

DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing brand equity: Capitalizing on the value of a brand name*. Simon and Schuster.
- Agarwal, R., & Dhingra, S. (2023). Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, 9(4).
- Ajzen, I. (1991). The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*.
- Ajzen, I. (2005). *Attitudes, personality and behaviour*. McGraw-Hill Education (UK).
- Alzaydi, Z. (2023). Examining the mediating effect of multi-channel integration quality in the relationship with service quality, customer satisfaction and customer loyalty in the Saudi banking sector. *Management & Sustainability: An Arab Review*, 3(2), 132–149.
- Arbuckle, J. L. (1997). Amos users' guide version 4.0. Chicago, IL: Smallwaters Corporation. *Anxiety, Stress, & Coping*, 67.
- Arikunto, S. (2010). *Prosedur penelitian suatu pendekatan praktek*. (No Title).
- Arokiasamy, A. R. A. (2013). The impact of customer satisfaction on customer loyalty and intentions to switch in the banking sector in Malaysia. *The Journal of Commerce*, 5(1), 14.
- Azizan, N. S., & Yusr, M. M. (2019). The influence of customer satisfaction, brand trust, and brand image towards customer loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93–108.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction

- in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.
- Biel, A. L. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32(6), 6–12.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Cant, M. C., & du Toit, M. (2012). Identifying the factors that influence retail customer loyalty and capitalising them. *The International Business & Economics Research Journal (Online)*, 11(11), 1223.
- Chao, R.-F., Wu, T.-C., & Yen, W.-T. (2015). The influence of service quality, brand image, and customer satisfaction on customer loyalty for private karaoke Rooms in Taiwan. *The Journal of Global Business Management*, 11(1), 59–67.
- Chiguvi, D., & Guruwo, P. T. (2017). Impact of customer satisfaction on customer loyalty in the banking sector. *International Journal of Scientific Engineering and Research (IJSER)*, 5(2), 55–63.
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429–1464.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593.

- Durmaz, Y., Çavuşoğlu, S., & Özer, Ö. (2018). The effect of brand image and brand benefit on customer loyalty: the case of Turkey. *International Journal of Academic Research in Business and Social Sciences*, 8(5), 528–540.
- Fandy, T., Chandra, G., & Adriana, D. (2012). Pemasaran strategik. *Yogyakarta: Andi*.
- Fasiha, F., Yusuf, M., Sihombing, H. B. M., Mujahidin, M., & Chenini, R. (2022). The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets. *Ikonomika: Jurnal Ekonomi Dan Bisnis Islam*, 7(2), 177–192.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program IBM SPSS 23*.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 (7th ed.)* (7 th). Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2002). *Customer loyalty: How to earn it, how to keep it*. John Wiley & Sons.
- Hair, J. F. (2010). Black, Wc, Babin, Bj, & Anderson, Re (2010). *Multivariate Data Analysis*, 7, 77–95.
- Keller, K. L. (2013). *Building, Measuring, and Managing Brand Equity* .
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management, 5th edn*, Hoboken. NJ: Pearson Education.
- Khamis, F. M., & AbRashid, R. (2018). Service quality and customer's satisfaction in Tanzania's Islamic banks: A case study at People's Bank of Zanzibar (PBZ).

Journal of Islamic Marketing, 9(4), 884–900.

Kline, R. B. (2011). *Principles and practice of structural equation modeling*.

Kotler, P. (2019). *Marketing Management: 4th European Edition-Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen*. Google Books. In Pearson UK.

Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*. edisi.

Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Editi)*. England: Pearson Education Limited.

Kumar, A., & Sikdar, P. (2014). Retail service quality assessment—A scale validation study in Indian perspective. *AIMA Journal of Management and Research*, 8(1/4), 497–974.

Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450–465.

Lovelock, C. (1999). *Principles of service marketing and management*. Pearson Education Limited.

Makanyeza, C., & Chikazhe, L. (2017). Mediators of the relationship between service quality and customer loyalty: Evidence from the banking sector in Zimbabwe. *International Journal of Bank Marketing*, 35(3), 540–556.

Ogba, I., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of Technology Management in China*, 4(2), 132–144.

Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the customer*.

- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing*, 64(1), 12.
- Putra, R. B., Fitri, H., & Hutapea, N. (2020). The Role of Consumer Satisfaction in Mediating Service Quality and Brand Image on Consumer Loyalty. <https://ejournal.um-sorong.ac.id/index.php/Sentralisasi>, 12(2).
- Reichheld, F. F., & Teal, T. (1996). The loyalty effect: The hidden force behind growth, profits and lasting. *Harvard Business School Publications, Boston*.
- Sani, I., Karnawati, T. A., & Ruspitasari, W. D. (2024). The Impact of Service Quality on Customer Loyalty Through Customer Satisfaction of PT Multicom Persada International Jakarta. *Dinasti International Journal of Management Science (DIJMS)*, 5(3).
- Sekaran, U. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Seth, N., Deshmukh, S. G., & Vrat, P. (2005). Service quality models: a review. *International Journal of Quality & Reliability Management*, 22(9), 913–949.
- Slack, N. J., & Singh, G. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction: Supermarkets in Fiji. *The TQM Journal*, 32(3), 543–558.
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(3), 15–32.

- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. *Cogent Business & Management*, 8(1), 1937847.
- Susanto, S. E., Toto, H. D., Krisnanto, B., Singkeruang, A. W. T. F., & Ramlah, R. (2022). The Influence of Brand Loyalty and Brand Image on Customer Satisfaction. *Point of View Research Management*, 3(1), 70–80.
- Tjiptono, F. (2015). Brand Management & Strategy. *Brand Management & Strategy*.
- Tjiptono, F., & Diana, A. (2022). *Manajemen dan Strategi Kepuasan Pelanggan*. Penerbit Andi.
- Tu, Y.-T., & Chang, H.-C. (2012). Corporate brand image and customer satisfaction on loyalty: An empirical study of Starbucks coffee in Taiwan. *Journal of Social and Development Sciences*, 3(1), 24–32.
- Wantara, P. (2015). The relationships among service quality, customer satisfaction, and customer loyalty in library services. *International Journal of Economics and Financial Issues*, 5(1), 264–269.
- Wright, S. (1934). The method of path coefficients. *The Annals of Mathematical Statistics*, 5(3), 161–215.
- Yang, Q., Wang, Z.-S., Feng, K., & Tang, Q.-Y. (2024). Investigating the crucial role of logistics service quality in customer satisfaction for fresh e-commerce: A mutually validating method based on SERVQUAL and service encounter theory. *Journal of Retailing and Consumer Services*, 81, 103940.
- Yun, J. H., Rosenberger III, P. J., & Sweeney, K. (2021). Drivers of soccer fan

loyalty: Australian evidence on the influence of team brand image, fan engagement, satisfaction and enduring involvement. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 755–782.

Zeithaml et al. (2003). “Services Marketing: Integrating Customer Focus Across the Firm.” “*Services Marketing: Integrating Customer Focus Across the Firm.*”

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill.