DAFTAR PUSTAKA

- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*, *5*(1), 306–326. https://doi.org/10.5296/jsr.v5i1.6568
- Ali, R., Leifu, G., Yasirrafiq, M., & Hassan, M. (2015). Role of perceived value, customer expectation, corporate image and perceived service quality on the customer satisfaction. *Journal of Applied Business Research*, *31*(4), 1425–1436. https://doi.org/10.19030/jabr.v31i4.9328
- Casidy, R. (2014). Linking Brand Orientation with Service Quality, Satisfaction, and Positive Word-of-Mouth: Evidence from the Higher Education Sector.

 *Journal of Nonprofit and Public Sector Marketing, 26(2), 142–161.

 https://doi.org/10.1080/10495142.2014.901004
- Donighi, S. S., & Yousefi, M. (2015). Impact of service quality and perceived value on post-purchase intention with mediation of customer satisfaction (Case Study: Pharmacies in Tehran, Iran). European Online Journal of Natural and Social Sciences Special Issue on New Dimensions in Economics, 4(1), 1472–1480. http://www.european-science.com
- Erjavec, H. Š., Dmitrović, T., & Povalej Bržan, P. (2016). Drivers of customer satisfaction and loyalty in service industries. *Journal of Business Economics* and Management, 17(5), 810–823.

- https://doi.org/10.3846/16111699.2013.860614
- Gautam, V. (2011). Investigating the Moderating Role of Corporate Image in the Relationship between Perceived Justice and Recovery Satisfaction:

 International Review of Management and Marketing, 1(4), 74–85.
- Hilton, T., Hughes, T., & Chalcraft, D. (2012). Service co-creation and value realisation. *Journal of Marketing Management*, 28. https://doi.org/10.1080/0267257X.2012.736874
- Huang, C. (2015). the Influence of Perceived Value on Repurchase Intention: a

 Leading 3C Retailer in Taiwan As an Example. *International Journal of Information Technology and Business Management*, 43(1), 1–17.
- Hussain, R., Al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation.
 Journal of Air Transport Management, 42, 167–175.
 https://doi.org/10.1016/j.jairtraman.2014.10.001
- Misailovic, S., Sidiroglou, S., Hoffmann, H., & Rinard, M. (2010). Quality of service profiling. *Proceedings International Conference on Software Engineering*, 1, 25–34. https://doi.org/10.1145/1806799.1806808
- Ramiz, M., Qasim, M., Rizwan, M., Aslam, F., & Khurshid, A. (2014). The Comparative Analysis of the Factors Effecting Brand Loyalty towards Samsung Products. *Journal of Sociological Research*, *5*(1), 327–349. https://doi.org/10.5296/jsr.v5i1.6569

- Rashmi Jain. (2019). Investigation into the Customer Loyalty and Corporate

 Image Relationship. *Journal of Modern Accounting and Auditing*, 15(8),
 396–405. https://doi.org/10.17265/1548-6583/2019.08.002
- Ruiz Díaz, G. (2017). The influence of satisfaction on customer retention in mobile phone market. *Journal of Retailing and Consumer Services*, 36(December 2016), 75–85. https://doi.org/10.1016/j.jretconser.2017.01.003
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, 43(3), 276–292. https://doi.org/10.1108/IJRDM-02-2014-0024
- Setiawan, H., & Sayuti, A. J. (2017). Effects of Service Quality, Customer Trust and Corporate Image on Customer Satisfaction and Loyalty: An Assessment of Travel Agencies Customer in South Sumatra Indonesia. *IOSR Journal of Business and Management*, 19(5), 31–40. https://doi.org/10.9790/487x-1905033140
- Shi, Y., Prentice, C., & He, W. (2014). Linking service quality, customer satisfaction and loyalty in casinos, does membership matter? *International Journal of Hospitality Management*, 40, 81–91.
 https://doi.org/10.1016/j.ijhm.2014.03.013
- Sitorus, T., & Yustisia, M. (2018). The influence of Service Quality and Customer Trust toward Customer Loyalty: The role of customer satisfaction.

 International Journal for Quality Research, 12(3), 639–654.

- https://doi.org/10.18421/IJQR12.03-06
- Solimun, S., & Fernandes, A. A. R. (2018). The mediation effect of customer satisfaction in relationship between service quality, service orientation and marketing mix strategy to customer loyalty. *Journal of Management Development*, *37*(1), 76–87.
- Tanisah, T., & Maftukhah, I. (2015). the Effects of Service Quality, Customer
 Satisfaction, Trust, and Perceived Value Towards Customer Loyalty. *Jurnal Dinamika Manajemen*, 6(1), 55–61. https://doi.org/10.15294/jdm.v6i1.4296
- Wantara, P. (2015). International Journal of Economics and Financial Issues The Relationships among Service Quality, Customer Satisfaction, and Customer Loyalty in Library Services. *International Journal of Economics and Financial Issues*, *5*(5), 10–11. https://doi.org/2146-4138
- Yang, K. F., Chiang, Y. C., & Lin, Y. S. (2018). A study on service quality, customer satisfaction, and customer loyalty The case of PChome. ACM International Conference Proceeding Series, 88–93.
 https://doi.org/10.1145/3268808.3268819
- Yoo, J., & Park, M. (2016). The effects of e-mass customization on consumer perceived value, satisfaction, and loyalty toward luxury brands. *Journal of Business Research*, 69(12), 5775–5784. https://doi.org/10.1016/j.jbusres.2016.04.174
- Yu, H. S., Zhang, J. J., Kim, D. H., Chen, K. K., Henderson, C., Min, S. D., &

Huang, H. (2014). Service Quality, Perceived Value, Customer Satisfaction, and Behavioral Intention Among Fitness Center Members Aged 60 Years and Over. *Social Behavior and Personality: An International Journal*, 42(5), 757–767. https://doi.org/10.2224/sbp.2014.42.5.757