

DAFTAR PUSTAKA

- Abu Amar Fauzi, Tatik Suryani, 2018. "Measuring the effects of service quality by using CARTER model towards customer satisfaction, trust and loyalty in Indonesian Islamic banking". *Journal of Islamic Marketing*
- Amirzadeh, Rasoul dan Mohammad Reza Shoorvarzy. 2013. "Prioritizing service quality factors in Iranian Islamic banking using a fuzzy approach.". *International Journal of Islamic and Middle Eastern Finance and Management Vol. 6 No. 1*. pp. 338-53
- Chao-Chin Huang, 2017. "The impacts of brand experiences on brand loyalty: mediators of brand love and trust", *Management Decision, Vol. 55 Issue: 5*, pp.915-934.
- Choukri Menidjel, Abderrezzak Benhabib, Anil Bilgihan. 2016 "Examining the moderating role of personality traits in the relationship between brand trust and brand loyalty", *Journal of Product & Brand Management*
- Damri, SM. 2018. "Pengaruh Strategi Customer Bonding Terhadap Loyalitas Nasabah Pt. Bank Negara Indonesia (Perseo) Tbk (Studi Pada Nasabah Taplus Bisnis Kantor Cabang Pekanbaru)". *LPPM UMSB, Vol. XII Jilid I No.80 Februari 2018*. MENARA Ilmu
- Dian Anggraec Sigit Parawansa, 2016 "Effect of commitment and customers' satisfaction on relationship between service quality to the customer retention in rural bank in Makassar, Indonesia", *Journal of Management Development*
- Evi Rahmawati, Sanaji. 2018. "Pengaruh Customer Engagement Terhadap Kepuasan Pelanggan Dan Kepercayaan Merek Serta Dampaknya Pada Loyalitas Merek". *Journal Of Research In Economics And Management (Jurnal Riset Ekonomi Dan Manajemen) Volume 15, No. 2*, Hal. 246-261
- Harsandaldeep Kaur, Harmeen Soch. 2015. "Satisfaction, Trust and Loyalty: Investigating the Mediating Effects of Commitment, Switching Costs and Corporate Image". *Journal of Asia Business Studies*
- Harsandaldeep Kaur, Harmeen Soch. 2013 "Mediating roles of commitment and corporate image in the formation of customer loyalty". *Journal of Indian Business Research Vol. 5 No. 1*, pp. 33-51
- Iva Nurdiana Nurfarida, Rita Indah Mustikowati, 2014 "Peranan Kualitas Layanan Dan Kepuasan Pelanggan Dalam Membangun Kepercayaan Nasabah Bank Syariah". *Jurnal Studi Manajemen dan Bisnis, Vol. 1 No. 2*

- John Paul Basewe Kosiba, Henry Boateng, Abednego Feehi Okoe Amartey, Robert Owusu Boakye, Robert Hinson. 2018. "Examining customer engagement and brand loyalty in retail banking: The trustworthiness influence", *International Journal of Retail & Distribution Management*
- Kay Naumann, Jana Lay-Hwa Bowden & Mark Gabbott. 2017. "Exploring customer engagement valences in the social services". *Asia Pacific Journal of Marketing and Logistics Vol. 29 No. 4, pp. 890-912*
- Mirza Tabrani, Muslim Amin, Ahmad Nizam. 2018 "Trust, commitment, customer intimacy and customer loyalty in Islamic banking relationships", *International Journal of Bank Marketing*
- Nasr Yi-Chun Oh Mohamed Zaki. 2017. "The interplay of customer experience and commitment ". *Journal of Services Marketing, Vol. 31 Iss 2 pp. –*
- Pansari, Anita & V. Kumar. 2017. "Customer engagement: the construct, antecedents, and consequences". *J. of the Acad. Mark. Sci. 45: pp 294–311*
- Prateeksha Parihar, Jagrook Dawra, Vinita Sahay, 2018. "The role of customer engagement in the involvement-loyalty link", *Marketing Intelligence & Planning*
- Pratibha Wasan, 2018. "Predicting customer experience and discretionary behaviors of bank customers in India", *International Journal of Bank Marketing*
- Rahmawaty, Anita. 2011. "Pengaruh Service Performance, Kepuasan, Trust Dan Komitmen Terhadap Loyalitas Nasabah Di Bank Syari' Ah Mandiri Kudus" *INFERENSI, Jurnal Penelitian Sosial Keagamaan, Vol. 5, No. 1, Juni*
- Rather, Raouf Ahmad & Jyoti Sharma. 2017. "The Effects Of Customer Satisfaction And Commitment On Customer Loyalty: Evidence From The Hotel Industry." *JOHAR – Journal of Hospitality Application & Research, Volume 12 Issue 2 July*
- Retnawati, Berta Bekti, Elia Ardyan & Naili Farida. 2018. "The important role of consumer conviction value in improving intention to buy private label product in Indonesia". *Asia Pacific Management Review 23, pp 193-200.*
- Sedigheh Moghavvemi, Su Teng Lee, Siew Peng Lee. 2018. "Perceived overall service quality and customer satisfaction: A comparative analysis between local and foreign banks in Malaysia". *International Journal of Bank Marketing*
- Suhaily Mohd-Ramly, Nor Asiah Omar, 2017. "Exploring the influence of store attributes on customer experience and customer engagement", *International Journal of Retail & Distribution Management*

SPO-Layanan Wealth Management Bank Mandiri, 2013

Timothy Keiningham Joan Ball Sabine Benoit (née Moeller) Helen L. Bruce
Alexander Buoye Julija Dzenkovska Linda

Veysel YILMAZ, Erkan ARI, Hüseyin Gürbüz. 2017 "Investigating the relationship between service quality dimensions, customer satisfaction and loyalty in Turkish banking sector: an application of structural equation model", *International Journal of Bank Marketing*