

DAFTAR PUSTAKA

- Aini, L., & Widodo, H. (2020). Pengaruh Customer Relationship Management terhadap Kepuasan Pelanggan pada Industri Perbankan. *Jurnal Manajemen dan Bisnis*, 10(2), 115–123.
- Aini, M. D. N., & Safitri, R. (2022). Peran Kepuasan Memediasi Kualitas Pelayanan dan Customer Relationship Management terhadap Loyalitas Nasabah. *Jurnal Tabarru': Islamic Banking and Finance*, 5(2), 513–525.
- Aini, N., & Safitri, R. (2022). Peran kepuasan memediasi kualitas pelayanan dan customer relationship management terhadap loyalitas nasabah. *Jurnal Ekonomi dan Perbankan Islam*, 5(3), 177–191.
- Akter, T., & Ahmad, S. (2024). Impact of Customer Relationship Management on Client Satisfaction at the Banking Industry in Chattogram. *Journal of Finance and Accounting*, 12(6), 156–164.
- Barnes, J. G. (2003). *Secrets of Customer Relationship Management (Rahasia Manajemen Hubungan Pelanggan)*. Yogyakarta: Andi.
- Bheben O., & Mona R. T., (2021). Pengaruh Penerapan Customer Relationship Management Dalam Meningkatkan Loyalitas Pelanggan Pada Bank VRI Syariah Cabang Padang. *Jurnal Bisnis dan Pemasaran*.
- Brown, S. A. (2005). *Customer relationship management: A strategic imperative in the world of e-business*. Toronto: John Wiley & Sons.
- Buttle, F., & Maklan, S. (2019). *Customer Relationship Management: Concepts and Technologies (4th ed.)*. Routledge.
- Chandra, F.T. , Steffani. Hafni, Layla. (2020). *Service Quality, Consumer Satisfaction, Dan Consumer Loyalty: Tinjauan Teoritis*. Malang: CV IRDH
- Dodi, L. (2018). *Manajemen pemasaran: Kepuasan dan loyalitas pelanggan*. Yogyakarta: Deepublish.
- Dzikri, Y., Hidayat, R., & Prasetyo, A. (2024). Analisis CRM pada pengelolaan data pelanggan Bank Syariah Indonesia pasca berpisah dengan Muhammadiyah. *Jurnal Sistem Informasi dan Perbankan Syariah*, 3(1), 40–54.

- Fatima, S. I. (2024). Analisis Pengaruh Kualitas Pelayanan, Kualitas Produk Terhadap Kepuasan dan Loyalitas Nasabah Bank Syariah Indonesia di Kota Semarang. *Diponegoro Journal of Islamic Economics and Business*, 3(1), 57-67.
- Fauzan, A., & Haris, R. (2021). Kepuasan Nasabah sebagai Indikator Kinerja Bank Syariah Berdasarkan Perspektif Maqashid Syariah. *Jurnal Ekonomi Islam*, 13(1), 22–31.
- Febiola, V., Iqbal Fasa, M., & Suharto, P. (2023). Pengaruh Kepuasan Nasabah Terhadap Loyalitas Nasabah Pengguna Produk Tabungan Easy Wadiah Pada PT. Bank Syariah Indonesia Tahun 2022. *Jurnal Ambitek*.
- Gaspersz, V. (2003). *Total quality management*. Jakarta: PT Gramedia Pustaka Utama.
- Gautama, I. (2005). *Relationship Marketing dan Pemanfaatan Teknologi Informasi dalam Customer Relationship Management untuk Memenangkan Persaingan Bisnis*. Seminar Nasional Aplikasi Teknologi Informasi (SNATI 2005).
- Griffin, Jill. (2002). *Customer loyalty: How to Earn it, How to keep it. New and Revised Edition*. McGraw-Hill: Kentucky.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Hidayat, A., & Hasanah, N. (2021). Penerapan Customer Relationship Management (CRM) dalam Perspektif Ekonomi Islam pada Bank Syariah. *Jurnal Ekonomi Syariah Indonesia*, 11(1), 55–64.
- Hidayati R., Widowati M., Windawati A. (2025). From Satisfaction to Loyalty: Analyzing the Impact of Service Quality and Corporate Image in Islamic Banking. Semarang. *Studia Economica: Jurnal Ekonomi Islam*.
- Hidayati, N., & Zainurrafiqi, Z. (2024). Empirical study of customer satisfaction and customer loyalty: The role of innovation capability and ethical behavior. *Assyarikah: Journal of Islamic Economic Business*,
- Kotler, P. and Keller, K.L., (2006), “*Marketing Management*”, 12th ed. Upper Saddle River, NJ: Prentice Hall, Inc. Pollard,

- Laili, N., & Hasan, M. (2024). Peran mediasi kepuasan pelanggan dalam hubungan antara kualitas layanan, citra merek, pengalaman pelanggan, dan loyalitas nasabah bank syariah. *Jurnal Ekonomi Islam*, 12(1), 91–107.
- Lutfi, H. (2024). Service quality and digital banking meningkatkan kepuasan dan loyalitas nasabah Bank Syariah Indonesia? Kepuasan sebagai variabel intervening. *Jurnal Riset Perbankan Syariah*, 6(1), 1–15.
- Makka, A. R., Fahmi, A., & Tarantang, J. (2024). Motivasi Nasabah Menyimpan di Bank Syariah Indonesia dalam Perspektif Nilai Syariah. *Kunuz: Journal of Islamic Banking and Finance*, 4(1), 12–22.
- Nelli, J., Arifin, Z., & Ghozali, I. (2018). The Role of CRM in Creating Customer Satisfaction and Loyalty. *International Journal of Business and Management Invention*, 7(3), 1-9.
- Parahiyanti, C. R., Wira Prabowo, S. H., Yana Respati Dewi, N., Abd Aziz, N., & Yunitasari, E. (2023). Creating Satisfaction, Loyalty, and Competitive Advantage for Banking Industry: The Roles of Customer Relationship Management (CRM) in the Digital Era. *Advances in Economics, Business and Management Research*.
- Pranaditya, A., Ismail, H. A., & Sabihah, K. (2024). The Important Role of Customer Satisfaction in Sharia Bank in relation to Service Quality and Relational Marketing towards Customer Loyalty. *AL-ARBAH: Journal of Islamic Finance and Banking*, 6(1)
- Rachmawati, R., & Dewi, S. A. (2020). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Kepuasan sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, 18(2), 112–120.
- Rahardjo, M., Azzuhri, M., & Nofendi, F. (2020). Digital CRM and Customer Loyalty in Islamic Banking: The Role of Service Quality and Customer Trust. *Journal of Islamic Marketing*, 11(6), 1441–1455.
- Rahmani, S. (2023). The Impact of Customer Relationship Management on Customer Satisfaction and Loyalty at Bank Syariah Indonesia (BSI) in Jakarta. *SEIKO: Journal of Management & Business*, 6(2), 112–124.

- Rahmani, S. (2023). The impact of customer relationship management on customer satisfaction and loyalty at Bank Syariah Indonesia (BSI) in Jakarta. *Journal of Islamic Financial Studies*, 9(1), 64–78.
- Rahmawati, I., & Yuliani, E. (2020). Hubungan Antara Kualitas Layanan dan Kepuasan Pelanggan pada Layanan Perbankan Digital. *Jurnal Ilmu Ekonomi dan Bisnis Islam*, 5(2), 89–98.
- Ramadhan, A. A., & Asmara, A. Y. (2020). Pengaruh Customer Relationship Management terhadap Loyalitas Nasabah pada Bank Syariah di Indonesia. *Jurnal Manajemen dan Bisnis*, 7(3), 123–132.
- Ramadhani, F., & Prasetyo, A. (2021). Pengaruh Customer Relationship Management terhadap Loyalitas Pelanggan pada Industri Jasa Keuangan. *Jurnal Manajemen dan Pemasaran Jasa*, 13(1), 88–96.
- Ringle, C. M. (2023). A Perspective on Using Partial Least Squares Structural Equation Modeling (PLS-SEM). *Journal of Business Research*, 159(5), 113–125.
- Rizky, N., Siregar, H., & Lubis, F. (2024). Pengaruh kualitas pelayanan dan kepuasan nasabah terhadap loyalitas nasabah Bank Sumut Syariah Cabang Padangsidimpuan. *Jurnal Ekonomi dan Keuangan Islam*, 8(1), 52–66.
- Robinette, S. (2001). *Emotional marketing: The hallmarks of a successful brand*. New York: McGraw-Hill.
- Rosyid, N. R., Endang S., & Edy Y. F. (2023). The Effect of E-CRM Implementation and E-Service Quality on Corporate Image and Customer Satisfaction and Its Impact on Customer Loyalty. *Profit: Jurnal Administrasi Bisnis*.
- Safitri, D., & Hayati, A. F. (2022). Factors That Influence Customer Loyalty Through Customer Satisfaction Mediation At Bank Syariah Indonesia (BSI). *Repository UIN Malang*
- Sari, B. F. N. E., & Aji, H. M. (2023). Niat Berpindah Nasabah yang Termigrasi Paksa ke Bank Syariah Indonesia. *Jurnal Manajerial*, 10(01), 37–55.
- Sari, M. D., & Nugroho, A. (2020). Pengaruh Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada Sektor Perbankan. *Jurnal Manajemen dan Kewirausahaan*, 8(2), 101–110.

- Setiagraha, D., Putra, R. A., & Wibowo, S. (2023). Pengaruh layanan digital mobile banking dan kepuasan nasabah terhadap loyalitas nasabah Bank Syariah Indonesia. *Jurnal Manajemen Perbankan Syariah*, 5(2), 134–148.
- Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2002). *Customer Relationship Management: Emerging Concepts, Tools, and Applications*. Tata McGraw-Hill.
- Simangunsong, D. A. Y., Nasution, A. I. L., & Nasution, M. L. I. (2023). Pengaruh Kualitas Layanan, Kepercayaan, Dan Kepuasan Terhadap Loyalitas Nasabah: Studi Kasus Bank Sumut Syariah KCP Lubuk Pakam. *Journal of Islamic Economics and Finance*, 1(4), 153–173.
- Sudianto, S., & Umam, K. (2023). Tipologi loyalitas dan kepuasan nasabah dalam mengoptimalisasikan customer relationship management (CRM) di BPRS SPM Pamekasan. *Jurnal Keuangan dan Perbankan Syariah*, 7(1), 22–38.
- Sugiharto, R., & Lestari, F. (2021). *Metodologi Penelitian Kuantitatif: Konsep, Teknik, dan Aplikasinya*. Yogyakarta: Deepublish.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sunandari, Eva. (2021). *Dinamika Citra dan Pelayanan Bank Terhadap Loyalitas Nasabah Dalam Tinjauan Islam (Studi kasus Pebankan Syariah di Kota Pekanbaru)*. Jawa Barat: Penerbit Adab
- Susanti, R., & Yulianto, E. (2020). Pengaruh Kualitas Layanan dan Kepercayaan terhadap Loyalitas Nasabah Bank Digital. *Jurnal Ekonomi dan Bisnis*, 8(1), 54–66.
- Susanto. (2022). Pengaruh customer relationship management (CRM) terhadap kepuasan nasabah pada PT Bank Pembangunan Daerah Sumatera Barat Cabang Painan. *Jurnal Manajemen dan Bisnis*, 4(2), 112–126.
- Suseno, P. (2025, February 17). *Peran Strategis Bank Syariah Wujudkan Ekosistem Halal*. Lensa Cendekia Universitas Islam Indonesia.
- Swandini, W. D. (2021). Analisis Customer Relationship Management (CRM) terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai Variabel

- Intervening pada Bank Syariah Indonesia KC Pringsewu. *Jurnal Akuntansi Aisyah*, 3(1).
- Tamaruddin, T., Firdaus, A., & Endri, E. (2020). Customer Satisfaction Mediates the Effect of Self Service Technology on Customer Loyalty in of Islamic Bank E-Banking Services in Indonesia. *ILTIZAM Journal of Shariah Economics Research*, 4(2), 1–15.
- Tegambwage, A., & Kasoga, P. S. (2023). Religiosity as a moderator between service quality, customer satisfaction, and customer loyalty in Islamic banks in Tanzania. *Journal of Islamic Marketing*, 14(5), 1243–1259.
- Tjiptono, F. (2002). *Pemasaran Jasa*. Yogyakarta: Andi.
- Tjiptono, F., & Chandra, G. (2012). *Service, Quality & Satisfaction*. Yogyakarta: Andi.
- Wardana Y. W & Pratama I. R. (2024). *The Effect of Internet Banking, Product Advantages, and Customer Relationship Management on Customer Loyalty at Bank Syariah Indonesia Semarang City*. *International Journal of Islamic Economics (IJIE)*, 6(1), 45–56.
- Wijayanti, D., & Handayani, P. W. (2021). The Impact of Digital CRM on Customer Loyalty in Islamic Banking: A Study of Millennial Consumers. *Journal of Islamic Marketing*, 12(5), 931–947.
- Yulianti, N., & Suharto, R. (2021). Digital CRM dan Loyalitas Nasabah Milenial pada Bank Syariah. *Jurnal Ekonomi dan Perbankan Syariah*, 9(2), 112–124.
- Yusuf, M., & Wahyuningsih, S. (2024). Trust, Customer Intimacy, and Loyalty of Bank Syariah Indonesia Post-Merger. *Jurnal Finansial dan Bisnis (JFB)*, 11(1), 35–47.
- Zakiah, N., & Umiyati, U. (2023). Service quality and corporate image through customer satisfaction and their impact on customer loyalty of Bank Syariah Indonesia (BSI KCP Depok Sawangan Raya). *Jurnal Ekonomi dan Perbankan Syariah*, 11(1), 84-99.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm (7th ed.)*. McGraw-Hill Education.