

## **ANALYSIS OF EFFECT RATIONAL MARKETING, EMOTIONAL MARKETING, AND SPIRITUAL MARKETING TO CUSTOMER SATISFACTION IN PIJAT STIWI "MASSAGE WITH SPIRITUAL ENERGY" SURABAYA**

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### **ABSTRACT**

*Marketing has become a significant topic of discussion as it affects the consumption behavior of people or customer satisfaction. Therefore, organizations (business) are launching and selling their own products for the customers to capture the market. The existence of the phenomenon of business practices and marketing shifted and transformed from an intellectual level (rational), to emotional, and finally to the spiritual. The main aim of this research is to analysis of effect rational marketing, emotional marketing, and spiritual marketing to customer satisfaction in Pijat STIWI "massage with wpiritual energy" Surabaya. In the end, the customer will consider the suitability of products and services to the spiritual values which he believes Population in this study is customers of Pijat STIWI "massage with wpiritual energy" Surabaya with a total sample of 67 customers. Respondent determined by the methode Systematic Random Sampling. The result showed that the marketing strategies of emotional and spiritual influenced in a positive direct and significant impact on customer satisfaction while rational marketing strategy not significant effect on customer satisfaction.*

**Keywords:** rational, emotional, spiritual, marketing, customer satisfaction

### **INTRODUCTION**

In the next few years, the potential for Indonesia to develop very high. It is also recognized by many businesses. So many people are increasingly bold and eager to invest in Indonesia (Kertajaya, 2015).

This potential can be seen one of them with the data of population density in a city / regency in Indonesia. Population density is one of the phenomena that we often encounter in most major cities in Indonesia. Increasing population growth and high urbanization has become one of the main factors causing the occurrence of the phenomenon. So also is the case in big cities such as Surabaya (Irene, 2014).

Indeed Surabaya is the second largest city in Indonesia after Jakarta, its development is so rapid because it is directed into a city of convention, business and tourism industry (Source: Office of East Java Province, [www.jatimprov.go.id](http://www.jatimprov.go.id), 2014). Based on the results of population registration conducted by Dispenduk and Capil (Department of Population and Civil) in Surabaya, Surabaya has obtained the total population as of June 10, 2015 is as much as 2,893,596 inhabitants.

Surabaya is Metropolitan City. For the metropolitan community, living in big cities or in metropolitan it takes extra work. The cost of life and the environment was indeed requires people to work hard. It is then a cause of the stress level for the metropolis is more vulnerable compared to people living in the village. Related to this issue, psychologist Sake Pramawisakti, Serang Hospital psychologist said, many of the factors that trigger stress for the metropolitan community. Because the community metropolis assumption that time was precious. If only stay still wasting time, it will be eliminated. Of assumption like that's why the metropolis to work hard. Because indeed, life in the metropolis was hard. There are also factors that can cause stress is uncontrollable habit. These habits are likely to forget yourself so that lifestyle is not maintained. Exceed the limits, competitiveness in a bigger city, the bustle that takes a lot of time, energy and mind. As a result, too distracted health (Amalia, 2011).

The concept of sharia massage aims one answered the complaints of patients who are sometimes afraid if you want a real massage but that spreads a lot of massage plus plus. Moreover, related to the closed Dolly in 2014 were not as easy as turning the palm of the hand. It is feared that the lid localization result PSK spread to various parts of the city of Surabaya (admin www.jpnn.com, 2014)

The existence of the phenomenon of business practices and marketing shifted and transformed from an intellectual level (rational), to emotional, and finally to the spiritual. In terms of marketing in a business environment analysis, architecture marketing, the rational marketing, emotional marketing, and spiritual marketing, researchers want to dig more deeply related to the analysis of the influence of rational marketing, emotional marketing, and spiritual marketing to customer satisfaction in Pijat STIWI "massage with spiritual Energy "Surabaya in the hope that research is able to provide input in the formation of the business model and the determination of marketing applications and also can contribute to development, knowledge Pijat STIWI and a reference subsequent research on the effect of the influence of rational marketing, emotional marketing, and spiritual marketing to customer satisfaction.

### **PROBLEM STATEMENT**

1. Is rational marketing effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya?
2. Is emotional marketing effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya?
3. Is spiritual marketing effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya?

### **SCOPE OF PROBLEM**

Limitation of problem in this research is just research and conduct research in rational marketing, emotional marketing, and spiritual marketing effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya

### **RESEARCH PURPOSES**

1. To examine the effect the rational marketing on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya
2. To examine the effect the emotional marketing on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya
3. To examine the effect the spiritual marketing on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.

## **LITERATURE REVIEW**

### **PREVIOUS RESEARCH**

Rini (2015), with the title "Analysis of Influence Application Creation Through Loyalty Marketing Strategies Rational, Emotional, and Spiritual Customer Satisfaction PT. Bank Sumut Syariah Main Branch Medan". This study aims to identify and analyze Creation Through Loyalty Marketing Strategy Implementation Effect of Rational, Emotional, and Spiritual Customer Satisfaction PT. Bank Sumut Syariah Main Branch Medan". The population in this study is a customer of PT. Bank Sumut Syariah Main Branch Medan, with a sample of 100 customers. Respondents were determined using Systematic Random Sample (Systematic Random Sampling). Inferential analysis tool used is Path Analysis (Path Analysis). The results showed that emotional and spiritual marketing strategies directly impact positively and significantly to customer satisfaction, while the rational marketing strategy not significant effect on customer satisfaction. Customer satisfaction and significant positive effect on customer loyalty Islamic Bank Main Branch Medan of North Sumatra.

Tresnati (2011) with the title of Spiritual marketing research studies in Private Higher Education (Survey on Unisba, Uninus, Al-Ghifari in Bandung). This study aims to reveal the students' perceptions of Private Higher Education and perception managers of Private Higher Education on the implementation of the Spiritual marketing (Marketing yan spiritual / Sharia) in some Private Higher Education in the city, which consists of Bandung Islamic University, Islamic University archipelago, as well as the University of Al Ghifari Bandung.

The method used is descriptive analysis, on the perception of the students and management of the implementation of marketing in the third spiritual PTS and comparing the student's perception and management of the implementation of spiritual marketing. The results of data processing by using "descriptive analysis and Mann different test Whithney Test", it can be concluded that "there is no difference between the perception of perception are kesenjangan students with perception Manaiemen PTS PTS in the city concerning the implementation of spiritual marketing, in -aspek aspects: spiritual product, spiritual price, promotion of spiritual, spiritual people, spiritual physkal Evidence ". The study population is as for sampling the back office is done purposive random sampling is the key person as many as 15 people. For a sample of students in all three PTSwasta were obtained by simple random sampling teknik 54 people and PTSUNISBA, UNTNUS, and University of Al-Ghifari. The results showed that: (1) Obtained student perceptions about the implementation of spiritual marketing (both in the curriculum of Islamic: the price: a strategic location; promotional message honest: lecturers and administrative staff who have integrity, honesty, responsible, solidarity, humility, attention sesarna: the delivery of services by the lecturer and services by administrative staff is Islamic; and has office buildings, lecture, places of worship Islamic), in the third PIS (UNISBA, etc. Al-Ghifari, and UNINUS) indicated attention and their understanding of spiritual marketing in all three PISwasta still low; (2) Based on an average calculation, obtained spiritual perception about the implementation of marketing management in sernua three aspects to PIS (UNISBA, Univ.Al-Ghifari, and UNINUS) indicate their concern about the spiritual and permahaman marketing in third PTSwasta still low; (3) Between the perception of students with spiritual perception about the implementation of marketing management in all three PTs (UNISBA, University of Al-Ghifari, UNINUS) showed "no difference in perception between students with management at all the three PTs on the implementation of marketing on campus respective spiritual respectively ". There is no difference in the perception implies that the perception of students and management of the implementation of spiritual marketing PTs equally in the low category.

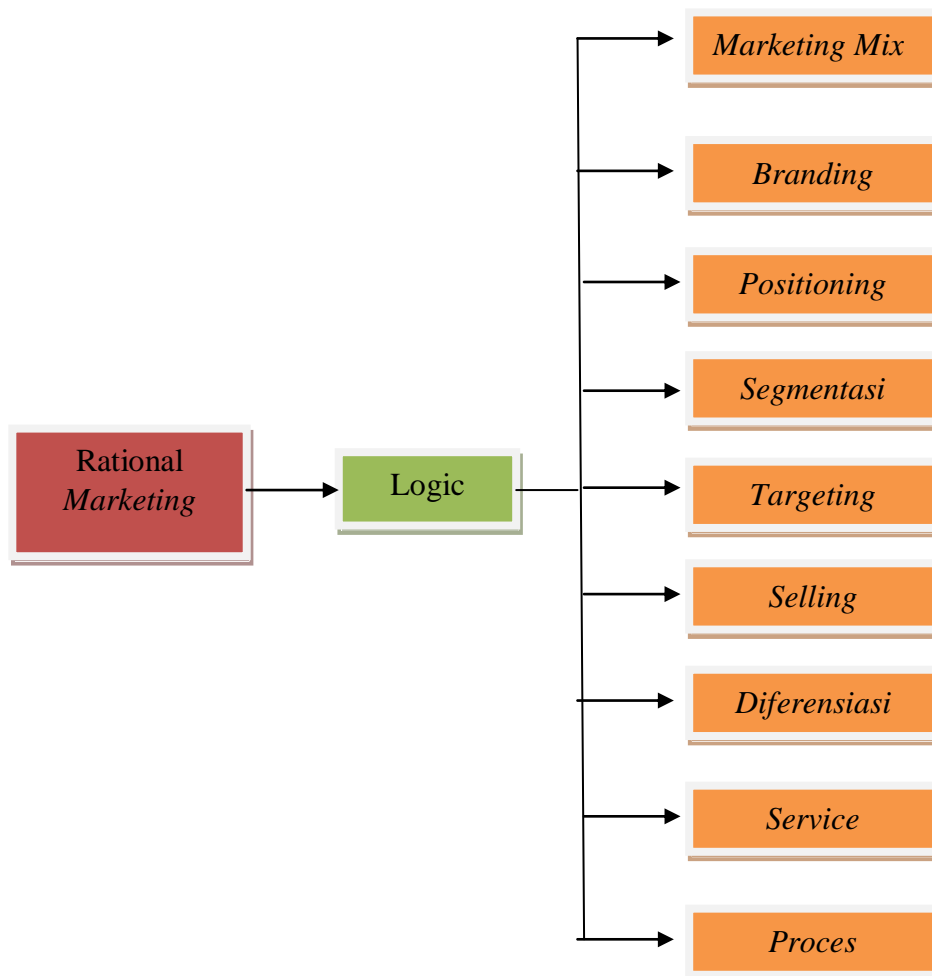
Suri (2014), with the title of the research study "Impact of Spiritual Marketing on Different Segments of Tourists and Their Evaluation of the Site". This study aims to determine the impact of the effect of the spiritual relationship marketing and segments for tourists and evaluation of

their site. Data collection, research design to collect data using descriptive quantitative research with primary and secondary data collection were used to collect data. Primary data was collected through a schedule of spiritual tour during March 2014. There were 200 questionnaires distributed but existing data collected Data collected 130 respondents. In a structured questionnaire with 11 questions along with several sub-questions multiple choice questions to be there. Secondary data collected through the journal, publishes research papers, websites, and the instrument contains. Sampling data collected through convenience sampling method to develop the design of a total sample of 130 respondents were selected from the study. The study was conducted on a weekday in the month when the tourists that looks a little bit. Results of peneliiian is no significant difference in respondents' experience in spiritual destination based on the experience in the tourist places to visit.

## **THEORETICAL BASIS**

### **Rational Marketing**

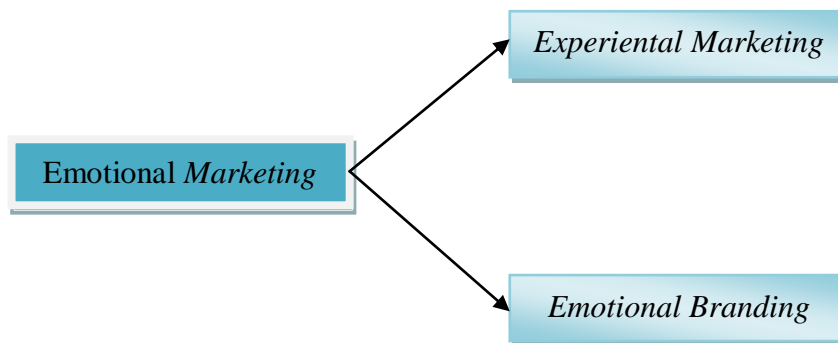
Rational marketing is more often defined as conventional marketing. Usually someone buys based on considerations of logic or ratio. After rationally people willing, interested and buy the products or services offered. At the rational level characterized by the use of tools marketing, such as marketing mix, branding, positioning, segmentation, targeting, selling, defferensiasi, service, and proces (Sula, 2006).



**Figure 1. Rational Marketing Model**

### **Emotional Marketing**

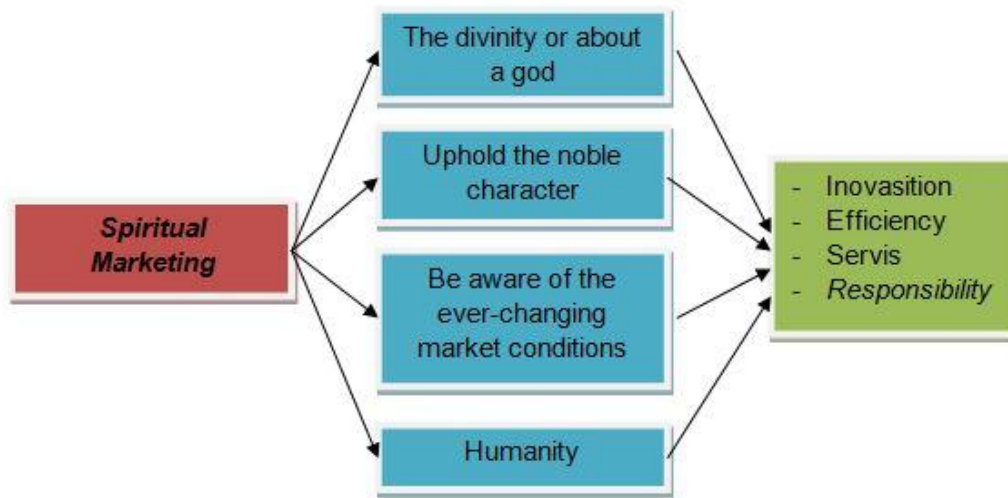
Following the model of existing marketing concepts on an emotional level include emotional experiential marketing and branding. (Kertajaya, 2006). For examples in emotional branding, customer to process a message by word of mouth-related products or services that have been purchased. It has the credibility to believe because this message is based on personal experience. This message is a form is a form of emotional branding the best. Emotional branding itself represents a new paradigm for connecting brands with customers that are expected to create customer satisfaction (Marc Gobe, 2005).



**Figure 2. Emotional Marketing Model**

### **Spiritual Marketing**

In this spiritual level, the marketing has to be addressed as "whisper of conscience" and "vocation" ("calling"). Here the marketing practices returned to the essential functions and run with thick morality. The principles of honesty, empathy, love, and concern for others even become dominant. If at the intellectual level of the language used is the "language of logic" and on an emotional level is the "language of taste", then on the spiritual level used "language of the heart". According to Syafi'i Antonio, spiritual marketing is planned as a fundamental tool for achieving the company's goal to develop a sustainable competitive advantage through which entered the market and marketing programs that are used to reach the target market should be based on four principles or the basic model that the divinity or about a god (rabbaniyah), uphold the noble character (akhlaqiyah), be aware of the ever-changing market conditions (Waqi'ah), and humanity (Sula, 2006).



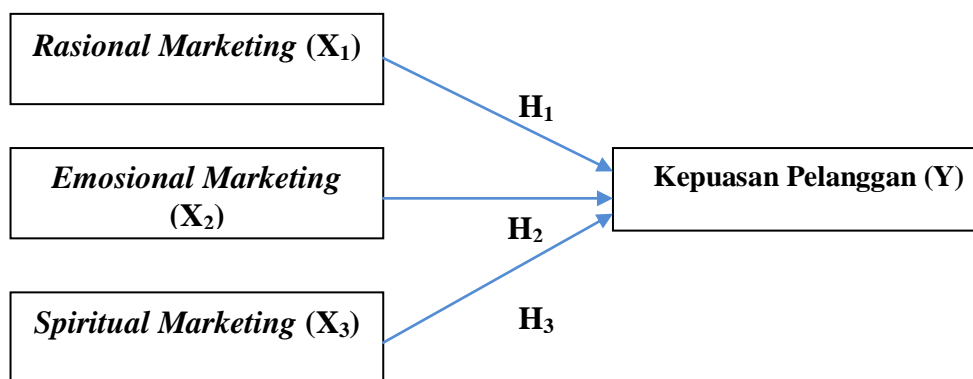
**Figure 3. Spiritual Marketing Model**

**Customer Satisfaction**

Satisfaction is the level of feeling that someone claimed the comparison of the performance of products (services) are accepted and expected. Satisfaction is feeling happy or upset someone who comes after comparing the perception / impression of a product's performance and expectations. Customer satisfaction felt after purchase customer evaluation, where the perception of the performance of alternative products / services are chosen meet or exceed expectations before purchase (Kotler, 2009). A satisfied customer will most likely deliver good experiences to others. Mosahab, et al. (2010) found that customer satisfaction plays a role as a mediator of the impact of service quality on customer loyalty.

**Analysis Model**

Based on the formulation of the problem, and previous studies have described, the analytical model for the study were:



**Figure 4. Analysis Model**

From model analysis can be described that researchers want to find the impact of the effect of the three variables above. I researched the impact of the effect, among others:

1. Impact rational marketing to customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.
2. Impact emotional marketing to customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.
3. Impact spiritual marketing to customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.

### **Research Hypothesis**

Based on the theoretical basis and previous research, the authors have a hypothesis of this study as follows:

1. H<sub>1</sub>: rational marketing positive effect and significant on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.
2. H<sub>2</sub>: emotional marketing positive effect and significant on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.
3. H<sub>3</sub>: spiritual marketing positive effect and significant on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.

## **RESEARCH METHODS**

### **Research Methods**

This type of research that will be used descriptive quantitative research. Analysis is done using a causality test to test the causal relationship between the independent variables, namely the rational marketing, emotional marketing, and spiritual marketing to the dependent variable of customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya.

### **Population and Sample Research**

In this study, researchers used a population of 200 customers from Pijat STIWI "With Spiritual Energy Massage" Surabaya. So that the minimum number of samples to be taken by Slovin formula is (to use a maximum of 10% error bound) 67 Respondents.

### **Methods and Data Collection Procedures**

In this study the authors used quantitative data types that can be measured using a numerical scale.

### **Data Collection Technique**

In this study, the data collection process performed by the author is using questionnaires.

### **Data Analysis Technique**

Data analysis techniques in this study using media software SPSS 20.

## **RESULTS AND DISCUSSION**

### **Validity and reliability**

Test the validity of this research using Pearson correlation test, which is done by using SPSS 20 software media, which is done by calculating the correlation between the score of each of the questions to the total score. The statement said to be valid if the Sig. <0.05. Reliability test in this study using Cronbach Alpha. Said to be reliable if the measurement scale Cronbach Alpha variable value > 0.6 and the condition of the value of Cronbach Alpha if Item Deleted each indicator <Cronbach Alpha value of the variable. So if the data from the research that has been done is valid and reliable.

**Regression**

Coefficient is positive, it means there is a positive relationship between the rational marketing, emotional marketing, and spiritual marketing to customer satisfaction, the higher the coefficient of rational marketing the higher the customer satisfaction.

**Table 1. Regression**

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.307	1.980		2.681	.009
	X <sub>1</sub>	.184	.095	.267	1.940	.057
	X <sub>2</sub>	.210	.084	.302	2.499	.015
	X <sub>3</sub>	.224	.090	.307	2.480	.016

a. Dependent Variabel: Kepuasan Pelanggan

**Simultaneous Test F**

The independent variable Emotional Marketing, Spiritual Marketing simultaneously significant effect on customer satisfaction in Pijat STIWI because the Sig. Is 0.000, less than 5%.

**Tabel 2. Simultaneous Test F**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	301.734	3	100.578	36.323	.000 <sup>a</sup>
Residual	174.445	63	2.769		
Total	476.179	66			

a. Predictors: (Constant), X<sub>3</sub>, X<sub>2</sub>, X<sub>1</sub>  
 b. Dependent Variable: Y

**Partial test (t)**

The independent variable emotional and spiritual marketing marketing partially significant effect on customer satisfaction as the Sig. <0.05. While the independent variable marketing rational partially no significant effect on customer satisfaction as the Sig. > 0.05.

**Tabel 3. Partial test (t)**

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.307	1.980		2.681	.009
	X <sub>1</sub>	.184	.095	.267	1.940	.057
	X <sub>2</sub>	.210	.084	.302	2.499	.015
	X <sub>3</sub>	.224	.090	.307	2.480	.016

a. Dependent Variabel: Kepuasan Pelanggan

**Correlation Coefficient and Coefficient of Determination**



R Square = 63.4% means the variables used in this study is able to provide information or to represent the research goal of 63.4%. This figure is good enough. Where the remaining balance of 36.6% can be explained by other variables outside the research.

**Table 4. Correlation Coefficient and Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 <sup>a</sup>	.634	.616	1.66402

a. Predictors: (Constant), X<sub>3</sub>, X<sub>1</sub>, X<sub>2</sub>

**Classical Assumption Test - Test Normality**

Based on the output (Asymp .Sig (2tailed)) unknown significance value of 0166 which is greater than 0.05. So that residual tested normal distribution.

**Table 5. Classical Assumption Test - Test Normality**

		Unstandardized Residual
N		67
Normal Parameters <sup>a, b</sup>	Mean	1.6902
	Std. Deviation	1.32649
Most Extreme Differences	Absolute	.136
	Positive	.136
	Negative	-.108
Kolmogorof-Smirnov Z		1.115
Asmp. Sig. (2-tailed)		.166

a. Test distribution in Normal  
 b. Calculated from data

**Classical Assumption Test - Test Multicollinearity**

All independent variables has its VIF values <10. So based on these test results, it can be concluded there is no multicollinearity (correlations between independent variables) between variables in the regression models of this study.

**Table 6. Classical Assumption Test - Test Multicollinearity**

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.499	2.535		2.563	.013		
X <sub>1</sub>	.227	.092	.321	2.470	.016	.331	3.017
X <sub>2</sub>	.140	.081	.197	1.723	.090	.428	2.334
X <sub>3</sub>	.259	.076	.381	3.433	.001	.452	2.212

**Classical Assumption Test - Test heterokedastisitas**

The independent variable rational marketing, emotional marketing, and marketing spiritual value Sig. ≥ 0.05 then do not occur heteroscedasticity in the regression model.

**Tabel 7. Classical Assumption Test - Test Multicollinearity**

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.111	1.605		.692	.491
X <sub>1</sub>	.036	.077	.106	.468	.641
X <sub>2</sub>	.031	.068	.090	.452	.653
X <sub>3</sub>	-.049	.073	-.135	-.667	.507

**Classical Assumption Test - Test Autocorrelation**

Durbin Watson value obtained from the calculation = 2,064. subsequently matched with the above requirements with the help of tables Durbin Watson. To read the table durbin-watson first need to know the following: N = 67, K (Total Var) = 4, Significance = 5% or 0:05. On the table is known dL (lower limit) = 1.5122 and dU (upper limit) = 1.6988. Then the data is not experiencing Terms autocorrelation is  $dU < DW < (4 - dU) = 1,698 < 2,064 < 2,312$ . So that the data can be concluded that there is no correlation between residual or multiple linear regression equation in this study are free of autocorrelation.

**Tabel 8. Classical Assumption Test - Test Autocorrelation**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 <sup>a</sup>	.654	.637	1.58366	2.064

a. Predictors: (Constant), Rasional, Emosional, Spiritual

b. Dependent Variabel: Kepuasan Pelanggan

Sumber: Lampiran G: G-3 (2015)

**Classical Assumption Test - Test Linearity**

Linearity test is performed to determine whether the relationship between independent variables and the dependent variable linear or not. If sig. of linierty <0.05 then there is a linear relationship.

**Tabel 9. Classical Assumption Test - Test Linearity**

			Sum of Square	df	Mean Square	F	Sig.
Y_Kepuasan Pelanggan* X1_RASIONAL	Between Groups	(Combined)	334.311	11	30.392	11.782	.000
		Linearity	255.991	1	255.991	99.243	.000
		Deviation from Linearity	78.320	10	7.832	3.036	.004
	Within Groups	141.968	55	2.579			
Total			476.179	66			

			Sum of Square	df	Mean Square	F	Sig.
Y_Kepuasan Pelanggan* X2_EMOSIONAL	Between Groups	(Combined)	332.543	12	28.545	11.535	.000
		Linearity	244.315	1	244.315	98.724	.000
		Deviation from Linearity	98.228	11	6.930	3.608	.001
	Within Groups	133.636	54	2.475			
Total			476.179	66			

			Sum of Square	df	Mean Square	F	Sig.
Y_Kepuasan Pelanggan* X1_SPIRITUAL	Between Groups	(Combined)	329.725	12	27.477	10.131	.000
		Linearity	247.650	1	247.650	91.312	.000
		Deviation from Linearity	82.075	11	7.461	2.751	.007
	Within Groups	146.454	54	2.712			
Total			478.179	66			

**CONCLUSION**

Based on the results of research and statistical analysis has been done on the effect of variables rational marketing, emotional marketing, and spiritual marketing to customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya, it can be concluded the results of this study as follows:

1. Rational marketing has a positive effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya but not significant. This being the case, it can be concluded when developed the rational marketing of customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya will increase, and otherwise.
2. Emotional marketing has a significant positive effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya. This being the case, it can be concluded when the emotional marketing is developed, customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya will increase, and otherwise.
3. Spiritual Marketing has a significant positive effect on customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya. This being the case, it can be concluded if the developed spiritual marketing of customer satisfaction in Pijat STIWI "With Spiritual Energy Massage" Surabaya will increase, and otherwise.

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