
The Effect of Digital Advertising and Consumer Trust on Customer Loyalty through Customer Satisfaction: A Case Study of GladToGlow Products in Cirebon City

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Abstract

The development of digital marketing in Indonesia encourages local beauty brands to utilize digital advertising as a key strategy in building long-term relationships with consumers. Increasingly fierce competition requires companies to not only increase brand exposure, but also build customer trust and satisfaction to create sustainable customer loyalty. This study aims to analyze the influence of digital advertising and consumer trust on customer loyalty through customer satisfaction as a mediating variable in GladToGlow products in Cirebon City. This study used a quantitative approach with an associative method. Data was collected through an online questionnaire using Google Form on 120 respondents who were users of GladToGlow products at least once in the last six months, using purposive sampling techniques. Data analysis was carried out using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method through the SmartPLS application. The results of the study show that digital advertising and consumer trust have a positive and significant effect on customer satisfaction and customer loyalty. In addition, customer satisfaction has been proven to play a role as a mediating variable that strengthens the influence of digital advertising and consumer trust on customer loyalty. An R-square value of 0.617 indicates that the model has moderate to strong explanatory abilities. These findings confirm the importance of the role of effective digital advertising and consumer trust and satisfaction in building customer loyalty to local beauty brands.

Keywords:

digital advertising; consumer trust; customer satisfaction; customer loyalty; PLS-SEM

INTRODUCTION

The development of digital marketing has attracted great attention in marketing studies, especially in an effort to build customer loyalty in various business sectors, including the beauty industry which relies heavily on digital interaction. Digitalization encourages companies to utilize digital advertising and social media as the main tool to reach consumers more widely and personally, in line with the high internet penetration in Indonesia which makes digital platforms the main medium of interaction between brands and consumers. Empirical research shows that digital marketing has an effect on the formation of customer loyalty through increasing consumer engagement and positive perception of brands (*January Ardi & Rismawan, n.d.*).

The effectiveness of digital marketing in building loyalty is not only determined by advertising exposure alone, but is highly dependent on consumer trust and customer satisfaction. Research in the context of local fashion brands shows that digital marketing and consumer trust simultaneously affect customer satisfaction and loyalty, confirming the important role of trust in strengthening the effect of digital marketing (*Jauhari & Nuzil, 2025*).

Furthermore, other research shows that digital marketing is able to increase customer

satisfaction and indirectly contribute to customer loyalty, even though the focus is not explicitly on the beauty industry (Nicko Albart & Marsudi, 2025a). Meanwhile, research in other strategic contexts found that customer satisfaction mediates the relationship between digital marketing and customer loyalty, reinforcing the picture that a positive digital consumer experience is a prerequisite for the emergence of long-term loyalty (Prince, 2025).

While the various studies provide empirical evidence regarding the relationship between digital marketing, trust, satisfaction, and customer loyalty, most still focus on the context of general e-commerce or the non-beauty sector. Studies examining the simultaneous relationship between digital advertising, consumer trust, customer satisfaction, and customer loyalty in local beauty brands in Indonesia are still limited. This shows that there is a *research gap* that needs to be closed with follow-up research.

The urgency of this research is heightened by the rapid growth of Indonesia's local beauty industry, which grew by 9.18% in 2023 (BPS, 2024), intensifying competition among brands. GladToGlow, as an emerging local beauty brand in Cirebon City, faces challenges in retaining customers amidst aggressive digital advertising from both local and international competitors. Without empirical evidence identifying which factors most effectively drive loyalty, the company's marketing investments may remain suboptimal. This study addresses this urgency by providing data-driven insights for strategic decision-making.

The novelty of this research lies in four aspects. First, it introduces customer satisfaction as a mediating variable specifically within the digital advertising–loyalty relationship for local beauty brands, an area previously underexplored. Second, it focuses on GladToGlow, a brand that has not been studied in prior academic literature. Third, it employs PLS-SEM, which allows for simultaneous testing of direct and indirect effects, providing more robust causal insights than conventional regression. Fourth, it compares the relative strength of digital advertising versus consumer trust in driving loyalty, offering actionable prioritization guidance for practitioners.

Therefore, this research is important to fill this gap by examining the role of customer satisfaction as a mediating variable while making a theoretical contribution to the study of digital marketing. Practically, the results of the study are expected to provide strategic recommendations for local beauty brands such as GladToGlow in designing effective digital ads to increase customer trust, satisfaction, and loyalty.

RESEARCH METHOD

This study used an associative quantitative approach to analyze the relationship and influence between research variables. The data used is primary data obtained through the distribution of questionnaires to respondents. The questionnaire was distributed online using Google Form because it was considered to be able to improve the effectiveness and quality of research data collection. The use of Google Form as a medium for creating and disseminating questionnaires is considered practical, systematic, and able to improve the quality of research results, especially in the digital era (Maq et al., n.d.)

Sample

In the study entitled "The Influence of Digital Advertising and Consumer Trust on Customer Loyalty through Customer Satisfaction (Case Study on Gladtoglow Products in Cirebon City)", the number of the population is not known for sure, so the determination of the

number of samples refers to the Hair formula. According to Hair (2010) in (Rahayu & Susanti, 2022), too large a sample number can cause the analysis method to be very sensitive and difficult to obtain a size *goodness of fit* good. Therefore, the recommended number of samples is 5–10 times the number of indicators used in the study. In this study, there were 24 questions, so the number of samples was determined by multiplying 24 indicators by 5, which resulted in a sample of 120 respondents. The sampling technique used is purposive sampling, which is a sample determination technique by setting certain criteria according to the research objectives (Rahayu & Susanti, 2022). The respondent criteria in this study are consumers of Gladtoglow products who have made and have made purchases and have used them at least once in the last six months, with an age range of 17–40 years.

RESULTS AND DISCUSSION

a) Convergent Validity

Convergent validity is used to find out the extent to which each indicator is able to describe the construct being studied. The convergent validity test in the PLS-SEM analysis was carried out by looking at the outer loading value of each indicator. The higher the outer loading value, the stronger the relationship between the indicator and the construct it represents. An indicator is declared to meet convergent validity if it has an outer loading value of ≥ 0.70 , because this value indicates that the indicator is able to measure constructs well and can be used in research analysis (Purwanto & Sudargini, n.d.).

Tabel 1. Outer Loading

	Digital Advertising	Consumer Trust	Customer Satisfaction	Customer Loyalty	Customer Satisfaction x Consumer Trust	Customer Satisfaction x Digital Ads
M.1			0.758			
M.2			0.790			
M.3			0.799			
M.4			0.833			
M.5			0.885			
M.6			0.923			
X1.1	0.726					
X1.2	0.735					
X1.3	0.776					
X1.4	0.780					
X1.5	0.765					
X1.6	0.744					
X2.1		0.777				
X2.2		0.809				
X2.3		0.806				
X2.4		0.785				
X2.5		0.753				
X2.6		0.774				
Y.1				0.871		
Y.2				0.830		
Y.3				0.798		
Y.4				0.822		

	Digital Advertising	Consumer Trust	Customer Satisfaction	Customer Loyalty	Customer Satisfaction x Consumer Trust	Customer Satisfaction x Digital Ads
Y.5				0.820		
Y.6				0.826		
Customer Satisfaction x Digital Ads					1.000	
Customer Satisfaction x Consumer Trust					1.000	

The results of the outer loading test showed that all indicators in the Digital Advertising construct, Consumer Trust, Customer Satisfaction, and Customer Loyalty had an outer loading value above 0.70. These findings confirm that all indicators are able to reflect latent constructs strongly and consistently, so that the measurement quality in the measurement model is stated to be excellent and all indicators are worthy of being maintained in further analysis.

a) Reliability Test

The reliability test aims to find out the extent to which the indicators in the study are able to provide consistent results in measuring a construct. In this study, the level of reliability of the construct was analyzed using Cronbach's Alpha and Composite Reliability consisting of rho_a and rho_c. A construct is declared to have good reliability if the Cronbach's Alpha and Composite Reliability values show a value of ≥ 0.70 , because these values reflect the existence of adequate internal consistency between indicators in one construct

Table 2. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)
Digital Advertising	0.849	0.854
Consumer Trust	0.875	0.877
Customer Satisfaction	0.911	0.917
Customer Loyalty	0.908	0.911

The results of the reliability test showed that the Cronbach's Alpha value in the Digital Advertising construct was 0.849, Consumer Trust was 0.875, Customer Satisfaction was 0.911, and Customer Loyalty was 0.908, while the Composite Reliability value was 0.854 each; 0,877; 0,917; and 0.911. All of these values are above the threshold of 0.70, which confirms that each construct has a very high level of internal consistency and measurement stability, so the research instrument is declared reliable and can be used to test the structural relationships in the SEM-PLS model.

b) R-Square

In the assessment of the ability of independent variables to decipher the variation of dependent variables, a determination coefficient (R-Square) test was carried out. The R-Square value shows the proportion of variations in dependent variables that can be explained by independent variables in the research model. In this study, the R-Square value was categorized

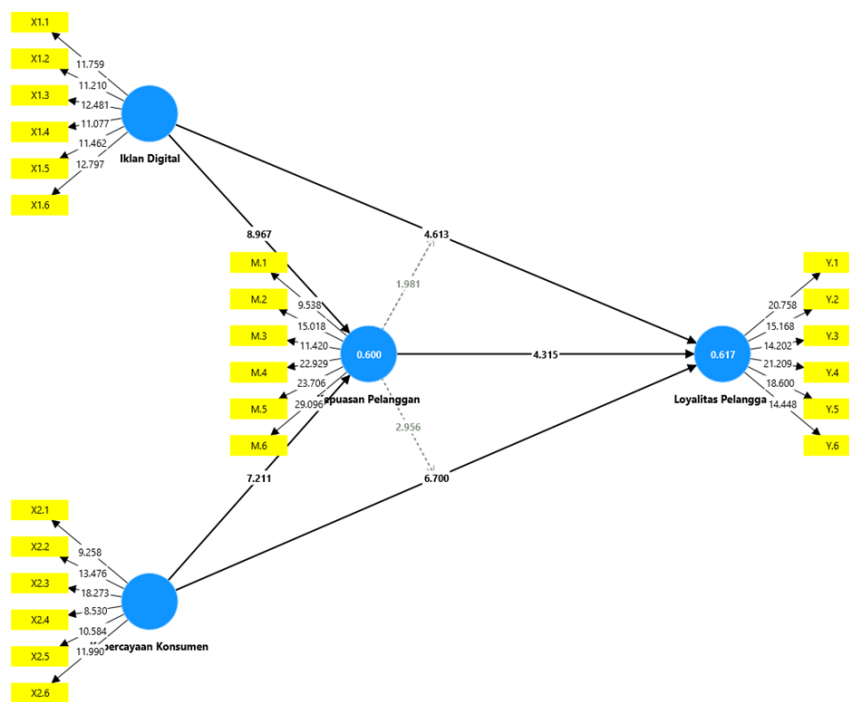
as weak if ≤ 0.5 , while if it was in the range of 0.5–0.7, and strong if it was ≥ 0.7 . This grouping is used to evaluate whether or not the research model is good in describing the relationship between variables. The results of the R-Square test are shown as follows.

Tabel 3. R-square & R-square adjusted

	R-square	R-square adjusted
Customer Satisfaction	0.600	0.593
Customer Loyalty	0.617	0.600

The R^2 value in the Customer Satisfaction construct of 0.600 indicates that the Digital Advertising and Consumer Trust variables are able to explain 60.0% of the variation in Customer Satisfaction, while the R^2 value in Customer Loyalty of 0.617 indicates that the combination of Digital Advertising, Consumer Trust, Customer Satisfaction, and interaction variables is able to explain 61.7% of the variation in Customer Loyalty. This value shows that the model's explanatory ability is in the moderate to strong category in the context of SEM-PLS.

c) Model Structural



d) Path Coefficient

Table 4. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Digital Advertising -> Customer Satisfaction	0.577	0.576	0.064	8.967	0.000
Digital Advertising -> Customer Loyalty	0.302	0.305	0.066	4.613	0.000

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Consumer Trust -> Customer Satisfaction	0.490	0.488	0.068	7.211	0.000
Consumer Trust -> Customer Loyalty	0.409	0.408	0.061	6.700	0.000
Customer Satisfaction -> Customer Loyalty	0.291	0.291	0.068	4.315	0.000
Customer Satisfaction x Consumer Trust -> Customer Loyalty	0.099	0.093	0.033	2.956	0.003
Customer Satisfaction x Digital Advertising -> Customer Loyalty	0.079	0.071	0.040	1.981	0.048

H1: Digital advertising has a positive and significant effect on customer satisfaction

The test results showed that the Digital Advertising variable had a positive and significant effect on Customer Satisfaction, which was shown by the path coefficient value of ($\beta = 0.577$), t-statistic value of ($t = 8.967$), and p-value of ($p = 0.000$).

H2: Consumer trust has a positive and significant effect on customer satisfaction

The test results showed that the Digital Advertising variable had a positive and significant effect on Customer Loyalty, which was shown by the path coefficient value of ($\beta = 0.302$), t-statistical value of ($t = 4.613$), and p-value of ($p = 0.000$).

H3: Customer satisfaction has a positive and significant effect on customer loyalty

The test results showed that the Consumer Trust variable had a positive and significant effect on Customer Satisfaction, which was shown by the path coefficient value of ($\beta = 0.490$), the t-statistical value of ($t = 7.211$), and the p-value of ($p = 0.000$).

H4: Digital advertising has a positive and significant effect on customer loyalty

The test results showed that the Consumer Trust variable had a positive and significant effect on Customer Loyalty, which was shown by the path coefficient value of ($\beta = 0.409$), t-statistic value of ($t = 6.700$), and p-value of ($p = 0.000$).

H5: Consumer trust has a positive and significant effect on customer loyalty

The test results showed that the Customer Satisfaction variable had a positive and significant effect on Customer Loyalty, which was shown by the path coefficient value of ($\beta = 0.291$), t-statistical value of ($t = 4.315$), and p-value of ($p = 0.000$).

H5: Consumer trust has a positive and significant effect on customer loyalty

The test results showed that the Customer Satisfaction variable moderated the influence of Consumer Trust on Customer Loyalty, which was shown by the interaction coefficient value of ($\beta = 0.099$), t-statistical value of ($t = 2.956$), and p-value of ($p = 0.003$). Thus, the Customer Satisfaction variable has been proven to act as a moderation variable in the relationship between Consumer Trust and Customer Loyalty.

H7: Customer satisfaction mediates the influence of consumer trust on customer loyalty

The test results showed that the Customer Satisfaction variable moderated the influence of Digital Advertising on Customer Loyalty, which was shown by the interaction coefficient value of ($\beta = 0.079$), t-statistical value of ($t = 1.981$), and p-value of ($p = 0.048$). Thus, the

Customer Satisfaction variable is proven to play a role as a moderation variable in the relationship between Digital Advertising and Customer Loyalty.

e) Specific Indirect Effect

Table 5. Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Digital Advertising -> Customer Satisfaction -> Customer Loyalty	0.168	0.168	0.045	3.744	0.000
Consumer Trust -> Customer Satisfaction -> Customer Loyalty	0.143	0.142	0.037	3.911	0.000

The results of the indirect effect test showed that the Digital Advertising variable had an effect on Customer Loyalty through Customer Satisfaction, which was shown by the value of the indirect path coefficient of ($\beta = 0.168$), the t-statistical value of ($t = 3.744$), and the p-value of ($p = 0.000$). Therefore, the Customer Satisfaction variable is shown to mediate the relationship between Digital Advertising and Customer Loyalty.

The results of the indirect effect test showed that the Consumer Trust variable had an effect on Customer Loyalty through Customer Satisfaction, which was shown by the value of the indirect path coefficient of ($\beta = 0.143$), the t-statistical value of ($t = 3.911$), and the p-value of ($p = 0.000$). Therefore, the Customer Satisfaction variable has been shown to mediate the relationship between Consumer Trust and Customer Loyalty.

Discussion

The Influence of Digital Advertising on Customer Satisfaction

The results of the hypothesis test show that digital advertising has a positive and significant effect on customer satisfaction of GladToGlow products in Cirebon City. This is evidenced by the path coefficient value of 0.577, the T-statistical value of 8.967, and the P-value of 0.000, which have met the hypothesis acceptance criteria. These findings show that the more effective the digital ads displayed, the higher the level of customer satisfaction will be. Digital advertising that is informative, interesting, credible, and interactive is able to shape consumer expectations in accordance with the product user experience, thereby encouraging customer satisfaction (Hidayat & Delinda, 2023).

The Influence of Consumer Trust on Customer Satisfaction

Based on the results of structural analysis, consumer trust has been proven to have a positive and significant effect on customer satisfaction, with a path coefficient value of 0.490, a T-statistical value of 7.211, and a P-value of 0.000. The trust reflected in the credibility, reliability, and honesty of the GladToGlow brand makes consumers feel safe and confident in the products used. This condition encourages the appearance of satisfaction after the use of the product. This finding is in line with the research of Wahyono and Ardiansyah (2021).

The Effect of Customer Satisfaction on Customer Loyalty

The test results showed that customer satisfaction had a positive and significant effect on customer loyalty, with a path coefficient value of 0.291, a T-statistical value of 4.315, and a

P-value of 0.000. Satisfied customers are more likely to make a repeat purchase and give positive recommendations. The satisfaction that comes from product quality and an expected user experience will form a long-term commitment to the GladToGlow brand (Agritika et al., 2024).

The Influence of Digital Advertising on Customer Loyalty

The results of the study show that digital advertising has a positive and significant effect on customer loyalty, as evidenced by the path coefficient value of 0.302, the *T-statistical* value of 4.613, and the *P-value* of 0.000. Consistent and relevant digital advertising is able to strengthen the brand image in the minds of consumers. Continuous exposure to positive advertising increases consumers' emotional attachment to the brand, thereby driving customer loyalty (Saputra et al., 2024).

The Influence of Consumer Trust on Customer Loyalty

Based on the results of the analysis, consumer trust has a positive and significant effect on customer loyalty, with a path coefficient value of 0.409, a *T-statistical* value of 6.700, and a *P-value* of 0.000. Consumers who believe in the GladToGlow brand tend to have a high commitment and do not easily switch to other brands. This trust encourages consumers to continue to use products and recommend them to others (Kurniawan et al., 2023).

The Role of Customer Satisfaction as a Mediating Variable

The results of the *specific indirect effect* test showed that customer satisfaction was able to mediate the influence of digital advertising and consumer trust on customer loyalty. The indirect influence of digital advertising through customer satisfaction has a coefficient value of 0.168 with a *T-statistic* of 3.744 and a *P-value* of 0.000. Meanwhile, the indirect influence of consumer confidence through customer satisfaction has a coefficient value of 0.143 with a *T-statistic* of 3.911 and a *P-value* of 0.000. These findings show that customer satisfaction is an important link in shaping customer loyalty (Pratama & Suprpti, 2023; Anora & Ginting, 2025).

CONCLUSION

Based on the analysis of the influence of digital advertising and consumer trust on customer loyalty through customer satisfaction for GladToGlow products in Cirebon City, several conclusions can be drawn. Digital advertising has a positive and significant effect on both customer satisfaction and customer loyalty, with a stronger impact on satisfaction ($\beta=0.577$) than on loyalty ($\beta=0.302$). Consumer trust also positively and significantly affects both satisfaction and loyalty, with a stronger direct effect on loyalty ($\beta=0.409$) than on satisfaction ($\beta=0.490$). Customer satisfaction positively and significantly affects customer loyalty ($\beta=0.291$). Most importantly, customer satisfaction serves as a partial mediator in both relationships, strengthening the influence of digital advertising and consumer trust on customer loyalty. The R-square value of 0.617 confirms that the model has moderate to strong explanatory power. Several suggestions are offered for future research. First, longitudinal studies should be conducted to capture the dynamic relationships among digital advertising, trust, satisfaction, and loyalty over time, as cross-sectional designs cannot establish causality definitively. Second, future research should include moderating variables such as brand image, price sensitivity, or social media engagement to understand under what conditions digital advertising becomes more or less effective. Third, comparative studies across different local

beauty brands (e.g., Somethinc, Scarlett, Madame Gie) would enhance generalizability. Fourth, future research should employ objective behavioral data (e.g., actual purchase frequency, basket size) rather than relying solely on self-reported loyalty measures. Fifth, experimental designs could test specific advertising content features (e.g., informational vs. emotional appeals) to provide more granular guidance for practitioners. Finally, replication of this study in other Indonesian cities would determine whether the findings are specific to Cirebon or generalizable to broader geographic contexts.

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