

DAFTAR PUSTAKA

- Durianto, D, Sugiarto dan Sitinjak Tony. 2004. Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: PT. Gramedia Pustaka Utama.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.
- Adamson, I., Chan, K., & Handford, D. (2003). Relationship marketing: Customer commitment and trust as a strategy for the smaller Hong Kong corporate banking sector. *International Journal of Bank Marketing*, 21(6/7), 347–358
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529250>
- Utami, C. W. (2006). Relationship effort dan kualitas layanan sebagai strategi penguat relationship outcomes (sebuah tinjauan konseptual dalam bisnis ritel modern di indonesia). *Jurnal Manajemen Pemasaran*, 1(1).
- Aprilianto, B., Welsa, H., & Udayana, I. B. N. (2022). Pengaruh commitment, trust terhadap customer satisfaction dan customer loyalty (studi kasus pada Bento Kopi Yogyakarta). *Widya Manajemen*, 4(1), 1–11. <https://doi.org/10.32795/widyamanajemen.v4i1>
- Hadi, L. P., Saufi, A., & Rinuastuti, B. H. (2023). Pengaruh relationship marketing terhadap loyalitas pelanggan pada PT. SiCepat di Kota Mataram. *Jurnal Magister Manajemen UNRAM*, 12(2), 177–185. <https://doi.org/10.29303/jmm.v12i2.777>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Tran, P. K. T., Nguyen, V. K., & Tran, V. T. (2020). Brand equity and customer satisfaction: A comparative analysis of international and domestic tourists in Vietnam. *Journal of Product & Brand Management*. Advance online publication. <https://doi.org/10.1108/JPBM-09-2020-2953>
- Feiz, D., & Moradi, H. (2019). Creating consumer-based brand equity for customers by brand experience: Evidence from Iran banking industry. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2019-0055>
- Duh, H. I., & Diniso, A. (2020). Generic medicine brand knowledge structure, relationships and purchase. *International Journal of Pharmaceutical and Healthcare Marketing*, 14(3), 301–321. <https://doi.org/10.1108/IJPHM-10-2018-0054>

- Esch, F.-R., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, 15(2), 98–105. <https://doi.org/10.1108/10610420610658920>
- Mombeuil, C., & Diunugala, H. P. (2024). Investigating the sustainability of the tourism industry through consumer intention to purchase electric three-wheelers: The case of Sri Lanka. *International Journal of Tourism Cities*, 10(4), 1210–1230. <https://doi.org/10.1108/IJTC-11-2023-0250>
- Johnson, M. D., Olsen, L. L., & Andreassen, T. W. (2009). Joy and disappointment in the hotel experience: Managing relationship segments. *International Journal of Hospitality Management*, 28(1), 4–30. <https://doi.org/10.1016/j.ijhm.2008.05.001>
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- Tran, P. K. T., Nguyen, V. K., & Tran, V. T. (2020). Brand equity and customer satisfaction: A comparative analysis of international and domestic tourists in Vietnam. *Journal of Product & Brand Management*, 30(1), 180–194. <https://doi.org/10.1108/JPBM-08-2019-2540>
- Batool, S., Panezai, B. A., Baloch, G. J., & Sohail, S. (2022). Influence of customer perceived ethicality on customer loyalty in the banking industry of Pakistan. *International Journal of Ethics and Systems*, 39(1), 54–72. <https://doi.org/10.1108/IJOES-03-2021-0071>
- Lee, D. H. (2023). The trinity of extended service quality, distinct perceived value, and customer loyalty facilitators. *Asia Pacific Journal of Marketing and Logistics*, 35(5), 1262–1287. <https://doi.org/10.1108/APJML-01-2022-0048>
- Silva, J., Costa, C., & Santos, M. (2024). Cognitive, affective and behavioural repercussions of perceived quality in tourism vocational education: Insights from self-determination theory. *International Journal of Educational Management*. Advance online publication. <https://doi.org/10.1108/IJEM-11-2023-0544>
- Bravo, R., Martínez, E., & Pina, J. M. (2019). Effects of customer perceptions in multichannel retail banking. *International Journal of Bank Marketing*, 37(5), 1253–1274. <https://doi.org/10.1108/IJBM-07-2018-0170>