

THE INFLUENCE OF CONSUMER TRUST ON CONSUMER LOYALTY TO CV EXCAVATOR GABRIEL GROUP

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Abstract

This study aims to determine and analyze the influence of consumer trust on consumer loyalty at CV Excavator Gabriel Group. The type of research used in this study is descriptive with quantitative methods. The study was conducted at CV Excavator Gabriel Group. Determination of the number of samples using *purposive sampling* with a total of 38 respondents . The research data source uses primary data collected from questionnaires and content by the research sample. Data analysis in this study uses SPSS assistance. The results of the study indicate that Consumer Trust has a simultaneous effect on Consumer Loyalty. Furthermore, the coefficient of determination (R square) value shows that consumer trust is classified as strong on consumer loyalty at CV Excavator Gabriel Group.

Keywords : Consumer Trust, Consumer Loyalty, Decision to Use Services

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Abstract

This study aims to determine and analyze the effect of consumer trust on consumer loyalty at CV Excavator Gabriel Group. The type of research used in this research is descriptive type with quantitative methods. The research was conducted at CV Excavator Gabriel Group. Determination of the number of samples using purposive sampling with 38 respondents. The research data source uses primary data collected from questionnaires and filled in by research samples. Data analysis in this study used SPSS assistance. The results show that Consumer Trust has a simultaneous effect on Consumer Loyalty. Furthermore, the efficient value of determination (R square) shows that consumer confidence is classified as strong on consumer loyalty at CV Excavator Gabriel Group.

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INTRODUCTION

A. Background

Changes and developments over time have brought us rapid technological advancements. This can be seen in people's lifestyles, which are constantly pampered by cutting-edge technologies, one of which is automotive technology. The development of the automotive world also plays a significant role in driving the Indonesian economy, as many global automotive manufacturers are investing in it. As a developing country, Indonesia is actively undertaking construction projects, including housing, accommodation, trade centers, and more. To support this development, in addition to human resources, heavy equipment is also required. The growing demand from the public, especially contractors, for heavy equipment in their operations has led to a steady increase in the heavy equipment rental business.

According to Mowen and Minor (in Caniago & Sudarmi, 2021), trust is all the knowledge a consumer possesses and all the conclusions they draw about an object, its attributes, and its benefits. Trust also falls into the psychological realm, which is the concern for accepting things as they are based on expectations of good behavior from others. Trust is an element in building good relationships between companies and consumers. For example,

in the heavy equipment industry, such as CV Excavator, consumer trust can be gained from positive experiences with the service provided, as well as good communication between the two parties. In this case, loyalty also includes the consumer's desire to continue making purchases or using the services provided. On the other hand, loyalty is also important for companies because it can increase long-term profits. When consumers feel trust in a company, they tend to remain loyal and make repeat purchases. Therefore, companies need to maintain service quality.

According to Schiffman and Kamuk (in Sari et al., 2022), a consumer decision is the act of selecting one option from two or more available alternatives. Because in a consumer decision regarding a particular product, two or more parties will be involved in the product purchasing process. Consumers' decision to rent heavy equipment is not easy; they must be smart in choosing which heavy equipment rental is timely and good. The use of heavy equipment in a project is expected to reduce the duration of work execution and reduce costs. Heavy equipment plays a crucial role in construction projects, both large and small scale. Projects with a fairly large work scale require speed.

Loyalty is obedience and faithfulness. Loyalty arises without pressure from any party, but rather from self-awareness. According to Kotler

and Keller (in Sari et al., 2022) , consumer loyalty is a commitment held firmly by a consumer to the same product or service despite future changes that could potentially lead to other consumers switching to other products. Loyalty can also be interpreted as a behavioral concept, where consumers make repeat purchases of the same brand. Loyalty is also an asset for a company because it has the potential to contribute to the company.

The main purpose of using heavy equipment is to lighten and simplify human work to get maximum results in a shorter time. The types of heavy equipment commonly used in construction projects have various functions, including heavy digging equipment such as excavators, front shovels. Loading equipment such as loaders , as well as transport equipment such as dump trucks, soil compaction equipment such as rollers and compactors are often used. Excavators are a type of equipment that functions as diggers, transporters , and movers.

CV Excavator Gabriel Group's trust-building efforts are innovative and focused on customer satisfaction and loyalty. This can be seen in several activities they undertake, such as:

1. CV admin service is good and friendly to consumers.
2. good workmanship, neat and on time (according to target).
3. transparent operational details.

4. the operator can be trusted (trustworthy).

According to (Ujang Sumarwan, 2011) , consumers who are satisfied with the products or brands they consume or use will use or repurchase those products. Continuous repurchases of the same products and brands demonstrate consumer loyalty.

B. Formulation of the problem

Based on the background above, the research problem can be formulated as follows:

1. How much trust does the company give to consumers in Cv Excavator Gabriel Group?
2. How is consumer loyalty to CV Excavator Gabriel Group?
3. How does consumer trust influence consumer loyalty at CV Excavator Gabriel Group?

C. Research purposes

In line with the formulation of the research problem, the aim of this research is

1. To analyze the trust that the company places in consumers at Cv Excavator Gabriel Group.
2. To analyze consumer loyalty at CV Excavator Gabriel Group.

3. To analyze the influence of trust on CV Excavator Gabriel Group.

THEORETICAL FRAMEWORK

a. Understanding Consumer Trust

Trust is an expectation held by an individual or group that the words, promises, and verbal or written statements of another individual or group can be realized. Trust is a descriptive idea that a person has about something. Trust is one of the psychological factors influencing consumer behavior. In online transactions, trust arises when one party has received assurance from the other party and is willing and able to fulfill its obligations (Bastian & Widodo, 2022).

Trust is the glue that allows companies to trust others in organizing and using resources effectively in creating added value. The indicators used are: Seller honesty in transactions, seller responsibility to buyers, and Trust that the company has a good reputation. Trust will arise from the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product. A trust is generally an intention of trust that brings another party to be trusted or provides a willingness of a party to be sensitive to an action taken by another party (Kasinem, 2020).

Consumer trust is all the knowledge a consumer possesses and all the conclusions they make about an object, its attributes, and its benefits. Objects can be products, people, companies, and anything in which a person has trust, and consumer trust also represents part of the consumer's expectation that a service provider can be relied upon to fulfill its promises. Trust can also be earned by doing the best for another party through a relationship (Yani & Sinambela, 2024).

Consumer trust concerns the belief that a product possesses various attributes and the benefits derived from those attributes. Consumer trust in a product, its attributes, and its benefits reflect consumer perception. Consumer trust is a person's desire to find what they want in an exchange relationship. Consumers who already have a desire, and if it aligns with their desires, will purchase the desired product based on their belief that the product meets their expectations.

Consumer trust is a consumer's knowledge of an object, its attributes, and its benefits, where trust, along with attitudes and behavior, is related to product attributes. Consumer trust is also a cognitive component of psychological factors. Trust is related to evidence, suggestions, and experiences, whether a belief in something is true or false. Consumer trust is an expectation in the form

of verbal or written statements, promises, and statements from an individual or group held by the consumer or group when it can be realized.

a. Understanding Consumer Loyalty

Literally, "loyal" means faithfulness, or loyalty can be interpreted as a state of fidelity. This loyalty is taken without coercion, but arises from one's own awareness of the past. Efforts made to create customer satisfaction tend to influence consumer attitudes. Meanwhile, the concept of consumer loyalty more clearly explains buyer behavior. The commitment that accompanies repeat purchases is a state where consumers are unwilling to switch even when the product or service is scarce on the market and consumers voluntarily recommend the product or service to colleagues, family, or other consumers (Warsito, 2021) .

Consumer loyalty is a customer's tendency to purchase a product or use a service provided by a company with a high level of consistency. Consumer loyalty is key to success, not only in the short term but also to sustainable competitive advantage. This is because customer loyalty holds strategic value for a company. The rewards of loyalty are long-term and cumulative. Therefore, the longer a customer remains loyal, the greater

the profit a company can earn from that customer (Yani & Sinambela, 2024) .

Consumer loyalty is a deeply held commitment to repurchase or re-purchase a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause behavioral changes. Consumer loyalty is a customer's commitment to a brand, store, or supplier, based on a highly positive attitude and reflected in consistent repeat purchases.

Consumer loyalty is a customer's deep commitment to consistently re-purchase or re-patronize a selected product or service in the future, despite situational influences and marketing efforts having the potential to cause behavioral changes. Customer loyalty is a customer's commitment to a store brand or supplier, based on a very positive attitude and reflected in consistent repeat purchases (Dwi Wahyuni, 2017) .

Customer loyalty is often associated with repeat purchase behavior. The two are indeed related, but they are actually different. In the context of branding, for example, loyalty reflects a psychological commitment to a particular brand, while repeat purchase behavior solely involves purchasing the same particular brand repeatedly. Customer loyalty plays a crucial role in a company; retaining

them means improving financial performance and maintaining the company's survival. This is the main reason for a company to attract and retain customers (Ridoanto et al., 2020) .

Consumer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude towards long-term purchases. From this definition, it can be interpreted that brand loyalty is obtained due to a combination of satisfaction and complaints. Meanwhile, customer satisfaction comes from how much the company performs in generating this satisfaction by minimizing complaints so that long-term purchases are made by consumers. (Desri & et al, 2024)

Based on several definitions from several experts above, it can be concluded that consumer loyalty is people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for the product.

Customer loyalty is a reliable measure for predicting sales growth, and it can also be defined based on consistent purchasing behavior. Here are five characteristics of consumer loyalty to consider:

1) Make repeat purchases regularly

Consumers make continuous purchases of a particular product. For

example, Harley-Davidson motorcycle manufacturers will buy a new Harley if a new model is available. They not only buy it but also spend additional money to customize it to their liking.

2) Purchasing across product and service lines

Consumers not only buy core products and services but also product lines and services from the same company. For example, consumers not only buy Harley-Davidson motorcycles but also Harley-Davidson accessories to enhance their appearance.

3) Referring to others.

This is where consumers communicate their opinions about the product through word of mouth. For example, a long-time Harley-Davidson user talks about its greatness and superiority. After hearing this, a friend becomes interested in buying a Harley-Davidson.

4) Demonstrates immunity to pull from competitors.

Consumers refuse to use alternative products or services offered by competitors. For example, Harley Davidson motorcycle enthusiasts refuse to use other motorcycles, and they even tend to refuse to learn about other types of motorcycles. (Rifa'i, 2019) .

Loyal customers are an asset to a company, as evidenced by their characteristics. Therefore, customer loyalty can be relied upon to predict a company's future growth.

RESEARCH METHODS

A. Research Type

In this study, the researcher used a descriptive type with a quantitative method because the researcher collected data by analyzing the data and using descriptive methods or 1 data by conducting observations at the research location. argues that: "quantitative methods are defined as research methods based on the philosophy of positivism, used to research certain populations or samples , data collection using research instruments , data analysis is quantitative/statistical, with the aim of testing the established hypothesis". This method is used by researchers to determine the effect of mechanical personnel competence on service quality at CV Excavator Gabriel Group .

B. Research Location

The location of this research was conducted in Petapahan, Tapung District . The reason the researcher chose CV Excavator Gabriel Group as

the research object was because the researcher wanted to know whether the competence of mechanical personnel affected the quality of service felt by customers. In addition, this location was chosen by the researcher because the distance, time, and costs used by the researcher were affordable so that the researcher obtained valid data.

Population and Sample

a) Population

(Sugiyono, 2021) argues that a population is a generalized area consisting of objects/subjects with certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. The target population of this research is customers of CV Excavtor Gabriel Group.

b) Sample

(Sugiyono, 2021) argues that a sample is a subset of the population's size and characteristics. If the population is large and researchers cannot study everything within the population, for example due to limited funds, manpower, or time, then researchers can use a sample drawn from that population. The conclusions

learned from the sample can then be applied to the population. Therefore, samples drawn from the population must be truly representative.

In this study, the sampling procedure was carried out by determining the sample through a population that meets certain characteristics as boundaries contained in the population that is the object to determine the number of samples in this study using the Slovin formula.

The Slovin formula is commonly used to calculate and accurately determine sample sizes when conducting research in any field. This sample does not represent all the subjects or targets of the study, but rather merely a representative sample that provides a general overview of the population being observed.

The sample in this study was all employees at CV Excavator Gabriel Group. The population consisted of 60 consumers. Therefore, to determine the sample size, the Slovin formula was used.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{60}{1 + 60(0,1)^2}$$

$$n = \frac{60}{1 + 0,6}$$

$$n = \frac{60}{1,6}$$

$$n = 37.5 = 38$$

Information :

n : Number of samples required

N : Population size

e : Required sampling error rate, 10%

Based on this formula, the results obtained show that the number of samples needed in this study is 38 respondents.

C. Sampling Techniques

The sampling technique used in this study is *purposive sampling*. *Purposive sampling* is a sampling technique based on specific considerations. Purposive sampling is a type of non-random sampling. *Purposive sampling* is a sampling technique that involves self-assessing the sample from within the selected population. This assessment is based on specific criteria relevant to the research topic. (Asari, 2023)

Data Types and Sources

A. Data primary

Types of data used in this research is primary data. Sugiyono (2020;128) argues that: " primary data is a data source that

directly provides data to data collectors". Primary data collection techniques are obtained directly through filling out questionnaires and interview results by Gabriel Group Excavator customers, as well as field observations.

B. Data secondary

type of data used in this study is secondary data. Sugiyono (2020; 128) is of the opinion that: "secondary data, namely researchers do not directly received from the data source". Namely the data source that the author obtained from customers of CV Excavator Gabriel Group and the researcher also took relevant data sourced from literature books, journals and the internet.

D. Data collection technique

In this study, researchers collected data through field studies carried out in the following ways:

a) Questionnaire

According to Sugyono (in Rosita et al., 2021) , a questionnaire is a set of questions or statements used to obtain information from individuals related to the research being conducted. In this study, the researcher distributed questionnaires to the parties involved in the research, namely CV Excavator

Gabriel Group.

b) Observation

According to (Sugiyono, 2021), observation is the foundation of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. This data is collected, often with the aid of various sophisticated tools, so that even very small and very distant objects can be clearly observed. These observations were conducted directly on the activities and conditions of CV Excavtor Gabriel Group.

c) Interview

According to (Sugiyono, 2021) , interviews are used as a preliminary data collection technique to identify research problems, but also when researchers want to learn more about respondents. These interviews are conducted through questions and answers with customers or other parties involved in the research at CV Excavator Gabriel Group. Data collection is conducted when researchers want to conduct a study.

RESULTS AND DISCUSSION

A. Recapitulation of Respondents' Answers

*Table 1*Recapitulation of Distribution of Respondents' Answers Regarding Consumer Trust in CV Excavator Gabriel Group.

No	Indicator	Score	Category
1.	Integrity	487	Strongly agree
2.	Kindness	474	Strongly agree
3.	Competence	476	Agree
Amount		1,437	Strongly agree

Source: Author's Processed 2025

Based on table 5.7 above, we can see the recapitulation of respondents' responses based on consumer trust (X). The number of each indicator can be seen, namely the Integrity indicator obtained a score of 487, the goodness indicator obtained a score of 474, and competence obtained a score of 476.

Therefore, it can be concluded that the most dominant indicator is integrity, which is included in the "Strongly Agree" category with a score of 487.

The results of this study support the research of Jordan Bastian and Sugeng Widodo (2022), which stated that trust is very important for business actors to build consumer loyalty in order to increase sales and build the company's image.

*Table 2*Recapitulation of Distribution of Respondents' Answers Regarding Consumer Loyalty to CV Excavator Gabriel Group.

No	Indicator	Score	Category
1.	Repurchase	482	Strongly agree
2.	Recommending Products to Others	474	Agree
3.	Elasticity of Demand	469	Agree
4.	Consumer Action	485	Strongly agree
Amount		1,910	Strongly agree

Source: Author's Processed Data 2025

Based on table 5.12 above, it can be seen the recapitulation of respondents' responses based on Consumer Loyalty (Y), it can be seen the number of each indicator, namely the repeat purchase indicator with the largest score of 482, the indicator of recommending products to others with a score of 474, the demand elasticity indicator with a score of 469, the consumer action indicator

with a score of 485. Therefore, it can be concluded that the most dominant indicator is consumer action which is included in the "Strongly Agree" category with a score of 485.

The results of this study support the theory according to Kotler and Keller (in (Bastian & Widodo, 2022) customer loyalty is defined as a deeply held commitment to repurchase or support a preferred product or service. Customer loyalty is the consistency of repeat purchases periodically and continuously over a long period of time due to consumer interest in a product or service.

B. Validity Test

The following are the results of the validity test of the consumer trust variable (X) and the k variable (Y):

Table 5.13 Results of Validity Analysis of Consumer Trust (X) and Consumer Loyalty (Y) Variables.

Variables	Item	t _{count}	t _{table} ($\alpha = 0.05$)	Information
Job Satisfaction (X)	X01	0.657	0.312	Valid
	X02	0.723	0.235	Valid
	X03	0.690	0.235	Valid
	X04	0.588	0.235	Valid
	X05	0.761	0.235	Valid
	X06	0.806	0.235	Valid
	X07	0.641	0.235	Valid
	X08	0.695	0.235	Valid
	X09	0.736	0.235	Valid
	X10	0.668	0.235	Valid
	X11	0.712	0.235	Valid
	X12	0.777	0.235	Valid
	X13	0.745	0.235	Valid
	X14	0.720	0.235	Valid
	X15	0.718	0.235	Valid
	Y01	0.638	0.235	Valid
	Y02	0.620	0.235	Valid
	Y03	0.460	0.235	Valid
	Y04	0.593	0.235	Valid

Organizational Commitment (Y)	Y05	0.738	0.235	Valid
	Y06	0.759	0.235	Valid
	Y07	0.609	0.235	Valid
	Y08	0.742	0.235	Valid
	Y09	0.626	0.235	Valid

Source: Author's Processed Data 2025

Based on the validity test table, it can be seen that for the statement of the Job Satisfaction variable (X) and the Organizational Commitment variable (Y), the calculated t value is $> t_{table}$. Therefore, it can be concluded that all instruments in this study are declared "Valid".

C. Reliability Test

Table 4.4 Reliability Test Results

Variables	Cronbach's Alpha Value	Reliable Provisions	information
Job Satisfaction (X)	0.922	>0.6	Reliable
Organizational Commitment (Y)	0.830	>0.6	Reliable

Source: Author's Processed Data 2025

Based on the reliability test table above, each variable obtained a Cronbach's Alpha value > 0.6 , so it can be concluded that the instrument used is "reliable".

D. Simple Linear Regression Results

Simple linear regression analysis aims to determine whether each variable is positively or negatively related. Furthermore, it also determines whether the variable's value is increasing or decreasing.

Table 4.5 Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,561	4,658		2,053	.044
	Job satisfaction	.419	.072	.581	5,796	.000
a. Dependent Variable: Organizational Commitment						

Source: SPSS Processed Data, 2025

Based on the SPSS version 25 calculations above, the following simple linear equation is obtained:

$$Y = a + bX$$

$$Y = 9.561 + 0.419X$$

From the results of simple linear analysis it shows that:

- The constant of 9.561 means that if the value of Job Satisfaction (X) remains constant, then Organizational Commitment (Y) has a value of 9.561.
- The regression coefficient X of 0.419 states that for every 1 unit (1%) increase in Job Satisfaction value, the Organizational

Commitment value increases by 0.419. The regression coefficient is positive, so it can be said that the direction of the influence of the job satisfaction variable (X) on the organizational commitment variable (Y) is positive.

E. Hypothesis Testing

a) t-test

The t-test is used to examine or partially test the independent variable against the dependent variable, assuming that other variables are held constant. The results of the SPSS version 25 test can be seen in the following table :

Table 4.6 t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,561	4,658		2,053	.044

	Job satisfaction	.419	.072	.581	5,796	.000
a. Dependent Variable: Organizational Commitment						

Source: SPSS Processed Data 2025

From the results of the t-test in the table above, the value (t_{table}) with a sample (n) = 68, number of variables (k) = 2, significant initial α = 5% or 0.05, and *degree of freedom* (df), can be seen in the following formula:

$$\begin{aligned}
 t_{table} &= (\alpha / 2 ; nk) \\
 &= (0.05 / 2 ; 68-2) \\
 &= 0.025 ; 66 \\
 &= 1.997
 \end{aligned}$$

From the results above, the t - value of Job Satisfaction (X) is 5.796 and the significance value is $0.000 < 0.05$, so it can be concluded that the Job Satisfaction (X) variable partially has a positive and significant effect on the Organizational Commitment (Y) variable at PT. Tunggal Yunus Estate OPRS-Topaz which is proven by statistical analysis.

b) Coefficient of Determination (R^2)

The coefficient of determination test is used to determine the extent of influence of the independent variable on the dependent variable. In this study, the coefficient of determination test was used to determine the contribution of the Job Satisfaction (X) variable to the Organizational Commitment (Y) variable. The results of the R^2 test can be seen in the table of data processing results using SPSS version 25 below :

Table 3 Results of the Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.581 ^a	.337	.327	3,376
a. Predictors: (Constant), Job Satisfaction				

Source: SPSS Processed Data 2025

Based on the output above, it is known that the coefficient of determination (R^2) is 0.337 or

(33.7%), which means that Organizational Commitment (Y) is influenced by Job

Satisfaction (X) by 33.7%, meaning that there are 66.3% of other variables that influence Organizational Commitment outside of the research that were not studied by the researcher, for example work motivation, work environment, workload, work stress, and so on.

CLOSING

A. Conclusion

Based on the results of research and discussion regarding job satisfaction towards employee organizational commitment at PT. Tunggal Yunus Estate OPRS-Topaz, the following conclusions can be drawn:

1. The test results of the job satisfaction variable have a positive and significant effect on organizational commitment, this means that employees at PT. Tunggal Yunus Estate OPRS-Topaz feel satisfied while working at the company which is assessed from 5 indicators of job satisfaction variables which are overall in the "strongly agree" category.
2. The test results on the employee organizational commitment variable at PT. Tunggal Yunus Estate OPRS-Topaz showed a positive effect, assessed based on three indicators. This indicates a high level of employee organizational commitment, as seen from the loyalty and the employees' commitment to the company.
3. Based on the results of the questionnaire calculation, the coefficient of determination shows the ability of each variable, thus variables X and Y have a significant

correlation. Based on the calculated R value, the value obtained is 0.337. Thus, the magnitude of the influence of job satisfaction on employee organizational commitment at PT. Tunggal Yunus Estate OPRS-Topaz is 33.7%, the rest is influenced by other factors outside the research.

B. Suggestion

Based on the conclusions obtained in this study as well as suggestions and input from employees, to maintain job satisfaction and increase employee organizational commitment at PT. Tunggal Yunus Estate OPRS-Topaz, the author provides the following suggestions:

1. For companies, it is recommended to increase employee job satisfaction, one of which is by implementing a clearer, more objective, transparent job promotion system based on performance evaluation, so that it will encourage employee work motivation, increase employee competence and loyalty to the company.
2. Employees are expected to be able to build a commitment to continuity by showing dedication to achieving company goals, as well as increasing normative commitment through high work loyalty and responsibility in working as an attitude that shows job satisfaction and high commitment to the company.

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