

DAFTAR PUSTAKA

- Aaker, D.A. (1991), *Managing Brand Equity*, Free Press, New York, NY.
- Andriani, F., Lukiana, M., Kasim, K. T. (2018). Pengaruh Kualitas Produk, Harga dan Citra Merek Terhadap Kepuasan Pelanggan Pengguna Handphone Samsung (Studi Kasus Lumajang Kota). *Progress Conference*, 1(1), 230-236.
- Anisimova, T., Weiss, F., & Mavondo, F. (2019). The influence of corporate brand perceptions on consumer satisfaction and loyalty via controlled and uncontrolled communications: a multiple mediation analysis. *Journal of Consumer Marketing*, 36(1), 33–49
- Borishade, T. T., Ogunnaike, O. O., Salau, O., Motilewa, B. D., & Dirisu, j. I. (2021). Assessing the relationship among service quality, student satisfaction and loyalty: the NIGERIAN higher education experience. *Heliyon*, 7, 1-8.
- Anjana. (2018). A study on factors influencing cosmetic buying behavior of consumer. *international journal of pure and applied mathematics*, 118(9), 453-459.
- Brown, T. J., Barry, T., Dacin, P., & Gunst, R. F. (2005). Spreading the word: investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the Academy of Marketing Science*, 33(2), 123-138.
- Caruana, A. (2002). Service loyalty: the effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-830.
- Chandrashekar, M., Rotte, K., Tax, S .S., & Grewal, R. (2007). Satisfaction Strength and Customer Loyalty. *Journal of Marketing Research*, 44(1), 1-24.
- Chen, Y. S. (2010). The drivers of green brand equity: green brand image, green satisfaction and green trust. *Journal of Business Ethics*, 93(2), 307-319.
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Nunez-Barriopedro, E. (2022). The role of consumer happiness in brand loyalty: a model of the satisfaction and brand image in fashion. *Corporate Governance*, 22(3), 458-473.
- Denisa, E. A., & Santoso, S. B. (2016). Analisis Pengaruh Kualitas Produk, Kualitas Layanan, dan Citra Merek terhadap Loyalitas Pelanggan melalui Kepuasan

Pelanggan sebagai Variabel Intervening (Studi pada Klinik Kecantikan Cosmedic Semarang). *Diponegoro Journal Of Management*, 5(3), 1-13.

Dobni, D., & Zinkhan, G.M. (1990). In search of brand image: a foundation analysis. *Advances in Consumer Research*, 17(1), 110-119.

Elsäßer, M., & Wirtz, B. W. (2017). Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting. *Journal of Business & Industrial Marketing*, 32(1), 138-152.

Espinosa, F. A., Ortinau, D. F., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product & Brand Management*, 27(6), 599–614.

Garvin, D. A. (1987). Competing on the Eight Dimensions of Quality. *Harvard Business Review*, Nov.–Dec.

Ganesh, J., Arnold, M. J., & Reynolds, K., (2000). Understanding the Customer Base of Service Providers: An Examination of the Differences Between Switchers and Stayers. *Journal of Marketing*, 64(3), 65-87.

Geyskens, I., Steenkamp, J., & Kumar, N., (1999). A meta-analysis of satisfaction in marketing channel relationships. *Journal of Marketing Research*, 36(2), 223-238.

Gong, T. and Yi, Y. (2018). The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries. *Psychology & Marketing*, 35(6), 427-442.

Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality Management*, 11(4-6), 509-514.

Hair, J. F., Black, W. C., & Babin, B. J., (2010). *Multivariate Data Analysis*. Seven Edition. Upper Saddle River, NJ: Prentice-Hall International, Inc.

Helm, S. (2007). The Role of Corporate Reputation in Determining Investor Satisfaction and Loyalty. *Corporate Reputation Review*, 10(1), 22–37.

Hoe, L. C., & Manshori, S., (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 3(1), 20-35.

Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty and profitability: An empirical study. *International Journal of Service Industry Management*, 7(4), 27-42.

- Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar, S. M. S. (2011). Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty. *International Journal of Humanities and Social Science*, 1(7), 253-260.
- Jones, M. A., Beatty, S. E., & Mothersbaugh, D. V. (2000). Switching barriers and repurchase intentions in services. *Journal of Retailing*, 76(2), 259-274.
- Kato, T. (2021). Factors of loyalty across corporate brand images, products, dealers, sales staff, and after-sales, services in the automotive industry. *Procedia Computer Science*, 192, 1411–1421.
- Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 6(1), 1-16.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*, 15th Edition, Pearson Education, Inc.
- Kotler, P., & Armstrong, G. (2017). *Principles Of Marketing*, 17th Edition, New Jersey: Prentice-Hall Published.
- Liu, C. T., Guo, Y. M. & Lee, C. H. (2011). The effects of relationship quality and switching barrier on customer loyalty. *International Journal of Information Management*, 31(1), 71-79.
- Miremadi, A., Babakhani, N., Yousefian, M., & Fotoohi, H. (2011). Importance of the Corporate Reputation in B2B Context in Iran: An Empirical Study. *International Journal of Marketing Studies*, 3(4), 146-157.
- Nawi, N. B. C., Al Mamun, A., Nasir, N. A. M., Abdullah, A., & Mustapha, W. N. W. (2019). Brand image and consumer satisfaction towards Islamic travel packages A study on tourism entrepreneurship in Malaysia. *Asia Pacific Journal of Innovation and Entrepreneurship*, 13(2), 188-202.
- Nikhashemi, S. R., Valaei, N., & Tarofder, A. K. (2017). Does brand personality and perceived product quality play a major role in mobile phone consumer's switching behaviour?. *Global Business Review*, 18(3), 108-127.
- Padgett, D., & Allen, D. (1997). Communicating experiences: a narrative approach to creating service brand image. *Journal of Advertising*, 26(4), 49-62.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Plumeyer, A., Kottemann, P., B€oger, D., & Decker, R. (2019). Measuring brand image: a systematic review, practical guidance, and future research directions. *Review Management Science*, 13, 227-265.

- Prastiwi, E. S., & Rivai, A. R. (2022). Pengaruh Kualitas Produk, Citra Merek, dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan. *SEIKO : Journal of Management & Business*, 5(1), 244-256.
- Oliver, R. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Routledge, New York, NY.
- Rauyruen, P., & Miller, K. E. (2007). Relationship quality as a predictor of B2B customer loyalty. *Journal of Business Research*, 60(1), 21-31.
- Sadeghi, A., Ghujali, T., & Bastam, H. (2018). The Effect of Organisational Reputation On E-Loyalty: The Roles Of E-Trust And E-Satisfaction. *ASEAN Marketing Journal*, X(1), 1-16.
- Sari, D. A. T., & Giantari, I. G. A. K. (2020). Role of Consumer Satisfaction in Mediating Effect of Product Quality on Repurchase Intention. *International Research Journal of Management, IT & Social Sciences*, 7(1), 217-226.
- Schindler, P. S., (2019). *Business Research Methods*. Thirteenth Edition. New York: McGrawHill/Irwin.
- Setyowati, E., & Wiyadi. (2016). Pengaruh Kualitas Pelayanan, Harga, Dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Pemeditasi. *Jurnal Ekonomi Manajemen Sumber Daya*, 18(2), 102-112.
- Severi, E., Ling, K., 2013. The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Soc. Sci*, 9(3), 125.
- Shin, H. H., & Jeong, M., (2021). Redefining luxury service with technology implementation: the impact of technology on guest satisfaction and loyalty in a luxury hotel. *International Journal of Contemporary Hospitality Management*, 34(4), 1491-1514.
- Sitanggang, J. M., Sinulangga, S., & Fachruddin, K. A. (2019). Analysis of The Effect Of Product Quality on Customer Satisfaction And Customer Loyalty of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal of Business Management (AIJBM)*, 2(3), 26-37.
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50-59.
- Sugiyono. (2017). *Metode Penelitian*. Bandung: Alfabeta.

- Sukmawati, R. (2017). Pengaruh Kualitas Produk, Harga, Dan Pelayanan Terhadap Kepuasan Konsumen Garden Cafe Koperasi Mahasiswa Universitas Negeri Yogyakarta. Skripsi Fakultas Ekonomi, Universitas Negeri Yogyakarta.
- Susanti, N., & Jasmani. (2019). The Influence of Product Quality and Service Quality on Customer Satisfaction at Mitra 10 in Depok. *Jurnal Office: Jurnal Pemikiran Ilmiah dan Pendidikan Administrasi Perkantoran*, 5(2), 75-84.
- Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: a meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science*, 29(1), 16-35.
- Tegambwage, A. G., & Kasoga, P. S. (2022). Antecedents of customer loyalty in Islamic banking: evidence from Tanzania. *Journal of Islamic Accounting and Business Research*, 13(4), 701-713.
- Tse, D., & Wilton, P. (1988). Models of consumer satisfaction formation: an extension. *J. Mark. Res.* 204–212.
- Widdodo, R. C. (2018). Pengaruh kualitas produk dan brand image terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening (pada pengguna smartphone Samsung di FEB Universitas Islam Malang). Tesis Fakultas Ekonomi, Universitas Islam Malang.
- Xhema, J., Metin, H., & Groumpos, P. (2018). Switching-Costs, corporate image and product quality effect on customer loyalty: Cosovo Retail Market. *IFAC Papers Online*, 51(30), 287-292.
- Yoo, J., & Park, M. (2016). The effects of e-mass customization on consumer perceived value, satisfaction, and loyalty toward luxury brands. *Journal of Business Research*, 69, 5775-5784.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (1996). *Services marketing*. New York, NY: McGraw Hill.
- Zeithaml, V.A. (1988). Consumer perception of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zhang, Y. (2015). The impact of brand image on consumer behavior: a literature review. *Open J. Bus. Manag.* 3(1), 58-62.