



CUSTOMER VALUE ANALYSIS AND EMOTIONAL CLOSE TO CONSUMER LOYALTY

(Analisis Nilai Pelanggan dan Kedekatan Emosional Terhadap Loyalitas Konsumen)

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Abstract

The purpose of this study was to determine and analyze the effect of customer value on consumer loyalty and the effect of emotional closeness on consumer loyalty. The type of research used in this research is quantitative with a descriptive approach. The research location is the coffee shop "Hallo Kopi" which is located at Jl Raya Namlea- Buru Regency. The type of data used in this study is quantitative in the form of primary data obtained directly from customers at the "Hallo Kopi" coffee shop, namely in the form of questionnaires that will be distributed to respondents. In the analysis method used reliability validity test, classical assumption test, hypothesis test, F test (feasibility test), t test (partial regression coefficient test). The results showed that Customer Value (X1) and Emotional Closeness (X2) on Consumer Loyalty (Y) case study on Hallo Kopi in Namlea City as follows: Customer Value has a positive and significant effect on Consumer Loyalty, Emotional Closeness has a positive and significant effect on Loyalty Consumers, Customer Value and Emotional Closeness have a positive and significant effect on Consumer Loyalty, the R square value obtained is 0.447. This means that the ability of the independent variable in influencing the dependent variable is 44.7%. It means that there are 55.3% (100% - 44.7%) dependent variable variance which is influenced by other factors.

Keywords: *analysis, customer value, emotional closeness, consumer loyalty*

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh nilai pelanggan terhadap loyalitas konsumen dan pengaruh kedekatan emosional terhadap loyalitas konsumen. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif. Lokasi penelitian, yakni di kedai kopi "Hallo Kopi" yang beralamat di Jl Raya Namlea- Kabupaten Buru. Jenis data yang digunakan dalam penelitian ini adalah kuantitatif yaitu berupa data primer yang diperoleh secara langsung dari pelanggan di kedai kopi "Hallo Kopi", yaitu berupa kuesioner yang akan dibagikan kepada responden. Dalam metode analisis digunakan uji validitas reliabilitas, uji asumsi klasik, uji hipotesis, uji F (uji kelayakan), uji t (uji koefisien regresi secara parsial). Hasil penelitian menunjukkan bahwa Nilai Pelanggan (X1) dan Kedekatan Emosional (X2) terhadap Loyalitas Konsumen (Y) studi kasus pada Hallo Kopi di Kota Namlea sebagai berikut: Nilai Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Konsumen, Kedekatan Emosional berpengaruh positif dan signifikan terhadap Loyalitas Konsumen, Nilai Pelanggan dan Kedekatan Emosional berpengaruh positif dan signifikan terhadap Loyalitas Konsumen, Nilai R square diperoleh sebesar 0,447. Hal ini berarti kemampuan variable bebas dalam mempengaruhi variable terikatnya adalah 44,7 %. Berarti terdapat 55,3% (100% - 44,7%) varian variable terikat yang dipengaruhi oleh factor lain.

Kata-kata kunci: *analisis, nilai pelanggan, kedekatan emosional, loyalitas konsumen*

INTRODUCTION

Marketing is one of the main activities that need to be carried out by companies, whether goods or services companies in an effort to maintain the viability of their business. This is because marketing is one of the company's activities, which are directly related to consumers. In today's increasingly competitive era of business competition, every business person who wants to win the competition in the market competition will pay full attention to the marketing strategy he is implementing.

One of the main problems that become obstacles in marketing is the number of competitors in the market itself, both from similar products and from other products. This is a big responsibility that must be won by a company if it wants to exist in the business competition. Very tight business competition requires companies to be more skilled in determining marketing strategies that are right on target in order to achieve optimal profit. In addition, increasingly high competition demands a marketing strategy planning that cannot be separated from the consumer side, because consumers have an important role, where consumers are a measuring tool in determining the success of an item or service.

Companies in general are required to try to make customers feel more satisfied by providing better offers and services. So the company must be able to maintain its market position in the increasingly fierce market competition. One of them is by developing a strategy to retain consumers through service quality. One strategy to be able to maintain customer loyalty is to provide higher quality services, so here the company management must be able to pay attention to the quality in accordance with the wishes of the customer.

Quality no longer only means conformity to certain specifications, but the quality is determined by the customer. Therefore, all company activities and activities must be coordinated to satisfy customer desires. In general, quality can

provide a motivation for customers to establish a strong bond with the company.

Parasuraman, et. al. (1998) stated that customers form an expectation of value and act on it, and they consider or evaluate which offering will provide the highest value. Offers that meet customer value expectations affect customer satisfaction and purchase likelihood. For customers, the perceived performance of the product is equal to or greater than expected, which is considered valuable and can provide satisfaction.

Emotions are feelings that can involve physiological stimuli, conscious experiences such as thinking about falling in love and behavioral expressions. Indicators of emotional closeness is a measure of attitude that must be owned. There are several factors that influence the success of emotional closeness, including creating and maintaining quality relationships; positive behavior and supportive behavior; have empathy and sympathy for others.

According to Tjiptono (2000), consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. Customer loyalty is very important for companies that maintain their business continuity and the continuity of their business activities. Kotler (2001) states that brand loyalty is one of the brand assets, which shows the high value of loyalty, because to build it there are many challenges that must be faced and it takes a very long time.

According to (Wiktionary, 2010:22) a coffee shop can be interpreted as "a small cafe or small restaurant that usually sells coffee and sometimes non-alcoholic drinks, simple food or snacks, with supporting facilities in that place". Coffee connoisseurs can come to the coffee shop easily and enjoy a cup of quality coffee.

Hallo Kopi is a business engaged in the culinary field. Hallo Kopi is also a place that provides various types of coffee, snacks,

food, and other drinks. In a relaxed state with a comfortable place equipped with music, interior design that has a characteristic and provides friendly service and provides free Wi-Fi that can be enjoyed by consumers who come.

The purpose of this study is to determine and analyze the effect of customer value on consumer loyalty and the effect of emotional closeness on consumer loyalty.

THEORETICAL BASIS

Customer Value

Customer value is the difference in the benefits that a customer receives from an item/service with the effort and sacrifice he or she makes to obtain and use it. Customer value is also defined as the emotional bond that arises between producers and customers in the form of psychological, functional and economic benefits from the impact of using goods/services in meeting their needs.

According to Butz and Goodstein (1996), the notion of customer value is the emotional bond that exists between the customer and the producer after the customer uses the product or service produced by the supplier and finds that the product in question provides added value.

Customer Value Indicator

According to Tjiptono (2005), indicators or dimensions of customer value include emotional value, namely the value that comes from feelings or affective feelings that arise after using the product; social value, namely the value obtained from the ability of the product to improve the social concept of the customer; quality/Performance Value, namely the value obtained from the product due to cost reduction, both short term and long term; price/Value of Money, namely the value obtained from the response to the expected performance of the product/service.

Customer Value Strategy

How to build customer value (Kotler and Keller: 2009), namely by increasing the offer of product, service, staff and image benefits and reducing one or more types of costs. The strategies that are commonly used to build customer value are known as generic value strategies, namely:

- 1) More for less, which provides more benefits at a lower cost than competitors.
- 2) More for same, which provides more benefits at the same cost when compared to competitors.
- 3) Same for less, which provides the same benefits as competitors at a lower cost.
- 4) More for more, which provides more benefits and costs greater than competitors.
- 5) Less for less, which provides low benefits at a lower cost than competitors.

Emotional Closeness Indicator

Emotional closeness indicator is a measure of attitude that must be owned. Indicator of Emotional Closeness according to Barnes (2001):

- 1) Trust is something that is believed to be true. Trust will occur if one party has confidence in the reliability and integrity of its relationship partner.
- 2) Closeness, building communication is an action or behavioral dimension of a relationship, while close feelings are more emotional.
- 3) Reciprocal relationships, relationships that are important to both parties and want to be continued by both, must provide mutual benefits for both parties.

Consumer Loyalty

Literally loyal means loyal, or loyalty can be interpreted as a loyalty. This loyalty is taken without coercion, but arises from self-consciousness in the past. Efforts made to create consumer satisfaction are more likely to influence consumer attitudes. While the concept of consumer loyalty explains more to the behavior of buyers.

According to Rangkuti, Freddy (2002:60), "Consumer loyalty is consumer loyalty to companies, brands and products. Sutisna (2003:41) defines loyalty as a favorable attitude towards a brand that is presented in a consistent purchase of the brand over time.

RESEARCH METHOD

Types of research

The type of research used in this study is quantitative with a descriptive approach, namely to analyze the variables that will be used by the author.

Object of research

The research location is the coffee shop "Hallo Kopi" which is located at Jl Raya Namlea- Buru Regency. Hallo Kopi is a business engaged in the culinary field. Hallo Kopi is also a place that provides various types of coffee, snacks, food, and other drinks.

Population and Sample

The population in this study were all consumers at the "Hallo Kopi" coffee shop in Namlea City. Meanwhile, the sample used in this study was 50 consumers. Sampling in this study was conducted using non-probability sampling technique, namely a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples.

The non-probability sampling technique used is convenience sampling. This technique is also known as incidental sampling, which is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample.

Data Types and Sources

type of data used in this study is quantitative in the form of primary data obtained directly from customers at the "Hallo Kopi" coffee shop, namely in the

form of questionnaires that will be distributed to respondents.

Sources of data used in this study is primary data. Primary data can be obtained using a list of questions in the form of a structured questionnaire with the aim of collecting information from consumers at the "Hallo Kopi" coffee shop who in this case are the research respondents. The source of data in this study is the score of each variable indicator obtained from filling out questionnaires distributed to consumers of the "Hallo Kopi" coffee shop.

Data Collection Techniques

Primary data collection was carried out by survey method using a questionnaire (questionnaire). Questionnaire is a list of statements filled out by respondents. A number of statements were submitted to the respondent and then the respondent was asked to answer according to their opinion.

To measure the opinion of respondents, a five-point Ordinal scale is used, starting with 5 for strongly agree (SS) and 1 for strongly disagree (STS). The details are as follows:

Number 1 = Strongly Disagree (STS)

Number 2 = Disagree (TS)

Number 3 = Neutral (N)

Number 4 = Agree (S)

Number 5 = Strongly Agree (ST)

Data analysis method

In the analytical method used is the reliability validity test, classical assumption test, hypothesis testing, F test (feasibility test), t test (partial regression coefficient test).

DISCUSSION

Characteristics of Respondents

Respondents used in this study were visitors to Hallo Kopi in Namlea city who were met by considering the criteria in Namlea city as many as 50 people with characteristics that can be described as follows:

1) By Age

The characteristics of respondents by type of age can be presented in the following table:

Table 1
Distribution of Number of Respondents by Age Group

No	Years (Old)	Respondent (Person)	Presentage (%)
1	17 – 25	38	76%
2	26 – 35	12	24%
Total		50	100%

Source: Primary data processed, 2021

Based on the table above, it shows that most of the respondents who visited Hallo Kopi were in the age range of 17-25 years, namely at the percentage level. 76%, and the rest are respondents from Hallo Kopi's visitors aged 26-35 years, namely at the percentage level of 24%.

1) Based on Marital Status

Data on respondents by gender can be seen in Table 2 below:

Table 2
Respondents Based on Marital Status

Marital Status	Total	Percentage %
Marry	36 orang	72%
Not married yet	14 orang	28%
Total	50	100%

Source: Primary Data Processed, 2021

Based on the data above, respondents who are married are 36 people and respondents who are not married are 14 people.

1) Based on Last Education

Data on respondents based on Last Education can be seen in Table 3 below:

Table 3
Respondents Based on Last Education

Education	Total	Percentage%
SMA	30	60%
D3	6	12%
S1	10	20%

S2	4	8%
S3	-	-
Total	50	100%

Source: Primary Data Processed, 2021

From the results of distributing questionnaires, it can be seen that respondents based on high school education amounted to 30 people. Respondents who have the latest education D3 amounted to 6 people. Respondents who have the last education of S1 are 10 people and Respondents who have the last education of S2 are 4 people.

Descriptive Analysis of Research Variables

Descriptive analysis is used to describe the frequency distribution of the answers given by 50 respondents to the statements submitted in the research questionnaire. This analysis is used to describe the variables of Customer Value and Emotional Closeness to Hallo Kopi Consumer Loyalty in Namlea City.

1) Descriptive Analysis of Customer Value Variables (X1)

The measurement of the Customer Value variable in this study is spread over 4 statement items formed in 4 indicators adopted from Tjiptono (2005) including: (1) Emotional Value (2) Social Value (3) Quality/Performance Value (4) Price/Value of Money.

Table 4.5
Frequency Distribution of Customer Value Answers

No	statement items	respondent's answer										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	16	32	26	52	8	16	-	-	-	-	4,16
2	X1.2	9	18	29	58	12	24	-	-	-	-	3,94
3	X1.3	10	20	25	50	15	30	-	-	-	-	3,90
4	X1.4	13	26	31	62	6	12	-	-	-	-	4,13
Customer Value Variable Value											4,03	

The answers in the table above for the X1.1 indicator, 16 respondents answered strongly agree, 26 respondents agreed, and 8

respondents stated neutral, for the statement I feel happy enjoying the menu variants at Hallo Kopi. The average value of the X1.1 indicator is 4.16.

In the X1.2 indicator, 9 respondents stated strongly agree, 29 respondents agreed, and 12 respondents stated Neutral in the X1.2 statement, namely I feel proud to enjoy the menu while at Hallo Kopi. The average value of the X1.2 indicator is 3.94.

Indicator X1.3, 10 respondents stated strongly agree, 25 respondents agreed, and 15 respondents stated Neutral in X1.3 statement, namely Hallo Kopi provides good quality as expected. The average value of the X1.3 indicator is 3.90.

In the X1.4 indicator, 13 respondents stated strongly agree, 31 respondents agreed, and 6 respondents stated Neutral in the X1.4 statement, namely the price of the food and beverage menu in accordance with existing facilities. The average value of the X1.4 indicator is 4.13. Thus, the value of the Customer Value variable is interpreted as 4.03 or it can be said to be good (3.40 – 4.20).

1) Descriptive Analysis of Emotional Closeness (X2)

The measurement of Emotional Closeness in this study is spread across 3 statements formed in 3 indicators adopted from Barnes (2001) including: (1) Trust (2) Closeness (3) Reciprocity.

Table 4.6

Emotional Closeness Frequency Distribution

No	Statement items	Respondent's answer										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	8	16	32	64	10	20	-	-	-	-	3,96
2	X2.2	14	28	29	58	7	14	-	-	-	-	4,14
3	X2.3	9	18	33	66	8	16	-	-	-	-	4,02
The Value of Emotional Closeness											4,04	

Source: Processed Data, 2021

Based on the table above for indicator X2.1 (Trust) 8 respondents stated strongly agree, 32 respondents agreed, and

10 respondents stated neutral. So it can be concluded that most respondents agree that Hallo Kopi is willing to serve its customers.

For indicator X2.2 (Proximity) 14 respondents stated strongly agree, 29 respondents stated agree, 7 respondents stated neutral. So it can be concluded that most respondents agree that Hallo Kopi has an emotional closeness to its customers.

Then for the indicator X2.3 (Reciprocity) 9 respondents stated strongly agree, 33 respondents agreed, and 8 respondents stated neutral, so it can be concluded that most respondents agree that Hallo Kopi will respond quickly to customer requests and are willing to apologize if the service provided is good. perceived by customers as lacking. Thus, the value of the Emotional Closeness variable is interpreted as 4.04 or can be said to be good (3.40 - 4.20).

1) Descriptive Analysis of Consumer Loyalty (Y)

The measurement of Consumer Loyalty in this study is spread over 5 statement items formed in 5 definitions adopted from Hidayat (2009) including: (1) Trust (2) Emotion Commitment (3) Switching Cost (4) Word of Mouth (5) Cooperation .

Table 4.7

Frequency Distribution of Consumer Loyalty Answers

No	Statement items	Respondent's answer										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	Y.1	25	50	21	42	3	6	1	2	-	-	4,40
2	Y.2	12	24	31	62	7	14	-	-	-	-	4,10
3	Y.3	9	18	32	64	9	18	-	-	-	-	4,00
4	Y.4	10	20	27	54	13	26	-	-	-	-	3,94
5	Y.5	9	18	36	72	5	10	-	-	-	-	4,03
Consumer Loyalty Value											4,09	

Source: Primary data processed, 2021

Based on the table above, the Y.1 (Trust) indicator 25 respondents stated strongly agree, 21 respondents agreed, 3 respondents stated neutral, and 1 respondent disagreed. So it can be Key, most of the respondents strongly agree that Hallo Kopi is able to create trust with its customers.

For indicator Y.2 (Emotional Commitment) 12 respondents stated strongly

agree, 31 respondents stated agree, and 7 respondents stated neutral. So, Key Most respondents agree that Hallo Kopi is able to provide comfort and taste.

Then for indicator Y.3 (Switching Cost) 9 respondents stated strongly agree, 32 respondents stated agree, and 9 respondents stated neutral. So, Key, most of the respondents agree that the customer understands the situation (week nights when there are many visitors and waiting for orders).

Then for the Y.4 indicator (Word of Mouth) 10 respondents stated strongly agree, 27 respondents agreed, and 13 respondents stated neutral. so the Main Key most respondents agree that the customer recommends Hallo Kopi to others.

Then for the Y.5 indicator (Cooperation) 9 respondents stated strongly agree, 36 respondents agreed, and 5 respondents stated neutral. so it can be Key most respondents agree that customers will say positive things to others about the services provided by Hallo Kopi.

Thus, the value of Consumer Loyalty is interpreted at 4.09 or it can be said to be good (3.40 – 4.20).

Validity test

The distribution of questionnaires in the validity and reliability tests were given to 50 research respondents. The value of the table r with the provisions of $df = n - 2$ which means $50 - 2 = 48$ and a significance level of 5%, the number obtained = 0.279.

Table 4.8
Validity Test Results

Variabel	Indikator Code	Count	R Table	Description
Customer Value (X1)	X1.1	0,761	0,279	Valid
	X1.2	0,685	0,279	Valid
	X1.3	0,694	0,279	Valid
	X1.4	0,81	0,279	Valid

		2	9	
Emotional closeness (X2)	X2.1	0,715	0,279	Valid
	X2.2	0,767	0,279	Valid
	X2.3	0,776	0,279	Valid
Consumer Loyalty (Y)	Y.1	0,605	0,279	Valid
	Y.2	0,774	0,279	Valid
	Y.3	0,745	0,279	Valid
	Y.4	0,677	0,279	Valid
	Y.5	0,861	0,279	Valid

Source: Primary data processed, 2021

The table above shows that the 12 statement items given to 50 respondents have an r count greater than rtable 0.279 which includes all statements that are declared valid.

Uji Reliabilitas

The reliability test was carried out using the SPSS 25 program. According to Ghozali (2009): a variable is declared reliable if it gives Cronbach's Alpha value > 0.60.

Table 4.9
Research Instruments Reliability Test Results

No	Research variable	Cronbach's alpha (α)	Description
1	Customer Value (X1)	0,723	Reliabel
2	Emotional closeness (X2)	0,617	Reliabel
3	Consumer Loyalty (Y)	0,774	Reliabel

Source: Primary data processed, 2021

Reliability indicates an understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is good enough. using Cronbach's Alpha formula.

Based on the table above, it can be seen that all reliability test results show that the variables of Customer Value, Emotional Closeness, and Consumer Loyalty have Cronbach's Alpha values greater than 0.60. Thus it can be concluded that the questionnaire data used in this study is reliable or acceptable.

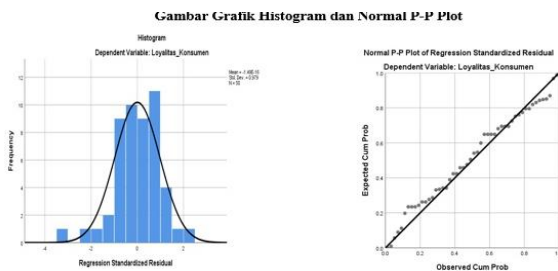
Classic assumption test

Classical Assumption Test with the aim of providing an overview of the extent to which the requirements have been met in accordance with the planned statistical analysis technique.

Normality test

The normal test is performed on the residual regression. The test is carried out using the P-P Plot graph. Normal data is data that forms points that spread not far from the diagonal line, as shown below:

Histogram and Normal P-P Plot



Source: Processed Data, SPSS 25 (2021)

The histogram graph in the left image shows that the bell-shaped data distribution does not deviate to the left or right, while the P-P Plots image on the right of the regression obtained already shows a normal graphic pattern, namely the distribution of points that are not far from the diagonal line. Therefore, the data is said to be normally distributed.

Interpretation of Research Results

1) The Influence of Customer Value on Consumer Loyalty

The Customer Value variable has a positive influence on Consumer Loyalty,

where Customer Value has a significance level obtained from the regression equation, namely 0.277 with a sig value of 0.042 (<0.05). These results indicate that Hallo Kopi has a customer value that makes consumers loyal. The customer value includes the difference between benefits and total costs (Fandy Tjiptono, 2000). Some of the benefits provided by Hallo Kopi include: A good and attractive interior design can be used as a place for selfies or selfies. In addition, it is also equipped with air conditioning and accompanied by music so that consumers can sit back and enjoy the various variants of food and drinks offered by Hallo Kopi while enjoying the free WIFI available at Hallo Kopi. As for the total cost, which is not too expensive, so that if a consumer buys one cup of coffee, they can enjoy the facilities at Hallo Kopi.

The results of this study are the same as the previous research conducted by Dinda Monica Mediana Bahri (2010) entitled "Analysis of the Effect of Customer Value, Service Quality, and Emotional Closeness to Customer Loyalty (Case Study at Bank BRI Pattimura Semarang Branch", the results of the analysis obtained that the value of customer (X1) has a regression coefficient of 0.304 (positive sign) on customer loyalty (Y) and a t-count value of 4.480 with a significance level of 0.000 (<0.05). This means that the customer value (X1) has a positive effect on customer loyalty (Y). Thus, Hypothesis 1 which states that customer value (X1) has a positive effect on customer loyalty (Y) can be accepted.

2) The Effect of Emotional Closeness on Consumer Loyalty

Emotional Closeness variable has a significant positive effect on Consumer Loyalty. Emotional closeness has a significance level obtained from the regression equation, which is 0.470 and a sig value of 0.001 (<0.05). This means

that the emotional closeness that exists between Hallo Kopi and consumers is quite good. Especially with the friendly service style to every customer who comes to Hallo Kopi and the hospitality employees to consumers so that a harmonious emotional relationship will be established.

One of the interesting features of relationships is that relationships are an ongoing process. Bennet (1996) from the University of London Guildhall (in Pamariadinata: 2008) makes an important statement that "To start a relationship, one party (not to mention the suppliers in a marketing situation) must present an attractive design (value proportion) to the other party. , and most importantly, the design must be liked".

This result is the same as the previous research proposed by RB. Iwan Noor Suhasto (2018) with the title "The Effect of Service Quality and Emotional Closeness on Customer Loyalty" which states that the Emotional Closeness variable has a positive and significant effect on Consumer Loyalty.

CLOSING

Based on the results of research and discussion on Customer Value (X1), and Emotional Closeness (X2) to Consumer Loyalty (Y) case study on Hallo Kopi in Namlea City, the conclusions of this study are as follows:

Customer Value has a positive and significant effect on Consumer Loyalty. The results of the partial calculation of t have a value of t arithmetic (2.087) > t table (1.299) and a Sig value of 0.042 < 0.05 so it can be concluded that Ho is rejected and Ha is accepted which means there is a positive and significant relationship between Customer Value (X1) and Loyalty Consumers (Y).

Emotional Closeness has a positive and significant effect on Consumer Loyalty. The results of the partial calculation of t have a t count value (3.540) > t table (1,299) and a Signya value of 0.001 < 0.05 so it can be

concluded that Ho is rejected and Ha is accepted which means there is a positive and significant relationship between Emotional Closeness (X2) and Loyalty Consumers (Y).

Customer Value and Emotional Closeness have a positive and significant effect on Consumer Loyalty. With the simultaneous results of F arithmetic (19.026) > F table (3.19) and Sig 0.000 < 0.05 so it can be concluded that Ho is rejected and Ha is accepted, which means that there is a simultaneous or joint influence between Customer Value and Emotional Closeness on Consumer Loyalty.

The value of R square obtained is 0.447. This means that the ability of the independent variable in influencing the dependent variable is 44.7%. It means that there are 55.3% (100% - 44.7%) dependent variable variance which is influenced by other factors.

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