

DAFTAR PUSTAKA

- Abbes, I., Hallem, Y., & Taga, N. (2020). Second-hand shopping and brand loyalty: The role of online collaborative redistribution platforms. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.101885>
- Alfred, O. (2013). Influences of Price And Quality On Consumer Purchase Of Mobile Phone In The Kumasi Metropolis In Ghana A Comparative Study. In *European Journal of Business and Management* www.iiste.org ISSN (Vol. 5, Issue 1). www.iiste.org
- Anggrani, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi*, 8(3), 86–94.
- Annur, Cindy Mutia. (2022). Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022. Diakses pada 1 September 2022 pada <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>.
- Baumann, C., Hamin, H., & Tung, R. L. (2012). Share of wallet in retail banking: A comparison of Caucasians in Canada and Australia vis-à-vis Chinese in China and overseas Chinese. *International Journal of Bank Marketing*, 30(2), 88–101. <https://doi.org/10.1108/02652321211210868>
- Beneke, J., & Zimmerman, N. (2014). Beyond private label panache: The effect of store image and perceived price on brand prestige. *Journal of Consumer Marketing*, 31(4), 301–311. <https://doi.org/10.1108/JCM-12-2013-0801>
- Bhat, D. A. R., & Sharma, V. (2022). Enabling service innovation and firm performance: the role of co-creation and technological innovation in the hospitality industry. *Technology Analysis and Strategic Management*, 34(7), 774–786. <https://doi.org/10.1080/09537325.2021.1919614>
- Borah, S. B., Prakhya, S., & Sharma, A. (2020). Leveraging service recovery strategies to reduce customer churn in an emerging market. *Journal of the Academy of Marketing Science*, 48(5), 848–868. <https://doi.org/10.1007/s11747-019-00634-0>
- Budianto, A. (2019). Customer Loyalty: Quality of Service. *Journal of Management Review*, 3(1), 299–305.
- Chang, C. C., & Hung, J. S. (2018). The effects of service recovery and relational selling behavior on trust, satisfaction, and loyalty. *International Journal of Bank Marketing*, 36(7), 1437–1454. <https://doi.org/10.1108/IJBM-07-2017-0160>
- Cheng, B. L., Gan, C. C., Imrie, B. C., & Mansori, S. (2019). Service recovery, customer satisfaction and customer loyalty: evidence from Malaysia's hotel industry. *International Journal of Quality and Service Sciences*, 11(2), 187–203. <https://doi.org/10.1108/IJQSS-09-2017-0081>
- Doll, W. J., Xia, W., & Torkzadeh, G. (1994). A Confirmatory Factor Analysis of the End-User Computing Satisfaction Instrument. *MIS Quarterly*, 453–461
- Etemad-Sajadi, R., & Bohrer, L. (2019). The impact of service recovery output/process on customer satisfaction and loyalty: The case of the airline

- industry. *Tourism and Hospitality Research*, 19(2), 259–266. <https://doi.org/10.1177/1467358417743080>
- Fatmawati, I., & Permatasari, F. B. (2018). The Role of Technological Acceptance and E-Service Quality in Predicting Customer Satisfaction and Loyalty. In *International Conference on Banking, Accounting, Management, and Economics (ICOBAME 2018)* (pp.247-255). Atlantis Press.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Ghozali, I. (2016). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM, ed 7 (edisi 7)*. Universitas Diponegoro.
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- Hult, G. T. M., Sharma, P. N., Morgeson, F. v., & Zhang, Y. (2019). Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? *Journal of Retailing*, 95(1), 10–23. <https://doi.org/10.1016/j.jretai.2018.10.003>
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing and Management*, 29(7), 787–811. <https://doi.org/10.1080/19368623.2020.1715317>
- Jiang, X., Jiang, F., Cai, X., & Liu, H. (2015). How does trust affect alliance performance? The mediating role of resource sharing. *Industrial Marketing Management*, 45(1), 128–138. <https://doi.org/10.1016/j.indmarman.2015.02.011>
- Jin, D., Nicely, A., Fan, A., & Adler, H. (2019). Joint effect of service recovery types and times on customer satisfaction in lodging. *Journal of Hospitality and Tourism Management*, 38, 149–158. <https://doi.org/10.1016/j.jhtm.2019.01.005>
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Khoo, K. L. (2022). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. *PSU Research Review*, 6(2), 105–119. <https://doi.org/10.1108/PRR-08-2019-0029>
- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 11(3), 241–252. <https://doi.org/10.1016/j.elerap.2011.06.003>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kotler, P., & Armstrong, G. (2014). *Principle Of Marketing (15th ed.)*. Pearson Pretice Hall.

- Kumar, V., & Reinartz, W. (2018). Concepts of Customer Value. In *Customer Relationship Management (Third Edition)*, 17–29.
- Lepojević, V., & Đukić, S. (2018). Factors Affecting Customer Loyalty In The Business Market - An Empirical Study In The Republic Of Serbia. *Facta Universitatis, Series: Economics and Organization*, 245. <https://doi.org/10.22190/fueo18032451>
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41–48. <https://doi.org/10.1016/j.ijhm.2017.10.015>
- Mandira, D. A., Suliyanto, & Alisatri Nawarini. (2018). The Influence Customer Trust, Service Quality, and Perceived Price on Customer Satisfaction and Customer Loyalty. *Journal of Research in Management*, 1, 16–21.
- Mansouri, H., Sadeghi Boroujerdi, S., & Md Husin, M. (2022). The influence of sellers' ethical behaviour on customer's loyalty, satisfaction and trust. *Spanish Journal of Marketing – ESIC*, 26(2), 267–283 <https://doi.org/10.1108/SJME-09-2021-0176>
- Matsuoka, K. (2022). Effects of revenue management on perceived value, customer satisfaction, and customer loyalty. *Journal of Business Research*, 148, 131–148. <https://doi.org/10.1016/j.jbusres.2022.04.052>
- Mensah, D., Mensah, I., & Dei Mensah, R. (2018). Munich Personal RePEc Archive Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus. *Journal of Tourism, Heritage & Services Marketing*, 18(88449), 27–36. <https://doi.org/10.5281/zenodo.1247542>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Micu, A. E., Bouzaabia, O., Bouzaabia, R., Micu, A., & Capatina, A. (2019). Online customer experience in e-retailing: implications for web entrepreneurship. *International Entrepreneurship and Management Journal*, 15(2), 651–675. <https://doi.org/10.1007/s11365-019-00564-x>
- MySkill.(2021). Diakses pada 20 Agustus 2022 pada MySkill.com
- Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2020). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, 38(2), 384–405. <https://doi.org/10.1108/IJBM-03-2019-0096>
- Palazzo, M., Foroudi, P., & Ferri, M. A. (2021). Examining antecedents and consequences of perceived service quality in the hotel industry: a comparison between London and New York. *TQM Journal*, 33(7), 193–221. <https://doi.org/10.1108/TQM-09-2020-0203>

- Pan, H., Liu, Z., & Ha, H. Y. (2022). Perceived price and trustworthiness of online reviews: different levels of promotion and customer type. *International Journal of Contemporary Hospitality Management*, 34(10), 3834–3854. <https://doi.org/10.1108/IJCHM-12-2021-1524>
- Park, J. J., & Park, J. W. (2016). Investigating the effects of service recovery quality elements on passengers' behavioral intention. *Journal of Air Transport Management*, 53, 235–241. <https://doi.org/10.1016/j.jairtraman.2016.03.003>
- Ragab, H., Mahrous, A. A., & Ghoneim, A. (2020). Egypt's perceived destination image and its impact on tourist's future behavioural intentions. *International Journal of Tourism Cities*, 6(2), 449–466. <https://doi.org/10.1108/IJTC-12-2018-0105>
- Rama, A., & Barusman, P. (2019). The Effect of Security, Service Quality, Operations and Information Management, Reliability & Trustworthiness on E-Loyalty moderated by Customer Satisfaction on the Online Shopping Website. *International Journal of Supply Chain Management (Vol. 8, Issue 6)*, 586-594. <http://excelingtech.co.uk/>
- Perdana, Arkan. (2020). Edtech Peluang Karier Baru Bagi Calon Guru. Diakses pada 1 September 2022 pada <https://glints.com/id/lowongan/edtech-adalah/#.ZGI4Zy0RrX8>
- Robinson, L., Neeley, S. E., & Williamson, K. (2011). Implementing service recovery through customer relationship management: Identifying the antecedents. *Journal of Services Marketing*, 25(2), 90–100. <https://doi.org/10.1108/08876041111119813>
- 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>
- Sekaran, U., & Bougie, R. (2016). An easy way to help students learn, collaborate, and grow.
- Setiawan, B. (2021). Loyalty Customer. *Journal of Management*, 7.
- Shahijan, M. K., Rezaei, S., & Amin, M. (2018). Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention. *International Journal of Quality and Reliability Management*, 35(10), 2304–2327. <https://doi.org/10.1108/IJQRM-07-2017-0135>
- Slack, N., Singh, G., & Sharma, S. (2020). Impact of perceived value on the satisfaction of supermarket customers: developing country perspective. *International Journal of Retail & Distribution Management*, 48(11), 1235–1254.
- Song, M., Du, J., Xing, X., & Mou, J. (2022). Should the chatbot “save itself” or “be helped by others”? The influence of service recovery types on consumer perceptions of recovery satisfaction. *Electronic Commerce Research and Applications*, 55, 101199 <https://doi.org/10.1016/j.elerap.2022.101199>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.

- Tariq, B., & Mat, N. (2018). The Determinants of Customer Loyalty in Telecommunication Industry of Pakistan. In www.ijbmm.com International Journal of Business Marketing and Management (Vol. 3). www.ijbmm.com
- Thielemann, V. M., Ottenbacher, M. C., & Harrington, R. J. (2018). Antecedents and consequences of perceived customer value in the restaurant industry. *International Hospitality Review*, 32(1), 26–45. <https://doi.org/10.1108/ihr-06-2018-0002>
- Tim APJII. (2022). Survey Data Profil Indonesia. Diakses pada 1 September 2022 pada <https://apjii.or.id>
- Tsai, S.-C., Chen, Y.-J., & Wang, J.-H. (2020). The Moderating Effect of Over-Service on Customer Value: The Case of the Restaurant Industry in Taiwan. *Journal of Economics, Business and Management*, 8(3), 230–234. <https://doi.org/10.18178/joebm.2020.8.3.642>
- Uzir, M. U. H., Jerin, I., al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12), e05710 <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Yang, Z., Cao, X., Wang, F., & Lu, C. (2022). Fortune or Prestige? The effects of content price on sales and customer satisfaction. *Journal of Business Research*, 146, 426–435. <https://doi.org/10.1016/j.jbusres.2022.03.075>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460. <https://doi.org/10.3390/foods9040460>