

## REFERENCES

- Abid, M. F., Siddique, J., Gulzar, A., Shamim, A., Dar, I. B., & Zafar, A. (2022). Integrating the Commitment-Trust Theory to Gauge Customers Loyalty in Riding Services. *Journal of Promotion Management*, 29(3), 305–337. <https://doi.org/10.1080/10496491.2022.2143987>
- Abid, M. F., Siddique, J., Gulzar, A., Shamim, A., Dar, I. B., & Zafar, A. (2023). Integrating the Commitment-Trust Theory to Gauge Customers Loyalty in Riding Services. *Journal of Promotion Management*, 29(3), 305–337. <https://doi.org/10.1080/10496491.2022.2143987>
- Abidin, Z., Hidayanto, A. N., Inan, D. I., Luthfia Fitriani, A., Zahrah Halim, A., Farhan Mardadi, M., & Shalihah, R. (2020). *Knowledge Sharing and Community Promotion in Online Health Communities: Examining the Relationship Between Social Support, Community Commitment, and Trust Transfer* (pp. 3–15). [https://doi.org/10.1007/978-3-030-49576-3\\_1](https://doi.org/10.1007/978-3-030-49576-3_1)
- Actavianus, J. R., & Purmono, B. B. (2023). The Influence Of Service Quality On Loyalty Through Customer Satisfaction And Trust As Intervening Variables In Pt. BPR Universal Kalbar. *JEMBA: Journal of Economics, Management, Business and Accounting*, 1(4), 20–45. <https://doi.org/10.54783/jemba.v1i4.22>
- Alfiyanto, C., Indriani, F., & Perdhana, M. S. (2020). The effect of service quality on consumer trust and customer satisfaction to improve customer loyalty on go-car transportation online in Semarang city. *DIPONEGORO JOURNAL OF ECONOMICS*, 9(1), 58. <http://ejournal-s1.undip.ac.id/index.php/jme>
- Ali, R., Meraj, M., & Mubarik, M. S. (2023). In the pursuit of financial innovation-Led financial inclusion: A proposed construct for financial trust. *Borsa Istanbul Review*, 23(6), 1399–1413. <https://doi.org/10.1016/j.bir.2023.09.002>
- Anderson, E., Fornell, C., & Lehmann, D. (1994). *Customer satisfaction, market share, and profitability: findings from Sweden* (Vol. 58).
- Anora, A., Setiadi, S., Maulana, R., & Ginanjar, N. S. (2024). Pengaruh Kepercayaan Konsumen dan Komitmen Konsumen Terhadap Niat Beli Produk Elektronik di Bandung, Jawa Barat. *Jurnal EMT KITA*, 8(1), 9–17. <https://doi.org/10.35870/emt.v8i1.1705>
- Arthur, E., Agbemabiese, G. C., Amoako, G. K., & Anim, P. A. (2023). Commitment, trust, relative dependence, and customer loyalty in the B2B setting: the role of customer satisfaction. *Journal of Business & Industrial Marketing*, 39(5), 933–948. <https://doi.org/10.1108/JBIM-08-2022-0375>
- Babin, B. J., & Attaway, J. S. (2000). *Atmospheric affect as a tool for creating value and gaining share of customer: Vol. 49 No. 2*.
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). The service quality puzzle. *Business Horizon*, 31(5), 35–43.
- Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, 37(1), 278–302. <https://doi.org/10.1108/IJBM-02-2018-0021>

- Cole, A., Neri, M., & Cookson, G. (2023). *Expert Consensus Programme: Payment Models For Multi-Indication Therapies*. <https://www.ohe.org/publications/payment-models-multi-indication-therapies>
- Dabholkar, P. A., & Sheng, X. (2012). Consumer participation in using online recommendation agents: effects on satisfaction, trust, and purchase intentions. *The Service Industries Journal*, 32(9), 1433–1449. <https://doi.org/10.1080/02642069.2011.624596>
- Damar Rarasati, A., & Shihab, S. (2022). Pengaruh E-Service Quality dan Price terhadap Customer Trust Serta Dampaknya pada E-Loyalty (Studi pada GrabFood). *JIM*, 19(02), 113–125. <https://doi.org/10.21831/jim.v18i2>
- Djumarno, S. A., & Said, D. (2018). Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction. *International Journal of Business and Management Invention*.
- Erickson, S. M., Outland, B., Joy, S., Rockwern, B., Serchen, J., Mire, R. D., & Goldman, J. M. (2020). Envisioning a Better U.S. Health Care System for All: Health Care Delivery and Payment System Reforms. *Annals of Internal Medicine*, 172(2\_Supplement), S33. <https://doi.org/10.7326/M19-2407>
- Garbarino, E., & Johnson, M. S. (1999). *The different roles of satisfaction, trust, and commitment in customer relationships* (Vol. 63).
- Ghozali. (2008). *Structural Equation Modelling* (2nd ed.). Universitas Diponegoro. In *Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan* (Vol. 2, Issue 2). <https://doi.org/10.58192/wawasan.v2i2.2055>
- Ghozali, I. (2017). *Spss*. Badan Penerbit Universitas Diponegoro.
- Gilbert, S. M., & Cvsa, V. (2003). Strategic commitment to price to stimulate downstream innovation in a supply chain. *European Journal of Operational Research*, 150(3), 617–639. [https://doi.org/10.1016/S0377-2217\(02\)00590-8](https://doi.org/10.1016/S0377-2217(02)00590-8)
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hartanto, P., & Laij, F. (2020). Model E-Wom Dan Perceived Value Dalam Meningkatkan E-Repurchase Intention Dengan Mediasi E-Trust. *Jurnal Manajerial*, 11. <https://doi.org/10.30587/jurnalmanajerial.v11i02.7549>
- Haryono, S., & Wardoyo, P. (2016). *Structural Equation Modeling*. [www.ptipu.blogspot.com](http://www.ptipu.blogspot.com)
- Juhana, D. (2019). Effect of Service Quality on Customer Trust and Its Implications on Customer Satisfaction. *Kontigensi : Jurnal Ilmiah Manajemen*, 7(1), 27–32. <https://doi.org/10.56457/jimk.v7i1.62>
- Juliana, Pramezwary, A., Patricia, V., Lewinsky, S., & Dhammika Putra, H. (2021). *International Journal of Social and Management Studies (ijosmas) Understanding the Determinants of Hotel Consumer Trust: A Perspective Commitment-Trust Theory*. <http://www.ijosmas.org>
- Kalia, P., Kaushal, R., Singla, M., & Parkash, J. (2021). Determining the role of service quality, trust and commitment to customer loyalty for telecom service

- users: a PLS-SEM approach. *The TQM Journal*, 33(7), 377–396.  
<https://doi.org/10.1108/TQM-04-2021-0108>
- Kotler. (2000). A critical appraisal of customer satisfaction and e-commerce. *Managerial Auditing Journal*. <https://doi.org/10.1108/02686900310469952>
- Kotler, P., & Gary, A. (2019). *Prinsip-prinsip Pemasaran*.
- Lo, Y.-C., Lu, C., Chang, Y.-P., & Wu, S.-F. (2024). Examining the influence of organizational commitment on service quality through the lens of job involvement as a mediator and emotional labor and organizational climate as moderators. *Heliyon*, 10(2), e24130.  
<https://doi.org/10.1016/j.heliyon.2024.e24130>
- Mahendra, A. H., Yulisetiari, D., & Subagio, A. N. (2019). The role of price, promotion, and viral marketing in improving swiwings chicken's customer satisfaction. *International Journal of Scientific and Technology Research*, 8((8)), 1510–1514.
- Mahendrayanti, M., & Wardana, M. (2021). The Effect Of Price Perception, Product Quality, And Service Quality On Repurchase Intention. In *American Journal of Humanities and Social Sciences Research* (Issue 5). [www.ajhssr.com](http://www.ajhssr.com)
- Mahmud, D., Heryanto, F. N., Muzaki, H., & Mustikasari, F. (2023). The Influence of Hedonic Motivation, Influencer Marketing on Purchase Decision With fomo (Fear of Missing out) As Mediation. *International Journal of Professional Business Review*, 8(11), e03834.  
<https://doi.org/10.26668/businessreview/2023.v8i11.3834>
- Mashi, M. S., Johanin, J., & Subramaniam, C. (2017). *The Effect of Management Commitment, Safety Rules and Procedure and Safety Promotion Policies on Nurses Safety Performance: The Moderating Role of Consideration of Future Safety Consequences*.
- Mayer et al. (1995). Towards a more humanistic understanding of organizational trust. *Journal of Management Development*, 30(6), 605–614.  
<https://doi.org/10.1108/02621711111135206>
- Molden, D. C., & Finkel, E. J. (2010). Motivations for promotion and prevention and the role of trust and commitment in interpersonal forgiveness. *Journal of Experimental Social Psychology*, 46(2), 255–268.  
<https://doi.org/10.1016/j.jesp.2009.10.014>
- Monroe. (1990). A critical appraisal of customer satisfaction and e-commerce. <https://doi.org/10.1108/02686900310469952>
- Morgan, R. M., & Hunt, S. D. (1994). *The Commitment-Trust Theory of Relationship Marketing*.
- Nguyen, T. H., & Khoa, B. T. (2020). The Impact of Perceived Price on Customer Trust and Loyalty: Evidence from E-Commerce. *Journal of Retailing and Consumer Services*, 55, 102–113.
- Qomariah, N. (2021). (n.d.). The Role of Marketing Mix in Increasing Customer Satisfi ction Nine Coffee Bondowoso. *Society 5.0 :Leading In The Bordeless World*.

- Ratnasari, D., & Gumanti, T. A. (2019). Relationship marketing, service quality, satisfaction and customers loyalty of bank sharia mandiri banyuwangi. *International Journal of Scientific and Technology Research*, 8((6)), 7–10.
- Riskarini, D., & Ardianto, Y. (2021). Service Quality, Price And Product Promotion Towards Customer Trust, Impact On Customer Loyalty Grab Bike Depok Region. In *Management, and Accounting* (Vol. 3). <http://e-journal.stie-kusumanegara.ac.id>
- Saoula, O., Abid, M. F., Ahmad, M. J., Shamim, A., Patwary, A. K., & Yusr, M. M. (2024). Forging customer satisfaction through commitment-trust factors in financial insurance services: moderating role of corporate image. *Journal of Islamic Marketing*, 15(2), 418–445. <https://doi.org/10.1108/JIMA-08-2021-0257>
- Shandilya, N., Barreau, M.-S., Suarez-Merino, B., Porcari, A., Pimponi, D., Jensen, K. A., Fransman, W., & Franken, R. (2023). TRAAC framework to improve regulatory acceptance and wider usability of tools and methods for safe innovation and sustainability of manufactured nanomaterials. *NanoImpact*, 30, 100461. <https://doi.org/10.1016/j.impact.2023.100461>
- Sheth, J. N. (2001). *Competitive advantages through customer satisfaction* (Vol. 2).
- Shin, D., & Song, H. (2017). *The Impact of Promotional Strategies on Customer Trust and Loyalty*. 76, 143–151.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). *Consumer Trust, Value, and Loyalty in Relational Exchanges*. 66, 15–37.
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 1385–1396.
- Sugiyono, D. (2019). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Vun, A. C. Y., Harun, A., Lily, J., & Lasuin, C. A. (2013). Service Quality and Customer Loyalty. *International Journal of Online Marketing*, 3(2), 1–19. <https://doi.org/10.4018/ijom.2013040101>
- Wibowo, Y. G., Wulandari, R. H., & Qomariah, N. (2021). Impact of Price, Product Quality, and Promotion on Consumer Satisfaction in Cosmetics and Skincare. *Journal of Economics, Finance and Management Studies*, 4((07)), 978–986.
- Winston, W. (1988). *The multiplier effect on economic value of customer service: Vol. 3 No 3/4*.
- Yeong, S. N., Knox, D., & Prabhakar, G. (2022). *Customer Satisfaction and Loyalty in Malaysian Resort Hotels: The Role of Empathy, Reliability and Tangible Dimensions of Service Quality*.