

DAFTAR PUSTAKA

- Abbas, U., Anwarul Islam, K. M., Hussain, S., Baqir, M., & Muhammad, N. (2021). Impact of Brand Image on Customer Loyalty with The Mediating Role of. <https://doi.org/xxxx>.
- Agus, M., Putra, A., Komang, L., & Dewi, C. (2023). The Influence of Customer Relationship Marketing and Service Quality on Customer Satisfaction with Brand Image as a Mediating Variable. *Journal of Social Science*, 4(5).
- Amelia, R. (2020). Pengaruh Komunikasi Pelayanan IndiHome PT. Telkom terhadap Loyalitas Pelanggan di Kota Banjarmasin. *Jurnal Kaganga*, 3(2). Retrieved from <http://jurnal.uts.ac.id/index.php/KAGANGAA>.
- Andini Nur Sabella, R., & Raden, F.P.U. (2022). Analisis Kompetensi Komunikasi Customer Service dalam Upaya Meningkatkan Pelayanan Prima pada Bank Syariah Indonesia KCP Tulang Bawang Barat. *Jurnal Manajemen, Akuntansi dan Ekonomi*, 1(3). <https://jurnal.erapublikasi.id/index.php/JMAE/index>.
- Ansori, P. B. (2022). The Effect of Relationship Marketing on Customer Loyalty. *Adpebi International Journal of Multidisciplinary Sciences*, 1(1), 45–53. <https://doi.org/10.54099/ajms.v1i1.209>.
- Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>.
- Bejou, D., Versi, U., Wray, B., & Ingram, T. N. (1996). Determinants of Relationship Quality: An Artificial Neural Network Approach. *Journal of Business Research*, 36(2), 111–118.
- Cahaya, Y. F., Mursitama, T. N., Hamsal, M., & Tjhin, V. U. (2023). Increasing e-loyalty of Banking Customers through Customer Trust and Commitment. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 96–104. <https://doi.org/10.33094/ijaefa.v15i2.844>.
- Chandra, T., & Putra, R. (2018). Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty at Pesonna Hotel Pekanbaru. *Journal of Applied Business and Technology (JABT)*, 2021(2).

Retrieved from www.e-jabt.org.

- Commer, P. J., Sci, S., Sarmad, I., & Ali, R. (2023). How Does Customer Advocacy Influence Brand Loyalty? A Serial Mediation of Brand Relationship Quality and Brand Trust. *Pakistan Journal of Commerce and Social Sciences*, 2023(1).
- Crosby, L. A., Evans, K. R., & Cowles, D. (2019). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Personal Selling & Sales Management*, 36(3), 195–211.
- DAM, T. C. (2020). The Effect of Brand Image and Brand Love on Brand Commitment and Positive Word-of-Mouth. *The Journal of Asian Finance, Economics and Business*, 7(11), 449–457.
<https://doi.org/10.13106/jafeb.2020.vol7.no11.449>.
- Ezquerro, L., Coimbra, R., Bauluz, B., Núñez-Lahuerta, C., Román-Berdiel, T., & Moreno-Azanza, M. (2024). Large Dinosaur Egg Accumulations and Their Significance for Understanding Nesting Behaviour. *Geoscience Frontiers*, 15(5). <https://doi.org/10.1016/j.gsf.2024.101872>.
- Hennig-Thurau, T., & Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development. *Psychology & Marketing*, 14(8), 737–764.
- Hoyer, W. D., & Brown, S. P. (1990). Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. *Journal of Consumer Research*, 17(2), 141–148. Retrieved from <http://jcr.oxfordjournals.org/>.
- Jurnal, L., Nur Rafika Putri, A., & Sri Rahayu, Y. (2017). Customer Retention Sebagai Variabel Intervening pada Pengaruh Relationship Quality terhadap Loyalitas Nasabah Tabungan Bank Syariah. *Jurnal Ilmu Manajemen*, 11(1), 241–251.
- Karela, E., Dan, P., Dharmayanti, D., & Si, M. (2022). Pengaruh Brand Awareness terhadap Customer Loyalty dengan Brand Image dan Relationship Quality sebagai Variabel Intervening pada Semen Gresik di Surabaya. Retrieved from <http://www.kemenperin.go.id/>.
- Keller, K. L. (2023). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 87(2), 10–30.

- Komitmen, P., Angga, A.P.K., dan Firdaus, M., Dimiyati, M. (2020). Penanganan Masalah Terhadap Kepercayaan Nasabah Pada Bank Jatim Cabang Banyuwangi. STIE Mandala Jember. *Jurnal Ekonomi*, 16(2).
- Kubaison, S. G., & Lyria, S. T. (2022). Effect of Strategic CSR Communication on The Brand Image of Selected Public Universities in Kenya. *Journal of Strategic Management*, 2(3), 19–31.
- Kurniasari, M., & Budiarmo, A. (1994). Pengaruh Social Media Marketing, Brand Awareness terhadap Keputusan Pembelian dengan Minat Beli sebagai Variabel Intervening pada J.CO Donuts & Coffee Semarang. *Diponegoro Journal of Social and Political*, 2018(1–7).
Retrieved from <http://ejournal-s1.undip.ac.id/index.php/>.
- Lages, C., Lages, C. R., & Lages, L. F. (2005). The RELQUAL scale: A Measure of Relationship Quality in Export Market Ventures. *Journal of Business Research*, 58(8), 1040–1048. <https://doi.org/10.1016/j.jbusres.2004.03.001>.
- Lagrosen, S., & Josefsson, P. (2011). Social Media Marketing as an Entrepreneurial Learning Process. *International Journal of Technology Marketing*, 6(4), 319–338.
- Le, T. M. H., & Ngoc, B. M. (2024). Consumption-Related Social Media Peer Communication and Online Shopping Intention among Gen Z consumers: A Moderated-Serial Mediation Model. *Computers in Human Behavior*, 153, 108100. <https://doi.org/10.1016/j.chb.2023.108100>.
- Naudé, P., & Buttle, F. (2000). Assessing Relationship Quality: Introduction and literature Review. *Industrial Marketing Management*, 29(4), 285–291.
- Nguyen, P. T., Cao, H. V., Phuoc, H. M., & Tran, P. T. (2022). The Mediating Role of Relationship Quality in the Linkage between Perceived Quality and Customer Loyalty. *The International Journal of Business & Management*, 10(3). <https://doi.org/10.24940/theijbm/2022/v10/i3/bm2203-021>.
- Palmer, D., & Hedberg, T. (2013). The Ethics of Marketing to Vulnerable Populations. *Journal of Business Ethics*, 116(2), 403–413. <https://doi.org/10.1007/s10551-012-1476-2>.
- Pappu, R., Cooksey, R. W., & Quester, P. G. (2005). Consumer-based Brand Equity: Improving The Measurement – Empirical Evidence. *Journal of*

Product & Brand Management, 14(3), 143–154.

<https://doi.org/10.1108/10610420510601012>.

Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). Consumer-based Brand Equity and Country-of-Origin Relationships: Some Empirical Evidence. *European Journal of Marketing*, 40(5–6), 696–717.

<https://doi.org/10.1108/03090560610657903>.

Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101–134.

<https://doi.org/10.1080/10864415.2003.11044275>.

Rahardian, R., & Ekonomi, F. (2016). Studi Pada Perusahaan Pasangan Usaha PT. XYZ (Sebuah Lembaga Keuangan Non-Bank). *Jurnal Ekonomi*, 16(3), 122–135.

Rosilawati, Y., Ilmu, J., Fisip, K., Muhammadiyah, U., Ring, Y. J., & Yogyakarta, R. S. (2003). Employee Branding Sebagai Strategi Komunikasi Organisasi Untuk Mengkomunikasikan Citra Merek (Brand-Image). *Jurnal Ilmu Komunikasi*, 6(3).

Ruchiat Nugraha, A., Wahyono, D., Siregar, A., Setianti, Y., Septrina Tampubolon, A., Padjadjaran, U., Abdul Aziz Lamadjido Palu, U., & Pmci, S. (2020). Analisis Pengaruh Komunikasi Pemasaran, Kualitas Pelayanan Dan Kepercayaan Terhadap Loyalitas Pelanggan Produk Uniqlo. *Jurnal Manajemen Dan Ekonomi*, 5(1), 72–85. <https://doi.org/10.54209/jasmien>.

Salih Güney, & Elifcan Atasoy. (2024a). The Intermediary Role Of Corporate Communication In The Effect Of Customer Relations Management On Brand Image. *The International Journal of Business & Management*.

<https://doi.org/10.24940/theijbm/2023/v11/i11/bm2311-021>.

Segarra-Moliner, J. R., Moliner-Tena, M. A., & Sánchez-García, J. (2013). Relationship Quality In Business To Business: A Cross-Cultural Perspective From Universities. *Marketing Intelligence & Planning*, 31(3), 196–215.

<https://doi.org/10.1108/02634501311324573>.

Shahzad, M. F., Xu, S., Lim, W. M., Yang, X., & Khan, Q. R. (2024). Artificial Intelligence And Social Media On Academic Performance And Mental Well-Being: Student Perceptions Of Positive Impact In The Age Of Smart Learning. *Heliyon*, 10(8). <https://doi.org/10.1016/j.heliyon.2024.e29523>.

- Sidharta, M. W., Yanuar, T., Syah, R., & Saptaningsih, A. B. (2021). The Relationship Between Social Media Communication And Word Of Mouth Inside Brand Image And Purchase Intention. *International Journal of Marketing*, 5(1), 88–95.
- Simbolon, P. S., & Sukresna, I. M. (2021). Analisis Pengaruh Inovasi Produk, Komunikasi Pemasaran Dan Kualitas Produk Terhadap Citra Merek Dan Kepercayaan Merek: Studi Pada Konsumen Rokok Gudang Garam Di Kota Semarang. *Jurnal Studi Manajemen Organisasi*, 18(2).
<https://ejournal.undip.ac.id/index.php/smo/article/view/39181>.
- Storbacka, K., Strandvik, T., & Grönroos, C. (2014). Managing Customer Relationships For Profit: The Dynamics Of Relationship Quality. *Journal of Services Marketing*, 28(2), 133–144.
- Tu, Y.-T., Liu, W.-C., & Chang, Y.-Y. (2014). Customer Commitment As A Mediating Variable Between Corporate Brand Image And Customer Loyalty. *Journal of Marketing Studies*, 5(1), 45–56.
- Wirren Chang, Renny Christiarini, Agnes Doraresta Khatarina Tokan, Delfina Muthia Sabella, Dewi Dewi, Mardiana Ng, & Serina Serina. (2023). Analisa Konsep Ide Bisnis Makanan Kucing Dari Bahan Organik "Mimeow." *Jurnal Riset Manajemen dan Ekonomi (JRIME)*, 1(3), 54–72.
<https://doi.org/10.54066/jrime-itb.v1i3.271>.
- Xia, L., Xu, Y., Zhang, Y., Jiang, H., & Cui, B. (2024). Impact Of Airline Social Media Marketing On Purchase Intention: Evidence From China Using PLS-SEM. *Transport Economics and Management*, 2, 249–262.
<https://doi.org/10.1016/j.team.2024.09.003>.
- Xu, J. (2022). Service Trust And Customer Loyalty In China's Hotel Services: The Causal Role Of Commitment. *Sustainability*, 14(13).
<https://doi.org/10.3390/su14138213>.
- Zaid, S., Juharsah, J., Yusuf, H., & Suleman, N. R. (2020). Customer Relationship Marketing As The Antecedent To Increasing Customer Loyalty. *International Journal of Research in Business and Social Science*, 9(5), 245–254.
<https://doi.org/10.20525/ijrbs.v9i5.865>.
- Zhang, W., Xu, M., Feng, Y., Mao, Z., & Yan, Z. (2024). The Effect Of Procrastination On Physical Exercise Among College Students—The Chain Effect Of Exercise Commitment And Action Control. *International Journal*

of Mental Health Promotion, 26(8), 611–622.

<https://doi.org/10.32604/ijmhp.2024.052730>.

Zhang, W., Zhang, W., & Daim, T. U. (2023). Investigating Consumer Purchase Intention In Online Social Media Marketing: A Case Study Of TikTok. *Technology in Society*, 74, 102289. <https://doi.org/10.1016/j.techsoc.2023.102289>.

