

Daftar Pustaka

- Ali, M. M., Handayanto, E., & Fiandari, Y. R. (2022). The Effect of Store Atmosphere on Repurchase Intention with Customer Satisfaction as Mediation Variable. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(03). <https://doi.org/10.22219/jamanika.v2i03.22752>
- Badawy, A. M. (2009). Sony vs. Samsung: The Inside Story of the Electronics Giants' Battle for Global Supremacy. Wiley, (2008). In *Journal of Engineering and Technology Management* (Vol. 26). Wiley. <http://www.sciencedirect.com/science/article/pii/S0923474809000277>
- Dutka, A. F. (1995). *AMA Handbook for Customer Satisfaction* (2nd ed.). NTC Business Books.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistic. *Journal of Marketing Research*, 18, 382–388.
- Ghozali, I., & Latan, H. (2014). *Partial Least Squares Konsep, Metode, dan Aplikasi Menggunakan Program Warppls 4.0* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Handoko, T. H. (2012). *Manajemen Personalia dan Sumber Daya Manusia* (2nd ed.). BPFE-Yogyakarta.
- Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. CAPS Publishing.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11–12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Henderson, C. M., Steinhoff, L., Harmeling, C. M., & Palmatier, R. W. (2021). Customer inertia marketing. *Journal of the Academy of Marketing Science*, 49(2), 350–373.
- Kim, C. (2016). *Samsung, Media Empire and Family: A power Web* (1st ed.). Routledge.
- Koentjaraningrat. (2015). *Pengantar Ilmu Antropologi*. PT Rineka Cipta.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management 13th edition*. NJ Pearson Education.
- Kotler, P., & Keller, K. L. (2011). *Marketing Management 14th edition*. NJ Pearson Education.
- Kotler, P., & Keller, K. L. (2014). *Manajemen Pemasaran* (13th ed.).
- Kuncoro, M. (2009). *Metode Riset untuk Bisnis & Ekonomi* (3rd ed.). Penerbit Erlangga.

- Law, C. C. H., Zhang, Y., & Gow, J. (2022). Airline service quality, customer satisfaction, and repurchase Intention: Laotian air passengers' perspective. *Case Studies on Transport Policy*, 10(2), 741–750. <https://doi.org/10.1016/j.cstp.2022.02.002>
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69(September 2016), 41–48. <https://doi.org/10.1016/j.ijhm.2017.10.015>
- MacKay, A., & Remer, M. (2019). Consumer Inertia and Market Power. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3380390>
- Sangadji, E. M., Sopiah, & WK., N. (2014). *Perilaku Konsumen*. Penerbit Andi.
- Saqib, K., Mahmood, A., Khan, M., & Hashmi, M. (2015). Impact of Consumer Inertia on Purchase Intention under the Influence of Subjective Product Knowledge. *International Journal of U- and e-Service, Science and Technology*, 8(2), 293–298. <https://doi.org/10.14257/ijunesst.2015.8.2.28>
- Sohaib, M., Rehman, U. A. M., & Akram, U. (2016). Underlying Effect of Customer Satisfaction on Repurchase Intentions: Mediating Role of Trust and Commitment. *European Journal of Business and Management*, 8(10), 105–115.
- Subagio, D. (2018). Pengaruh Perceived Ease Of Use Terhadap Repurchase Intention dengan Perceived Usefulness Dan Trust Sebagai Variabel Mediasi dalam Menggunakan Jasa Gojek (Studi pada Konsumen Gojek di Kota Malang). *Jurnal Manajemen Dan Kewirausahaan*, 6, 35–44.
- Sugiyono. (2018). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Penerbit Alfabeta.
- Sunyoto, D. (2014). *Konsep Dasar Riset Pemasaran Perilaku Konsumen*. CAPS Publishing.
- Tsai, M.-C., & Lin, J.-C. (2017). The Influence Of Inertia On Repurchase Intention Of Hypermarket Customers. *International Journal of Economic and Research*, 8(2), 41–67.
- Venegas, V. B. (2018). Consumer Inertia, the New Economy and EU Competition Law. *Market and Competition Law Review*, 2(1), 47–53. <https://doi.org/10.7559/mclawreview.2018.332>
- Wang, W. T., Ou, W. M., & Chen, W. Y. (2019). The impact of inertia and user satisfaction on the continuance intentions to use mobile communication applications: A mobile service quality perspective. *International Journal of Information Management*, 44(May 2018), 178–193. <https://doi.org/10.1016/j.ijinfomgt.2018.10.011>
- Yustia Putri, W. (2017). Teknik Sampling. *Fakultas Ekonomi Dan Bisnis, Unpas Bandung*, 16709251004, 48–83.