

DAFTAR PUSTAKA

- 'Oraedu, C. 'Ozalla, I. "Enugu", 'and, N. (2021). How relationship value and quality motivate positive word-of-mouth behaviour. *International Journal of Quality & Reliability Management*, 38, 249–272.
- Aboulnasr, K., & Tran, G. A. (2020). Is love really blind? The effect of emotional brand attachment on the perceived risk of really new products. *Journal of Product and Brand Management*, 29(1), 81–96. <https://doi.org/10.1108/JPBM-09-2018-2005>
- Al-wugayan, A. A. A. (2019). *Relationship versus customer experience quality as determinants of relationship quality and relational outcomes for Kuwaiti retail banks*. <https://doi.org/10.1108/IJBM-09-2018-0251>
- Alomari, M. K. (2021). M-government trust framework: deployment of an empirical study amongst Jordanian youth. *Transforming Government: People, Process and Policy*. <https://doi.org/10.1108/TG-04-2020-0062>
- An, J., Ngo, L. V., Chylinski, M., & Tran, Q. (2019). Customer advocates with a generous heart. *Journal of Services Marketing*, 33(2), 192–205. <https://doi.org/10.1108/JSM-04-2018-0120>
- Anaya-sánchez, R., Molinillo, S., Aguilar-illescas, R., Liébana-cabanillas, F., Anaya-sa, R., & Molinillo, S. (2019). *Improving travellers ' trust in restaurant review sites*. 74(4), 830–840. <https://doi.org/10.1108/TR-02-2019-0065>
- Badenhorst-Weiss, J. A., & Tolmay, A. S. (2016). Relationship value, trust and supplier retention in South African automotive supply chains. *Journal of Applied Business Research*, 32(5), 1329–1340. <https://doi.org/10.19030/jabr.v32i5.9762>
- Boger, C. A., Kwon, J., & Ritter, M. (2019). Beer style subcategories: persuading consumers to become loyal. *International Journal of Contemporary Hospitality Management*, 31(5), 2169–2186. <https://doi.org/10.1108/IJCHM-04-2018-0276>
- Cerdasco.com. (2021, August 28). Nilai Pelanggan: Definisi, Pentingnya, Contoh. *BISNIS DAN STRATEGI*. <https://cerdasco.com/nilai-pelanggan/>
- Consiglio, I., De Angelis, M., & Costabile, M. (2018). The effect of social density on word of mouth. *Journal of Consumer Research*, 45(3), 511–528. <https://doi.org/10.1093/jcr/ucy009>

- Cui, Y. Y., & Coenen, C. (2016). Relationship value in outsourced FM services – value dimensions and drivers. *Facilities*, 34(1–2), 43–68. <https://doi.org/10.1108/F-01-2014-0011>
- Curras-Perez, R., & Sanchez-Garcia, I. (2016). Antecedents and Consequences of Consumer Commitment in Traditional and Low-Cost Airlines. *Journal of Travel and Tourism Marketing*, 33(6), 899–911. <https://doi.org/10.1080/10548408.2015.1075458>
- DAM, T. C. (2020). The Effect of Brand Image, Brand Love on Brand Commitment and Positive Word-of-Mouth. *The Journal of Asian Finance, Economics and Business*, 7(11), 449–457. <https://doi.org/10.13106/jafeb.2020.vol7.no11.449>
- Dandis, A. O., Jarrad, A. A., Joudeh, J. M. M., Mukattash, I. L., & Hassouneh, A. G. (2021). The effect of multidimensional service quality on word of mouth in university on-campus healthcare centers. *TQM Journal*. <https://doi.org/10.1108/TQM-12-2020-0295>
- Detik., T. (2021, January 28). Indonesia Pasar Layanan Pesan-Antar Makanan Nomor 1 di ASEAN. *Berita Ekonomi Bisnis*. <https://finance.detik.com/berita-ekonomi-bisnis/d-5352796/indonesia-pasar-layanan-pesan-antar-makanan-nomor-1-di-asean>
- Dewi, N., & Warmika, I. (2017). Pengaruh Internet Marketing, Brand Awareness, Dan Wom Communication Terhadap Keputusan Pembelian Produk Spa Bali Alus. *E-Jurnal Manajemen Universitas Udayana*, 6(10), 243453.
- Dosen Pendidikan. (2021, November 9). Restoran adalah. *Dosen Pendidikan*. <https://www.dosenpendidikan.co.id/jenis-jenis-restoran/>
- Fatihudin, D; Firmansyah, M. A. (2019). *PEMASARAN JASA ; Strategi Mengukur Kepuasan dan Loyalitas Pelanggan*.
- Fatima, J. K., Mascio, R. Di, Quazi, A., & Johns, R. (2020). The dynamic role of rapport on satisfaction–commitment relationship: Testing alternative models. *International Journal of Bank Marketing*, 38(4), 917–932. <https://doi.org/10.1108/IJBM-01-2020-0005>
- Fatima, J. K., Razzaque, M. A., & Di Mascio, R. (2016). Modelling satisfaction–commitment relationship in developing country context. *International Journal of Quality and Reliability Management*, 33(7), 985–1001. <https://doi.org/10.1108/IJQRM-01-2014-0013>
- Fitria. (2013). Definisi Rumah Makan. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Geng, R., Sun, R., Li, J., Guo, F., Wang, W., & Sun, G. (2021). The impact of firm innovativeness on consumer trust in the sharing economy: a moderated

- mediation model. *Asia Pacific Journal of Marketing and Logistics*, 71702095. <https://doi.org/10.1108/APJML-10-2020-0748>
- Gidaković, P., & Zabkar, V. (2021). How industry and occupational stereotypes shape consumers' trust, value and loyalty judgments concerning service brands. *Journal of Service Management*, 32(6), 92–113. <https://doi.org/10.1108/JOSM-12-2020-0447>
- Gogoi, B. J. (2021). Influence of Service Quality and Trust in spreading positive WOM and increasing Loyalty of a Tourist Location. *Academy of Marketing Studies Journal*, 25(2), 1–14. <https://search.proquest.com/openview/3874aad4d31ccc5431f122d79c9a04b1/1?pq-origsite=gscholar&cbl=38744>
- Hardani, Ustiaty, J. A. H. (2017). *Buku Metode Penelitian Kualitatif dan Kuantitatif* (Issue April).
- Harris, P., & Khatami, N. A. (2015). *Antecedents of word of mouth behaviour among female grocery shoppers in Iran*. <https://doi.org/10.1108/JIMA-02-2015-0014>
- Huo, C., Hameed, J., Sadiq, M. W., Albasher, G., & Alqahtani, W. (2021). Tourism, environment and hotel management: an innovative perspective to address modern trends in contemporary tourism management. *Business Process Management Journal*, 27(7), 2161–2180. <https://doi.org/10.1108/BPMJ-12-2020-0543>
- Izquierdo-Yusta, A., Gómez-Cantó, C. M., Pelegrin-Borondo, J., & Martínez-Ruiz, M. P. (2019). Consumers' behaviour in fast-food restaurants: a food value perspective from Spain. *British Food Journal*, 121(2), 386–399. <https://doi.org/10.1108/BFJ-01-2018-0059>
- Jain, N. K., Kamboj, S., Kumar, V., & Rahman, Z. (2018). Examining consumer-brand relationships on social media platforms. *Marketing Intelligence and Planning*, 36(1), 63–78. <https://doi.org/10.1108/MIP-05-2017-0088>
- Jalilvand, M. R. (2017). *Factors influencing word of mouth behaviour in the restaurant industry*. 35(1), 81–110. <https://doi.org/10.1108/MIP-02-2016-0024>
- Jayani, D. H. (2019, September 19). 10 Alasan Membeli Makanan Secara Online. *Nielsen*. <https://databoks.katadata.co.id/datapublish/2019/09/19/10-alasan-membeli-makanan-secara-online>
- Joesyiana, K. (2018). Pengaruh Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee Di Pekabaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan

- dan Ilmu Pendidikan Universitas Islam Riau). *Jurnal Valuta*, Vol. 4(1), 71–85.
- Jr, J. F. H., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Kadek, N., & Sukarsih, O. (2021). *Pengaruh Kualitas Pelayanan , Harga , Lokasi Dan Promosi*. 1(3), 861–872.
- Kalinić, Z., Marinković, V., Djordjevic, A., & Liebana-Cabanillas, F. (2020). What drives customer satisfaction and word of mouth in mobile commerce services? A UTAUT2-based analytical approach. *Journal of Enterprise Information Management*, 33(1), 71–94. <https://doi.org/10.1108/JEIM-05-2019-0136>
- Kaur, P., Dhir, A., Ray, A., Bala, P. K., & Khalil, A. (2021). Innovation resistance theory perspective on the use of food delivery applications. *Journal of Enterprise Information Management*, 34(6), 1746–1768. <https://doi.org/10.1108/JEIM-03-2020-0091>
- Keiningham, T. L., Rust, R. T., Lariviere, B., Aksoy, L., & Williams, L. (2018). A roadmap for driving customer word-of-mouth. *Journal of Service Management*, 29(1), 2–38. <https://doi.org/10.1108/JOSM-03-2017-0077>
- Kumparan. (2020, February 25). Pedasnya Sampai ke Ubun-ubun, Ini 7 Tempat Makan dengan Sambal yang Mantap. *FOOD & TRAVEL*. <https://kumparan.com/kumparanfood/pedasnya-sampai-ke-ubun-ubun-ini-7-tempat-makan-dengan-sambal-yang-mantap-1su3qpun4bn/full>
- Leppäniemi, M., Jayawardhena, C., Karjaluoto, H., & Harness, D. (2017). Unlocking behaviors of long-term service consumers: the role of action inertia. *Journal of Service Theory and Practice*, 27(1), 270–291. <https://doi.org/10.1108/JSTP-06-2015-0127>
- Leung, W. K. S., Shi, S., & Chow, W. S. (2020). Impacts of user interactions on trust development in C2C social commerce: The central role of reciprocity. *Internet Research*, 30(1), 335–356. <https://doi.org/10.1108/INTR-09-2018-0413>
- Li, C. H., & Chang, C. M. (2016). The influence of trust and perceived playfulness on the relationship commitment of hospitality online social network-moderating effects of gender. *International Journal of Contemporary Hospitality Management*, 28(5), 924–944. <https://doi.org/10.1108/IJCHM-05-2014-0227>
- Made Febri Purnama Sari, D., & Gede Sri Dwiya, K. (2018). Strategi Digital

- Marketing, Word of Mouth (Wom), Service Quality Terhadap Keputusan Pemakaian Jasa Go-Jek. *Journal Ilmiah Manajemen & Bisnis*, 3(2), 188–198.
- Maria, A., & Figueiredo, B. De. (2018). *Communication relational outcomes in the insurance industry*. <https://doi.org/10.1108/APJML-10-2017-0235>
- Maulana, A. (2020, September 28). Fadly Rahman, M.A., “Kita Bisa Belajar Sejarah dari Makanan.” *Kantor Komunikasi Publik*. <https://www.unpad.ac.id/profil/fadly-rahman-m-a-kita-bisa-belajar-sejarah-dari-makanan/>
- Mazzarol, T., Soutar, G., & Mamouni Limnios, E. (2019). Member loyalty and WOM in co-operative and mutual enterprises. *Journal of Services Marketing*, 33(3), 303–315. <https://doi.org/10.1108/JSM-07-2018-0195>
- Mohd Isa, S., Lim, G. S. S., & Chin, P. N. (2019). Patients’ intent to revisit with trust as the mediating role: lessons from Penang Malaysia. *International Journal of Pharmaceutical and Healthcare Marketing*, 13(2), 140–159. <https://doi.org/10.1108/IJPHM-10-2017-0056>
- Muhammad, S. (2020). *An integrated model of brand experience and brand love for halal brands: survey of halal fast food consumers in Malaysia*. <https://doi.org/10.1108/JIMA-11-2019-0236>
- Nguyen, N. T. H., Kim-Duc, N., & Freiburghaus, T. L. (2021). Effect of digital banking-related customer experience on banks’ financial performance during Covid-19: a perspective from Vietnam. *Journal of Asia Business Studies*. <https://doi.org/10.1108/JABS-09-2020-0366>
- Oraedu, C. (2021). How relationship value and quality motivate positive word-of-mouth behaviour: Expressing the rules of reasoning in the Nigerian telecom market. *International Journal of Quality and Reliability Management*, 38(1), 249–272. <https://doi.org/10.1108/IJQRM-07-2018-0188>
- Philip Kotler, K. L. K. (2016). Marketing management. In *Soldering & Surface Mount Technology* (Vol. 13, Issue 3). <https://doi.org/10.1108/ssmt.2001.21913cab.040>
- Prasetya, P., & Najib, et al. (2019). Conceptualization and Measurement of Relationship Value: Principal-Retailer Context. *Jurnal Aplikasi Manajemen*, 17(2), 261–274. <https://doi.org/10.21776/ub.jam.2019.017.02.09>
- Purnasari, H., & Yuliando, H. (2015). How Relationship Quality on Customer Commitment Influences Positive e-WOM. *Agriculture and Agricultural Science Procedia*, 3, 149–153. <https://doi.org/10.1016/j.aaspro.2015.01.029>
- Rahayu, B. (2016). *How China sees America*. <https://doi.org/10.1017/CBO9781107415324.004>

- Rahman, M. K., Rana, M. S., Ismail, M. N., Muhammad, M. Z., Hoque, M. N., & Jalil, M. A. (2021). Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith. *International Journal of Tourism Cities*, July. <https://doi.org/10.1108/IJTC-12-2019-0207>
- Rather, A. R. (2018). Exploring customers' attitudes towards the hospitality brands in India: A social identity perspective. *The Branding of Tourist Destinations: Theoretical and Empirical Insights*, 207–231. <https://doi.org/10.1108/978-1-78769-373-920181012>
- Rezaei Sajad. (2017). 기사 (Article) 와 안내문 (Information) [. In *The Eletronic Library* (Vol. 34, Issue 1).
- Rosdiana, R., Haris, I. A., & Suwena, K. R. (2019). Pengaruh Kepercayaan Konsumen Terhadap Minat Beli Produk Pakaian Secara Online. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 318. <https://doi.org/10.23887/jjpe.v11i1.20164>
- Samiee, S., Chabowski, B. R., & Hult, G. T. M. (2015). International relationship marketing: Intellectual foundations and avenues for further research. *Journal of International Marketing*, 23(4), 1–21. <https://doi.org/10.1509/jim.15.0027>
- San-Martín, S., Prodanova, J., & López Catalán, B. (2016). What makes services customers say “buy it with a mobile phone”? *Journal of Services Marketing*, 30(6), 601–614. <https://doi.org/10.1108/JSM-02-2015-0081>
- Saputra, D. (2021). PENGARUH CITRA MEREK, WORD OF MOUTH, KUALITAS PRODUK, HARGA DAN PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN EIGER CABANG MANYAR SURABAYA Mashariono Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA). *Jurnal Ilmu Dan Riset Manajemen*.
- Skarmeas, D., Zeriti, A., & Baltas, G. (2016). Relationship value: Drivers and outcomes in international marketing channels. *Journal of International Marketing*, 24(1), 22–40. <https://doi.org/10.1509/jim.15.0065>
- Sun, P.-C. (2014). an Empirical Study of B2B Relationship Value – Offering Type As a Moderator. *Journal of Business Studies Quarterly*, 6(1).
- Sundermann, L. M. (2018). Share experiences: receiving word of mouth and its effect on relationships with donors. *Journal of Services Marketing*, 32(3), 322–333. <https://doi.org/10.1108/JSM-08-2016-0319>
- Suprpto, R., & Maya Susanti. (2016). Pengaruh Pengetahuan Produk dan Kepercayaan terhadap Sikap Loyalitas Peserta BPJS Kesehatan Daerah Istimewa Yogyakarta. *Bisnis Dan Manajemen*, 02(01), 64–80.

- Tanskanen, K., & Aminoff, A. (2015). Buyer and supplier attractiveness in a strategic relationship - a dyadic multiple-case study. *Industrial Marketing Management*, *50*, 128–141. <https://doi.org/10.1016/j.indmarman.2015.04.011>
- Tjiptono, F. 2016. (2016). 濟無No Title No Title No Title. In *andi* (Issue April).
- Tolmay, A. S., & Venter, P. (2017). Relationship value antecedents in the South African automotive component supply chain. *Acta Commercii*, *17*(1), 1–8. <https://doi.org/10.4102/ac.v17i1.450>
- Uлага, W., & Eggert, A. (2006). Relationship value and relationship quality: Broadening the nomological network of business-to-business relationships. *European Journal of Marketing*, *40*(3–4), 311–327. <https://doi.org/10.1108/03090560610648075>
- van Tonder, E., Petzer, D. J., van Vuuren, N., & De Beer, L. T. (2018). Perceived value, relationship quality and positive WOM intention in banking. *International Journal of Bank Marketing*, *36*(7), 1347–1366. <https://doi.org/10.1108/IJBM-08-2017-0171>
- WaroengSS. (2021). *Waroeng Spesial Sambal SS*. <https://www.waroengss.com/homepage>
- Wilson, D. T., & Jantrania, S. (1994). Understanding the Value of a Relationship. *Asia-Australia Marketing Journal*, *2*(1), 55–66. [https://doi.org/10.1016/s1320-1646\(94\)70278-1](https://doi.org/10.1016/s1320-1646(94)70278-1)
- Yoong, L. C., Lian, S. B., & Subramaniam, M. (2017). Relationship Value and Relationship Quality: An Exploration of Its Antecedents on Customer Loyalty. *Asian Social Science*, *13*(12), 51. <https://doi.org/10.5539/ass.v13n12p51>
- Youtube. (2021). *No Title*. Vertizone TV. <https://www.youtube.com/watch?v=GgpEcAwnyUY>
- Yu, X., Roy, S. K., Quazi, A., Nguyen, B., & Han, Y. (2017). Internet entrepreneurship and “the sharing of information” in an Internet-of-Things context: The role of interactivity, stickiness, e-satisfaction and word-of-mouth in online SMEs’ websites. *Internet Research*, *27*(1), 74–96. <https://doi.org/10.1108/IntR-02-2015-0060>
- Yulia, farida, Lamsah, & Periyadi. (2019). Manajemen Pemasaran. In *Book* (p. 79).
- Zhang, L., & Hua, N. (2019). *Error management in service security breaches*. *7*(May), 783–797. <https://doi.org/10.1108/JSM-04-2018-0114>