



SURAT PENUGASAN

Nomor : ST/234.A/VII/2024/FEB-UBJ

Tentang

PENUGASAN DOSEN SEBAGAI PENULIS JURNAL

**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS BHAYANGKARA JAKARTA RAYA**

- Pertimbangan : Sehubungan dengan Penugasan yang dilakukan Dosen Fakultas Ekonomi dan Bisnis Universitas Bhayangkara Jakarta Raya semester Genap TA. 2023/2024. Dipandang perlu penugasan Dosen Tetap Fakultas Ekonomi dan Bisnis untuk melaksanakan kegiatan yang dimaksud, untuk itu perlu mengeluarkan Surat Tugas.
- Dasar : a. UU RI No.12 Tahun 2012 tanggal 10 Agustus 2012 tentang Pendidikan Tinggi.
b. Peraturan Menteri Riset Teknologi dan Pendidikan Tinggi No. 08 tahun 2019 tentang Standar Pelayanan Minimum.
c. Keputusan Kepala Kepolisian Republik Indonesia selaku Ketua Umum Yayasan Brata Bhakti Polri No. Pol : KEP/05/IX/1995/YBB tanggal 18 September 1995 tentang Pembentukan dan Pendirian Universitas Bhayangkara Jakarta Raya.
d. Surat Keputusan Ketua Pengurus Yayasan Brata Bhakti Nomor: Skep/8/1/2024/YBB tanggal 24 Januari 2024 tentang Pemberhentian dari dan Pengangkatan dalam Jabatan Dekan di Lingkungan Universitas Bhayangkara Jakarta Raya yang diselenggarakan Yayasan Brata Bhakti.
e. Surat Keputusan Rektor Universitas Bhayangkara Jakarta Raya Nomor: SKEP/155/VII/2023/UBJ tanggal 25 Juli 2023 tentang Kalender Akademik Semester Ganjil dan Genap Tahun Akademik 2023/2024.

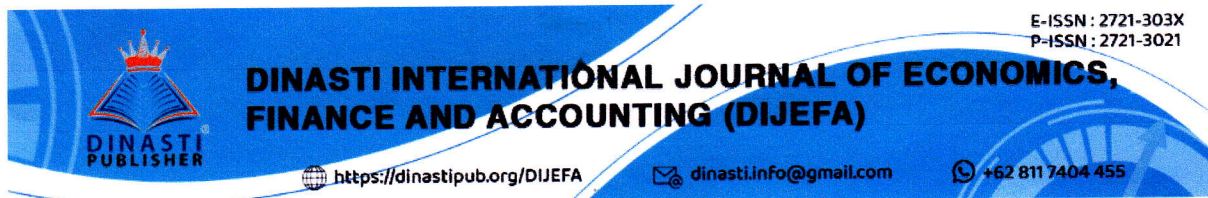
DITUGASKAN

- Kepada : 1. Nama : Dr. Hadita, S.Pd., M.M.¹
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Jabatan : Dosen Tetap Prodi Manajemen
- Untuk : 1. Melaksanakan tugas sebagai Penulis pada Dinasti *International Journal of Economics, Finance and Accounting* (DIJEFA) dengan judul "The Influence of Product Variation and Product Quality on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable in Hand-drawn Batik" telah terbit pada Volume 5, Nomor 3, E-ISSN: 2721—303X, P-ISSN: 2721-3021, 17 Juli 2024.
2. Melaporkan hasil pelaksanaan kegiatan tersebut secara tertulis kepada Dekan Fakultas Ekonomi dan Bisnis.
3. Melaksanakan tugas ini dengan penuh tanggung jawab.

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The Influence of Product Variation and Product Quality on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable in Hand-drawn Batik

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Abstract: Article on the influence of product variation and product quality on consumer loyalty with consumer satisfaction as an intervening variable in hand-drawn batik. The purpose of writing this article is to determine the influence of product variation and product quality on consumer satisfaction and consumer loyalty in hand-drawn batik. The research method used is quantitative descriptive. The analysis tool used in this study is SEM SmartPLS 4.1.0.0 The sampling technique uses simple random sampling. The data used in this study are primary data. The population in this study was 214 respondents, with a research sample of 100 respondents, obtained from questionnaires distributed and filled out by consumers who use hand-drawn batik. The tests conducted in this study are Validity Test, Reliability Test, Inner Model, Outer Model and Hypothesis Test. The results of this article are: 1) Product variety has a positive and significant effect on customer satisfaction; 2) Product quality has a positive and significant effect on customer satisfaction; 3) Product variety has no effect and is not significant on customer loyalty; 4) Product quality has no effect and is not significant on customer loyalty; 5) Customer satisfaction has a positive and significant effect on customer loyalty; 6) Product variety has no effect and is not significant on customer loyalty through customer satisfaction; and 7) Product quality has no effect and is not significant on customer loyalty through customer satisfaction.

Keyword: Consumer Loyalty, Consumer Satisfaction, Product Variety, Product Quality

INTRODUCTION

Batik is an Indonesian cultural heritage that is rich in historical, artistic, and traditional values. Batik, an old textile art style, has become a symbol of Indonesian cultural identity and has gained international recognition for its beauty. The process of making batik involves dyeing cloth with wax as a barrier, which produces certain patterns and motifs. In 2009, UNESCO recognized Indonesian batik as an Intangible Cultural Heritage of Humanity, indicating the