

SELF-IMAGE AND PRODUCT PERSONALIZATION: IMPACT ON CONSUMER RELATIONSHIP QUALITY AT ABABIL BILLBOARD PRINTING IN BENGKULU CITY

Dearlyn Astania¹, Reni Indriani²

Universitas Muhammadiyah Bengkulu

dearlynastania@gmail.com, reniindriani81@gmail.com

Corresponding email: reniindriani81@gmail.com

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ABSTRACT

This study aims to analyze the influence of self-image and product personalization on consumer relationship quality at Ababil Reklame Printing in Bengkulu City. The rapid growth of the printing industry has created a competitive landscape where businesses must go beyond standard products to build strong consumer relationships. Previous studies have primarily focused on the impact of these variables on customer satisfaction and loyalty in the fashion and technology sectors, leaving a research gap in the printing and advertising services industry. This study addresses this gap by investigating how consumers' perceptions of self-image congruence and personalized products affect their long-term relationships with service providers. Employing a quantitative approach, this research uses a survey method with a sample of Ababil Reklame customers. The collected data are analyzed using multiple regression to test the hypotheses. The findings are expected to demonstrate that both self-image and product personalization have a significant positive impact on relationship quality, highlighting their importance as strategic tools for fostering trust and commitment in the service industry.

INTRODUCTION

The phenomenon underlying this research is the increasing competition in the printing industry, where companies no longer rely solely on print quality but must also build strong, personal relationships with consumers. In the context of Ababil Billboard Printing in Bengkulu City, this shift is evident in changing consumer behavior. Today's consumers seek not only fast and affordable printing services but also products that reflect their personal image and offer unique customization (personalized products). Several

studies support this trend, indicating that consumer self-image plays a significant role in purchasing decisions and brand evaluation. For example, research by Yang et al. (2016) highlights how products that align with consumers' self-image can enhance satisfaction and loyalty.

In addition, the trend toward personalization has become a key factor in consumer engagement. Studies by Kumar et al. (2019) demonstrate that personalized product experiences foster a deeper emotional connection between consumers and brands. In the printing industry, this means that consumers who receive truly unique designs or printed products tailored to their preferences feel more valued, which ultimately enhances relationship quality. This phenomenon aligns with research indicating that, in the digital era, businesses must cultivate strong, high-quality relationships to survive (Campbell et al., 2021). Therefore, this study aims to address the gap by specifically analyzing how self-image and personalization in the printing industry affect relationship quality at the local level, specifically at Ababil Rebillé Printing. Research by Yang et al. (2016) confirms that alignment between brand image and consumer self-image is a strong predictor of brand loyalty. Mass Customization Theory focuses on a company's strategy to provide uniquely customized products to each customer while maintaining mass production efficiency.

The product personalization approach at Ababil Rebillé Printing aligns with this theory. By offering customization options in design, materials, or finishing, the company not only meets the unique needs of consumers but also creates significant added value. Studies show that product personalization positively influences customer satisfaction and fosters long-term relationships. Relationship quality theory, as discussed by Kumar et al. (2019) and Sheth & Parvatiyar (1995), is a critical factor in business success. This study examines how self-image and personalization act as antecedents or triggers to build relationship quality. The quality of these relationships is often measured through components such as trust, satisfaction, and commitment. By delivering products that resonate with consumers' self-image and are personalized, Ababil Rebillé Printing can build trust and satisfaction, which ultimately strengthens consumers' commitment to continue using their services. Research supporting these relationships emphasizes the importance of personal interaction in building strong connections (Campbell et al., 2021).

This gap forms the foundation for research contributions, specifically the geographical contextual gap concerning the influence of self-image and personalization on relationship quality. Previous studies have primarily been conducted in developed countries or within different industries, such as fashion retail or technology (Yang et al., 2016; Kumar et al., 2019). This research aims to address this gap by applying the same theoretical framework to the printing industry within the local Indonesian market, particularly in the city of Bengkulu. It is crucial to examine whether these theories hold true in environments with distinct cultural and economic characteristics. The variable combination gap refers to studies that investigate the influence of self-image or personalization separately; however, research examining the simultaneous effect of both variables on relationship quality within a single model remains scarce. This study seeks to fill this gap by analyzing the interaction between these two variables, thereby determining whether the impact of personalization is stronger when the product aligns with the consumer's self-image, or vice versa. The industry gap highlights that most

research focuses on frequently purchased consumer products, while studies on printing services—which often involve B2B interactions or one-time projects—are limited. Although Campbell et al. (2021) discuss the importance of relationship quality, their work is not specific to the printing industry. Therefore, this research will make a theoretical contribution by providing empirical evidence from a specific and underexplored industry.

This study aims to address theoretical gaps in the integration of self-congruity and mass customization theories. Although these theories have been widely discussed individually, there remains a lack of research combining them to explain relationship quality. Previous studies, such as those by Yang et al. (2016) and Kumar et al. (2019), have tended to examine the influence of self-image or personalization separately. This study seeks to fill this gap by investigating how the interaction between personalized products and alignment with self-image simultaneously shapes the quality of consumer relationships. This approach will provide a more comprehensive understanding of the factors that foster strong customer relationships in highly competitive markets. Empirically, research on self-image and personalized products has predominantly focused on mass consumer product industries, such as clothing, electronics, or large service sectors. Very little attention has been given to the local printing industry in medium-sized cities like Bengkulu. The unique business environment and consumer behavior in this region may differ significantly from those in larger markets. Therefore, this study aims to test the applicability of these theories in a specific and underexplored context—namely, Ababil Reklame Printing in Bengkulu City—thereby providing new empirical evidence. Furthermore, most studies examining self-image and personalization rely heavily on quantitative surveys without incorporating qualitative data to gain deeper insights. This methodological gap is addressed in the present study by combining statistical analysis with qualitative exploration of how consumers' perceptions of personalized products and their self-image shape their relationships with brands. This research can use a mixed approach or a combination of methods to provide a more holistic and insight-rich picture. Thus, the findings of this study will present not only numerical data, but also an in-depth narrative of consumer experience, supported by the latest literature. (Campbell et al., 2021)

The purpose and contribution of this study is to analyze the influence of *self-image* on consumer *relationship quality*. Analyze the influence of *product personalization* on consumer *relationship quality*. Analyzing the simultaneous influence of *self-image* and *product personalization* on consumer *relationship quality*. This study integrates self-image theory and mass customization theory to explain the formation of relationship quality. In contrast to previous research that tended to address them separately Yang et al. (2016), Kumar et al. (2019) this study offers a more comprehensive theoretical framework, providing new insights into the triggers of strong customer relationships in the age of personalization. This research fills the empirical data gap with a focus on the local printing industry in Bengkulu City. Previous studies have been conducted more on large industries in metropolitan cities. By testing the validity of these theories in the context of local business, this study provides new empirical evidence that is specific and relevant, as supported by relevant studies such as . The results of this study provide strategic recommendations for the management of (Campbell et al., 2021) **Ababil Rebilly Printing** to improve their competitiveness. By understanding the importance of

self-image and *personalization*, companies can develop more effective marketing and operational strategies. For example, by offering more personalized design services or marketing campaigns that target consumers' self-image, companies can strengthen customer loyalty and achieve sustainable business growth.

LITERATURE REVIEW

Relationship Quality

Relationship marketing concept puts the concern of sales that has occurred and is sustainable (*on going relationship*). Marketing that adheres to transaction marketing views the marketing process as having ended when the buying and selling transaction occurs. Meanwhile, relationship marketing pays attention to ongoing transactions, strengthens, maintains and strengthens the value of relationships with customers as the basis for sustainable relationships (Subagio et al., 2020).

By Quality is the dynamic conditions associated with products, services, people, processes, and environments that meet or exceed expectations. The definition of quality, on the other hand, ranges from controversial to more strategic. According to relationship quality, an individual's assessment of a relationship, including relationship awareness and relationship-focused attention. This assessment of personal relationships includes a focused attention to a person's relationship or to the patterns of interpersonal interaction, comparison, and contrast in that relationship and includes attention to the relationship as an entity. This assessment also includes internal representations and cognitive reflection on specific relationships. (Siarmasa et al., 2023) (Manengal et al., 2022).

Based on several study results, it proves the importance of building *relationship quality* by companies through several dimensions, namely *trust*, *commitment*, and *satisfaction* which play a key role in the success of long-term *relationships* between sellers and buyers which will ultimately create loyalty customer (Ratri & Riyadi, 2022).

Self image

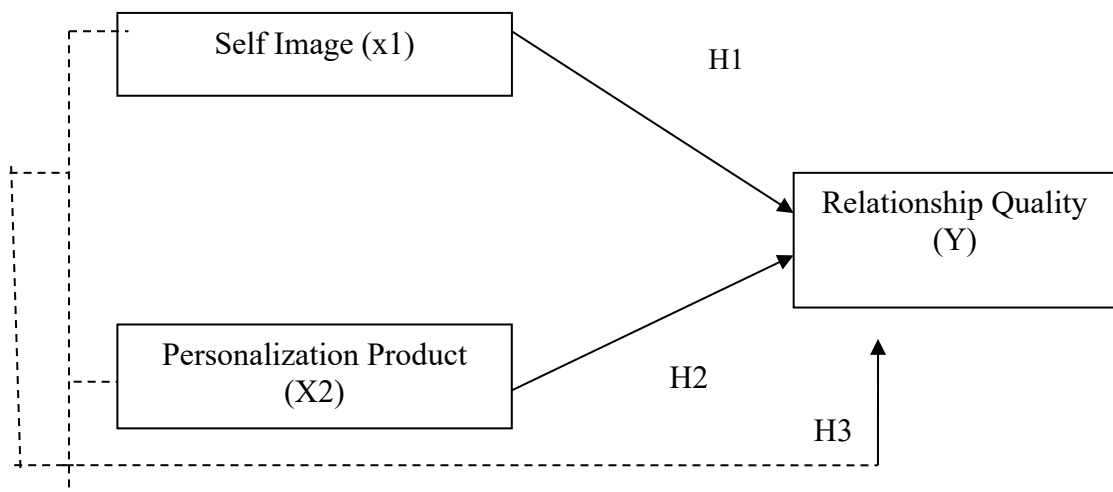
Self-image can be interpreted as an individual's way of viewing themselves, which is formed from life experiences, be it successes, failures, praise, or criticism from others. Self-image also includes an individual's perception of his physical appearance, character, and interactions with others. Experts also refer to self-image by other terms, such as self-knowledge or (Sari, 2023) self-concept. Mappiere explained that these two terms have the same meaning, namely a person's view of himself. The process of forming a self-image is greatly influenced by the people closest to you and is considered important by the individual. Reactions and judgments from people such as family, friends, or teachers, can significantly shape the way an individual perceives himself (Prihanta et al., 2024). *Self-Image* is how a person sees himself. This perception is formed from personal judgments and experiences gained from interactions with others, both in the real and digital worlds. It includes a person's view of their physical, mental, and social selves. This view will further influence the way they act and interact with the brand or the surrounding environment (Kritsadarat Wattanasuwan, 2022).

Personalization Product

Product personalization is a business strategy that allows consumers to be involved in the production process. The goal is to create a product that is unique and to their liking, with production costs and prices similar to standard products. Consumers choose personalization because standard products on the market don't fully meet their needs or tastes. Through the personalization platform, they can choose and customize product features and designs according to their preferences (Santoso, 2021). *Product personalization* is a business strategy that tailors products or services to each customer. This strategy is used to increase customer satisfaction and loyalty. (Shankar et al., 2021)

Personalization is a company's way of recognizing and serving each customer individually. This is done by sending personalized messages, targeted ads, or tailored offers. In short, personalization is the ability of a system to adapt to the needs of its users (Sintha Dwi Wulandari & Kurniawati, 2022).

Picture 1 Frame of Mind



In the above frame of thought, that research will be conducted to find the influence of self image and personalization products on product relationship quality at the Bengkulu City Billboard Ababil Printing Press.

Information:

Y : Relationship Quality

X1 : Self image

X2 : Personalization Product

—————→ Partially (one-on-one): Showing the influence of the X1 variable on the Y variable, the influence of the X2 variable on the Y variable

Hypothesis

H1 : there is a significant influence of *self image* on *relationship quality* at the Ababil Billboard Printing Shop in Bengkulu City

H2 : is expected to have a significant impact *Product Personalization* towards *relationship quality* at the Ababil Billboard Printing Bengkulu City

H3 : there is a significant influence of *self image* and *Product Personalization* on *relationship quality* at the Ababil Billboard Printing Shop in Bengkulu City

RESEARCH METHOD

This study analyzes the cause-and-effect relationship between self-image and product personalization on *relationship quality*. This study uses a quantitative survey method on consumers of Ababil Reklame printing in Bengkulu City. Ababil Billboards were chosen because they are active in the printing and advertising business, where personal interaction and product customization (customization) are very important.

The population in this study is all consumers who have used the services of Ababil Billboard Printing in Bengkulu City. Due to the uncertain population number, the determination of the sample count uses the guideline of . These guidelines suggest a minimum sample count of 5 to 10 times the number of indicators. With 12 indicators in this study, the minimum number of samples needed is 110 respondents. Sampling is carried out by the purposive sampling method, which is sampling based on certain criteria. The criteria set for respondents are consumers who have used Ababil Reklame services at least once in the past year (Ghozali and al., 2018)

In this study, we collected data in two main ways, namely primary data obtained directly from respondents through questionnaires. This questionnaire uses a 5-point Likert scale to assess how respondents perceive each aspect studied. We collected secondary data from a variety of theoretical sources, such as books, journals, and relevant literature studies, to strengthen the theoretical basis in this study.

This study analyzed data using multiple linear regression analysis. Before regression, the research instrument is tested to ensure its validity and reliability. Furthermore, classical assumption tests were performed, namely normality, multicollinearity, and heteroscedasticity tests, to validate the regression model. The main purpose of multiple linear regression analysis is to test the research hypothesis, which is to measure the influence of *self-image* variables and product personalization on *relationship quality*, both partially and simultaneously. Data analysis is carried out with the help of statistical software. This method is in line with similar marketing research in the last 10 years, such as the study by and , which also uses regression to examine causal relationships between variables (Li et al., 2016; Huang et al., 2020).

RESEARCH RESULTS AND DISCUSSION

Classic Assumption Test

Normality Test Results

Table 1 Normality Test Results of Research Data

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters, b	Mean	.0000000

	Std. Deviation	.07242426
Most Extreme Difference	Absolute	.101
	Positive	.101
	Negative	-.061
Test Statistic		.101
Asymp. Sig. (2-tailed)		.070c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data Processing Results, 2025

Based on the results of the data testing shown in Table 4.8 above, a significance value for the research variables was obtained, which was $0.032 > 0.05$ which can be concluded that the data on this research variable is normally distributed.

Multicolligiate Test

Table 2 Multicolligiate Test Results

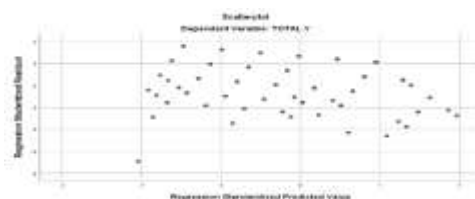
Coefficient							
Type		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIVID
1	(Constant)	22.968	.532	43.185	.000		
	Total.X1	.846	.029	29.637	.000	.999	1.001
	Total.X2	1.055	.024	44.293	.000	.999	1.001
a. Dependent Variable: TOTAL. Y							

Source: SPSS Data Processing Results, 2025

Based on the results of the data test in table 4.9 above, it is known that the *Tolerance* value of the independent variables of *Self Image* and *Personalization product* is $0.999 > 0.10$ with the VIF value for the *variables of Self Image* and *Personalization product* is $1.001 > 10$ Therefore, it can be concluded that there are no symptoms of multicolleniarilty in the independent variables in this study.

Heteroscedasticity Test

Picture 2 Heteroscedasticity Test Results



Source: SPSS Data Processing, 2025

Based on the results of the heteroscedasticity test that has been carried out, it can be seen that there is no clear pattern; The dots spread above and below the figure 0 on the Y axis and have no waves. Therefore, based on the graph method, it can be concluded that heteroscedasticity does not occur in this regression model, so the model is feasible to be used in this study.

Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression Analysis Results

Coefficient							
Type		Unstandardized Coefficients		T	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIVID
1	(Constant)	22.968	.532	43.185	.000		
	Total.X1	.846	.029	29.637	.000	.999	1.001
	Total.X2	1.055	.024	44.293	.000	.999	1.001

a. Dependent Variable: TOTAL. Y

Source: SPSS data processing, 2025

Based on the results in the table above, the multiple linear regression equation between *Self Image* and *Personalization products* can be obtained , namely:

$$Y = 22.968 + .846 X1 + 1.055 X2 + e$$

1. A constant value of 17,844 indicates that, although *Self Image* (X1) and *Personalization product* (X2) have values of 0, *Relationship Quality* (Y) remains at 22,968
2. The regression coefficient for *Self Image* (X1) is 0.846. This means that if the *Self Image* (X1) value increases by one unit, then the *Relationship Quality* (Y) value will also increase by 0.846 assuming that the *Personalization product* (X2) variable is considered fixed.
3. The regression coefficient for the *Personalization product* (X2) variable is 1,055, which means that every time the value of the *Personalization product* (X2) variable increases by one unit, the *Relationship Quality* (Y) value will increase by 1,055 assuming that the *Self Image* (X1) variable is considered fixed.

Coefficient Determination Analysis

Table 4 Results of Determination Coefficient Analysis

Model Summaryb				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981a	.963	.962	.500
a. Predictors: (Constant), TOTAL. X2, TOTAL. X1				
b. Dependent Variable: TOTAL. Y				

Source: SPSS data processing, 2025

Based on the table above, the R^2 (*R Square*) value of 0.963 was obtained. This shows that the percentage of influence of the independent variables *Self Image* (X1) and *Personalization product* (X2) on the dependent variable relationship quality (Y) is 0.963 or 96.3%. This means that 96.3% of the dependent variable *of Relationship Quality* (Y) is able to explain. Meanwhile, the remaining 3.7% is influenced by other variables that are not studied.

Partial testing (t-test)

The test was conducted partially to determine whether the independent variables *Self Image* (X1) and *Personalization product* (X2) respectively had an influence on the dependent variables *of Relationship Quality*. The test results in this study can be seen in the following table:

Table 5 Partial Test Results (T Test)

Coefficient							
Type		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIVID
1	(Constant)	22.968	.532	43.185	.000		
	Total.X1	.846	.029	29.637	.000	.999	1.001
	Total.X2	1.055	.024	44.293	.000	.999	1.001
a. Dependent Variable: TOTAL. Y							

Source: SPSS data processing, 2025

Based on the test results presented in table 4.13 above, it is known that the values of $t_{\text{calculated}}$ and t_{Sig} are in each independent variable. It is known that the T table in the results of this study was obtained by looking for the df value in the t table with a significant level of 0.05 to find the df value as for the following formula:

$$Df = N(\text{many samples}) - \text{independent variable} - 1$$

$$Df = 110 - 2 - 1$$

$$Df = 107 \text{ is } 1.659$$

The output of the *Self Image* (X1) variable test was known to have a calculated t value of 29.637 and a t sig value of 0.000. Because the calculated t value (29,637) < the table t value (1,659) and the t sig value (0.000) > α (0.05), it was concluded that H_a was accepted and H_0 was rejected. This means that there is a positive and significant influence between *Self Image* on the *Relationship Quality* of Consumers of Ababil Billboard Printing in Bengkulu City

Output from variable tests *Personalization product* (X2) indicates a value of t_{count} of 44,293 and a T SIG value of 0.000. Because the value of t_{count} (44,293) > the value of the table t (1,659) and the value of t sig (0.000) < α (0.05), it was concluded that H_a was

accepted and H_0 was rejected. This means that there is a positive and significant influence between *Personalization product* towards *Relationship Quality* Consumers of Ababil Printing Billboards in Bengkulu City

Simultaneous Testing (F Test)

Table 4.14
Simultaneous Test Results (Test - F)

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	689.479	2	344.739	1377.174	.000b
	Residual	26.785	107	.250		
	Total	716.264	109			
a. Dependent Variable: TOTAL. Y						
b. Predictors: (Constant), TOTAL. X2, TOTAL. X1						

Source: SPSS data processing, 2025

Based on the table above, the F_{cal} value of 344,739 > F table (3.08) and the significance value of F sig (0.000) < α (0.05) then it can be concluded that H_a is accepted and H_0 is rejected. This means that there is a simultaneous influence between *Self Image* (X1) and *Personalization product* (X2) against *Relationship Quality* Consumers of Ababil Printing Billboards in Bengkulu City.

Discussion

The Influence of *Self Image* on *Relationship Quality* Consumers of Ababil Billboard Printing in Bengkulu City

Based on the results of the t-test, the calculated t-value for the Self Image (X1) variable is 29.637, with a significance value of 0.000. This value is much greater than the critical t-value of 1.659 ($df = 107$, $\alpha = 0.05$), indicating that Self Image has a positive and significant influence on the Relationship Quality of consumers of Ababil Billboard Printing in Bengkulu City. A positive self-image plays a crucial role in building strong relationship quality. It can increase self-confidence, courage in achieving goals, self-love, and the ability to build harmonious relationships with others. Additionally, it includes the capacity to openly accept problems and take responsibility for oneself and others, which in turn strengthens interpersonal and social relationships, as noted by Sirgy et al. According to Sirgy et al., the concept of self-image congruence explains that consumers tend to choose products or brands whose image matches or complements their self-image. Thus, consumers who perceive their self-image reflected in the products or services offered are more likely to be loyal and develop a quality relationship with the brand. Nadhifah et al. added that a positive brand image has a beneficial impact on Relationship Quality, whereas a negative brand image can create an unfavorable impression in the eyes of consumers.

The Effect of *Product Personalization* on *Consumer Relationship Quality* of Ababil Billboard Printing in Bengkulu City

The results of the t-test showed a calculated t-value of 44.293 with a significance

level of 0.000, which is much greater than the critical t-value of 1.659. This indicates that personalized products have a positive and significant effect on relationship quality. This study confirms that the personalization of products and services can significantly enhance the quality of customer relationships. By utilizing consumer data such as names, purchase history, demographics, psychographics, and lifestyle, companies can create more relevant and personalized communications. This approach increases audience engagement, as evidenced by positive responses to personalized advertisements, thereby strengthening the customer's relationship with the brand. These findings align with the concept of relationship quality as described by Astuti et al., which emphasizes that meaningful relationships involve cognitive, affective, and behavioral dimensions. Effective personalization fosters a stronger and more relevant connection between customers and the company, ultimately increasing customer loyalty and trust.

The Influence of Self Image and Product Personalization on the Relationship Quality of Consumers of Ababil Printing Billboards in Bengkulu City

Simultaneous testing using the F-test yielded a calculated F value of 1377.174 with a significance level of 0.000, which is much greater than the critical F value of 3.08. This indicates that Self-Image and Product Personalization together have a positive and significant effect on Relationship Quality at the Ababil Billboard Printing Shop in Bengkulu City. This means that these two variables not only play important roles individually but also complement and reinforce each other in building quality relationships with customers. A positive self-image motivates consumers to choose products that align with their self-perception, while product personalization creates a relevant and tailored experience, thereby increasing customer loyalty, engagement, and trust. These findings align with Sirgy et al.'s theory of self-image congruence, which explains how consumers tend to select products and brands that match their self-image to achieve image conformity. This conformity strengthens the emotional and cognitive connection between the consumer and the brand, positively impacting Relationship Quality. Additionally, Astuti et al. affirm that personalization of products and services, involving cognitive, affective, and behavioral dimensions, can enhance customer engagement and trust. Effective personalization builds a more meaningful and relevant experience, thereby strengthening the relationship between customers and companies. Thus, the integration of a positive Self-Image and appropriate Product Personalization creates a synergy that enhances Relationship Quality, ultimately encouraging customer loyalty and business sustainability at the Ababil Billboard Printing Shop in Bengkulu City.

CONCLUSION

1. *The Self Image* t-value is calculated as 29.637 with a significance of 0.000 which is greater than the t table (1.659). This shows that *Self Image* has a positive and significant effect on *Relationship Quality* in consumers of the Bengkulu City Billboard Ababil Printing
2. *The Self Image* t-value is calculated as 44.293 with a significance of 0.000, also greater than the t table (1.659). This proves that *the Personalization Product* has a positive and significant influence on the *Relationship Quality* of consumers of the

Bengkulu City Billboard Ababil Printing

3. Simultaneous testing with the F test yielded an F value of 1377.174 with a significance of 0.000, much greater than the F of the table (3.08). This indicates that *Self Image* and *Personalization Product* together have a positive and significant effect on the *Relationship Quality* of consumers of the Bengkulu City Ababil Billboard Printing. In addition, the value of the determination coefficient (R Square) of 0.963 indicates that the two independent variables are able to explain 96.3% of the variation in *Relationship Quality*, while the remaining 3.7% is influenced by other factors outside the model.

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