

REPURCHASE INTENTION BETWEEN COMMITMENT AND PATIENT TRUST

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ABSTRACT

The purpose of this study was to determine the effect of commitment and trust of patients non BPJS to check if ill intentions to Hospital Dr. Soetomo and RSUD Haji Sukolilo. This study is very important because the company's success in the field of health services lies in how they are able to provide excellent service and superior health, one of which gave rise to the concept of commitment (Marshall, 2010) and trust (Guenzi and Georges, 2010) patients. It becomes more interesting to study.

This research was conducted with a quantitative approach to patient non BPJS survey of outpatient and inpatient care in hospitals Dr. Sukolilo Soetomo and RSUD Haji Surabaya. The sampling technique was done by stratified random sampling. Furthermore, the data is processed by using Partial Least Square (PLS).

The results showed that in patients Hospital Dr. Soetomo and RSUD Haji Sukolilo, a significant difference between a commitment to trust and commitment to treatment intention of returning. Whereas in patients Hospital Dr. Soetomo and RSUD Haji Sukolilo, there are no significant influence confidence in the intention of re-treatment.

KEYWORDS: *Commitment, Trust, and Repurchase Intention*

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INTRODUCTION

Along with the social state of the people is increasing, the public is increasingly aware of the importance of health, so that health problems for the people has become a major requirement. Demand for health services has increased rapidly, but the hospital has not been able to ensure the quality of health services, such as doctors often late in coming, the patient had to wait a long time to get service, yet provides a comfortable waiting room, there is no continuity of service, and so forth. There are still many hospitals are not oriented to the needs of the patient (consumer oriented). According Sulastomo (2000) in Choerrunisa (2008: 3), the halls of the hospital, waiting room and the cleanliness and order still memorable "crowded" and "chaotic", and still found the difficulty of parking. If the customer ratings in the use of hospital services is high, it will push the consumer intention to re-use the hospital services. Conversely, if the customer ratings in the use of hospital services is low, it will reduce the customer's or patient's intention to re-use hospital services will decline (Ratnasari and Widianingrum, 2012).

Therefore, it is important for the hospital management to bring the commitment and confidence of patients. According to Garbarino and Johnson (1999), "the commitment and trust customers perceive as decisive factors in the future relations". According Guenzi and Georges (2010), commitment and trust that a customer shows the company's ability to create and develop a long-term relationship with the customer is very concerned with the ability and motivation of each individual ".

According Gummesson (2000: 17), Keegan, Moriarty, & Duncan, 1995; and Guenzi and Georges (2010),

"the relational marketing can encourage customer loyalty". Marshall (2010) argued that "loyalty will increase in line with the increased commitment". On the other hand, "loyalty will also increase with increasing confidence" (Harris and Goode, 2004; Patihawandana & Barnes, 2004; and Silverhart, 2004). Customer's intention to re-use the same hospital services (repurchase intention) is a form of behavior that emerged in response to the object, which is part of the process toward the purchase action services (Simanjuntak, 2005: 2). The response of individual patients as recipients of services the hospital Islam is involved in determining success or failure in achieving its mission hospital. Therefore, the need for an assessment of each patient in capturing services presented. The assessment can be known through the patient's behavior in the future after using the services of the hospital. Thus the need to do research on the effect of the commitment and confidence of patients non BPJS the intentions treatment back to the Government Hospital in Surabaya (Studies in RSUD Soetomo and RSUD Haji Sukolilo), in which the analysis results will be compared between patients from Hospital Dr Soetomo and RSUD Haji Sukolilo, so the results of this study are expected to provide recommendations for the improvement of health services at government hospitals in order not to lose in competition with private hospitals.

According to Morgan and Hunt (1994) in Guenzi and Georges (2010) commitment is "a consumer's enduring desire to continue a relationship with a service provider accompanied by the willingness to Make Efforts at maintaining it", that is the strong desire of a customer to continuing relationships with service providers is accompanied by a willingness to maintain the relationship, where this is essential in order to maintain the relationship.

Understanding the above, according to Liljander and Ross (2002), implies a commitment by affective (affective commitment) and the commitment by the behavior (behavioral commitment) to the company. Simply put, Marshall (2010) stated that the commitment is built in a relationship is the desire to constantly maintain a meaningful relationship for both parties. Dwyer et al., (1987), in Guenzi and Georges (2010) provide an understanding of the commitment that a relational continuous pledge that shows explicitly (explicit) or hidden (implicit) for cooperation partners for exchange. Geyskens et al. (1996), and Guenzi and Georges (2010) explains that "the commitment can be described as customer orientation in the long term through a business relationship based on emotional ties between the two sides (both emotional bonds) and in return for the customer if a relationship will get benefits outweigh the customers stop that relationship ". This commitment that drives customers to make a purchase plan or commonly known as the intention to buy (Guenzi and Georges, 2010). Guenzi, Johnson and Costaldo (2009) states that the factor that most distinguishes a type of relationship is the trust and commitment of each of the parties to continue to build and maintain existing relationships.

Day (1970) in Morgan & Hunt (1994) distinguishes between commitment and loyalty, which increased commitment will affect the increase loyalty. Commitment is seen as a psychological or emotional bond a customer to a company, so it is willing to establish long-term relationship with the company. This is in contrast with the loyalty which is a positive action that has been performed by a customer due to the customer is committed to a firm (Hur et al., 2011).

Customer commitments are determined by bond relational (relational bonding) with service providers (Berry, 2000; Gwinner et al., 1998, in Liljander & Roos, 2002), by products (services) (Oliver 1999), and with other customers (Oliver, 1999). In addition, customer commitment can also be measured in the form of a continuum ranging from customer relationship based on commitment is false to true, or can be shown by the relational bond which is perceived negatively (Liljander & Roos, 2002). Associated with relational bonds (relational bonding), then the bond is beneficial and act as a binder subscribers to the service providers. Customers who have affective commitment will continue with the purchase of a service because they are "locked up" in a bond that has been formed (Liljander & Roos, 2002). Relational bond built

service providers (employees) to the customer will have a major impact for the emergence of an increasingly strong commitment from the customers (Berry, 1995 in Hennig-Thurau et al., 2002). One important element for the relational marketing is trust (Malley et al. (1997). The relationship relational will be fostered if there is trust (Gwinner et al., 1998, in Liljander & Ross, 2002; and Sheth & Parvatiyar, 2000), and a trusted relationship can not be built without the confidence of each party (Liljander & Ross, 2002). Trust is the desire to entrust something to someone else who can be trusted. It arises from the services of competent, consistent, honest, and provide services equitably to customers (Johnson and Grayson, 2000, in Liljander and Roos, 2002).

According to several understanding of the trust, indicate the emphasis is on the importance of trust. Party service providers should be able to be viewed by customers as the trusted, so as to establish a relationship of relational meaning and value to customers (Malley et al., 1997), in building long-term relationships (Berry, 1999, in Liljander & Roos, 2002 ; Hennig-Thurau et al., 2002; and Morgan & Hunt, 1994). Marketing effectiveness depends on the management services are based on trust since most customers will plan to buy services based on experience.

Finally, the trust will provide benefits for the customer (for example, the efficiency of relationships by reducing transaction costs) that fosters the emergence of commitment and loyalty of these customers to a service provider (Garbarino & Johnson, 1999; Hennig-Thurau et al., 2002; and Morgan & Hunt, 1994). With increasing customer commitment, then according Ratnasari and Prasad (2010), will increase the confidence of customers of service providers.

Definitions according to Schiffman and Kanuk (2004: 173) "is a re-purchase intention of consumers plan to encourage their willingness to repurchase the products that have been bought. There are two types of two types of purchases made by consumers. First, a trial purchase consumer purchases made at first, can be classified as the investigation stage. Second, repeat purchase, which occurs when there is a match between the expectations of buyers of products with a performance that thought buyers for the product, thus giving birth to a positive response. According to Kotler and Keller (2011: 207), "purchase intention to a brand as a buyer of attraction to a brand product that can move the desire to buy and will be able to move the act of buying a product that is informed. Intention (intention) is the motivational factors that influence behavior. Thus, re-purchase intention is the desire of consumers to purchase a product based on previous buying experience.

Thus, repeated measurements purchase intentions by a combination of several theories above are:

- The re-purchase intention can be seen in consumers who remembered with a certain shopping when in need of specific products they want (Chamhuri, 2009).
- The willingness of consumers to buy back a product in a place that provides services in accordance with expectations (Ling et al., 2010).
- The willingness of consumers to buy a product in any amount and increasing the frequency of purchase of the product in a place that is favored (Hellier et al., 2003).
- The desire to buy back a product is one form of the religion professed keistiqomahan (Tasmara, 2001: 232).

RESEARCH DESIGN

The research design used in this study is the approach quantitative. In this study used the analysis of the causal relationship, namely how one variable affects changes in other variables (Indriantoro and Supomo, 1999: 136). Variables

used in this study include (1). exogenous variables variable patient commitment (X), and (2). endogenous variable patient trust (Z) and intentions check back (Y). Measurement scale for all three variables with each dimension using Likert scale.

RESULTS

Structural Model

This model of structural phase aims to determine whether there is influence between variables. Tests carried out using t-test. Variable is said to have effect if t is greater than t table. t table in this study 1,96.

Results inner calculation models for Hospital Dr. Soetomo can be seen in Figure 1 below.

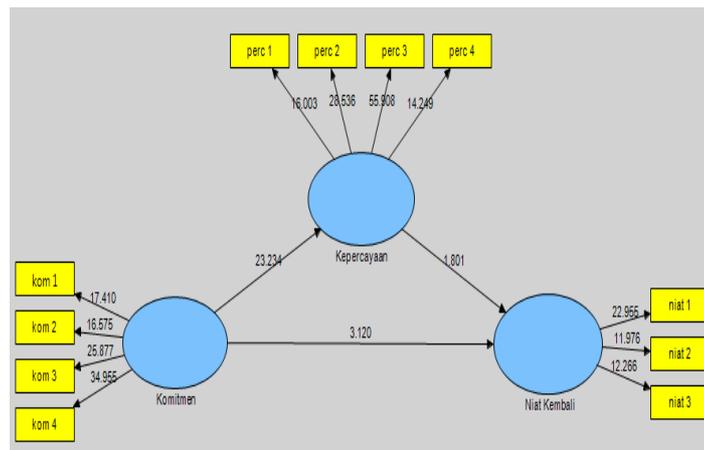


Figure 1: Structural Model Test at RSUD Dr. Soetomo

Source: Research Data

Inner model at RSU Haji Sukolilo is below :

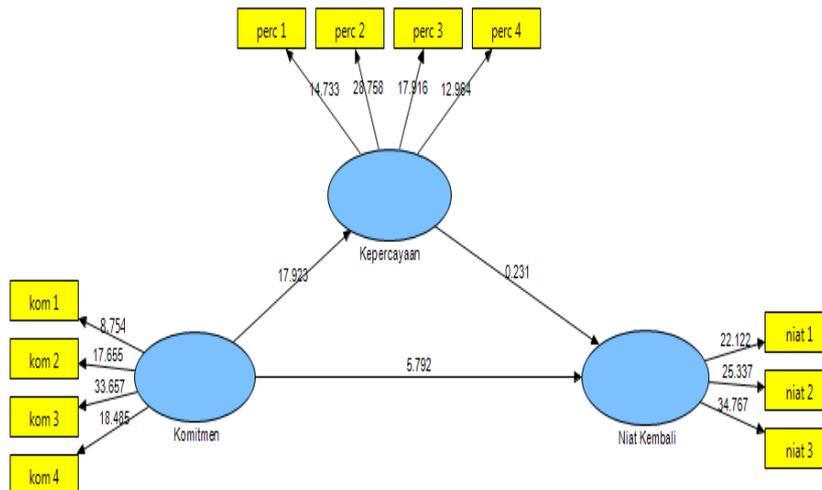


Figure 2: Structural Model Test RSU Haji Sukolilo

Source: Research Data

Here is the estimated value of each - each good relationship between the study variables at Hospital Dr. Soetomo and RSU Haji Sukolilo.

Table 1: Coefficient Value Estimate Inter Variable Data on

Hospital Dr. Soetomo and RSU Haji Sukolilo

Variable's Relationship	Koefisien Estimate	
	RSUD Dr. Soetomo	RSU Haji Sukolilo
Trust -> Repurchase Intention	0.255327	0.033774
Commitment -> Trust	0.805906	0.786043
Commitment -> Repurchase Intention	0.444293	0.667474

Source: Research Data

Table 1 Based on the above it can be interpreted as follows:

- The amount of the estimated coefficients of trust in the intentions of treatment back at Hospital Dr. Soetomo is 0.255327 and the RSU Haji Sukolilo is 0.033774. The coefficient is positive that if further enhanced trust the higher the intention to come back. Conversely the lower the trust then the lower the intention to come back.
- The amount of the estimated coefficients of a commitment to the belief was 0.805906 on Hospital Dr. Soetomo and 0.786043 at RSU Haji Sukolilo. The coefficient is positive that if further enhanced commitment, the higher the confidence. Conversely the lower the commitment then the lower the confidence.
- The amount of the estimated coefficients of commitment to the intention of re-treatment is 0.444293 at Hospital Dr. Soetomo and 0.667474 at RSU Haji Sukolilo. The coefficient is positive that if further enhanced commitment, the higher the intention to come back. Conversely the lower the lower the commitment of the intention to come back.

To ascertain whether there is a direct influence then tested by t test. The test results is as follows:

Tabel 2: Assessment of the Effect among Variables at Hospital Dr. Soetomo and RS Haji Sukolilo

Variable's Relationships	RSUD Dr. Soetomo		RSU Haji Sukolilo	
	t	Keterangan	t	Keterangan
Commitment -> Trust	23,234	Ho Rejected	17,92283	Ho Rejected
Trust -> Repurchase Intention	1,801	Ho Accepted	0,230691	Ho Accepted
Commitment -> Repurchase Intention	3,120	Ho Rejected	5,792289	Ho Rejected

Source: Research Data

Table's Analysis at RSUD Dr. Soetomo

- There is a significant impact on the trust's commitment to the value of $t\ 23.23402 > 1.96$. With these results, the research hypothesis is accepted as true.
- There is no significant effect of confidence in the intentions of re-treatment with t value $1.800551 < 1.96$. With these results, the research hypothesis is not accepted as true.
- There is a significant effect of treatment intention commitment to return the t value $3.119801 > 1.96$. With these results, the research hypothesis is accepted as true.

Table's Analysis at RSU Haji Sukolilo

- There is a significant impact on the trust's commitment to the value of $t\ 17.92283 > 1.96$. With these results,

the research hypothesis is accepted as true.

- There is no significant effect of confidence in the intentions of re-treatment with t value $0.230691 < 1.96$. With these results, the research hypothesis is not accepted as true.
- There is a significant effect of treatment intention commitment to return the t value $5.792289 > 1.96$. With these results, the research hypothesis is accepted as true.

DISCUSSIONS

Based on the goodness of fit to the model Hospital Dr. Soetomo higher than the RSU Haji Sukolilo, it can be said that the model of the Hospital Dr Soetomo better in implementing the commitments and beliefs influence a patient against the patient's intention to re-treatment. Thus it can be seen that the Dr Soetomo Hospital patients have a higher commitment and a higher level of confidence in the services provided by the medical team so that it can affect the patient's intention Dr Soetomo Hospital for treatment back.

There are Differences in the Effect of the Patient's Commitment to Non BPJS Beliefs Regarding Health Services Hospital Dr. Soetomo and RSU Haji Sukolilo

- **RSUD Dr. Soetomo**

Patients Non BPJS Hospital Dr. Soetomo, there is a significant impact on the commitment to trust with the value of t $23.23402 > 1.96$. With these results, the research hypothesis is accepted as true.

- **RSU Haji Sukolilo**

Patients Non BPJS RSU Haji Sukolilo, there is a significant impact on the commitment to trust with the value of t $17.92283 > 1.96$. With these results, the research hypothesis is accepted as true. Thus, differences in the effect of commitment to patient confidence both in the Hospital Dr Soetomo and RSU Haji Sukolilo that does not seem difference signifikan, indicates that the research results are consistent with the theory that a strategy pursued by the company should be able to communicate effectively, who can adopting norms of connections made by the customer, and avoid a bad reputation (Adamson, Chan, and Handford, 2003). Finally, the trust will provide benefits for the customer (for example, the efficiency of relationships by reducing transaction costs) that fosters the emergence of commitment and loyalty of these customers to a service provider (Garbarino & Johnson, 1999; Hennig-Thurau et al., 2002; and Morgan & Hunt, 1994). With increasing customer commitment, then according Ratnasari and Prasad (2010), will increase customer confidence from service providers.

There are Differences in the Effect of Trust in the Intentions of Non BPJS Treated Patients Returned to The Hospital Dr. Soetomo And RSU Haji Sukolilo

- **RSUD Dr. Soetomo**

Patients Non BPJS Hospital Dr. Soetomo, there are no significant influence trust in the intention of re-treatment with t value $1.800551 < 1.96$. With these results, the research hypothesis is not accepted as true.

- **RSU Haji Sukolilo**

Patients Non BPJS RSU Haji Sukolilo, there are no significant influence confidence in the intention of re-

treatment with t value $0.230691 < 1.96$. With these results, the research hypothesis is not accepted as true.

Thus, differences in beliefs that do not affect the intention of the patient Non BPJS for treatment back either to the Hospital Dr Soetomo and RSUD Haji Sukolilo that does not seem difference signifikan, showed that the results of this study do not fit with the theory that party service providers should be able to seen by customers as the trusted, so as to establish a relationship of relational meaning and value to customers (Malley *et al.*, 1997), in building long-term relationships (Berry, 1999, in Liljander & Roos, 2002; Hennig-Thurau *et al.*, 2002; and Morgan & Hunt, 1994). Marketing effectiveness depends on the management services are based on trust since most customers will plan to buy services based on experience. Trust is the belief in the mind of the customer to a service provider that is reliable and has integrity. Trust is the desire to entrust something to someone else who can be trusted. It arises from the services of competent, consistent, honest, and provide services equitably to customers (Johnson and Grayson, 2000 in Liljander and Roos, 2002).

However, the results of this study indicate that patients with non BPJS when planning treatment back to the hospital, is due to the commitment is seen as a psychological or emotional bond a customer to a company, so it is willing to establish long-term relationship with the company. Of course it is different from the loyalty which is a positive action that has been performed by a customer due to the customer is committed to a firm (Hur *et al.*, 2011). This is evident from the majority of respondents, namely non BPJS patients who went to the hospital due to the company they work has been recommended to go to the Hospital Dr. Soetomo or RSUD Haji Sukolilo. Could be, when patients with non BPJS have the intention to hospital treatment Grha Amerta, will have causes other references such as the trust of patients.

Therefore, based on the results of this study, in patients with non BPJS, things that can increase patient trust Non BPJS to go to the Regional General Hospital Dr. Soetomo is as follows:

- Establish good relationships with the hospitals Dr. Soetomo in order to return to the hospital for treatment
- Recommendations from friends work together, with the experience of physicians and nurses
- Service and health facilities should be given better
- Clarity and drug administration to be purchased
- Maintaining the service has been good, service doctors and nurses and employees is good for the patient,
- Many families ker rs ud ill treatment, referrals from health centers close to home, many friends and colleagues who recommended to the Hospital Dr. Soetomo
- The service is good enough for an experienced doctor and national level
- Getting along with physicians, in terms of service and responsiveness doctors
- Hospital Dr Soetomo not recruit doctors who have a poor track record.

Based on the research results, according to patient non BPJS, things that can increase patient trust Non BPJS to go to the General Hospital Haji Sukolilo are as follows: Based on the research results, according to patient non BPJS, things that can increase patient trust Non BPJS to go to the General Hospital Haji Sukolilo are as follows:

- Increased professionalism
- Existing programs plus

- While maintaining good services
- Honesty and professionalism in work please improved
- Power beg more medical professionals
- The Ministry of Administrative and pharmaceuticals to not get delayed
- Ease of access to health care in RSU Haji Sukolilo through the services provided by RSU Haji Sukolilo
- The leisure facilities and security provided by RSU Haji Sukolilo
- While maintaining its services, it should be given to patients with non BPJS special services more than those BPJS
- Improving the quality of doctors
- The RSU Haji Sukolilo should keep his good name by choosing a qualified physician not to happen mal practice.

There are Differences in the Effect of the Patient's Commitment to Non BPJS Intention of Returning to The Hospital for Treatment Dr. Soetomo and RSU Haji Sukolilo

- **RSUD Dr. Soetomo**

Patients Non BPJS RSU Haji Sukolilo, a significant difference commitment to the intention of re-treatment with t value $3.119801 > 1.96$. With these results, the research hypothesis is accepted as true.

- **RSU Haji Sukolilo**

Patients Non BPJS RSU Haji Sukolilo, a significant influence commitment to treatment intention back with t value $5.792289 > 1.96$. With these results, the research hypothesis is accepted as true.

Thus, differences in the effect of commitment to the intention of the patient Non BPJS for treatment back either to the Hospital Dr Soetomo and RSU Haji Sukolilo that does not seem difference sigifikan, indicates that the research results are consistent with the theory that Dwyer et al., (1987, in Guenzi and Georges, 2010) provide an understanding of the commitment that a relational continuous pledge that shows explicitly (explicit) or hidden (implicit) for cooperation partners for exchange. Geyskens et al. (1996, and Guenzi and Georges, 2010) explains that the commitment can be described as customer orientation in the long term through a business relationship based on emotional ties between the two sides (both emotional bonds) and in return for the customer if a relationship will benefit the greater than those customers to stop these relationships (Geyskens et al., 1996; and Hennig-Thurau et al., 2002). This commitment that drives customers to make a purchase plan or commonly known as the intention to buy (Guenzi and Georges, 2010).

Guenzi and Johnson (2009) states that the factor that most distinguishes a type of relationship is the trust and commitment of each of the parties to continue to build and maintain existing relationships. This is according to Guenzi and Georges (2010) that the commitment in a relationship can be successful only if a relationship is seen as a valuable thing. In addition, related parties also want a relationship that is not limited to certain times, and trying to keep the relationship.

Based on these results, it can be seen a few things that could improve patient intent Non BPJS for treatment back to the District General Hospital Dr. Soetomo namely:

- Doctor friendly and kind and professional
- Services obtained good
- Facilities and completeness of the tool is good
- Always improve service quality hospitality medical team
- Recommendations of patients either alone or experience / experience of others
- Continue to improve better, service and quality as well as good infrastructure
- Good service and professional doctors, because the patient himself who wants hospitalized in Hospital Dr Soetomo
- The best and complete medical equipment and professionalism of physicians in treating patients
- The response of physicians who provide services at the Hospital Dr Soetomo always good and right, so that patients feel satisfied
- There should be an appreciation for loyal patients
- Improve the quality of service and facilities and infrastructure that exist in hospitals Dr. Soetomo.

In addition, based on these results, we can know things that could improve patient intent Non BPJS for treatment returned to General Hospital Haji Sukolilo are as follows:

- Making Sukolilo Haji General Hospital No. 1 (best) in Surabaya
- Services are awake and satisfying
- In terms of medical action must be swift and precise, further enhanced all aspects
- If possible, there should be a better change from the existing facilities in hospitals, through impression upon previously never had health services, with the advice and experience of family or relatives and friends who've been to RSU Haji Sukolilo.
- Services maintained its quality
- Presenting and designing RSU Haji medical nuances and Islamic Sukolilo
- Determination of price / cost of medical services affordable
- Improving the quality of services provided by doctors.

CONCLUSIONS

Dr Soetomo Hospital patients have a higher commitment and a higher level of confidence in the services provided by the medical team so that it can affect the patient's intention Dr Soetomo Hospital for treatment again, but the difference between the influence of variables that occur in the patient's perception Hospital Dr. Soetomo with RSU Haji Sukolilo not seem significant. Furthermore, in patients Hospital Dr. Soetomo and RSU Haji Sukolilo, it appears that the commitment of a significant effect on trust, commitment significantly influence patient treatment intention back, but the confidence of

patients does not significantly influence the intention of returning to the hospital for treatment.

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