

DAFTAR PUSTAKA

- Adekunle, S., A., & Ejechi, J. O. (2018). Modelling Repurchase Intention Among Smartphones Users in Nigeria. *Journal of Modelling in Management*, 13(4), 794–814.
- Afwan, M. T., & Santosa, S. B. (2019). ANALISIS PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN DENGAN CITRA MEREK SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Mebel Madina di Kota Banjarnegara). *Diponegoro Journal of Management*, 8(1), 1–10. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Agustina, E., Lie, D., Butarbutar, M., & Nainggolan, N. T. (2019). Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Pelanggan Pada Percetakan Aneka Jaya Pematangsiantar. *Maker: Jurnal Manajemen*, 5(1), 38–49.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alimbudiono, L. S. (2020). *Konsep Pengetahuan Akuntansi Manajemen Lingkungan*. CV Jakad Media Publishing.
- Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 96–104.
- Anderson, E. W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*, 1(1), 5–17.
- Aprinuryanto, N. A., & Santosa, S. B. (2019). *Analisis Faktor Yang Mempengaruhi Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Studi Pada Pengguna Smartphone Xiaomi Di Universitas Diponegoro)*. Universitas Diponegoro.
- Attar, R. W., Shanmugam, M., & Hajli, N. (2021). Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*, 123(3), 849–868.
- Cham, T. H., Cheng, B. L., Low, M. P., & Cheok, J. B. C. (2021). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review*, 33(1). <https://doi.org/10.1108/EBR-10-2019-0269>
- Dhingra, S., Gupta, S., & Bhatt, R. (2020). A study of relationship among service quality of E-Commerce websites, customer satisfaction, and purchase intention. *International Journal of E-Business Research*, 16(3), 42–59.
- Ermawati, N., Khotimah, T., & Nindyasari, R. (2019). Faktor-Faktor Yang Mempengaruhi Usaha Mikro Kecil Menengah (UMKM) Dalam Pengambilan Keputusan Investasi Studi Kasus Pada UMKM Batik Tulis Lasem. *Prosiding*

SENDI_U 2019, 2019, 547–552.

Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM* (7th ed.). Badan Penerbit Universitas Diponegoro.

Ginting, D. B. (2010). Structural Equation Model. *Encyclopedia of Biopharmaceutical Statistics*, 8(3), 1300–1305. <https://doi.org/10.3109/9781439822463.209>

Gunawan, S. O. (2023). *Hubungan Program Mentoring Pada Ma'had Al-Jami'ah Dengan Akhlakul Karimah Mahasiswa Fakultas Dakwah UIN Ar-Raniry*. UIN Ar-Raniry.

Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior : Building Marketing Strategy*. McGraw - Hill.

Heliawan, Y. A., & Wisnu, A. M. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Mobil Toyota Avanza Di Kecamatan Kartasura, Sukoharjo. *Jurnal Akuntansi Dan Pajak*, 18(2), 174–180.

Hoe, L. C., & Mansori, S. (2018). The effects of product quality on customer satisfaction and loyalty: Evidence from Malaysian engineering industry. *International Journal of Industrial Marketing*, 3(1), 20.

Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 53, 101736.

Juniarini, N. M. R., & Priliandani, N. M. I. (2019). Theory of Planned Behavior pada Minat Berwirausaha dengan Pengetahuan Akuntansi sebagai Variabel Moderasi. *Jurnal Riset Akuntansi*, 9(1), 1–8. <http://e-journal.unmas.ac.id/index.php/juara/article/view/297>

Kertajaya, H. (2007). *Positioning, Differensiasi, dan Brand*. Gramedia Pustaka Utama.

Khan, M. H. (2017). The Impact of Service Quality on Brand Image of an Educational Institute: Case of Pakistani Private Sector Universities. *International Journal of Research Scholars (IJRS)*, 1(1), 1–10.

Kim, Y., Wang, Q., & Roh, T. (2021). Do information and service quality affect perceived privacy protection, satisfaction, and loyalty? Evidence from a Chinese O2O-based mobile shopping application. *Electronics and Informatics*, 56, 101483.

Kotler, P dan Keller, K. L. (2016). *Manajemen Pemasaran Jilid I*. Erlangga.

Kotler. (2009). Manajemen Pemasaran (Edisi 13 Jilid 1). In Erlangga (Vol. 4, Issue 1). Erlangga. <https://doi.org/10.32529/jim.v4i1.478>

- Kotler, P., & Armstrong, G. (2010). *Prinsip-Prinsip Pemasaran* (13th ed). Penerbit Erlangga.
- Leung, D., & Ma, J. (2020). Antecedents and consequences of consumers' trust in hybrid travel websites. *Journal of Travel & Tourism Marketing*, 37(6), 756–772.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*, 35(1), 73–89.
- Mahendrayanti, M., & Wardana, I. M. (2021). The effect of price perception, product quality, and service quality on repurchase intention. *American Journal of Humanities and Social Sciences Research*, 5(1), 182–188.
- 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.
- Manuntung, A. (2018). *Terapi Perilaku Kognitif pada Pasien Hipertensi*. Wineka Media.
- Mardhiyah, K. A., & Astuti, S. R. T. (2021). Pengaruh Brand Experience dan Kualitas Layanan terhadap Loyalitas Pelanggan: Peran Kepuasan Pelanggan sebagai Variabel Mediasi (studi kasus pada pelanggan gofood di kota Semarang). *Diponegoro Journal of Management*, 10(3), 1–12. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Marlinda. (2018). *Pengaruh Customer Relation Management dan Kepercayaan terhadap Loyalitas melalui Kepuasan Pelanggan Pada PT. Pos Indonesia (Persero) Medan*. Universitas Muhammadiyah.
- Mattila, A., & Wirtz, J. (2000). The role of preconsumption affect in postpurchase evaluation of services. *Psychology and Marketing*, 17(7), 587–605. [https://doi.org/10.1002/\(SICI\)1520-6793\(200007\)17:7<587::AID-MAR2>3.0.CO;2-3](https://doi.org/10.1002/(SICI)1520-6793(200007)17:7<587::AID-MAR2>3.0.CO;2-3).
- Maulany, N. N., & Masruroh, N. N. (2017). Kebangkitan Industri Batik Lasem di Awal Abad XXI. *Patrawidya*, 18(1), 1–12.
- Mauludin, M. S. (2022). Analisis Perilaku Konsumen Dalam Transaksi Di e-Commerce. *Proceedings of Islamic Economics, Business, and Philanthropy*, 1(1), 108–123.
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, & Javed, M. K. (2021). The influence of ecustomer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C ecommerce segment. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/https://doi.org/10.1108/APJML03-2021-0221>
- Muslimah, I., Manggabarani, A. S., & Argo, J. G. (2021). Analisis kualitas

layanan, kepuasan konsumen, dan loyalitas konsumen online shop nwe label. *Konferensi Riset Nasional Ekonomi Manajemen Dan Akuntansi*, 2(1), 822–838.

Nasution. (2001). *Manajemen Mutu Terpadu: Total Quality Management* (Cetakan Pe). Pernerbit Ghalia Indonesia.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.

Philip Kotler. (2012). *Kotler On Marketing*. ISBN, 0-684–8449.

Prakoso, T. Y., & Hidayati, R. (2022). Analisis Pengaruh Kualitas Layanan dan Citra Merek terhadap Loyalitas Konsumen melalui Kepuasan Konsumen sebagai Variabel Intervening (Studi Pada Konsumen Smartphone Samsung di Semarang). *Diponegoro Journal of Management*, 11(1), 1–15.

Pramana, P. (2014). *Analisis Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan dan Lokasi Terhadap Loyalitas Pelanggan (Studi kasus: Warnet Chamber Semarang)*. Semarang.

Purwati, A. A., Fitrio, T., Ben, F., & Hamzah, M. L. (2020). *Product Quality and After-Sales Service in Improving Customer Satisfaction and Loyalty Kualitas Produk dan Layanan Purna Jual dalam Meningkatkan Kepuasan dan Loyalitas Pelanggan*. 16(2), 223–235.

Putra, A. S. (2018). Pengaruh Citra Merek (Brand Image) Dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Konsumen (Studi pada Konsumen Smartphone Lenovo di DIY). *Jurnal Manajemen Bisnis Indonesia (JMBI)*, 7(3), 252–260.

Retnanto, A. (2015). Model Manajemen Bisnis Batik Lasem : Studi Kasus Industri Rumah. *Retnanto A. Model Manajemen Bisnis Batik Lasem : Studi Kasus Industri Rumah. J Ekon Syariah Equilib*. 2015;3(1):174–98., 3(1), 174–198.

Reza, F., Sumarwan, U., & Hartoyo, H. (2019). Satisfaction, Purchasing Behavior, and Customer Loyalty of Butik Emas Logam Mulia. *Journal of Consumer Sciences*, 4(2), 90–107. <https://doi.org/10.29244/jcs.4.2.90-107>

Rifai, M., & Anton Eko Yulianto. (2022). Perbandingan Efisiensi Biaya Produksi Sebelum dan Sesudah Penerapan Total Quality Management (TQM) Pada PT . Pacific Indo Packing Lamongan. *The Journal of Business and Management*, 5, 59–71.

Ristiani, E., & Haryati, T. (2016). Pengaruh Tenaga Kerja dan Persaingan Usaha Terhadap Produktivitas Usaha Batik Tulis di Desa Babagan Kecamatan Lasem Kabupaten Rembang. *Economic Education Analysis Journal*, 5(3), 736–746.

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>
- Sambo, E., Ukpata, I. S., Atiga, M. M., & Fumba, J. (2022). Impact of product quality on customer satisfaction and loyalty. *Nigerian Academy of Management Journal*, 17(2), 145–155.
- Samir, V. F., Sampurno, S., & Derriawan, D. (2021). The Effect of Product Quality on Customer's Satisfaction and Loyalty of EMN Brand in the Ecommerce Era. *The International Journal of Business Review (The Jobs Review)*, 4(1), 1–14.
- Saraswati, A. R., & Giantari, I. G. A. K. (2022). Brand image mediation of product quality and electronic word of mouth on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 9(1), 97–109. <https://doi.org/10.21744/irjmis.v9n1.2012>
- Sayekti, W., Syah, T. Y. R., & Negoro, D. A. (2019). The effect of brand communication, image, and trust on brand loyalty. *International Journal of Economics, Commerce and Management*, 7, 64–76.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (Edisi 6). Salemba Empat.
- Sudaryono. (2016). *Manajemen Pemasaran Teori dan Implementasi*. Penerbit Andi Offset Yogyakarta.
- Sumartini, L. C., & Tias, D. F. A. (2019). Analisis Kepuasan Konsumen Untuk Meningkatkan Volume Penjualan Kedai Kopi Kala Senja. *Jurnal E-Bis (Ekonomi-Bisnis)*, 3(2), 111–118. <https://doi.org/10.37339/e-bis.v3i2.124>
- Suranto, V., & Walandouw, S. (2017). Analisis Pengaruh Struktur Modal Dan Kinerja Keuangan Terhadap Nilai Perusahaan Pada Perusahaan Perbankan Di Bursa Efek Indonesia. *J. EMBA J. Ris. Ekon. Manajemen, Bisnis Dan Akunt*, 5(2), 1–10.
- Syaifullah. (2018). *Pengaruh Kepercayaan Dan Komunikasi Terhadap Loyalitas Pelanggan Pada PT Spectrum Lintas Service Di Kota Batam*. IAIN KUDUS.
- Tjiptono. (2008). *Stratergi Pemasaran* (Edisi Kedu). Penerbit Andi, Yogyakarta.
- Triandewi, E., & Tjiptono, F. (2013). Consumer intention to buy original brands versus counterfeits. *International Journal of Marketing Studies*, 5(2), 23.
- Windarto, B. (2022). *Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Brand Image Terhadap Loyalitas Pelanggan (Di Pt. Lazizaa)*. STIE Malangkucecwara.
- Wulandari, A. (2022). *Batik Nusantara: Makna filosofis, cara pembuatan, dan industri batik*. Penerbit Andi.
- Yilmaz, K. (2011). The cognitive perspective on learning: Its theoretical

underpinnings and implications for classroom practices. *The Clearing House: A Journal of Educational Strategies, Issues and Ideas*, 84(5), 204–212.

