

## DAFTAR PUSTAKA

- Ahmadinejad, C. (2014). *A Survey on Interactive Effect of Image and Quality of Service on Each Other; (case Study: Etko Chain Stores)*. *Kuwait Chapter of Arabian Journal of Business and Management Review* Vol.3 No.8
- Athiyah, L. (2016). *Product's Quality And Its Impact On Customer Satisfaction A Field Study In Diwanayah Dairy Factory*. *Proceedings Of The 10th International Management Conference*, 57–65.
- Azka, G., Tahir, & Syed, T. H. (2011). *Transformational leadership, employee engagement and performance: Mediating effect of psychological ownership*. *African Journal of Business Management*, 5(17), 7391–7403.
- Bahar dan Sjaharuddin (2015). *Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Minat Beli Ulang*. *Jurnal organisasi dan manajemen*.
- Chinomona, R. (2016). *Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa*. *African Journal of Economic and Management Studies*, 124–139.
- Clow, K. E., & Kurtz, D. L. (2009). *Services Marketing 2e: Operation Management, and Strategy*. Biztranta.
- Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017). *The Effect of Service Quality, Customer Satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia*. *IOSR Journal of Business and Management (IOSR-JBM)* 19, 46–51.
- Ejika, Sambo, Ukpata Ijuo Sunday, Atiga M. Mary, Fumba John (2022). *Impact of Product Quality on Customer Satisfaction and Loyalty*, *Proceedings of the 15th Annual International Conference*.
- Erkmen, E. & H. M. (2019). *Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes*. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–1487.
- Famiyeh, S., Asante-Darko, D., & Kwarteng, A. (2018). *Service quality, customer satisfaction, and loyalty in the banking sector: The moderating role of organizational culture*. *International Journal of Quality and Reliability Management*, 35(8), 1546–1567.
- Fandy, T. (2004). *Manajemen Jasa*, Edisi Pertama, Yogyakarta: Andi Offset.
- Fandy, T. (2008). *Strategi Pemasaran Jasa*. Edisi III, Yogyakarta: CV.Andi Offset.

- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Ferrel, O. C., & Hartline, M. D. (2011). *Marketing Strategy*. Fifth Edition. (5th ed.). Thomson Corporation.
- Fournier, S. (1998). 'Consumers and Their Brands Developing Relationship Theory in Consumer Research', *Journal of Consumer Research*, 24(4), Pp. 343–353.
- Garvin, D.A., 1987, *Competing on the Eight Dimensions of Quality*, *Harvard Business Review*, 101-109.
- Ghozali, I. (2011). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24* (7th ed.). Badan Penerbit Universitas Diponegoro Semarang.
- Ghozali, I. (2016). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24* (7th ed.). Universitas diponegoro.
- Ghozali, I. (2018). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 25* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2020). *25 Grand Theory*. Yoga Pratama.
- Hapsari, (2018). *The Six Dimensions Service Of Quality On Loyalty Mediated Student Satisfaction Batavia University*. *Ijaber*, 14(12).
- Heskett, J. L., Jones, T. O. L. G. W., Sasser, W. E., & Schlesinger, L. A. (1994). *Putting the Service-Profit Chain to Work*. *Harvard Bussines Review*.
- Joesyiana, K., Sekretari, A., Manajemen, D., & Bunda, P. (2018). Pengaruh Word of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee di Pekanbaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau). 4(1).
- Kartajaya, H. (2016). *Hermawan Kartajaya On Marketing Mix Seri 9 Element Marketing*. PT. Mizan.
- Kelvin Hendrata, Putu Ngurah Suyatna Yasa, & Ni Luh Putu Indiani. (2021). *The Influence of Marketing Information Systems on Customer Loyalty in the Denpasar Automotive Industry in the Time of Covid-19*. *Jurnal Ekonomi & Bisnis Jagaditha*, 8(1), 81–89.
- Kim, Y., Wang, Q., & Roh, T. (2021). *Do information and service quality affect perceived privacy protection, satisfaction, and loyalty? Evidence from a Chinese O2O-based mobile shopping application*. *Telematics and Informatics*, 56.
- Kotler, P. (2005). *Manajemen Pemasaran* (Jilid 1 dan 2). PT. Indeks kelompok Gramedia.

- Kotler, P., & Susanto, A. B. (2000). *Analisis Perencanaan, Implementasi, dan Pengendalian*. Salemba Empat.
- Kotler, (2016). *Manajemen Pemasaran Edisi 12 Jilid 1 & 2*. PT. Indeks .
- Kotler, P., & Amstrong, G. (2008). *Prinsip - Prinsip Manajemen* (1st ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management, Thirteenth Edition*. In *Marketing Management* (13th ed., pp. 256–260).
- Kotler, P. dan Keller, K. L. 2012. *Manajemen Pemasaran*. Edisi 12. Jakarta: Erlangga.
- Kotler, P., Keller, & Kevin, L. (2016). *Marketing Management (15th ed.)*. Pearson Education Limited.
- Kuswati, R., Triyulianto Putro, W., Mukharomah, W., & Isa, M. (2021). *The Effects of Brand Image on Consumer Loyalty: The Role of Consumer Satisfaction and Brand Trust as Intervening Variables*. *Urecol Journal. Part B: Economics and Business*, 1(2), 58.
- Liao, S. H., Chung, Y. C., & Widowati, R. (2019). *The relationships among brand image, brand trust, and online word-of-mouth: An example of online gaming*. *IEEM 2009 - IEEE International Conference on Industrial Engineering and Engineering Management*, 2207–2211.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Salemba Empat.
- Mahsyar, S. & S. U. (2020). *Effect of Service Quality and Product Quality on Customer Satisfaction and Loyalty*. *International Journal of Economics, Business and Accounting Research*, 204-211.
- Meesala, A., & Paul, J. (2018). *Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future*. *Journal of Retailing and Consumer Services*, 40, 261–269.
- Milasari, S. (2021). *Pengaruh Citra Merek, Kualitas Produk, Dan Kualitas Pelayanan Terhadap Loyalitas*. *Jurnal Kompetitif Bisnis*, 1(5), 16-16.
- Mowen, JohnC. , dan M. M. (2002). *Perilaku Konsumen* (5th ed.). Erlangga.
- Oliver, R. L. (1980). “*A cognitive model of the antecedence and consequences of satisfaction decisions*”, *Journal of Marketing Research*, Vol. 17, September, Pp. 46-9.
- Oliver, R. L. (1999). “*Whence Consumer Loyalty*”, 4. *Journal of Marketing*., Volume 63 Special Issue, Pp. 33-4.
- Parasuraman, A. (1998). *Servqual: A Multiple Item Scale For Measuring Consumer Perceptions Of Service Quality*, *Journal Of Retailing*, Vol. 64 No, 1, Pp. 12-40. .

- Prasetya, C. H. A., Kumadji, S., & Yulianto, E. (2017). *Survei pada Pembeli Sepeda Motor Honda Vario pada PT Sumber Purnama Sakti di Kabupaten Gresik*. *Jurnal Administrasi Bisnis*, 15(2), 1–6.
- Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (n.d.). *Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty*.
- Putro & Rachmat, B. (2019). *Effect of brand image and service quality on customer satisfaction and loyalty at bank jatim syariah surabaya*. *Russian Journal of Agricultural and Socio-Economic Sciences*, 87(3), 152–165.
- Rahayu, D., & Oktafani, F. (2021). *The Effect of Online Customer Review on Trust and its impact on Purchase Intention in Cinema Films on Subscribers of YouTube Channel Review Film Cine Crib*. *Proceedings Of The 5th International Conference On Indonesian Social And Political Enquiries*.
- Razak. (2016). *The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value*. *Journal of Marketing and Consumer Research*, 30, 59-68.
- Schiffman.(2010). *Journal of Indian Institute of Management Bangalore Consumer Behavior*. 10th ed.
- See Gronroos, C. (1984). *Service-Oriented Approach To Marketing Of Service*”, And Gronroos,C., “*Strategic Management And Marketing In The Service Sector*”, Helsingfors, Finland, Swedish School Of Economics, 1982, P.136ff. *European Journal Of Marketing*, Vol. 12 No.8, 1978.
- Seth.(2005). *Service Quality Models: A Review*. . *International Journal Of Quality & Reliability Management*, 22, 913-949
- Solimun. (2008). *Memahami Metode Kuantitatif Mutakhir Structural Equation Modeling & Partial Least Square*. Program Studi Statistika FMIPA Universitas Brawijaya.
- Subaebasni, S., Risnawaty, H., Arie Wicaksono, A., Albadriyah Widsata, P., Straitliner Express, P., & APP Jakarta Kemenperin, P. (2019). *International Review of Management and Marketing Effect of Brand Image, the Quality and Price on Customer Satisfaction and Implications for Customer Loyalty PT Strait Liner Express in Jakarta*. *International Review of Management and Marketing*, 9(1), 90–97.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R & D*. Alfabeta.
- Surapati, U., & Abidin, Z. (2020). *The Effect Of Service Quality And Customer Trust On Customer Satisfaction And Customer Loyalty Pt Surya Rafi Bersaudara*. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 4.

- Tjiptono, (2007). *Service, Quality & Satisfaction*. Yogyakarta: CV. Andi Offset.
- Tjiptono, Fandy. (2015). *Strategi Pemasaran Edisi 4*. Yogyakarta: Penerbit Andi.
- Zeithaml, V.A., M.J. Bitner, D.D. Gremler. (2009). *Services Marketing: Integrating Customer Focus Across the Firm 6 th ed*. Mc.Graw-HillWilkins.
- Windarti, T. and I. M. (2017). *Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Produk Donat Madu*. *Jom FISIP Volume 4 No. 2 Oktober 2017*, Pp. 1–10.
- Windarto, B. (2022). *Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Brand Image Terhadap Loyalitas Pelanggan*.
- Wirtz, J, M. A. S. and T. R. L. (2000). *The Moderating Role of Target-Arousal on the Impact of Affect on Satisfaction—An Examination in the Context of Service Experiences*. *Journal of Retailing*, 76, 347-365.
- Yuen & Chan. (2010). *The effect of retail service quality and product quality on customer loyalty*. *Journal of Database Marketing and Customer Strategy Management*, 17(3–4), 222–240.
- Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022). *How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective*. *Computers in Human Behavior*, 127(June 2021), 107052.