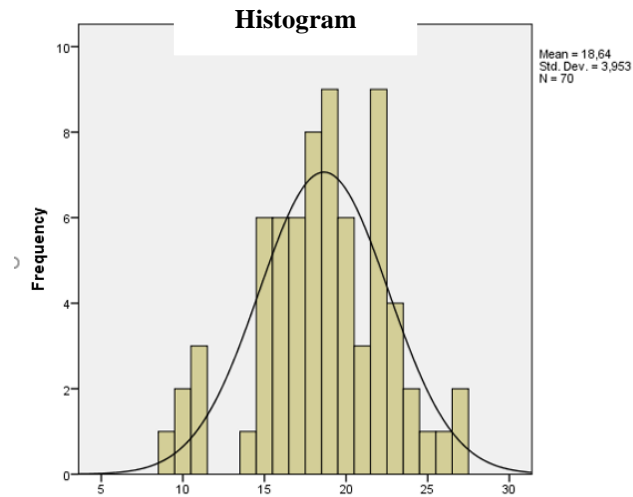
Purchase Decision (Y)	0,719	Reliabel
Customer Loyalty (Z)	0,803	Reliabel

**Source:** self-processed data

From the table above, it can be seen that all statements regarding green advertising, brand image, purchasing decisions, and customer loyalty have an alpha value of 0.6. So it can be concluded that the measuring instrument is declared reliable.

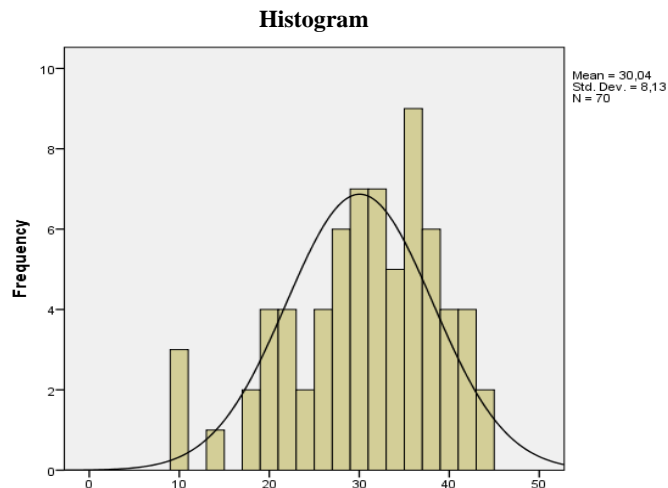
### 3.2 Normality test

This test is used to determine whether the specifications of the model used are correct or not. As it is known that the t-test and f-test in regression analysis assume the value of the confounding variable or residual must follow a normal distribution. If this assumption is violated, then the statistical test becomes invalid. In this study, to test the normality of the residuals used graph analysis on each variable, namely looking at the histogram graph and the normal probability plot on the dependent variable, namely the purchase decision (Y) (Jacob & Cherian, 2017).



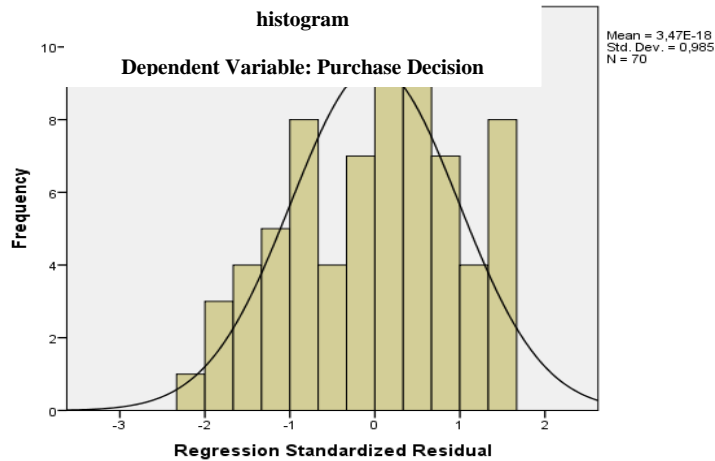
**Figure 1 Green Advertising Histogram Graph**

Based on the picture above, it can be seen that the distribution pattern is close to normal or does not deviate to the left/right (skewness), this means that the green advertising variable (X1) has a normal distribution (Ramli, 2015).



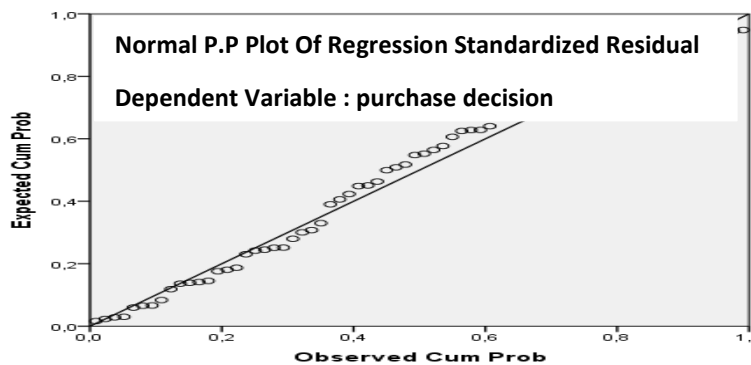
**Figure 2. Brand Image Histogram Graph**

Based on Figure 2 above, it can be seen that the distribution pattern is close to normal or does not deviate to the left/right (skewness), it means that the brand image variable (X2) has a normal distribution.



**Figure 3. Purchase decision histogram graph**

Based on the picture above, it can be seen that the distribution pattern is close to normal or does not deviate to the left/right (skewness), it means that the purchasing decision variable (Y) has a normal distribution.



**Figure 4. Normal Probability Plot**

Based on Figure 4 above, it can be seen that the distribution pattern is close to normal or does not deviate to the left/right (skewness). Likewise, if seen in Figure 4.5 the points spread around the diagonal line, so that the distribution is normal. In addition, statistical tests that can be used to test residual normality are Kolmogorov-Smirnov Non-Parametric Statistics. The method of testing whether the data distribution is normal or not is done by looking at the significance value of the variable, if it is significantly greater than 5%, it indicates a normal data distribution. Based on the results of the Kolmogorov-Smirnov Non-Parametric Statistics test for each variable, it is shown in the following table:

**Table 3. Kolmogorov-Smirnov . Data Normality Test Output**

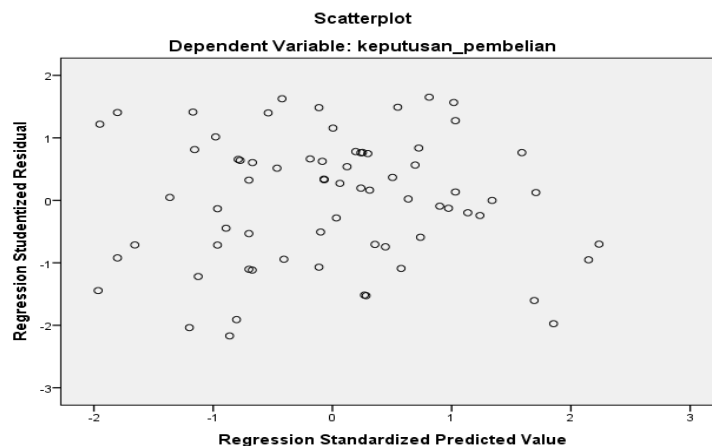
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		Green_Advertising	Brand_Im age	Buying decision	Customer loyalty
N		70	70	70	70
Normal Parameters <sup>a,b</sup>	Mean	18,64	30,04	16,47	12,40
	Std. Deviation	3,95	8,13	3,13	2,81
Most Extreme Differences	Absolute	,078	,087	,134	,113
	Positive	,064	,060	,085	,103
	Negative	-,078	-,087	-,134	-,113
Kolmogorov-Smirnov Z		,656	,726	1,12	,945
Asymp. Sig. (2-tailed)		,783	,668	,163	,334
a. Test distribution is Normal.					
b. Calculated from data.					

Based on the table above, it can be seen that the significance value for each variable is greater than 0.05 (5%), namely Green Advertising  $0.783 > 0.05$ , Brand Image  $0.668 > 0.05$ , Purchase Decision  $0.163 > 0.05$ , and Customer Loyalty  $0.334 > 0.05$ , then all these results indicate that the distribution of data on each variable is normal (Philip & Keller, 2016).

### 3.3 Heteroscedasticity Test

Heteroscedasticity test is performed to test whether in a regression there is an inequality of residual variance from one observation to another. A good regression model is non heteroscedasticity. The basis for decision making is to see whether there is a certain pattern between the predicted Y (Purchase Decision) and the residual (Schiffman & Kanuk, 2017). a. If there is a certain pattern such as the dots that form a certain regular pattern then heteroscedasticity occurs. b. If there is a clear pattern and the dots spread above and below the number 0, then there is no heteroscedasticity. Based on the results of SPSS 20 For Windows processing, the heteroscedasticity test curve is obtained as shown in the image below:



**Figure 5. Output Heteroscedasticity**

From the results of Figure 5 above, the graph between the Y axis value (predicted Y value) and X axis (residual value) shows an unclear pattern, and the points spread above and below the Y axis irregularly so that there is no heteroscedasticity (West & Turner, 2003). 2015).

### 3.4 Hypothesis testing

As explained in the research method, the path equation is obtained from the regression equation (hierarchical multiple regression analysis). Therefore, the first step is to analyze and interpret the estimation results of the regression equation. In this first model, it will be analyzed how the influence of exogenous green advertising (X1) and brand image (X2) variables on purchasing decisions (Y). The estimation of the regression equation was calculated using the help of SPSS for Windows version 20.0, and the results can be seen in Table 4.45 model summary (coefficient of determination), ANOVA (F test), and coefficient (regression equation, path equation and t-test) (Paramitasari, 2017).

**Table 4 Model Summary<sup>a</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,401 <sup>a</sup>	,161	,135	3,484

a. Predictors: (Constant), brand\_image, green\_advertising

The table above Model Summary the amount of Adjusted R square (coefficient of determination) contained in the model summary table is 0.135, this shows that the contribution or contribution of X1 and X2 to Y is 13.5% while the remaining 86.5% is contributions from other variables that were not included in the study (Mamang & Sopia, 2015).

**Table 5 ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	155,349	2	77,675	6,406	,003 <sup>b</sup>
	Residual	812,422	67	12,126		
	Total	967,771	69			

a. Dependent Variable: buying decision

b. Predictors: (Constant), brand\_image, green\_advertising

Furthermore, from the ANOVA table, a significant research value of 0.003 is obtained, which means it is smaller than the degree of confidence = 5 percent (0.05). Thus the research hypothesis which states that green advertising (X1) and brand image (X2) together has an effect on purchasing decisions (Y) must be accepted statistically (significantly).

**Table 6 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,960	2,717		1,825	,072
	Green_advertising	,212	,094	,254	2,265	,027
	Brand_image	,208	,078	,298	2,661	,010

a. Dependent Variable: buying decision

Then from Table 6 above the coefficients (unstandardized coefficients B), the regression equation is obtained:  $Z = 9.155 + 0.140X1 + 0.232X2 + 0.181Y + 2$ .

**Table 7. Hypothesis Testing Results**

	Hypothesis	Sig	Information
H1	Green advertising (X1) and brand image (X2) have a positive effect on purchasing	√	Stated statistically significant either partially or simultaneously (X1 has an effect on Y and X2 has an effect on Y).

	decisions (Y) either partially or simultaneously.		
<b>H2</b>	Green advertising (X1), and brand image (X2) have a positive effect on customer loyalty (Z) either partially or simultaneously.	√	Stated statistically significant either partially or simultaneously (X1 has an effect on Z and X2 has an effect on Z).
<b>H3</b>	purchasing decisions (Y) have a positive effect on customer loyalty (Z) partially	√	Stated statistically significant (Y has an effect on Z)
<b>H4</b>	Green advertising (X1), brand image (X2) and purchasing decisions (Y) have a positive effect on customer loyalty (Z) simultaneously.		Stated statistically significant simultaneously (X1, X2, and Y have an effect on Z,

Source: self-processed data

Kesimpulan dari hasil hipotesis ini yaitu (1) Green advertising dan brand image berpengaruh positif terhadap keputusan pembelian baik secara parsial maupun simultan, dinyatakan signifikan secara statistik baik secara parsial maupun simultan (2) Green advertising dan brand image berpengaruh terhadap loyalitas pelanggan baik secara parsial maupun simultan, dinyatakan signifikan secara statistik baik secara parsial maupun simultan (3) keputusan pembelian berpengaruh terhadap loyalitas pelanggan secara parsial dinyatakan signifikan secara statistik dan (4) Green Advertising, Brand Image, dan Keputusan Pembelian berpengaruh terhadap loyalitas pelanggan secara simultan, dinyatakan signifikan secara statistik.

#### 4. CONCLUSION

Based on the results of the analysis, discussion and hypothesis testing that the researchers did on Chiyoda LED lamp consumers who live in the Cisaranten Kidul sub-district, several conclusions can be drawn as follows, the results of the analysis of the influence of Green Advertising on Purchase Decisions, from the analysis above, a significance value of 0.027 is obtained.  $<0.05$  so it can be concluded that there is a partial relationship between Green Advertising and Purchase Decisions. Analysis of the influence of Brand Image on Purchase Decisions, from the above analysis obtained a significance value of  $0.010 < 0.05$  so it can be concluded that partially there is a relationship between Brand Image and Purchase Decision. Analysis of the influence of Green Advertising on Customer Loyalty, from the above analysis obtained a significance value of  $0.036 < 0.05$  so it can be concluded that partially there is a relationship between Green Advertising and Customer Loyalty. Analysis of the influence of Purchase Decisions on Customer Loyalty, from the above analysis obtained a significance value of  $0.032 < 0.05$  so it can be concluded that partially there is a relationship between Purchase Decisions and Customer Loyalty. And analysis of the influence of green advertising, Brand Image and Purchase Decisions on Customer Loyalty, from the above analysis obtained a significance value of  $0.000 < 0.05$  so it can be concluded that Green Advertising, Brand Image and Purchase Decisions simultaneously affect Customer Loyalty.

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*The Influence Of Green Advertising And Brand Image On Purchase Decisions And Their Impact On Customer Loyalty Chiyoda Led Lights (Case Study In Cisaranten Kidul Village) - Adang Sutisna*

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