JOURNAL OF WORLD SCIENCE
https://jws.rivierapublishing.id/index.php/jws
Volume 4 No. 10 October 2025

The Influence of Relationship Marketing and Service Delivery on Customer Satisfaction and Customer Loyalty with Customer Engagement Behaviour as a Moderating Effect in Indonesia's Internet Service Providers Industry

Bernardo Theonaldi, Fernando Theonaldi, Leonardo Theonaldi, Ario S Setiadi
Binus University, Indonesia
Email: bernardotheonaldi98@gmail.com, fernando.theonaldi@binus.ac.id, leonardo.theonaldi@binus.ac.id, ario.setiadi@binus.ac.id

Abstract

This study investigates the influence of relationship marketing and service delivery on customer satisfaction and customer loyalty within Indonesia's internet service provider industry, with customer engagement behaviour examined as a moderating variable. Given the growing competition in the internet service provider market—particularly following the entry of satellite-based providers like Starlink—understanding factors that drive customer retention has become increasingly critical. Data were collected through a structured survey targeting students with extensive internet use, and analysis was conducted using Partial Least Squares Structural Equation Modelling. The findings reveal that both relationship marketing and service delivery significantly contribute to customer satisfaction and customer loyalty. Notably, customer engagement behaviour was found to moderate these relationships variably, enhancing the positive impact of service delivery on satisfaction but, in some cases, diminishing the effect of relationship marketing on loyalty. These results underscore the need for internet service providers to balance engagement strategies carefully and prioritize reliable, high-quality service delivery to foster customer satisfaction and long-term customer loyalty. The study's theoretical contributions extend the understanding of relationship marketing and customer engagement, while practical implications highlight strategies for internet service providers to remain competitive in Indonesia's dynamic market.

Keywords: relationship marketing, service delivery, customer satisfaction, customer loyalty, customer engagement behaviour, internet service providers

INTRODUCTION

In 2018, the Indonesian government made efforts to expand internet infrastructure and services to all corners of the country, followed by various internet service providers in Indonesia. This initiative aligns with government regulations and has become a national priority. Such efforts are crucial not only for driving economic growth but also for improving the quality of life through better access to information and digital services.

One of the most significant aspects of internet infrastructure development in Indonesia is the quality of the internet itself. In general, internet quality in Indonesia varies from region to region, as can be observed through the speeds provided by service providers. According to the Speedtest Global Index report, internet speeds in Indonesia remain considerably low compared to neighbouring Southeast Asian countries. In 2024, the average download speed for fixed internet in Indonesia ranked 9th in Southeast Asia, while mobile internet ranked 8th in the region. This indicates a relatively poor quality of internet in Indonesia, with speeds far below the global average (Salam et al., 2018).

Beyond speed, the quality of internet services can also be measured by stability and coverage. Unfortunately, internet service coverage in Indonesia is still suboptimal and does not reach all remote areas. This disparity is evident between urban and rural regions. Cities such as Jabodetabek, Bandung, and Surabaya enjoy relatively better internet access—with higher speeds, greater stability, and more provider options—while remote areas often face very limited connectivity or none at all.

In May 2024, Starlink entered the Indonesian market, becoming a new competitor among

local internet service providers. According to data from APJII (Indonesian Internet Service Providers Association), internet penetration in Indonesia reached 79.5%, with 95% of Indonesians relying on mobile data for access. However, speeds remain low and comparable to those in African countries. As a new market entrant, Starlink is perceived as a potential solution to address inequalities in internet quality through satellite technology with Low Earth Orbit placement. Nevertheless, unstable internet speeds often lead to customer dissatisfaction, prompting users to switch providers.

Customer loyalty is one of the focal points of this research, as the abundance of competitors in the internet service provider sector leads many customers to frequently change providers. Customer loyalty is defined as a customer's commitment to consistently purchasing specific products, services, or brands over time, regardless of competing innovations, and without external coercion (Oliver, 1999). This concept represents a long-term relationship between customers and an organisation (Gul, 2014; Gundlach et al., 1995; Anderson and Weitz, 1992).

Previous studies have examined various factors influencing customer satisfaction and loyalty in telecommunications and internet service provider sectors. Akroush and Mahadin (2018) investigated customer satisfaction and loyalty in the internet service market using an inter-variable approach and found that service quality dimensions significantly affect both satisfaction and loyalty outcomes. Their research emphasized the importance of balancing multiple service quality dimensions to maintain a competitive advantage. Kalia et al. (2021) explored the roles of service quality, trust, and commitment in determining customer loyalty among telecom users using a PLS-SEM approach, showing that trust mediates the relationship between service quality and loyalty. More recently, Gazi et al. (2024) examined the relationship between customer relationship management (CRM), knowledge management, organisational commitment, customer profitability, and customer loyalty in the telecommunications industry, with customer satisfaction as a mediating variable and brand image as a moderating variable. Their findings revealed that CRM and knowledge management significantly influence customer satisfaction, which subsequently affects loyalty. However, these studies have not comprehensively examined the combined effects of relationship marketing and service delivery on satisfaction and loyalty simultaneously, nor have they explored customer engagement behaviour as a moderating variable in the context of Indonesia's internet service provider market, especially following the entrance of new competitors such as Starlink. This research gap highlights the urgency of the current study.

According to Kiseleva et al. (2016), customer loyalty is a broader concept encompassing both emotional and behavioural components. Loyalty extends beyond simple satisfaction; it reflects a customer's enduring commitment to a brand despite competing offers. Loyalty can be divided into behavioural and perceived dimensions. Behavioural loyalty is identified through observable actions such as repeat purchases and is often assessed through transactional analysis. Perceived loyalty reflects emotional attachment to a brand, shaped by awareness, satisfaction, and perceptions of service quality.

Meanwhile, customer satisfaction arises when customers consciously or unconsciously compare their experiences with expectations (Thomassen, 2003). Satisfaction depends on how actual performance aligns with expectations, leading to either pleasure or disappointment (Kotler, 2008). When performance meets expectations, customers are generally satisfied. Expectations are influenced by previous experiences, feedback from others, and information or promises from marketers and competitors. Satisfied customers are more likely to remain loyal, become less price-sensitive, and share positive feedback, which may attract new customers.

Customer satisfaction can be strengthened through effective relationship marketing. This approach aims to build lasting, mutually beneficial relationships between companies and customers (Ravald and Grönroos, 1996). It succeeds when customers are deeply engaged with

a product or service, have a personal connection to interactions, and actively participate in relationship-building efforts (O'Malley and Tynan, 2000). Similarly, service delivery quality is crucial in fostering customer satisfaction and maintaining lasting relationships.

According to S. Sysoev and A. Neumann (2004) in Kiseleva et al. (2016), customer satisfaction is often mistaken for loyalty. Satisfaction occurs when customers feel pleased with their purchase and do not regret their spending, but this does not guarantee loyalty. True loyalty requires consistent satisfaction; even satisfied customers may still switch providers for various reasons.

Given the intensifying competition in Indonesia's internet service provider market and the dynamic nature of customer expectations, this study examines the direct influence of relationship marketing and service delivery on customer satisfaction and customer loyalty, while analysing the moderating role of customer engagement behaviour in these relationships. Theoretically, this research extends relationship marketing theory by integrating customer engagement behaviour as a moderating variable within the digital service industry—an area still underexplored. Practically, the findings offer actionable insights for internet service providers in Indonesia to strengthen customer retention strategies by optimising relationship marketing initiatives and improving service delivery quality, while strategically managing customer engagement. These insights are particularly timely, given the market disruptions caused by new entrants like Starlink, underscoring the need for local providers to identify and enhance key drivers of customer satisfaction and loyalty to remain competitive in Indonesia's rapidly evolving telecommunications sector.

METHOD

This research employed a quantitative approach grounded in the philosophy of positivism. It was conducted on a specific population using a structured sample. Data were collected through research instruments and analysed using quantitative statistical methods to test predetermined hypotheses (Sugiyono, 2019). As a descriptive study, it investigated phenomena occurring during the research period.

The unit of analysis consisted of Binus University students who had Wi-Fi access either at home or in their hometowns and were willing to share their opinions regarding internet service provider subscriptions. The selection of students as respondents was considered appropriate, as they were young individuals who extensively used the internet in their daily activities. Binus University was selected for its strong focus on computer science, which ensured that respondents had high internet usage levels. Quota sampling was applied to focus on students from faculties that required greater internet access, providing stronger justifications for their preferences and experiences with internet service providers. The research used a cross-sectional time horizon, meaning data were collected within a single time frame.

Data were gathered through an online questionnaire. This method was considered efficient because the researcher had a clear understanding of the information needed and the measurement of relevant variables (Santoso and Madiistriyatno, 2021). The questionnaire employed a 4-point Likert scale to measure the research variables.

Data analysis was conducted using Partial Least Squares (PLS) with SmartPLS 4.0 as the analytical tool. PLS-SEM was used to evaluate relationships between variables and estimate model coefficients simultaneously (Hair and Alamer, 2022; Zuhdi et al., 2016). The recommended sample size followed the guidelines of Memon et al. (2022) for survey research, adopting a minimum sample-to-variable ratio of 5:1 (Hair et al., 2018). Online questionnaires were distributed with respondent consent until the minimum sample size of 250 participants was achieved.

RESULTS AND DISCUSSION

Profile of the respondents

As shown in table 1 in appendix, The data that has been collected was 254 data, the respondents shows 56,3% male and 43,7% female with the ages of 17 for 2,76%, 18 for 23,2%, 19 for 34,6%, 20 for 24%, 21 for 8,7%, 22 for 3,5%, 23 for 1,6%, 25 for 0,8% and 24 and 26 respectively for 0,4%. School of Computer Science has the highest amount of 27.2% of which this faculty is the most needed for the internet, followed by School of Information Systems for 16,9%. There are a variety of respondents' hometowns where Jakarta is the most for 50,8%, followed by Tangerang for 16,1%. The most subscribe internet service providers is IndiHome for 48.8%, followed by Biznet for 11,8%, First Media for 17,3%, MyRepublic for 7,5%, CBN Fiber for 3,5%, Net Citi for 3,1%, MNC Play for 2,4%, Oxygen for 2% and the other are 3,6%.

Measurement Model

The measurement model starts from convergent validity. Convergent validity consists of two measurement criteria: outer loading and AVE (Average Variance Extracted). According to Hair and Alamer (2022), the recommended indicator loading is above 0.708. Meanwhile, the AVE value indicates that the construct values are positively correlated, with a rule of thumb stating that a minimum value of 0.5 is acceptable (Hair et al., 2021). Indicators with loadings between 0.40 and 0.708 should be evaluated for potential removal. Eliminating these indicators can improve internal consistency reliability or convergent validity to meet recommended threshold values. However, indicators with very low loadings, specifically below 0.4, should always be removed from the measurement model (Hair et al., 2021).

For the discriminant validity is assessed using the HTMT (Heterotrait-monotrait ratio), which measures the correlation values between constructs relative to the average correlation values of indicators within the same construct. An HTMT value is recommended to be below 0.9. If the value exceeds 0.9, the discriminant validity test is considered invalid (Hair et al., 2021).

Reliability testing consists of two measures: Composite Reliability and Cronbach's Alpha. Composite Reliability (ρc) is an indicator of measurement consistency, and its value is considered valid when it falls between 0.70 and 0.90. Meanwhile, Cronbach's Alpha assumes a threshold value that is the same as that of Composite Reliability (Hair et al., 2021).

As shown in table 2 in appendix, all the outer loadings are above 0.708, except for SD5 which is only 0.701 of the outer loading. Although it is below 0.708, the AVE value is shown positive value, above the minimum value of 0.5 and it didn't affect the discriminant validity and the reliability testing. Therefore, SD5 is not needed to be removed.

Structural Model

Goodness of Fit can be assessed using R-square, which provides valuable information about the relationships among all variables included in the structural and measurement models. R-square values ranging from 0 to 0.10, 0.11 to 0.30, 0.31 to 0.50, and greater than 0.50 indicate weak, modest, moderate, and strong explanatory power, respectively (Hair and Alamer, 2022). As shown in the table 4, both customer loyalty and customer satisfaction have strong explanatory power with respectively 0.633 and 0.732.

Path Coefficients are standardised values. It is recommended that path coefficients (β) in the structural model range from 0 to 0.10, 0.11 to 0.30, 0.31 to 0.50, and greater than 0.50, indicating weak, moderate, medium, and strong effect sizes, respectively. In PLS-SEM, paths are typically standardised; however, the analysis does not generate p-values by default (Hair and Alamer, 2022; Hair et al., 2013; 2022).

The test statistics can be evaluated at a p-value level of < 0.05, indicating a significant effect. However, a p-value < 0.10 is still acceptable for smaller sample sizes. Additionally, the size of the indicator weights should be considered, as larger indicator weights suggest that individual

indicators contribute more significantly (relevance) to the construct (Hair and Alamer, 2022).

As shown in the table 5 in appendix, most of the path coefficients have a positive direct effect in which customer satisfaction is influenced by service delivery and has a strong effect with 0.638 value. Meanwhile, when service delivery influences customer loyalty it has a medium effect with 0.443 value. Most of the positive effects of the influences have moderate effects. When customer satisfaction is influenced by relationship marketing, it has 0.165. For customer loyalty, when it is influenced by relationship marketing, it has 0.233.

For the p-value, both customer loyalty and customer satisfaction have positive influence validity when they are influenced directly by service delivery and relationship marketing. When customer satisfaction is influenced by relationship marketing and service delivery, it has 0.014 and 0.000 p-values respectively. Meanwhile, customer loyalty that is influenced by relationship marketing and service delivery has 0.003 and 0.000 p-values respectively.

Moderation Analysis

We have measured customer engagement behaviour moderating the effect on the relationship between relationship marketing and customer satisfaction, relationship marketing and customer loyalty, service delivery and customer satisfaction and service delivery and customer loyalty. As shown in the table 5, the customer engagement behaviour has a moderating effect for relationship marketing and customer loyalty, relationship marketing and customer satisfaction and service delivery and customer satisfaction with p-values of 0.043, 0.001 and 0.001 respectively. Meanwhile moderating effects still happen in the relationship between service delivery and customer loyalty although the p-values is 0.073.

Even though the customer engagement behaviour has a moderating influence effect for the relationship marketing and customer loyalty, relationship marketing and customer satisfaction, service delivery and customer loyalty and service delivery and customer satisfaction, it does not always have a positive influence effect due to the path coefficient. Customer engagement behaviour has negative influences with moderate decrease in the relationship of relationship marketing and customer loyalty and relationship marketing and customer satisfaction with p-values of -0.166 and -0.288 respectively. Meanwhile, customer engagement behaviour has a positive influence effect with moderate increase in the relationship of service delivery and customer satisfaction with p-value of 0.245.

In the simple slope analysis moderation as shown in figure 2 in appendix, increasing customer engagement behaviour has a strong positive influence on the relationship between relationship marketing and customer loyalty. This positive influence also applies to the relationship between service delivery and customer loyalty. However, increasing customer engagement behaviour can have a negative influence on the relationship between relationship marketing and customer satisfaction. Therefore, reducing customer engagement behaviour may be necessary to create a positive influence of relationship marketing on customer satisfaction. In contrast, the relationship between service delivery and customer satisfaction, the higher customer engagement behaviour has a positive influence. This indicates that a high level of customer engagement enhances the positive influence of service delivery on customer satisfaction.

Discussion

The aim of this study was to investigate the loyalty and the satisfaction of the customers separately in this internet service providers industry. With the noted by Sysoev and Neimann (2004), for the meaning and connection between customer loyalty and customer satisfaction in the theory and practice of customer loyalty management and customer focus in the enterprise activity (Kiseleva, et al., 2016). This study purposely separates both variables to become two dependent variables. Also to see if the customer satisfaction and loyalty have the same result with the influence of the same independent variables.

This study was to examine the influence of relationship marketing to customer satisfaction and customer loyalty, and to examine the influence of service delivery to customer satisfaction and customer loyalty. The study concludes that both relationship marketing and service delivery have an influence on customer satisfaction and customer loyalty. Especially for the service delivery, this variable has a strong influence on customer satisfaction and moderate influence on customer loyalty. Meanwhile, relationship marketing has a medium influence on both customer satisfaction and customer loyalty.

This study also added customer engagement behaviour as the moderating effect for the relationship marketing and customer loyalty, relationship marketing and customer satisfaction, service delivery and customer loyalty and service delivery and customer satisfaction. The moderating effect has various results where there are negative influence effects, positive influence effects and no influence at all.

The study's findings offer valuable insights into the relationship between relationship marketing, service delivery, customer engagement behaviour, customer loyalty and customer satisfaction. The positive influence between service delivery and customer satisfaction (H1) which is supported by Engdaw (2019) and Haile (2018), and positive influence between service delivery and customer loyalty (H2) which is supported by Rane et al. (2023) and YuSheng and Ibrahim (2019). Where the good services that have been delivered to the customers, will make the customers more satisfied and become loyal to the service providers. The positive influence between relationship marketing and customer satisfaction (H3) which is supported by Maupa et al. (2023), and positive influence between relationship marketing and customer loyalty (H4) which is supported by Ansori (2022). Good relationship marketing with the responsiveness, efficiency and settlement (solution) of customer services or operators will make customers satisfied and loyal.

The moderation study examines how customer engagement behaviour influences the relationship between relationship marketing, service delivery, customer satisfaction and customer loyalty. The findings suggest that customer engagement behaviour has a good influence for service delivery and customer satisfaction, where the more engagement for the good service delivery the more customers will be satisfied with the services. Meanwhile customer engagement behaviour will reduce the relationship between relationship marketing and customer satisfaction and customer loyalty. The internet service providers need to improve or change their relationship marketing strategy to match with the power of customer engagement behaviour or else the results of the moderating effect may contradict the theory about customer engagement behaviour that have been gathered. The theory of the customer engagement behaviour can be considered valid, but it may not be applied in this internet service providers industry as the results of this study.

Theoretical implications

Relationship marketing is about building long term, trust-based relationships with customers, a concept highlighted by Morgan and Hunt (1994). This study supports the idea that when companies invest in strong relationships, it helps improve both customer satisfaction and loyalty. In the internet service provider industry, where customers often have several choices, creating personal connections and trust through relationship marketing can make a big difference. This adds to our understanding that relationship marketing is not just about retaining customers, but also about making them feel valued and satisfied.

Additionally, this study sheds light on the importance of customer engagement and how involved and connected customers feel with a brand. The research shows that when customers are highly engaged, relationship marketing can be even more effective. However, in some cases, too much engagement might have mixed effects, especially if customers' high expectations aren't met. This adds depth to relationship marketing theory, showing that companies must

balance engagement efforts to make customers feel connected without overwhelming them.

Customer engagement involves the ways customers interact with and feel about a brand. As Vivek et al. (2012) noted, engagement is more than just making a purchase, it is about how emotionally and socially connected a customer feels. This study finds that customer engagement can act as a moderator in the relationship between marketing efforts and outcomes like satisfaction and loyalty. When customers are engaged, they are more likely to stay loyal and feel satisfied. However, the study also finds that customer engagement can sometimes reduce satisfaction if customers' high expectations aren't met, showing that companies must approach engagement thoughtfully.

This insight is important because it suggests that customer engagement is not always positive. Companies need to carefully design their engagement strategies to ensure they enhance customer satisfaction and loyalty, rather than diminish them. This adds to our understanding of customer engagement as a complex element in relationship marketing.

This study also reinforces the importance of service quality. Parasuraman et al. (1988) identified five core elements of service quality: reliability, responsiveness, assurance, empathy, and tangibles. With Quach et al. (2016)'s view on digital service quality, particularly in internet service providers, where network quality, customer service, information, and privacy are especially critical. This confirms that in digital industries, customers prioritise a stable and reliable service experience, and companies that invest in these areas are likely to see higher satisfaction and loyalty. This study aligns with Grönroos's (1994) view that service delivery is a "moment of truth" where customers evaluate the actual performance of a service. Effective service delivery directly impacts customer satisfaction, confirming theories that highlight the importance of consistent service quality in shaping customer experiences.

The application of expectation confirmation theory underscores the importance of aligning service performance with customer expectations. This suggests that internet service providers may benefit from managing customer expectations as rigorously as they manage service quality. By setting realistic expectations through transparent communication and maintaining consistent service standards, companies can achieve positive confirmation, thereby fostering loyalty. This insight adds to expectation confirmation theory by highlighting that, in sectors prone to technical limitations, expectation management is critical in sustaining satisfaction.

Finally, this study highlights the importance of trust and commitment in building loyal customer relationships. Customers are more likely to stay loyal if they trust the company to provide reliable service and are committed to a long-term relationship. This supports Buttle (1996)'s view that trust is fundamental to loyalty, especially in industries where competition is high. In internet service providers, commitment from the company shown through high quality service delivery helps customers feel secure in their choice, which strengthens their loyalty.

Practical implications

The practical implications of this study are equally valuable, offering actionable insights for internet service providers in Indonesia. One of the primary takeaways is the need for a refined approach to relationship marketing. Given that customer engagement can moderate the effectiveness of relationship marketing, internet service providers should design their relationship building strategies to align closely with their customers' engagement levels and preferences. For example, providers could implement personalised communication and offer tailored solutions to highly engaged customers, ensuring that relationship marketing strategies enhance both customer loyalty and satisfaction.

Improving service delivery is another essential practical implication. The study highlights service delivery as a significant contributor to customer satisfaction, suggesting that internet service providers should focus on enhancing various elements of their service, including speed, reliability, and responsiveness. In a market with increasing competition, such as Indonesia's,

where companies like Starlink are entering the scene, providing consistent and high-quality service delivery can be a decisive factor in retaining customers. Internet service providers are encouraged to adopt strategies that prioritise these aspects, as they directly influence customer loyalty and reduce the likelihood of customer turnover.

The study also advises internet service providers on the strategic use of customer engagement. While engagement can increase satisfaction when related to service delivery, excessive or misaligned engagement efforts might have unintended negative effects on customer loyalty. Therefore, internet service providers should carefully manage customer engagement initiatives, such as online forums or feedback platforms, to ensure they positively contribute to customer perceptions. For instance, implementing feedback mechanisms that directly inform service improvements may strengthen the link between customer engagement and satisfaction. At the same time, companies should avoid over reliance on engagement strategies that do not resonate with their customers, as these may inadvertently weaken loyalty.

CONCLUSION

This study provides valuable theoretical and practical contributions to Indonesia's internet service provider industry by deepening the understanding of relationship marketing and customer engagement and their combined impact on satisfaction and loyalty. It emphasizes the importance of implementing strategic relationship marketing, delivering high-quality services, and fostering targeted engagement to enhance customer experiences and sustain competitiveness in a dynamic market. The findings not only advance customer relationship theories but also offer actionable guidance for industry practitioners seeking to strengthen loyalty and satisfaction. Future research could explore longitudinal or comparative studies across different service sectors or geographic regions to further validate and expand these insights.

REFERENCE

Akroush, M. N., & Mahadin, B. K. (2018). An intervariable approach to customer satisfaction and loyalty in the internet service market. Internet Research. https://doi.org/10.1108/IntR-12-2017-0514.

Ansori, P. B. (2022). The Effect of Relationship Marketing on Customer Loyalty: A Case Study. Adpebi International Journal of Multidisciplinary Sciences, 1(1), 45-53. https://doi.org/10.54099/aijms.v1i1.209.

Engdaw, B. D. (2019). The Impact of Quality Public Service Delivery on Customer Satisfaction in Bahir Dar City Administration: The Case of Ginbot 20 Sub-city. International Journal of Public Administration, 1–11. doi:10.1080/01900692.2019.1644520

Gazi, M. A. I., Mamun, A. A., Masud, A. A., Rahman, A., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. Journal of Open Innovation: Technology, Market, and Complexity. https://doi.org/10.0227.

Haile, T. (2018). The Challenges of Service Delivery and Customer Satisfaction in the Public Sector (The Case of Adama Transport Authority). International Journal of Advanced Research, 6(3), 487-493. http://dx.doi.org/10.21474/IJAR01/6696.

Hair, J. F., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. Research Methods in Applied Linguistics. https://doi.org/10.1016/j.rmal.2022.100027.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate Data Analysis

(8th ed.). United Kingdom: Cengage Learning.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. Switzerland: Springer.

Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM) (3nd ed.). SAGE.

Kalia, P., Kaushal, R., Singla, M., & Parkash, J. (2021). Determining the role of service quality, trust and commitment to customer loyalty for telecom service users: A PLS-SEM approach. Emerald Insight. https://doi.org/10.1108/TQM-04-2021-0108.

Kiseleva, E. M., Nekrasova, M. L., Mayorova, M. A., Rudenko, M. N., & Kankhva, V. S. (2016). The Theory and Practice of Customer Loyalty Management and Customer Focus in the Enterprise Activity. Management of Systems of Socio-Economic and Legal Relations in Modern Conditions of Development of Education and Society, 6(6), 95-103. https://doi.org/2146-4405.

Maupa, H., Cokki, C., & Sulaiman, S. (2023). Customer Relationship Marketing, Customer Bonding, and Customer Satisfaction on Customer Loyalty in Telecommunication Companies. Jurnal Minds: Manajemen Ide Dan Inspirasi, 10(2), 279-296. https://doi.org/10.24252/minds.v10i2.40975.

Memon, M. A., Ting, H., Cheah, J. H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. Journal of Applied Structural Equation Modeling, 4(2).

Quach, N., Jebarajakirthy, C., & Thaichon, P. (2016). The effects of service quality on Internet Service Provider customers' behaviour - A mixed methods study. Asia Pasific Journal of Marketing and Logistics. https://doi.org/10.1108/APJML-03-2015-0039.

Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing customer loyalty through quality of service: effective strategies to improve customer satisfaction, experience, relationship, and engagement. International Research Journal of Modernization in Engineering Technology and Science, 5(5). https://www.doi.org/10.56726/IRJMETS38104.

Santoso, I., & Madiistriyatno, H. (2021). Metodologi Penelitian Kuantitatif. Indigo Media.

Sugiyono (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. Journal of Marketing Theory and Practice, 20(2), 122–146. doi:10.2753/mtp1069-6679200201.

YuSheng, K., & Ibrahim, M. (2019). Service innovation, service delivery and customer satisfaction and loyalty in the banking sector of Ghana. International Journal of Bank Marketing. doi:10.1108/ijbm-06-2018-0142.

Zuhdi, Z., Suharjo, B, & Sumarno, H. (2016). Perbandingan Pendugaan Parameter Koefisien Struktural Model melalui SEM dan PLS-SEM. Journal of Mathematics and Its Applications, 15(2), 11-22. https://doi.org/10.29244/jmap.15.2.11-22.

Bernardo Theonaldi, Fernando Theonaldi, Leonardo Theonaldi, Ario S Setiadi
The Influence of Relationship Marketing and Service Delivery on Customer Satisfaction and Customer Loyalty with Customer Engagement Behaviour as a Moderating Effect in Indonesia's Internet Service Providers Industry