

THE EFFECT OF CUSTOMER RELATIONSHIP MARKETING AND TOTAL QUALITY MANAGEMENT ON CONSUMER BUYING INTEREST AT THE ANGELIA MELY SARUDIK STORE, CENTRAL TAPANULI REGENCY

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ABSTRACT

One of the goals of marketing is to stimulate the emergence of a desire to buy. Buying interest will arise on its own, if the company is able to maintain and improve relationships with consumers and is able to provide quality products or services that meet the needs and satisfaction of the consumer market continuously. The purpose of this study is to determine the influence of customer relationship marketing and total quality management on consumer buying interest in Angelia Mely Sarudik Store, Central Tapanuli Regency. The type of study used associative explanatory with a sample of 63 people and was analyzed using multiple linear regression analysis. The results of the study found that the R Square determination coefficient was 0.564, meaning that 56.4% of consumer buying interest was influenced by customer relationship marketing and total quality management. While the remaining 43.6% can be influenced by other factors that are not discussed in this study. Customer relationship marketing has a positive and significant effect on consumer buying interest, it is known that the tcal value is 2,738 > the ttable value is 1,999 (2,738 > 1,999). Total quality management has a positive and significant effect on consumer buying interest. It is known that the t-count value is 5.703 > the ttable value is 1.999 (5.703 > 1.999). The results of the simultaneous test obtained by Fitutung (38.829) were greater than Ftabel (3.15) which means that customer relationship marketing and total quality management together have a positive effect on consumer buying interest. The regression equation is $Y = 4.019 + 0.276 X_1 + 0.610 X_2$ showing an increase in consumer buying interest after being influenced by customer relationship marketing and total quality management in a positive direction.



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INTRODUCTION

The existence of diverse merchandise will not be able to be sold, if there is no consumer buying interest. For this reason, there must be efforts to create a good relationship with consumers by building intense communication. Buying interest is part of the behavioral component in consumption attitudes. Consumer buying interest is the initial stage of consumers forming a choice among several brands that are members of the chosen device, then finally making a purchase on a preferred alternative or the process that consumers go through to buy a good or service based on various considerations.

To build consumer buying interest, distributors need to think about strategies and put products in the minds of consumers. The emergence of trust in the brand makes consumers have a perception of the product, especially if the product that is considered good provides quality that satisfies consumer perception. This is related to the desire to buy continuously on the product. Many cosmetic stores are diverse, but consumers will still believe in a store that they consider to be selling quality and original products.

Customer Relationship Management is an effort made by distributors to retain their customers by finding as detailed information as possible about customer behavior and then processing it for improvement, so that it can provide maximum results and make customers happy. *Customer Relationship Management* is a *holistic* process in identifying, attracting, differentiating, and retaining customers by integrating the company's supply chain to create *customer value* in every scarce in the value creation process. Every organization that grows larger and more advanced will face complex organizational and management problems. The failure of an organization is actually a picture of the failure to organize and lead an organization based on ineffective communication relationships.

In the *relationship marketing* strategy carried out by the company, it will be easier to introduce and market its products/services and establish cooperation/relationships with consumers so that the company is able to serve its consumer demands better and know their wants and needs. Relationship marketing strategy is a series of activities that are integrated to identify, analyze, retain and develop profitable customers. To gain market share, companies must understand consumer behavior in influencing their buying interest. This understanding of consumer behavior allows marketers to influence consumer interests, so that they want to buy the products offered by the company. One of the steps that companies can take is the implementation of total quality management whose function is to build a good relationship between the company and consumers which is expected to influence consumer buying interest.

The implementation of the implementation of total quality management is in the form of providing correct and accurate information to consumers, setting cheap and economical prices, improving the quality and quality of infrastructure,

speed in providing services and the hospitality of officers who provide services. This form of business is part of the company's management strategy.

Based on the interim observations made by the author, there are still complaints from consumers because the goods needed are sometimes empty. Confirmation about prices is often inconsistent, besides that there are still unfriendly employee behavior when communicating with consumers. All of this allegedly can make consumers less interested in making purchases. For this reason, the implementation of Customer relationship management and Total Quality Management which is oriented towards building good relationships with consumers needs to be carried out and improved to increase buying interest in Angelia Mely Stores.

Realizing the importance of the application of customer relationship management and total quality management to consumer buying interest, a commitment from all elements of employees is required to make efforts to create consumer satisfaction which ultimately leads to purchases, The approach with customer relationship management and total quality management is a management approach that aims to maximize and increase the competitiveness of the organization such as products, services, people, processes, and environments. Customer relationship management and total quality management and the company's reputation can be achieved when all employees and members of the company's organization actively participate in improving processes, products, services, and workplace culture, thereby producing the best service to foster consumer buying interest.

Management/managers need to work hard and think far ahead to find the right steps and in accordance with the will of the market or consumers in reaching market share, of course applying practical, pragmatic and tactical management science in an effort to increase the sales volume of a company's products.

THEORETICAL FOUNDATION

Customer Relationship Marketing

Customer relationship marketing is defined by Berry (1983) in Kotler and Keller (2022: 4) as "The process of attracting, maintaining and improving relationships with consumers." A new relationship will be established when consumers feel that they are getting the same treatment as the supplier. A relationship depends on attitudes and from the company's view that new relationships exist when consumer contact and interaction are based on relationship orientation. Companies must be able to create interactions and communication processes that become facilities in a relationship.

Furthermore, *customer relationship marketing* is defined by Karanovic (2005) in Alma (2018: 152) as "The relationship that a company has with consumers (individuals or organizations) which can be in the form of loyalty marketing, cross selling, and so on." The philosophy of the business, strategy oriented, focuses on maintaining and improving relationships with existing consumers

rather than acquiring new customers. Because, it is easier to retain consumers than to attract new consumers.

According to Buttle in Suyanto (2017: 57), the main goal that all customer relationship management strategies want to achieve is to develop profitable relationships with customers. There are five stages of the process for the development and implementation of a customer relationship management strategy, namely:

1. Analysis of the client's portfolio.
This stage involves analyzing the actual and potential customer base to identify customers they want to serve in the future.
2. Customer intimacy.
At this stage, the customer's identity, history, demands, expectations, and preferences can be identified.
3. Network development.
To identify, describe, and manage relationships with network members within the company.
4. Development of value propositions. This stage involves identifying the sources of value for customers and creating a proposition and experience that meets their needs, expectations, and preferences.
5. Manage the customer lifecycle. The customer lifecycle is a customer journey from suspect status (whether the consumer matches the target market profile) to a supporter (a consumer who brings in additional income thanks to their verbal referrals that bring in other new consumers).

The main dimensions for building customer relationship marketing according to Zeithaml (2016: 181) are as follows:

1. Satisfaction
Satisfaction is the foundation of the seller and buyer relationship. Consumer satisfaction depends on the performance of the product or service in accordance with or inconsistent with consumer expectations.
2. Commitment
Commitment is an advanced phase that will be experienced when running a relationship and is a major component in a relationship. The relationship between the company and consumers is based on commitment to achieve a good and long-term relationship.
3. Trust
The definition of trust is consumer confidence in the company, where the company is believed to have reliability and integrity. In this study, it will focus on the level of confidence in the quality and reliability of the services provided. This belief provides important benefits in the service industry.
4. Communication
Communication is a relationship between consumers and companies in sharing valuable and reliable information or providing an understanding of the company's goals and capabilities. Companies will have a better

relationship with consumers when they have effective and good communication with consumers.

5. Handling

Problem Handling is the ability of the product or service provider to minimize the possibility of problems occurring and deal with when problems occur. The results of handling problems will affect consumer loyalty, because consumers will decide to stop or continue to use the product or service.

Total Quality Management

The Indonesian term, *total quality management* is called Integrated Quality Management. Mears in Lubis (2015: 17) defines Total Quality Management as "A system that is implemented in the long term and continuously to satisfy consumers by improving the quality of the company's products."

According to Ross in Lubis (2015: 17) stated that total quality management is "the integration of all organizational functions and processes in order to achieve the goal of improving product quality, namely customer satisfaction." Total Quality Management means "The integration of all management functions, all parts of a company and everyone into a holistic philosophy built on the concepts of quality, teamwork, productivity, and customer satisfaction." (Ishikawa in Tjiptono, 2019 : 4)

The total goal of quality management according to Davis in Tjiptono (2019: 15) is to provide quality products or services to meet the needs and satisfaction of the consumer market continuously, which in turn will grow sustainable purchases, so that it can increase producer productivity with a reduction in production costs.

The implication of the above is that TQM management must have a vision, mission and ability to develop the existing market, as well as be able to anticipate future product or service needs, which may not exist at all.

The indicators of *total quality management* (TQM) according to Flynn in Tjiptono (2019: 19) include

1. Top Management

The support of the commitment of top management is one of the main determinants of the success of the successful implementation of TQM. Top management has always been a pioneer in the implementation of the TQM approach. Top Management is always fully responsible for the products or services offered to customers.

2. Quality information

Information about quality should be available and information should be part of the management system. Records of quality indicators should be kept, including scrap, rework and quality costs

3. Process management

The management process is a systematic approach in which all resources are used efficiently and effectively to achieve the desired performance.

4. Product design

All departments should participate in the design process and work together to achieve product design that meets customer expectations, according to the technical, technological constraints and cost of the company.

5. Workforce management

Workforce management has guidelines on principles: training, worker empowerment and teamwork. An adequate plan for employee recruitment and employee training must be implemented and workers have the skills or ability to participate in the improvement process.

6. Supplier involvement.

Long-term relationships with suppliers must be established and companies must work closely with suppliers to help improve product quality.

7. Customer involvement.

The needs of customers and their satisfaction should always be kept in mind by all employees. It is necessary to identify customer needs and satisfaction.

8. Employee empowerment

Specific measures of employee empowerment include cross-departmental (cross-functional) levels and teamwork used; the level of employee autonomy in decision-making, the level of interaction between employees and customers, and the extent to which the employee proposal system is used

Buying Interest

Buying interest according to Kotler (2018: 281) is "Something that arises after receiving a stimulus from the product it sees from there arises an interest in buying in order to have it." Meanwhile, Basu and Irawan (2021: 76) define buying interest as "The tendency or desire of consumers to buy based on the existence of an object or event"

Furthermore, William J. Stanton in Khotijah (2017: 96) buying interest is "Part of the component of consumer behavior in consumption attitudes, the tendency of respondents to act before the purchase decision is actually implemented."

In connection with the definition above, it can be concluded that buying interest is consumer behavior that shows the extent of his commitment to make a purchase. Consumer needs and desires for goods and services develop over time and influence consumer behavior in purchasing products. According to William and Bruce in Khotijah (2017: 96), consumer buying interest has the following elements:

1. Something interesting happens
2. There is a contrast, that is, between one thing and another so that what stands out arouses attention.
3. There is an expectation that they will benefit or perhaps be disturbed by the thing in question.

Things that are indicators of buying interest, according to Basu and Irawan (2021: 76) are as follows:

1. No selection of other brands.

2. Information about quality.
3. Ease of getting goods"

RESEARCH METHODOLOGY

This study uses a type of associative explanation. The object of the research is Angelia Mely Shop located at Jalan Padang Sidimpuan Km. 7.7, Sarudik District, Central Tapanuli Regency. The number of samples was 63 people with sampling techniques. The type of data used is quantitative data sourced from primary and secondary data obtained by means of observation, interviews and questionnaires. The data analysis technique used was to prove the research hypothesis by using multiple linear regression analysis, determination coefficient (R²), t-test and F-test and first a classical assumption test was carried out.

WORK RESULTS

Normality test

The normality test is carried out to find out whether a regression has been distributed normally or cannot be seen in the following graph analysis and statistical analysis:

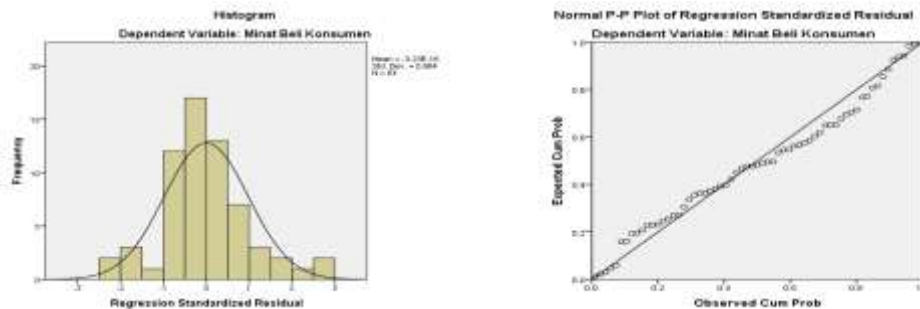


Figure 1. P-P Graph Plot Normality Data

Based on Figure 4.2, it can be seen that the data is normally distributed, this is shown by the distribution of the data not to the left or to the right. Meanwhile, normality testing with a graph approach. The PP plot will form a plot between the theoretical values (X-axis) versus the values obtained from the sample (Y-axis). If the two plots are linear (approachable by a straight line), then this is an indication that the residual is spreading normally. Therefore, the regression equation model in this study has met the assumption of normality or it can be said that the requirements for data normality can be met.

To ascertain whether the data along the diagonal line is normally distributed, a normality test is carried out with statistical analysis can be seen from the *Kolmogrov-Smirnov* (K-S) in Table 1.

Table 1 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		63
Normal Parameters ^{a,b}	Red	0,000000
	Std. Deviation	4,95300157
Most Extreme Differences	Absolute	0,092
	Positive	0,092
	Negative	-0,078
Kolmogorov-Smirnov Z		0,727
Asymp. Sig. (2-tailed)		0,667

a. Test distribution is Normal.

b. Calculated from data.

Source : *Data research results processed (2025)*

Based on Table 1, it can be seen that the multiple linear regression model in this study has met the assumption of normality or it can be said that the normality requirement of the data is met where the *significance of Kolmogorov-Smirnov* for all variables is greater than α (0.05).

Multicollinearity Test

The results of the multicollinearity value test can be seen in Table 4.13.

Table 2. Multicollinearity Test Results

Models	Collinearity Statistics	
	Tolerance	VIVID
(Constant)		
1 <i>Customer Relationship Marketing</i>	0,726	1,378
<i>Total Quality Management</i>	0,726	1,378

a. Dependent Variable: Consumer buying interest

Based on Table 4.2, it is known that all independent variables *have a tolerance* value greater than 0.1 ($Tolerance > 10$), then for the *value of Variance Inflation Factor (VIF)* all independent variables are less than 10 ($VIF < 10$), so that it can be concluded that the management model is free from the assumption of multicollinearity.

Heteroscedasticity test.

for *scatter plots with studentized regression residual* can be seen in Figure 4.2.

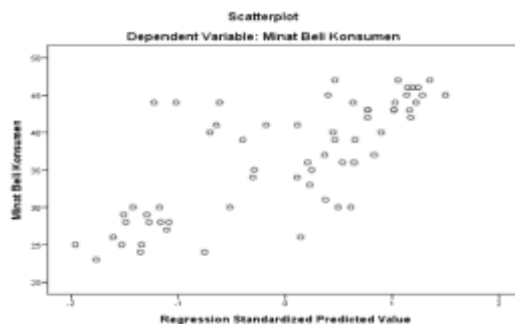


Figure 4.2. Heteroscedasticity

Figure 4.4 shows that the scattered points do not form certain patterns and are well spread above the number 0 on the *studentized residual regression* axis (y) and there is no heteroscedasticity, so the regression model is suitable for predicting consumer buying interest based on independent variables.

Table 3 Glejser Test Results

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.840	2.542		2.691	.009
1 Customer Relationship Marketing	-.070	.068	-.154	-1.035	.305
Total Quality Management	-.019	.072	-.039	-.264	.792

a. Dependent Variable: ABSResid

The significance level of the glycer test is above 5% or > 0.05, so that it can be concluded that there is no heteroscedasticity, then the regression model can be used to predict consumer satisfaction variables based on independent variables.

Coefficient of Determination (R²)

The results of the determination coefficient (R²) test can be seen in Table 4.

Table 4. Determination Coefficient (R²) Test Results

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.751a	0,564	0,550	5,035

a. Predictors: (Constant), Total Quality Management, Customer Relationship Marketing

b. Dependent Variable: Consumer Buying Interest

The value of the determination coefficient (R Square) is 0.564 which means a strong relationship between the independent variable and the bound variable. This shows that 56.4% of the variables of customer relationship marketing (X₁) and total quality management (X₂) were able to explain the influence on consumer buying interest in the Angelia Mely Sarudik Store, Central Tapanuli Regency. While the remaining 43.6% is the influence of other independent variables that were not included in this study. Other independent variables such as distribution channels, discounts and several other independent variables.

Simultaneous Testing (F Test)

The results of the hypothesis testing simultaneously can be seen in Table 4.

Table 5. Results of Simultaneous Testing (F Test)

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1968,653	2	984,326	38,829	0.000b
Residual	1520,998	60	25,350		
Total	3489,651	62			

a. Dependent Variable: Consumer Buying Interest

b. Predictors: (Constant), *Total Quality Management*, *Customer Relationship Marketing*

The value of F_{cal} (38.829) was greater with F_{table} (2.76) and $Sig.\hat{\alpha}$ (0.000b) being smaller than alpha 5% (0.05). This indicates that the results of the study rejected H_0 and accepted H_a . Thus, *Customer relationship marketing* and *total quality management* have a positive effect together on consumer buying interest in Angelia Mely Sarudik Store, Central Tapanuli Regency.

Partial Testing (t-test)

The results of partial hypothesis testing (t-test) can be seen in Table 4.17.

Table 4.6 Partial Tester Results (t-test)

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,019	3,788		1,061	0,293
1 <i>Customer Relationship Marketing</i>	0,276	0,101	0,274	2,738	0,008
<i>Total Quality Management</i>	0,610	0,107	0,571	5,703	0,000

a. Dependent Variable: Consumer Buying Interest

Source : *Data research results processed (2025)*

Based on Table 4.6, it can be explained as follows:

1. Partially, *customer relationship marketing* is based on consumer buying interest at the Angelia Mely Sarudik Store, Central Tapanuli Regency, where the $t_{calculated}$ value of 2.738 is greater than the t_{table} value of 1.999 or significant ($Sig-t$) of 0.008 is smaller than α (0.05).
2. Partially, *total quality management* had a positive effect on consumer buying interest at the Angelia Mely Sarudik Store, Central Tapanuli Regency, where the $t_{calculated}$ value of 5.703 was greater than the t_{table} value of 1.999 or significant ($Sig-t$) of 0.000 smaller than α (0.05).

Based on Table 4.16, a regression equation can be made, namely: $Y = a + bX_1 + bX_2 + e$ or $Y = 4.019 + 0.276 X_1 + 0.610 X_2 + e$. On this multiple linear regression equation, it can be explained as bricks:

1. Value Constant (a) of 4.019 indicates a constant value that gives meaning without influence *Customer Relationship Marketing* and *Total Quality Management*, throw Consumer buying interest will not increase by 4.019.
2. Regression Coefficient value X1 for variable *Customer Relationship Marketing* has a positive value of 0.276 which means that the *Customer Relationship Marketing* has a positive and significant effect on the improvement of Consumer buying interest on Angelia Mely Sarudik Shop, Central Tapanuli Regency. Where the variable *Customer Relationship Marketing* has a positive and significant influence on improving Consumer buying interest. In the sense that if *Customer Relationship Marketing* that are carried out Angelia Mely Sarudik Shop Central Tapanuli Regency well, then it will have a positive impact on the increase Consumer buying interest.
3. Regression Coefficient value X2 for variable *Total Quality Management* has a positive value of 0.610 which means that the *Total Quality Management* has a positive and significant effect on the improvement of Consumer buying interest. Where the variable *Total Quality Management* has a positive influence in improving Consumer buying interest Angelia Mely Sarudik Store, Central Tapanuli Regency. In the sense that if *Total Quality Management* What is done Angelia Mely Sarudik Shop, Central Tapanuli Regency The more it is improved, it will have a positive impact on the increase Consumer buying interest.

The Influence of *Customer Relationship Marketing* on Consumer Buying Interest

The results of this study are also supported by previous research by **Panggabean Sriayu Aritha (2024)** with the title *Customer Relationship Management (CRM) with Consumer Satisfaction at the Puri Insan Asih (PIA) Pandan Hotel*. The correlation results showed a very strong correlation, with a value of 0.746. To test this influence, a determination coefficient of 55.6% was calculated which showed that the independent variable (*Customer Relations Management*) had an effect on consumer satisfaction, while the remaining 44.4% was influenced by other variables that were not discussed in the study

The results of the description of the *customer relationship marketing* variable are known to have the lowest score on questionnaire number 10 which reads Angelia Mely Shop is always quick to handle every consumer complaint. In general, consumers always show their complaints, if in their hearts it is not in accordance with what they want, then in this case the Angelia Mely Store responds to their complaints even though it has not had a satisfactory impact from the answer from the business owner.

The descriptive results of *the customer relationship marketing* variable) overall have an average index value of 72.6 categorized as good. So it can be concluded that *the customer relationship marketing* applied by the Angelia Mely Sarudik Store to promote communication relationships with consumers affects consumers' buying interest. *Customer relationship marketing* is an effort to get to know consumers more closely, so that companies really pay attention or focus on consumer needs and can meet consumer desires. The main goal of *customer relationship marketing* is to find and maintain consumers so that they continue to be loyal and profitable customers.

If the company consistently pays attention to the interests of the consumer, the consumer will remain subscribed with the company and maintain the relationship, and in the next turn the consumer will attract other potential consumers to join them. Attracting new customers in rational marketing is only the first step of the marketing process, and retaining customers is much cheaper for the company than finding new customers. This is reinforced by the results of research that it turns out that it costs five times more to get a new customer than it does to retain an existing customer. In the retail business, customer focus is the right choice to carry out marketing activities. After-sales service to customers is the embodiment of creating customer service. This is also one way to retain customers, therefore relational marketing is very significant in the service business

The Effect of Total Quality Management on Consumer Buying Interest.

The results of the research description were found that questionnaire number 3 reads that Angelia Mely Shop always provides quality information by not misleading consumers. Sometimes consumers feel that the information obtained from the salesperson is not pleasing to the consumer, causing the impression of dissatisfaction with the service provided by the salesperson. The overall score of the *total quality management* variable statement is known to have an average of 74.1 categorized as good. Total Quality Management is defined as the combination of all functions of a company into a holistic philosophy built on the concepts of quality, teamwork, productivity, and customer understanding and satisfaction. Another definition states that TQM is a management system that elevates quality as a business strategy for customer satisfaction by involving all members of the organization. *Total quality management* refers to the emphasis on quality that encompasses the entire organization, from suppliers to customers. *Total Quality Management* emphasizes management's commitment to continuous direction to achieve excellence in all aspects of products and services that are important to customers. In *the total quality management approach*, quality is determined by the customer. Therefore, only by understanding the process and customers can organizations realize and appreciate the meaning of quality. All management efforts in TQM are directed at one main goal, which is the creation of customer satisfaction. In order for the implementation of *total quality*

management to be successful, companies must have clear and targeted guidelines and refer to efficiency attributes.

The Influence of Customer Relationship Marketing and Total Quality Management on Consumer Buying Interest.

The value of the determination coefficient (R Square) of 0.564 or 56.4% means that *customer relationship marketing* (X_1) and *total quality management* (X_2) are able to explain their influence on consumer buying interest at the Angelia Mely Sarudik Store, Central Tapanuli Regency. While the remaining 43.6% is the influence of other independent variables that were not included in this study. Other independent variables such as distribution channels, discounts and several other independent variables.

The value of F_{cal} (38.829) was greater with F_{table} (2.76) and $Sig.f$ (0.000b) being smaller than alpha 5% (0.05). Thus, *customer relationship marketing* and *total quality management* have a positive effect together on consumer buying interest in Angelia Mely Sarudik Store, Central Tapanuli Regency.

CONCLUSION

Based on the results of the analysis and discussion of data in this study, conclusions can be drawn as follows:

1. The results of the calculation of the *R Square* determination coefficient of 0.564 mean that 56.4% of consumer buying interest can be influenced by *customer relationship marketing* and *total quality management*. While the remaining 43.6% can be influenced by other factors that are not discussed in this study.
2. The results of the simultaneous test obtained by F_{cal} (38.829) were greater than F_{table} (3.15) or ($38.829 > 3.15$), meaning that *customer relationship marketing* and *total quality management* together had a positive effect on consumer buying interest.
3. The test results were partially known to have a $t_{calculated}$ value of 2.738 > a t_{table} value of 1.999 ($2.738 > 1.999$) or significant ($Sig-t$) of 0.008 < α (0.05), meaning that the *customer relationship marketing* variable had a positive and significant effect on consumer buying interest.
4. The test results were partially known to have a $t_{calculated}$ value of 5.703 > a t_{table} value of 1.999 ($5.703 > 1.999$) or significant ($Sig-t$) of 0.000 < α (0.05), meaning that partially the *total quality management* variable had a positive and significant effect on consumer buying interest.
5. Based on the multiple liner regression model obtained, the regression equation is $Y = 4.019 + 0.276 X_1 + 0.610 X_2$ indicating a positive direction.

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