

DAFTAR PUSTAKA

- Abdul, M. (2016). *Relationship Marketing, Brand Image, Consumer Loyalty. Skripsi UIN Syarif Hidayatullah Jakarta*, 3(2), 1–98. <https://www.infodesign.org.br/infodesign/article/view/355%0Ahttp://www.abergo.org.br/revista/index.php/ae/article/view/731%0Ahttp://www.abergo.org.br/revista/index.php/ae/article/view/269%0Ahttp://www.abergo.org.br/revista/index.php/ae/article/view/106>
- Abedian, M., Amindoust, A., Maddahi, R., & Jouzdani, J. (2022). A game theory approach to selecting marketing-mix strategies. *Journal of Advances in Management Research*, 19(1), 139–158. <https://doi.org/10.1108/JAMR-10-2020-0264>
- Atmaja, P. D., & Yulianthini, N. N. (2021). Pengaruh Relationship Marketing dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Indihome pada PT. Telkom Datel Singaraja. *Prospek: Jurnal Manajemen Dan Bisnis*, 2(2), 258. <https://doi.org/10.23887/pjmb.v2i2.28826>
- Dwi, O. E., Nim, K., & Manajemen, J. (2015). *PENGARUH RELATIONSHIP MARKETING DAN KUALITAS PRODUK TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN KONSUMEN (Studi Kasus Pada Konsumen Katering Anggrek Semarang) SKRIPSI Untuk Memperoleh Gelar Sarjana Ekonomi Pada Universitas Negeri Semarang*.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(July 2018), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Generasi, S., & Masyarakat, J. (2021). *Pemasaran dan Branding. 1*.
- Gilboa, S., Seger-Guttmann, T., & Mimran, O. (2019). The unique role of relationship marketing in small businesses' customer experience. *Journal of Retailing and Consumer Services*, 51(June), 152–164. <https://doi.org/10.1016/j.jretconser.2019.06.004>
- Haeruddin, M. I. W., & Haeruddin, M. I. M. (2020). The Effect of Customer Satisfaction on Customer Loyalty in Kartu As Products in Makassar City. *Jurnal Ad'ministrare*, 7(2), 227. <https://doi.org/10.26858/ja.v7i2.15443>
- Hanifa, O., Kurniawati, T., & Rahmidani, R. (2019). Pengaruh Harga Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Go-Jek Dengan Kepuasan Pelanggan Sebagai Variabel Mediasipada Mahasiswa Universitas Negeri Padang. *Jurnal Ecogen*, 1(4), 794. <https://doi.org/10.24036/jmpe.v1i4.5658>
- Hutomo, A., Marditama, T., Limakrisna, N., Sentosa, I., Lee, J., & Yew, K.

- (2020). *Green Human Resource Management, Customer Environmental Collaboration and the Enablers of Green Employee Empowerment: Enhancing an Environmental Performance*. 1(2), 358–372. <https://doi.org/10.38035/DIJEFA>
- Iriyanti, E., Qomariah, N., & Suharto, A. (2016). Pengaruh Harga, Kualitas Produk Dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel Intervening Pada Depot Mie Pangsit Jember. *Jurnal Manajemen Dan Bisnis Indonesia*, 2(1), 1–15. http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=11&cad=rja&uact=8&ved=0ahUKEwiF7_C856PbAhWOWysKHQiTBaA4ChAWCCYwAA&url=http%3A%2F%2Fjurnal.unmuhjember.ac.id%2Findex.php%2FJMBI%2Farticle%2Fdownload%2F59%2F40&usg=AOvVaw0MolJ4RlvQ7Rk8ai7Di8W0
- Ji, C., & Prentice, C. (2021). Linking transaction-specific satisfaction and customer loyalty – The case of casino resorts. *Journal of Retailing and Consumer Services*, 58(October 2020). <https://doi.org/10.1016/j.jretconser.2020.102319>
- Juswadi, J., & Sumarna, P. (2021). Analisis Trend dan Perwilayahan Komoditas Mangga Di Kabupaten Indramayu Jawa Barat. *Paspalum: Jurnal Ilmiah Pertanian*, 9(2), 157. <https://doi.org/10.35138/paspalum.v9i2.308>
- Kurniawan, T. R. (2021). Hubungan Relationship Marketing Dengan Customer Loyalty Pada Terminal Photo Supply Pekanbaru. *Eko Dan Bisnis (Riau Economics and Business Review)*, 12 (1).
- Kusumasasti, I., & Djumilah Hadiwidjojo, A. (2017). Pengaruh Kualitas Produk Dan Layanan Terhadap Loyalitas Pelanggan Coffee Shop. *Ekonomi Bisnis*, 22(2), 123–129. <http://journal2.um.ac.id/index.php/ekobis/article/view/2364>
- Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), 357–375. <https://doi.org/10.1108/JSOCM-10-2018-0122>
- Langhof, J. G., & Guldenberg, S. (2019). Pirates, ghosts and customer loyalty – Reviewing the dark ride experience. *Tourism Management Perspectives*, 31(June), 398–420. <https://doi.org/10.1016/j.tmp.2019.06.004>
- Larasati, S., & Utomo, S. B. (2021). Strategi Customer Relationship Marketing. *Jurnal Ilmu Dan Riset Manajemen*, 10. https://www.google.co.id/books/edition/STRATEGI_CUSTOMER_RELATIONSHIP_MARKETING/o6AqEAAAQBAJ?hl=id&gbpv=1&dq=sutisna+2012.+perilaku+konsumen+dan+komunikasi+pemasaran.+edisi+kedua.+bandung&pg=PA136&printsec=frontcover
- Mahmoodjanloo, M., Tavakkoli-Moghaddam, R., Baboli, A., & Jamiri, A. (2020). A multi-modal competitive hub location pricing problem with customer

- loyalty and elastic demand. *Computers and Operations Research*, 123, 105048. <https://doi.org/10.1016/j.cor.2020.105048>
- Najafi-Ghobadi, S., Bagherinejad, J., & Taleizadeh, A. A. (2021). Modeling the diffusion of generation products in the presence of heterogeneous strategic customers for determining optimal marketing-mix strategies. *Computers and Industrial Engineering*, 160. <https://doi.org/10.1016/j.cie.2021.107606>
- Payne, A., & Frow, P. (2017). Relationship marketing: looking backwards towards the future. *Journal of Services Marketing*, 31(1), 11–15. <https://doi.org/10.1108/JSM-11-2016-0380>
- Penelitian, J., Sharma, S., Yadav, P. K., Dahal, R., Shrestha, S. K., Bhadari, S., & Thapaliya, K. P. (2021). *Pertanian dalam kaitannya dengan status sosial ekonomi Tharu di Chitwan Nepal*. 6(November).
- Pongoh, M. E. (2013). Kualitas Pelayanan, Kualitas Produk dan Harga Pengaruhnya Terhadap Loyalitas Pelanggan Kartu As Telkomsel di Kota Manado. *Jurnal EMBA*, 1(4), 1–5.
- Rifa'i, B., Mitariyani, N. W. E., & Imbayani, I. G. A. (2020). Pengaruh Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Kartu Perdana Internet Di Gallery Smartfren Denpasar. *Emas Fakultas Ekonomi Dan Bisnis*, 1(1), 31–42.
- Sari, M. (2019). Pengaruh Kualitas Produk dan Harga Terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Seagai Variabel Mediasi (Kasus Konsumen Bedak Marcks pada Indomaret di Yogyakarta). *Skripsi*.
- Sedalo, G., Boateng, H., & Kosiba, J. P. (2022). Exploring social media affordance in relationship marketing practices in SMEs. *Digital Business*, 2(1), 100017. <https://doi.org/10.1016/j.digbus.2021.100017>
- Sharma, S., Yadav, P. K., Dahal, R., Shrestha, S. K., Bhandari, S., & Thapaliya, K. P. (2021). Agriculture in relation to socioeconomic status of Tharu in Chitwan of Nepal. *Journal of Agriculture and Food Research*, 6, 100243. <https://doi.org/10.1016/j.jafr.2021.100243>
- Sirait, R. M. (2021). The influence of local brand image and product quality on customer loyalty at PT. Sinar Menara Deli Medan. *Jurnal Global Manajemen*, 10(1), 38. <https://doi.org/10.46930/global.v10i1.1133>
- Sohana, N. (2021). PENGARUH RELATIONSHIP MARKETING DAN BRAND IMAGE TERHADAP LOYALITAS KONSUMEN PADA HOTEL WINSTAR PEKANBARU. *JOM FISIP*, 8, 1–11.
- Thungasal, C. (2019). Pengaruh Kualitas Layanan Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Hotel Kasuari. *Agora*, 7(1), 287133.
- Xhema, J., Metin, H., & Groumpos, P. (2018). Switching-Costs, Corporate Image

and Product Quality effect on Customer Loyalty: Kosovo Retail Market.
IFAC-PapersOnLine, 51(30), 287–292.
<https://doi.org/10.1016/j.ifacol.2018.11.303>