

DAFTAR PUSTAKA

- Adhikari, A. (2018). *Strategic marketing issues in emerging markets*. Springer.
- Ajami, M. P., Elola, L. N., & Pastor, J. (2018). Validation and improvement of the European Customer Satisfaction Index for the Spanish wine sector. *TQM Journal*, 30(2), 133–152. <https://doi.org/10.1108/TQM-07-2016-0056>
- Ali, M., Lubis, P. H., Djalil, M. A., & Utami, S. (2020). The Influence of Brand Trust and Product Quality on Customer Satisfaction and Its Implication on Consumer Loyalty at the Branch office of Pt. Bank Indonesia (Persero) Tbk. Banda Aceh, Indonesia. *East African Scholars Journal of Economics, Business and Management*, 3(4), 278–282. <https://doi.org/10.36349/EASJEBM.2020.v03i04.001>
- Aljumah, A., Nuseir, M. T., & Islam, A. (2020). Impacts of service quality, satisfaction and trust on the loyalty of foreign patients in Malaysian medical tourism. *International Journal of Innovation, Creativity and Change*, 11(2), 451–467.
- Ariff, M. S. M., Yun, L. O., Zakuan, N., & Ismail, K. (2013). The Impacts of Service Quality and Customer Satisfaction on Customer Loyalty in Internet Banking. *Procedia - Social and Behavioral Sciences*, 81, 469–473. <https://doi.org/10.1016/j.sbspro.2013.06.462>
- Bahadur, W., Aziz, S., & Zulfiqar, S. (2018). Effect of employee empathy on customer satisfaction and loyalty during employee–customer interactions: The mediating role of customer affective commitment and perceived service quality. *Cogent Business and Management*, 5(1), 1–21. <https://doi.org/10.1080/23311975.2018.1491780>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology*, 16(3), 352–356. <https://doi.org/10.5964/ejop.v16i3.3107>
- Butarbutar, N., Syah, T. Y. R., & Anindita, R. (2019). the Effect of Service Quality on Customer Satisfaction At Pt Multi Rentalindo: a Case Study of Employees in Kawan Lama West Jakarta. *Russian Journal of Agricultural and Socio-Economic Sciences*, 88(4), 117–125. <https://doi.org/10.18551/rjoas.2019-04.16>
- Chigvi, D., & Guruwo, P. T. (2020). Impact of Customer Satisfaction on Customer Loyalty in Upscale Ethnic Restaurants. *Theoretical & Applied Science*, 86(06), 372–375. <https://doi.org/10.15863/tas.2020.06.86.71>
- Darmawan, D., Mardikaningsih, R., & Hadi, S. (2018). 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*, 19(11), 46–51. <https://doi.org/10.9790/487X-1911064651>
- Espinoza, J. L. V., Delgado, F. M. C., Rodriguez, V. H. P., Galvez, C. V. C., Lingan, R. Y. C., Ramírez, F. B., & Huaman, E. T. (2023). Product Quality and Customer Loyalty: the Case of a Chocolate Production Cooperative, Peru. *Journal of Law and Sustainable Development*, 11(7), 1–20. <https://doi.org/10.55908/sdgs.v11i7.490>
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2), 215824402091951. <https://doi.org/10.1177/215824402091951>
- Fishbein, & Ajzen. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, Vol. 82(No. 2), 261–277.
- Frangos, C. C., Karapistolis, D., Stalidis, G., Constantinos, F., Sotiropoulos, I., &

- Manolopoulos, I. (2015). Tourist Loyalty is All about Prices, Culture and the Sun: A Multinomial Logistic Regression of Tourists Visiting Athens. *Procedia - Social and Behavioral Sciences*, 175, 32–38. <https://doi.org/10.1016/j.sbspro.2015.01.1171>
- Garepasha, A., Aali, S., Bafandeh Zendeh, A. R., & Iranzadeh, S. (2020). Relationship dynamics in customer loyalty to online banking services. *Journal of Islamic Marketing*, 12(4), 830–863. <https://doi.org/10.1108/JIMA-09-2019-0183>
- Garvin, D. A. (1988). *Managing quality: The strategic and competitive edge*. Simon and Schuster, 1988.
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>
- Giovanis, A. N., & Athanasopoulou, P. (2018). Consumer-brand relationships and brand loyalty in technology-mediated services. *Journal of Retailing and Consumer Services*, 40(February 2016), 287–294. <https://doi.org/10.1016/j.jretconser.2017.03.003>
- Gök, O., Ersoy, P., & Börühان, G. (2019). The effect of user manual quality on customer satisfaction: the mediating effect of perceived product quality. *Journal of Product and Brand Management*, 28(4), 475–488. <https://doi.org/10.1108/JPBM-10-2018-2054>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hamdollah, R., & Baghaei, P. (2016). Partial least squares structural equation modeling with R. *Practical Assessment, Research and Evaluation*, 21(1), 1–16. <https://doi.org/10.1108/ebr-10-2013-0128>
- Hapuarachchi, C., & Samarakoon, A. (2020). Drivers Affecting Online Banking Usage of Private Commercial Banks in Sri Lanka. *Asian Journal of Economics, Business and Accounting*, December, 1–10. <https://doi.org/10.9734/ajeba/2020/v20i130314>
- Haq, I., Soomro, J. A., Mazhar, T., Ullah, I., Shloul, T. Al, Ghadi, Y. Y., Ullah, I., Saad, A., & Tolba, A. (2023). Impact of 3G and 4G Technology Performance on Customer Satisfaction in the Telecommunication Industry. *Electronics (Switzerland)*, 12(7), 1–24. <https://doi.org/10.3390/electronics12071697>
- Indrawati, R., Elizar, C., Mutiara, R., & Roespinoedji, D. (2020). *Service Quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in the Service of Pediatric Polyclinic (Case Study At Private H Hospital of East Jakarta, Indonesia)*. 11, 1310–1320. <https://doi.org/10.48047/rigeo.11.06.145>
- Jahmani, A., Bourini, I., & Jawabreh, O. A. (2020). The relationship between service quality, client satisfaction, perceived value and client loyalty: A case study of fly emirates. *Cuadernos de Turismo*, 45, 219–238. <https://doi.org/10.6018/turismo.426101>
- Kasmir. (2016). *Manajemen Sumber Daya Manusia*, (Revisi). PT. Raja Grafindo Persada,
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2019). *Principles of Marketing* (17 Global). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing management Global Edition*

(sixth Edit).

- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). Marketing management. In *Soldering & Surface Mount Technology* (4th Europe, Vol. 13, Issue 3). Pearson Education Limited. <https://doi.org/10.1108/ssmt.2001.21913cab.040>
- Kusuma, J. W., & Fadli, J. A. (2021). IDENTIFIKASI FAKTOR PENENTU MINAT BELI PADA PRODUK KECANTIKAN HIJAU. *Jurnal Ekonomi : Journal of Economic*, 12(02), 214–221. <https://doi.org/10.47007/jeko.v12i02.4373>
- Le, D. N., Nguyen, H. T., & Hoang Truong, P. (2020). Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam. *Asian Journal of Shipping and Logistics*, 36(2), 89–103. <https://doi.org/10.1016/j.ajsl.2019.10.003>
- LE, Q. H., NGUYEN, T. X. T., & LE, T. T. T. (2020). Customer Satisfaction in Hotel Services: A Case Study of Thanh Hoa Province, Vietnam. *Journal of Asian Finance, Economics and Business*, 7(10), 919–928. <https://doi.org/10.13106/jafeb.2020.vol7.no10.919>
- Liung, H., & Syah, T. Y. R. (2017). Pengaruh Kualitas Layanan Terhadap Kepuasan dalam Meningkatkan Loyalitas di Moderasi Harga. *Jurnal Ekonomi*, 8 (2)(9), 32–44.
- Mahsyar, S., & Surapati, U. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.
- Maresyembun, M. V. (2023). Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Shopee Setelah Era New Normal. *Jurnal Ilmiah Multidisiplin*, 1(4), 2986–6340.
- Mohapatra, S., Ganesh, K., Punniyamoorthy, M., & Susmitha, R. (2018). *Service Quality in Indian Hospitals Perspectives from an Emerging Market*.
- Moriuchi, E., & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal*, 24(2), 146–156. <https://doi.org/10.1016/j.ausmj.2016.02.006>
- Myunghee, J. M., & Miyoung, J. (2017a). Customers' perceived website service quality and its effects on. *International Journal of Contemporary Hospitality Management*, 29(Unit 07), 1–5.
- Myunghee, J. M., & Miyoung, J. (2017b). Customers' perceived website service quality and its effects on e-loyalty. *International Journal of Contemporary Hospitality Management*, 29(Unit 07), 1–5.
- Noyan, F., & Şimşek, G. G. (2014). Fatma Noyan. *Procedia - Social and Behavioral Sciences*, 109(2002), 1220–1224. <https://doi.org/10.1016/j.sbspro.2013.12.615>
- Nurakhmawati, R., Purnamawati, A., & Fahmi, I. (2022). Pengaruh Kualitas Pelayanan E-Commerce Shopee Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian. *Coopetition : Jurnal Ilmiah Manajemen*, 13(2), 191–204. <https://doi.org/10.32670/coopetition.v13i2.1881>
- Obeidat, Z. M., Alshurideh, M. T., Al-dweiri, R. M., Al-dwiry, M. A., & Alhorani, A. M. (2017). The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust. *International Journal of Marketing Studies*, 9(2), 92. <https://doi.org/10.5539/ijms.v9n2p92>
- Pandey, N., Tripathi, A., Jain, D., & Roy, S. (2020). Does price tolerance depend upon the type of product in e-retailing? Role of customer satisfaction, trust, loyalty, and perceived value. *Journal of Strategic Marketing*, 28(6), 522–541.

- <https://doi.org/10.1080/0965254X.2019.1569109>
- Parasuraman, Berry, L. L., & Zeithaml, V. a. (1990). Guidelines for Conducting Service Quality Research. *Marketing Research*, 2(4), 34–45.
- Paulose, D., & Shakeel, A. (2021). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality and Tourism*, 00(00), 1–35. <https://doi.org/10.1080/1528008X.2021.1884930>
- Pooya, A., Abed Khorasani, M., & Gholamian Ghouzhd, S. (2020). Investigating the effect of perceived quality of self-service banking on customer satisfaction. *International Journal of Islamic and Middle Eastern Finance and Management*, 13(2), 263–280. <https://doi.org/10.1108/IMEFM-12-2018-0440>
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1869363>
- Rahimnia, F., & Hassanzadeh, J. F. (2013). The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporations. *Information and Management*, 50(5), 240–247. <https://doi.org/10.1016/j.im.2013.04.003>
- Razak, A. A., & Shamsudin, M. F. (2019). The influence of atmospheric experience on Theme Park Tourist's satisfaction and loyalty in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9), 10–20.
- Rivai, A. R., & Wahyudi, T. A. (2017). Pengaruh Persepsi Kualitas, Citra Merek, Persepsi Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Mitra Wacana Media*, 4(1), 29–37.
- Rua, S., Saldanha, E. D. S., & Amaral, A. M. (2020). Examining the Relationships among Product Quality, Customer Satisfaction and Loyalty in the Bamboo Institute, Dili, Timor-Leste. *Timor Leste Journal of Business and Management*, 2(1), 33–44. <https://doi.org/10.51703/bm.v2i2.28>
- Sambung, R., Ray, A., & Kusdiantoro, J. (2023). Building Customer Loyalty Through Product Quality and Customer Satisfaction. *Journal of Management Research and Studies*, 1(1), 41–48.
- Saueressig, M. V., Larentis, F., & Giacomello, C. P. (2021). Perceived quality and loyalty in service operations: A study in banking segment's corporate person division. *Gestao e Producao*, 28(1), 1–22. <https://doi.org/10.1590/1806-9649.2020V28E4934>
- Shanka, M. S. (2012). Bank Service Quality, Customer Satisfaction and Loyalty in Ethiopian Banking Sector. *Journal of Business Administration and Management Sciences Research*, 1(1), 1–9.
- Shinta, S., Syah, T. Y. R. and, & Negoro, D. A. (2020). Determinants of Customer Satisfaction and Customer Loyalty Over City Market Citra Raya. *Journal of Multidisciplinary Academic*, 4(2), 94–98.
- Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297–318. <https://doi.org/10.1108/IJQSS-10-2019-0114>

- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1937847>
- Surahman, I. G. N., Yasa, P. N. S., & Wahyuni, N. M. (2020). The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency. *Jurnal Ekonomi & Bisnis JAGADITHA*, 7(1), 46–52. <https://doi.org/10.22225/jj.7.1.1626.46-52>
- Susanti, N., & Jasmani, J. (2020). The Influence of Product Quality and Service Quality on Customer Satisfaction at Mitra 10 in Depok. *Jurnal Office*, 5(2), 75. <https://doi.org/10.26858/jo.v5i2.13379>
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1976468>
- Tran, V. D., & Le, N. M. T. (2020). Impact of service quality and perceived value on customer satisfaction and behavioral intentions: Evidence from convenience stores in Vietnam. *Journal of Asian Finance, Economics and Business*, 7(9), 517–526. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.517>
- Tran, V. D., & Vu, Q. H. (2019). Inspecting the relationship among E-service quality, E-trust, E-customer satisfaction and behavioral intentions of online shopping customers. *Global Business & Finance Review*, 24(3), 29–42.
- Wardhani, D. K., Bachri, S., Nurhasanah, S. D., & Zen, A. (2023). The Influence of Service Quality, Product Quality, Value for Customers, and Customer Satisfaction on Customer Loyalty Dian. *Indonesian Journal of Multidisciplinary*, 1(3), 862–869.
- Wilis, R. A., & Nurwulandari, A. (2020). The effect of E-Service Quality , E-Trust , Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka ' s Customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 4(3), 1061–1099.